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PUBLISHER'S BINDING

5 - DEC 11
Copy 1 1957

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION JULY 1, 1957 35¢ PER COPY

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Networks under fire again

Doerfer in for McConnaughey

High stakes for a daytimer

Trade Magazines

Point of Sale

Weekly Hits Folder

Newspapers

Direct Mail

Movie Trailers

Billboards

rans Lux Signs

Bus Signs

Welcome Wagon

Talk about promoting!

We don't talk about it. We do it! And in spades. Day in and out 'round Baltimore we talk up W-I-T-H—and our advertisers. Nobody—but nobody—is immune to it. Promoting? It's our lifeblood—and one of the big reasons why W-I-T-H has twice as many advertisers as any other Baltimore radio station.

Buy W-I-T-H in Baltimore

Tom Tinsley President • R. C. Embry Vice President

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta

TK6540
.B85

operation facelift

has made WHTN-TV



FULL COVERAGE . . . . . of the 23rd Television Market

FULL POWER . . . . . 316,000 watts to put a Grade A signal over the entire Golden (Central Ohio) Valley

NEW SALES . . . . . for a product-hungry market that last year accounted for

$138,000,000 in Food
$ 25,200,000 in Drugs
$ 46,000,000 in Apparel
$ 89,000,000 in Automotive
$ 26,125,000 in Gas Stations
$110,000,000 in General Merchandise

NEW TOWER . . . . . that rises 1000 feet above average terrain, for finest viewing

BUT THE AVERAGE CPM IS STILL THE LOWEST! No wonder it's the SELLibrated Station of the Golden Valley

WHTN-TV

CHANNEL 13
ABC Affiliate 316,000 Watts Huntington, W. Va.

A COWLES STATION
ROBERT R. TINCHER, GENERAL MANAGER
Represented by
Edward Petry & Co., Inc.

Pace Setter In The DES MOINES MARKET

KRNT-TV CBS

COWLES OPERATED STATION . . . *Represented By Katz*

★ **RATINGS**—Dominant Again and Again!

9 out of top 10 Multi-Weekly Shows

10 out of top 10 Once-A-Week Shows

323 Firsts in 476 Quarter Hours

★ **PUBLIC SERVICE**—Outstanding Record In Performance & Showmanship!

FOR EXAMPLE:

HEART OPERATION—"Live" telecast of life-restoring surgery on a 2-year-old boy on May 1.

SCHOOL SERIES—KRNT-TV duplicated a typical grade school classroom in Studio #1, with hidden cameras and microphones. For 13 weeks—February 18 through May 17—KRNT-TV televised a different class at work each day.

BOY WITH A STRING—Specially filmed story of one of Iowa's mental institutions, dramatically pointing up need for improved state facilities. A KRNT-TV Public Affairs Presentation.

COURT TRIAL—Complete filmed story of actual Municipal Court Trial of a state official. Another Public Affairs Presentation.

CHURCH TELECASTS—Sunday remotes from various Des Moines churches.

(AND MANY MORE)

★ **ENTERTAINMENT**—KRNT-TV is a firm believer in local shows, and produces the top-rated programs.

★ **REMOTE TELECASTS**—Frequently

Recent Examples: Special telecast of a June 3 wedding in chapel, culmination of a month-long promotion on Mary Jane Chinn Show. Current daily remote telecasts from Des Moines Municipal Airport—feature of 12 noon—1:00 p.m. "Bill Riley Time." Telecast of Saturday afternoon games of Des Moines Western League games. Telecast of big Home and Flower Show. Weekly church telecasts.

KRNT-TV, THAT—Highly Audience-Rated, Sales Results Premeditated, CBS Affiliated Station in Des Moines

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



KRLD-TV is the overwhelming favorite with the television viewers in Metropolitan Dallas (Dallas County). Here there are 207,200 television homes. (Metropolitan Telepulse Report, April, 1957.) This important market in 1956, had a Consumer Spendable Income of $1,724,146,000 and its retail sales amounted to a whopping $1,327,834,000. (Source: SRDS Estimates of Consumer Markets, January 1, 1957.)

NO OTHER TV STATION IN TEXAS GIVES YOU AS MUCH COVERAGE AS KRLD-TV

Channel 4 is the lowest frequency in Dallas or Fort Worth. This far-reaching signal is beamed with the maximum power allowed by FCC from the top of Texas' tallest tower. A strong, clear signal goes into 47 Texas and 5 Oklahoma counties — where there are 602,525 television homes... where there are more than one-fourth of Texas' population and one-third of Texas' television sets, plus those in Oklahoma — an area larger than covered by any other Texas television station. That's why KRLD-TV is *the biggest buy in the biggest market in the biggest state.*

KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only 50,000 watt full-time radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON, *Chairman of the Board* — CLYDE W. REMBERT, *President*

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

In Dallas, where 4 stations compete,

KRLD-TV

HAS THE MOST VIEWERS IN *ALL* BUT ONE TIME SEGMENT *throughout the entire week!*

MONDAY TO FRIDAY

KRLD-TV's share of the audience in Metropolitan Dallas is greater than any other station's in all five time segments. 7 a.m. to 12 noon; 12 noon to 6 p.m.; 6 p.m. to 10 p.m.; 10 p.m. to 12 midnight; 6 p.m. to 12 midnight.

SATURDAY

Again, KRLD-TV has the greatest share of the audience and leads in all of the five time segments throughout Saturday's telecasting day.

SUNDAY

Sundays, KRLD-TV has the most viewers in four out of five of the time segments. For the period, 12 noon to 6 p.m., KRLD-TV's audience leadership is shared with another station.

Source: Metropolitan Dallas Telepulse Report
April, 1957

closed circuit.

IT COULD HAPPEN • Keep your eye on radio. Sindlinger's "Activity" reports, carried weekly in B•T, show radio fast overtaking tv as summer habits take hold. Three weeks ago (June 2-8) Activity reported tv with 63.8% viewing, 78,358,000 viewers against radio's 52.8% listening, 64,848,000 listeners. By last week (June 16-22) gap was narrowed as follows: tv 58.2%, 71,480,000 against radio's 56.3%, 69,147,000 (page 38). If trend holds, radio may pass tv in next report.

B•T

ANOTHER sign that radio is heating up again comes from Midwest. On heels of generally reviving advertiser interest in nighttime radio [B•T, June 24], at least one important radio station in that area reports it's now averaging more than 30 spots per night (7 p.m. to midnight), seven nights per week—hours that not so long ago were regarded as radio's graveyard.

B•T

MEASURING THE BOOM • Radio's new zip and vigor will shortly be pointed up in new statistics. Radio Advertising Bureau researchers are working on up-to-date estimate of radio sets and radio homes, their first in 18 months. Although work is still in progress, current indications are that final figures will show total exceeding 136 million sets in U. S. as of July 1, gain of better than 10% since last RAB estimate Jan. 1, 1956. With more than 96% of U. S. homes radio-equipped (many multiply equipped), biggest gain naturally is to be expected in auto radio field. RAB is thinking of making estimates every six months.

B•T

STILL feeling that A. C. Nielsen Co. short-changes radio by treating massive out-of-home audiences as "bonus" to in-home listening [B•T, June 3], American Broadcasting Network has been seriously considering dropping its subscription to Nielsen services. ABN and Nielsen brass met in New York Friday after network served notice of this intent. Added complication: Nielsen's plan to boost its rates. Friday negotiations apparently settled nothing. Latest word was that talks would continue and that final outcome might not be known for weeks or even months. NBC also is re-evaluating radio rating services situation. Top official said NBC is concerned about "horse and buggy" techniques applied to today's medium.

B•T

SCHOOL TO START • Sylvester L. (Pat) Weaver's refurbished *Ding Dong School* will go into session after all. Dr. Frances Horwich will return to tv Aug. 26 with 14-city lineup for 52-week contract. Taylor-Reed Corp. (for Cocoa-Marsh) is only advertiser signed so far, but it's understood that dozen others are interested in participating.

B•T

KEY stations include WABD (TV) New York, WTTG (TV) Washington, and WGN-TV Chicago. Other cities reportedly carrying Ding Dong *(Mon.-Fri., 10-10:30 a.m.) will be Baltimore, Cincinnati, Cleveland, Detroit, Hartford, Indianapolis, Milwaukee, Minneapolis, Philadelphia and St. Louis. Meanwhile, Mr. Weaver's first venture with ex-NBC star Sid Caesar will be announced this week; it involves Hollywood motion picture production.*

B•T

LAST PUSH • Herculean effort to clean up tv docket cases awaiting final decision was made at FCC meeting last Thursday —final session presided over by George C. McConnaughey prior to expiration of his term last weekend. FCC made passes at four of six cases, deciding one and holding in abeyance action on three others.

B•T

HERE's how it went: Ch. 2 San Francisco to Pabst-Ingrim group, finalizing previously announced instructions; ch. 4 Pittsburgh stalemated on merger proposal involving KQV and WCAE Inc.; ch. 7 Seattle, considered previous week with no definitive results involving KIRO, KXA and KVI, passed over; ch. 7 Buffalo, involving competitive applications of WKBW, Great Lakes Television Inc. and Greater Erie Broadcasting Co. (WWOL), ordered reopened for further testimony involving financial aspects not previously covered in record. Other two cases awaiting final decision involve ch. 2 Ponce, P.R., and ch. 13 Biloxi, Miss.

B•T

ONE DOWN, ONE UP • Strike George R. Perrine, chairman of Illinois Public Service Commission as candidate for FCC McConnaughey vacancy and add: Bernard Katzen, 56, New York attorney and prominent Republican, who has served under Dewey-Brownell and Leonard Hall in state politics, and Frank J. Meistrell, commissioner, Federal Flood Indemnity Administration. Also regarded as definitely under consideration is FCC General Counsel Warren E. Baker. Mr. Perrine told B•T he had declined commissionership after Comr. John C. Doerfer had been named chairman. Mr. Perrine revealed he originally had been offered chairmanship last April and rejected invitation, saying that he was satisfied with his status.

B•T

WHEN John C. Doerfer takes over chairmanship of FCC today (Monday) he will carry along with him his present office group comprising Evelyn F. Eppley, legal assistant; James B. McElroy, engineering assistant, and Mrs. Patricia C. Siemien, confidential assistant. It's also expected he will appoint administrative assistant (probably to handle legislative liaison).

B•T

NEW AGENCY • Executive personnel at Edward Kletter Assoc., New York, advertising agency, planning to form new agency to be called Parkson Adv., which will move into new quarters at 400 Park Ave. some time this month. Ed Kletter will be president and Franklin Bruck executive vice president of new agency. Pharmaceuticals Inc., primary client of Kletter and heavy tv user, is slated to be one of many at Parkson.

B•T

IN SPITE of Rep. Emanuel Celler's (D-N. Y.) promise of "action" on his bill (HR 8277) designed to bring radio-tv under Robinson-Patman and Clayton anti-trust laws, no approval is expected during present term of Congress. Rep. Celler's subcommittee and staff currently are tied up with baseball hearings (story page 59), and end of 85th session of Congress is too close to permit House action.

B•T

TAINTED MONEY • Radio-Tv Committee of People-to-People project is treading water until permanent structure of overall 41-committee organization, espoused by President Eisenhower, is set up. Initial funds have been advanced on "loan" basis by U. S. Information Agency, contrary to understanding broadcasters had. They felt project should be private and voluntary and not under aegis of government, even temporarily. P-to-P expects large-scale financing from major foundations which, when forthcoming, probably would change attitude of radio-tv people. CBS President Frank Stanton and NARTB President Hal Fellows are co-chairmen of radio-tv.

B•T

IN NEGOTIATION • Sale underway of 45% of KFSD-AM-TV San Diego to *Newsweek* for $1.5 million plus some liabilities. Final decision is expected within fortnight. Fox, Wells & Co. (investment house) is principal stockholder in stations.

B•T

ANOTHER source of contention apparently is type of "institutional" tie-ins that should be made to promote world-wide program. Question of propriety has been raised regarding Adventures of Robin Hood *junket, arranged for Johnson & Johnson by its agency, Young & Rubicam, with plane load of about 65 newspaper-tv-radio critics to make London trip in September. There they'll attend Sept. 12 People-to-People clinic, with European program directors, and with P-to-P President Charles E. Wilson as principal speaker. Numerous other P-to-P projects also have tied in institutionally with businesses.*

in Kansas City



if you want teletype
rural reporting
there's a place to go



but if you want
on-the-spot
farm coverage
in Mid-America

it's KCMO radio*

*Director of Agriculture Jack Jackson
Market Reporter George Stephens
Farm Reporter Jack Wise

KCMO-Radio Kansas City 810 CBS

WHEN-Radio Syracuse 620 CBS
KPHO-Radio Phoenix 910 ABC
WOW-Radio Omaha 590 CBS

Joe Hartenbower, General Mgr.
R. W. Evans, Commercial Mgr.
Represented nationally by Katz Agency

KCMO . . . one of Meredith's Big 4 . . . All-Family Stations.

affiliated with Better Homes and Gardens and Successful Farming

THE WEEK IN BRIEF

LEAD STORY

Another Assault on Must-Buys, Options—Senate Commerce Committee's staff report sees monopoly in tv network practices, urges anti-trust probe. Encroachment by networks on station time draws fire. Page **27.**

ADVERTISERS & AGENCIES

Gusher Comes in For Foote, Cone & Belding—Agency suddenly gets Tidewater Oil as $4 million account quickly moves from Buchanan & Co. Page **32.**

There's A Trek to BDA—Burke Dowling Adams Inc., ups billing to $16.5 million, gains new accounts and executives from Robert W. Orr & Assoc.; BDA's principal new account, Studebaker-Packard, appears to be changing its mind about expected return to network broadcasting. Page **36.**

Revlon Wings Spread Further—Revlon Inc., mogul in consumer toiletries, branches out into ethical drug field with estimated $11 million stock purchase of 150,000 shares of Schering. Page **44.**

Detroit Goes For Sizeable Spin on Radio Networks—Radio airlanes are being crowded with competing automakers. Page **35.**

Airline Tries Stereo Music—American Airlines, which has been winging in on [good] *Music 'Til Dawn* for four years, seeks the rarified air of stereo broadcasting in an effort to modernize radio; to date, its experiments in three major cities have given industry officials pause to reflect. Page **32.**

GOVERNMENT

Doerfer Takes FCC Helm—Wisconsin Republican takes over chairmanship today. There's nothing official yet on successor to vacancy created by expiration of McConnaughey term. Page **50.**



CHMN. DOERFER

The Ex-chairman Speaks—McConnaughey bridles at Celler "aspersions," defends his administration and Commission staff and members in exclusive B•T interview. Page **52.**

More Tv's For Bay Area, Pittsburgh—FCC grants ch. 2 in San Francisco-Oakland following merger of three applicants. Pittsburgh ch. 4 grant is imminent as applicants there confer on consolidation. Page **54.**

FILM

AAP Rolls Ahead in Tv—Movie-tv hybrid producer-distributor reports on profits and potential in tv sales; eyes tv commercial production as possible new direction for its accelerating plans. Page **65.**

NETWORKS

Knode Rejoins NBC—He returns to network's station relations department, slated for vice presidency, after two-year period as vice president and tv plans board head with Edward Petry & Co. Page **48.**

Tv Network Gross Goes Up 7.6%—Publishers Information Bureau totals for May show gross billings for all networks topped $43.4 million. That brings first five months of 1957 to more than $211 million. Page **29.**

Stepup in Nighttime Tv Sales—Pharmaceuticals, Quaker Oats, and American Tobacco fill open spots in NBC-TV's nighttime fall schedule. Lever Bros. drops full hour in favor of half-hour series. NBC-TV gross billing picks up in process. Page **38.**

PROGRAM SERVICES

O'Malley's Pay-Tv Courtship—Subscription tv labeled "Frankenstein monster" in baseball hearings; Dodger President O'Malley admits agreement has been signed with Skiatron but says it is not an "operative contract." Page **59.**

ASCAP Tv Talks Start—First discussions between tv and ASCAP negotiators for new tv music licenses described as "both friendly and general." Page **62.**

More BMI-ASCAP Sparks Fly—Bing Crosby letters to Sen. Magnuson, released by Songwriters Protective Assn., charges radio-tv music is "so much trash." BMI's Burton says letter is an attempt to prejudice jury for upcoming trial. Page **60.**

STATIONS

Buckley, Jaeger Buy WHIM—Providence radio station sells for $830,000. Page **70.**

The Tv Station Situation—B•T's quarterly TELESTATUS reports on presently operating and planned television outlets. Page **91.**

MANUFACTURING

Skiatron Silent—Nobody associated with companies will comment on report that Motorola Inc. and Westinghouse Electric are working with Skiatron to mass-produce decoders and coders for pay-tv system. Page **60.**

Economy Tv Unit Offered—Hallamore Electronics Div., Siegler Corp., Anaheim, Calif., unveils new one-man tv studio complete with film, slide projectors and live camera—costing less than $15,000. Manufacturer feels this is boon to small station owners who want to "do it yourself." Page **63.**

OPINION

Casting For Commercials: An Exacting Job—The ever-interesting problems in planning commercials are described by Evelyn Barnes Peirce of J. Walter Thompson in B•T's MONDAY MEMO series. Page **101.**

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

It's happened in Minneapolis-St. Paul

WDGY *takes over first place — and 3 surveys say so!*

May-June Hooper says it. WDGY has *25.6%* average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

June Trendex says it. WDGY has *29.9%* average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

Latest Nielsen says it. WDGY first NSI area 9 a.m.-6 p.m., Monday through Saturday.

Latest Pulse (back in March-April) said WDGY is *first* every afternoon.

Storz Station programming excitement has overturned radio listening—and *time-buying*—habits of a generation. Get details from your Blair man . . . or talk to WDGY General Manager Steve Labunski.



WDGY
50,000 watts
Minneapolis-St. Paul

5 4 3 2 1

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

New Area Audience Service To Be Instituted by ARB

NEW "Area Audience Measurement" service announced last week by Roger Cooper, station relations director of American Research Bureau. Service will be done on station order, with first studies being made in Memphis, Wichita and Hartford-New Haven.

Mr. Cooper said new service will in effect measure all possible viewers to each home market station, "thereby enabling both buyers and sellers to evaluate stations on the basis of total audience delivered, program by program." Each market area survey will include all counties in which any home market station claims effective coverage, with ARB designing area measured. ARB will depart from its normal rating format by reporting audience size for each program in terms of total homes reached. Also reported will be men, women, children and viewers-per-set.

This area measurement, ARB believes, will make profound changes in timebuying techniques. No rating figure will be shown for total coverage area but ARB will continue to show ratings for its existing audience measurement reports.

On-Channel Boosters to Fill Uhf Shadow Areas Proposed

FCC is thinking of permitting on-channel boosters to fill out shadow areas of uhf stations. That was intent of Friday memorandum and notice of further proposed rule making which also: (1) rejected suggestions that presently operating unauthorized vhf boosters be regularized, and (2) that boosters be permitted to vhf stations.

Proposed rules would permit tv boosters to be operated by uhf stations to fill in shadow areas within Grade A contours. They would not permit stations to extend normal service area. Operation would be restricted to parent tv licensees.

Power of tv boosters would be limited to that required to provide a 5 uv/m signal at farthest boundary of principal community served, but not more than maximum 5 kw output will be approved.

Where service from booster-type operation is desired in areas outside normal service area of uhf or vhf stations, Commission recommended use of tv translators.

Comments on proposed booster rule requested by Aug. 1.

Weiss & Geller Expands to Miami

WEISS & GELLER Inc., New York, today (Monday) opens Weiss & Geller Inc. of Florida with offices at Parkleigh House, 530 Biscayne Blvd., Miami. Jerome Dobin, president of Dobin Adv., New York, has been named president of Florida office, and Dr. Max A. Geller, president of W&G, N. Y., is Florida board chairman.

CBS 'Welcomes' Further Study; NBC, ABC Silent on Report

COMMENTING on the staff report of the Senate Committee on Interstate & Foreign Commerce (story page 27), spokesman for CBS Inc. said: "This most recent staff report of the Senate Committee on Interstate & Foreign Commerce makes few final recommendations but suggests instead that the issues deserve further study. We welcome this procedure. The problems of network broadcasting are complex. CBS will continue to give the committee every cooperation, as we have in the past, in an effort to arrive at what is best in the public interest." NBC and ABC declined comment.

Goodwin Drops Paramount Posts

BERNARD GOODWIN, president of Dumont Broadcasting Corp. (WABD [TV] New York, WTTG [TV] Washington and WNEW New York), has resigned from all Paramount Pictures activities to devote full time to his DuMont post, it was disclosed Friday. Mr. Goodwin, who is board member and on executive committee of DuMont Broadcasting, also is secretary of Allen B. DuMont Labs; was vice president and general manager of all Paramount Pictures' publishing subsidiaries, vice president of Paramount Tv Productions Inc. (KTLA [TV] Los Angeles) and business manager of Paramount's Short Subjects Productions. Arthur Israel Jr. was elected Friday as vice president of Famous Music Corp. and Paramount Music Corp. succeeding Mr. Goodwin in music posts.

Chesler, Hyman Reelected

LOUIS CHESLER reelected board chairman of Associated Artists Productions Corp. at annual meeting in Wilminton, Del. Other members of board also reelected including Eliot Hyman, who is president of AAP Inc. and general manager of parent corporation. Herman J. Zittau, comptroller, was added to board.

ANOTHER RADIO SERVICE

SWITCHBOARD OPERATOR'S inspiration may become regular policy at Radio Advertising Bureau's headquarters. Telephone caller last Friday, holding on while executive wound up another telephone conversation, was told by operator Nancy Sheehan: "While you wait I'll keep the switch open and you can listen to the radio." RAB officials, impressed with this simple form of promoting their medium, quickly moved to make procedure standard.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 32.

SINGER SALE SET • Singer Sewing Machine Co., N. Y., signed for alternate weeks of *The Californians,* Tues., 10-10:30 p.m. on NBC-TV [B•T, June 17]. Network expects to sign another advertiser for other week shortly. Young & Rubicam, N. Y., is agency.

JOINS NCAA SPONSORS • Libby-Owens-Ford Glass Co., Toledo, signed as third sponsor for the nine National Collegiate Athletic Assn. football games this fall on NBC-TV (Saturdays). Others signed: Sunbeam Products and Bristol-Myers. Libby-Owens-Ford also considering alternate-week sponsorship of half-hour fall series and is negotiating with both NBC-TV and CBS-TV. Fuller & Smith & Ross, N. Y., is agency.

EXQUISITE FATTENS BUDGET • Exquisite Form Brassiere Inc., N. Y., will more than double its advertising budget in television this fall, allocating several million dollars for three "special" shows [B•T, June 3] and spot deal with NTA package. Agency, Grey Adv., N. Y., is considering time periods from both NBC-TV and ABC-TV for spectaculars in fall.

REDSKINS INVADE SOUTHWEST • American Oil Co., N. Y., (Amoco gas), planning to sponsor Washington Redskins football games on radio network of its own creation through Southwest. Agency is Joseph Katz Co., N. Y., which is asking for availabilities on stations it plans to line up for games.

GROVE, NBC RADIO HUDDLE • NBC Radio expected to announce signing of massive contract with Grove Labs, St. Louis, initially involving $600,000 net but possibly going as high as $1 million. Grove, for Fitch hair products (Harry B. Cohen Adv., N. Y.), Bromo-Quinine (Gardner Adv., St. Louis) and No-Doz (Garfield & Assoc., S. F.), has asked for spread on practically all NBC radio programs, weekday and weekend. Purchase reportedly becomes effective early September for Fitch, with B-Q kicking off Sept. 30.

MBS GETS AN L & M • Network radio gets more than $40,000 gross billing (no discounts but commissionable) via purchase on MBS by Liggett & Myers Tobacco Co. (L & M filter cigarettes). L & M's buy, via Dancer-Fitzgerald-Sample, N. Y. gets underway Wednesday and runs eight weeks through Aug. 26.

Continues on Page 10

at deadline

Comments Asked on Proposal To Lift Ch. 12 From Erie

FCC issued proposed rule-making Friday to move ch. 12 out of Erie, Pa.—where it is now occupied by Edward Lamb's WICU (TV)—and asked for comments by Aug. 1. Notice asked for comments on following proposals: (1) Move ch. 12 from Erie to Cleveland, Ohio; (2) move ch. 12 from Erie to Akron-Cleveland, specifying location of ch. 12 in Clarksburg, W. Va., south of that city, or moving ch. 12 from Clarksburg to Weston, W. Va., and ch. 5 from Weston to Clarksburg; (3) delete ch. 12 from Flint and assign it to Saginaw - Bay City - Flint. Commission rejected proposal to shift ch. 12 from Flint to Ann Arbor, Mich. Comrs. McConnoughey and Bartley abstained.

In other allocations moves, Commission invited comments by July 12 to:

• Move of ch. 7 from St. Cloud, Minn., to Alexandria, Minn., and ch. 36 from Alexandria to St. Cloud. Comr. Lee absent.

• Move ch. 16 to Ephrata, Wash.; substitute ch. 31 for ch. 25 in Kennewick, Wash.; substitute ch. 25 for ch. 31 in Richland, Wash., and change offset carrier on ch. 16 Port Angeles, Wash., from minus to plus.

• Assign ch. 16 to South Bend, Ind., from Aurora, Ill.; substituting ch. 75 for ch. 16 in Aurora.

WQOK, KNAC-TV Sales Among 15 Approved by FCC

FCC granted 15 station sales Friday, among them:

• WQOK Greenville, S. C. (5 kw on 1440 kc) sold by Albert T. Fisher Jr. and Joe Speidel III to Dick Broadcasting Inc. (James A. Dick and wife) for $125,000. Mr. Dick owns WIVK Knoxville, Tenn.

• KNAC-TV Fort Smith, Ark (ch. 5), 50% interest sold to Harry Pollock and Harry Newton Co. by Salome S. Nakdimen, widow of H. S. Nakdimen, for $61,500. Sale of other 50% to George T. Heinreich involved in litigation brought by Southwestern Publishing Co. (ch. 22 KFSA-TV Fort Smith) which charged it held option to buy other 50%.

WHAS-TV Bid in Hearing

BID to put up 2,000 ft. tower, requested by ch. 11 WHAS-TV Louisville, Ky., designated for hearing by FCC Friday. Application, filed in 1955 by *Louisville Courier-Journal* station asked for site near Lexington, Ky., to which Lexington tv outlets objected. WHAS-TV also failed to secure airspace approval for various locations, bringing station demand that FCC order airspace organizations to find site. Lexington stations WLEX-TV and WLAP-TV, both uhf, made parties to hearing by Commission.

Guild Drops WMBV-TV Bid; KTBS, KSEI Being Sold

GUILD Films Co. President Reub Kaufman Friday confirmed reports film company had withdrawn 1956 offer to buy ch. 11 WMBV-TV Marinette, Wis.; even though FCC approved sale and denied protest by Green Bay stations.

Mr. Kaufman told B•T that original owners continue in operation and management and that Guild Films decided it is not feasible to be both broadcaster and film supplier. He said decision was made "just a few days ago," following culmination of 14 months of litigation over protest action. He added that "as a matter of policy Guild does not contemplate entering any station ownership or operation in the future."

Guild bought tv station and am adjunct WMAM Marinette for total consideration of $600,000 from M&M Broadcasting Co. (William E. Walker, Joseph Macklin and associates). Sale was approved in mid-1956, but suspended following protests. Protests were denied several months ago.

Also announced Friday was sale of KTBS Shreveport, La. (10 kw day, 5 kw night on 710 kc) by E. Newton Wray and associates to Gordon B. and Barton R. McLendon for $200,000. Transaction, subject to usual FCC approval, handled by Hamilton, Stubblefield, Twining & Assoc. McLendons own KLIF Dallas, KILT Houston and KTSA-AM-FM San Antonio, and have offered to build tv station in Ireland [B•T, June 24].

And on Friday application for sale of KSEI Pocatello, Idaho (5 kw on 930 kc), and cp for ch. 6 from Henry H. Fletcher to Pioneer Broadcasting Co. for almost $120,000 filed with FCC.

• BUSINESS BRIEFLY

Continues from page 9

BOOKINGS FOR BOOKS • Black's Readers Service Co., Roslyn, L. I., understood to be planning spot radio campaign to promote sale of books this summer. Number of markets to be used undetermined. Agency: Schwab & Beatty, N. Y.

STAY WITH 'PANIC' • Liggett & Myers Tobacco Co. (Chesterfield) and Max Factor Co., alternate-week sponsors of *Panic* on NBC-TV in Tues. 8-8:30 p.m. EDT, will continue period through summer with *Panic* repeats to Sept. 10. Chesterfield agency is McCann-Erickson; Factor agency is Doyle Dane Bernbach, both N. Y.

SALVO IN 20 MARKETS • Youngstown Kitchens, Warren, Ohio, through Grey Adv., N. Y., buying radio spot announcement campaign in 20 scattered markets, starting this month.

PEOPLE

VICTOR G. BOEDE, group head, Benton & Bowles, N. Y., appointed member of plans board as copy chief of agency. **OTTO PROCHAZKA,** senior copy supervisor, made member of plans board and writers **BETTY PIKE, DOROTHY WITNEY** and **NORTON WOLF** named copy supervisors.

AL SPEAR resigned Friday as staff announcer of KUTE Glendale, Calif., to become general manager of KUTY Palmdale, Calif., 1 kw daytimer which expects to begin broadcasting next month.

JOHN FREDERICK CUNDIFF, sales manager, KCRG-TV Cedar Rapids, Iowa, joins WNHC-AM-FM-TV New Haven-Hartford as sales manager today (Mon.).

FUNERAL SERVICES will be held today (Mon.) at Christ Church, Short Hills, N. J., for **ELLIOTT BOWLES,** 43, president of Whitehall Pharmacal Co. N. Y., who died Thursday of cancer at Memorial Hospital.

Two Longtime Tv Grantees Asked Why They Never Started Operating

FCC Friday called on two tv grantees to explain why they are not on air, while at same time it returned applications for same facilities, subject to future retendering.

It advised Oregon Radio Inc. (KSLM-TV Salem) to apply for hearing within 20 days for extension of ch. 3 construction permit granted firm in 1953. Commission simultaneously returned Salem Television Co.'s application to broadcast on same channel.

Similar warning was sent to Chinook Television Co. which has expired construction permit to operate on ch. 23 in Yakima. At same time, Commission returned application of Yakima Television Corp. to operate on same channel there.

ZBM-TV to Join CBS-TV

ZBM-TV Pembroke, Bermuda, will join CBS-TV about Nov. 7 as non-interconnected station under Extended Market Plan, according to Edward P. Shurick, CBS-TV vice president and director of station relations. ZBM-TV is owned by Bermuda Radio & Television Co.

Toledo Educ. Tv Granted

NEW noncommercial educational tv station to operate on ch. 30 was granted by FCC Friday to Greater Toledo Educational Television Foundation Inc., Toledo, Ohio.

TelePrompTer Stock Split Proposed

BOARD of directors of TelePrompTer Corp. has called special meeting of stockholders to be held July 15 to consider increase of capital stock and two-and-half-for-one stock split. Irving B. Kahn, chairman and president, stated that, if approved by stockholders, split will be effective on day of meeting. Mr. Kahn further stated that management believes this will result in greater investor interest in common stock of TelePrompTer and result in broader view of "vigorous expansion program now under way," company said. No additional financing, however, is contemplated at present.

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO · MEXICO CITY · SAN JUAN · LONDON



It makes a happy sound when millions of people all over the country click on their TV sets to watch your show.

And it's an even happier situation when these viewers "tune in on" your sales message.

If you've made your *salesmanship* as compelling as your *showmanship*, viewers will not only react favorably—they'll go out and *buy*.

July 15*

is

FINAL

DEADLINE

for

ADVERTISING

COPY

for the

1957-58

TELECASTING

YEARBOOK-

MARKETBOOK

*Since the Yearbook is "pasted-down" July 8, please call MEtropolitan 8-1022, collect, for last-minute reservations. Advertising copy can follow.

15,000 circulation covers practically all TV buyers.

Likes Pre-testing Feature

EDITOR:

Many thanks for the feature on our pre-testing service [B•T, June 24].

I was particularly impressed with the manner in which your writer sifted, culled and molded many pieces of scattered information I gave him into a factual, flowing, informative article which, I'm sure, developed a fair amount of interest in the trade. Material of this nature, in my opinion, can best be delivered to the industry through such exposure.

George K. Gould
Telestudios Inc.
New York

Abbreviated in Error

EDITOR:

. . . [In] a story on our new 99 Group in the Sacramento-San Joaquin Valley [B•T, June 24] . . . the head writer designated the article "H-R Packages 6 California Stations."

I am sure you realize that Headley-Reed and H-R are two separate and distinct organizations and that H-R has nothing whatsoever to do with the new California Valley Group. As a matter of fact, they are competitive in certain areas which I believe will make the story even more confusing. In addition, the station in Visalia, Calif., is KONG, not KTNG.

John H. Wrath
Executive Vice President
Headley-Reed Co.
Chicago

Not So 'Exclusive'

EDITOR:

The deal concluded between Paul Venze Assoc. and Screencraft Pictures [B•T, June 24] giving Charles Antell "exclusive rights" for *Judge Roy Bean* is for 50 markets and a six-month period of time. Furthermore, the Mickey Rooney programs were not acquired in this deal although negotiations are in progress for Venze to offer Rooney as a package with *Judge Roy Bean* but on a non-exclusive basis.

Sy Eichman
Publicity Director
Screencraft Pictures
New York

Five Supported It

EDITOR:

In B•T June 24, page 70, an error of transposition was made when you quoted the AMST summary of the comments filed by the industry in connection with Docket No. 12005, the proposed rule making procedure which, for all practical purposes, would abandon the Table of Television Assignments.

In the category, "Networks and Organizations," we found that five groups as a practical matter supported the retention of the Table of Assignments, and two groups supported its abandonment.

Your article represented this as being just the opposite.

Lester W. Lindow
Executive Director
Association of Maximum Service Telecasters Inc.,
Washington, D. C.

Another Successful House Call

EDITOR:

We were extremely interested to note that KDKA-TV features a *House Call* program [B•T, June 17]. Our own highly successful *House Call* has been on the air since February 1955 and has earned many thanks from local medical authorities for its coverage of such topics as "Heart Attack," "The Menopause," "Industrial Medicine," "Who's Getting Old" and "Home Hazards."

Bill Schubert
Director, Promotion-Publicity
WVET-TV Rochester, N. Y.

Naturally, Fla. Had to Answer

EDITOR:

We read with interest [B•T, June 24] . . . that the creative staff of Charles Bowes Advertising Inc., Los Angeles, held its first creative clinic at the Sheraton-Town House swimming pool.

According to Chuck Bowes, agency president, it was a great success, and Mr. Bowes recommended the practice to other agencies.

At Soundac we would like to second his recommendation. In fact, again I think Florida has gone California one better. Our entire offices and production studios are built around a beautiful enclosed pool and patio.

It's all for the relaxation of our staff of artists who produce some of the finest animated programs and commercials in America, and for the pleasure of our clients.

It's nice that a California agency can enjoy a once-a-year creative session at poolside . . . but here in Miami, we have a tv film production company that creates at poolside every day of the year.

Robert D. Buchanan
President
Soundac Productions Inc.
Miami, Fla.

A 'Rock' About Rockford

EDITOR:

. . . I notice the bulletin, "Hope Group Buys Peoria V" [B•T, June 17].

If anything arouses the ire of a Rockfordian, it is to be compared with, associated with, or otherwise related to Peoria or to Rock Island.

Aside from this, when did the FCC allocate v station to Peoria?

E. Kenneth Todd
President
Rockford Morning Star *and*
Register-Republic
Rockford, Ill.

[EDITOR'S NOTE: The news story itself (page 90) correctly identified WREX-TV as being in Rockford, the "Week in Brief" capsule (Page 7) was in error.]

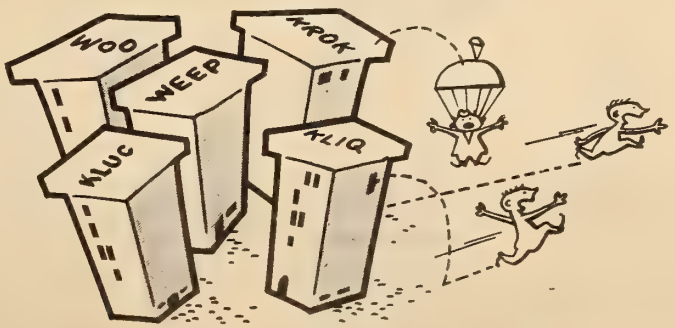




We really KILT 'em in Houston!

FROM LAST TO FIRST IN THIRTY DAYS: HOOPER!

Communique No. 1, OPERATION **KILT,** 15 June 1957: In its first public announcement since the call letters were changed from KLBS to **KILT** in Houston on M Day (14 May 1957), Time Buyers' Headquarters for the Greater Southwest reports complete devastation of the pre-**KILT** radio picture in Houston. The super-strategy of **KILT**'s high command, headed by General Bill Weaver, developed with military precision in the tough KLIF Dallas and KTSA San Antonio sectors, has sent the opposing forces reeling. On 14 May, **KILT** was last in Houston with only 4.6% of the all-day average audience (May '57 Hooper). Just thirty days later, on 15 June, **KILT** had rocketed from last to first with 30.5% of the all-day average audience (June '57 Hooper). *It's a new world's record — thirty days from last to first!*



affiliated with

KLIF/DALLAS and **KTSA**/SAN ANTONIO

*The big K is 50,000 watt KSL radio, the *best seller* in the big and booming greater Salt Lake Market. It's a market that includes KSL,s leadership in metropolitan areas as well as dominance of the eager-to-buy thousands in smaller cities and towns, a market area of 1,671,200 people. It's 111 counties† in 8 states where people are reached and sold by KSL radio.

†*Nielsen: 40 to 100 percent coverage*

BEST SELLER



THE BIG K KSL RADIO

50,000 WATTS
CBS for the Mountain West
Represented by CBS
Radio Spot Sales

Reaches and sells a GREATER SALT LAKE!

Broadcasting Publications Inc.

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BROADCASTING TELECASTING

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Annual subscription for 52 weekly issue: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

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*Reg. U. S. Patent Office
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To the next 25 years

These radio broadcasters look forward to new opportunities and responsibilities as their pioneer National Representatives

PETERS, GRIFFIN, WOODWARD, INC.

enter their next 25 years of providing service to advertisers and their agencies.



RADIO STATIONS

West

KBOI—Boise	5,000
KGMB-KHBC—Honolulu-Hilo	5,000
KEX—Portland	50,000
KIRO—Seattle	50,000

Midwest

WHO—Des Moines	50,000
WOC—Davenport	5,000
WDZ—Decatur	1,000
WDSM—Duluth-Superior	5,000
WDAY—Fargo	5,000
WOWO—Fort Wayne	50,000
WIRE—Indianapolis	5,000
KMBC-KFRM—Kansas City	5,000
WISC—Madison, Wis.	1,000
WMBD—Peoria	5,000

Southwest

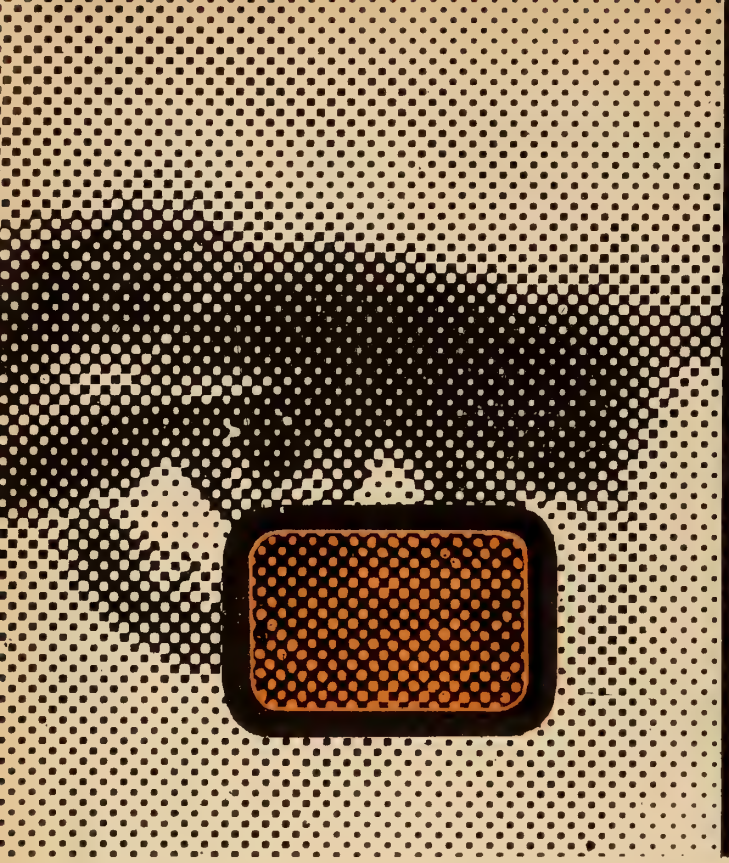
KFDM—Beaumont	5,000
KRYS—Corpus Christi	1,000
WBAP—Fort Worth-Dallas	50,000
KENS—San Antonio	50,000

East

WBZ + WBZA—Boston and Springfield	51,000
WGR—Buffalo	5,000
KYW—Cleveland	50,000
WWJ—Detroit	5,000
WJIM—Lansing	250
KDKA—Pittsburgh	50,000

Southeast

WCSC—Charleston, S. C.	5,000
WIST—Charlotte	5,000
WIS—Columbia, S. C.	5,000
WSVA—Harrisonburg, Va.	5,000
WPTF—Raleigh-Durham	50,000
WDBJ—Roanoke	5,000



to the next 2

At 11:00 AM (E.S.T.), February 15, 1957 United States population passed the 170 million mark. On February 15, 1982 the population will approximate 225 million.

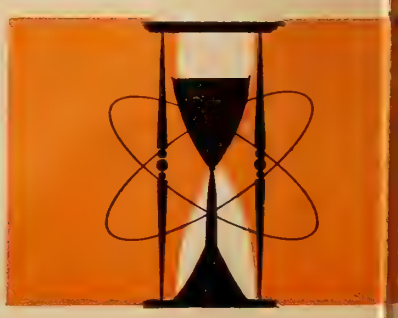
Never again will U. S. workers have only 170 million people to provide for. During the next 25 years, the sale of food, clothing, housing, cars, appliances—everything—will dwarf the biggest years we've known.

4,200,000 babies in 1956 (approx.)
6,375,000 babies in 1982 (est.)
1,110,000 new houses in 1956 (approx.)
2,300,000 new houses needed during 1982 (est.)



Broadcasting's bright opportunities are charted through trends toward more leisure time—urban decentralization—and greater needs for better and more efficient advertising patterns. Broadcasting's greatest opportunity to sell, and serve, lies ahead.

$9.1 billion spent for advertising in 1956 (approx.)
$12.6 billion will be spent in 1982 (est.)



SOURCES: The population and product data on the preceding pages are projections of long range forecasts reported in the December 22, 1956, Kiplinger Washington Letter and "Tomorrow is a Big Market" prepared by the Associated Business Publications. Radio and television set forecasts are from broadcasting industry sources.

5 years



Opportunity means responsibility to these bigger audiences. As Broadcasters we pledge our best efforts to provide—better news—higher levels of entertainment—more events of public importance and community interest.

In 1956 U.S. homes with color TV passed 100,000
58 million will have color TV in 1982 (est.)
128 million home and car radio sets in 1956 (approx.)
100 million people will carry personal radio sets in 1982 (est.)



Opportunity means responsibility to advertisers. As exclusive Station Representatives P.G.W. pledges its best efforts toward simplifying the use of spot broadcasting—assembling meaningful market information—maintaining accurate station data.

U. S. population will increase 33⅓% by 1982 (est.)
Some market areas will increase 150% (est.)

The radio and television stations listed on these pages salute their Pioneer National Representatives



PETERS, GRIFFIN, WOODWARD, INC.

as the company enters its second twenty-five years.

To the next 25 years



These television broadcasters look forward to new opportunities and responsibilities as their pioneer National Representatives

PETERS, GRIFFIN, WOODWARD, INC.

enter their next 25 years of providing service to advertisers and their agencies.

TELEVISION STATIONS

st	Channel
DI-TV—Boise	2 CBS
TV—Denver	9 ABC
MB-TV—Honolulu AU-KHBC-TV	9 CBS
N-TV—San Francisco	4 NBC

Midwest	Channel
WHO-TV—Des Moines	13 NBC
WOC-TV—Davenport	6 NBC
WDSM-TV—Duluth-Superior	6 NBC
WDAY-TV—Fargo	6 NBC-ABC
KMBC-TV—Kansas City	9 ABC
WISC-TV—Madison, Wis.	3 CBS
WCCO-TV—Minneapolis-St. Paul	4 CBS

East	Channel
WBZ-TV—Boston	4 NBC
WGR-TV—Buffalo	2 ABC
KYW-TV—Cleveland	3 NBC
WWJ-TV—Detroit	4 NBC
WJIM-TV—Lansing	6 ALL
WPIX—New York	11 IND
KDKA-TV—Pittsburgh	2 CBS
WROC-TV—Rochester	5 NBC

Southwest	Channel
KFDM-TV—Beaumont	6 CBS
KRIS-TV—Corpus Christi	6 NBC
WBAP-TV—Ft. Worth-Dallas	5 ABC-NBC
KENS-TV—San Antonio	5 CBS

Southeast	Channel
WCSC-TV—Charleston, S. C.	5 CBS
WIS-TV—Columbia, S. C.	10 NBC
WSVA-TV—Harrisonburg, Va.	3 ALL
WFGA-TV—Jacksonville	12 CP
WTVJ—Miami	4 CBS
WDBJ-TV—Roanoke	7 CBS

THE JIMMY DEAN SHOW

HAZEL BISHOP staked its claim to our great American heritage June 22 with the first evening installment of *The Jimmy Dean Show*. Perhaps Mr. Dean and his associates are more at home performing with the roosters in the morning, but whatever the reason, it appears that Mr. Dean's country music offerings fare much better in the sunlight of morning, than under the more-exacting spotlight of evening viewing.

A habitual user of such phrases as "By nab!" Mr. Dean started his show off with a telegram from Hazel Bishop and a song that was more from the heart than the larynx. Mr. Dean's sing-song baritone was supplemented by a bevy of comely young ladies wearing print dresses and unreasonably happy smiles.

One of the more personable of the girls, Jan Crockett, sang a duet with what must have been the strangest looking dummy ever to appear before the public. Bags under his eyes, wrinkled brow and tousled hair, Alec Houston's Elmer rolled his eyes appropriately and sang with a fervor unfamiliar to most woodenheads.

Guest vocalist Georgia Gibbs writhed through a rock and roll type number, exuding enough personality for several shows. She followed this up with a contest-duet with Mr. Dean in which she succeeded in drowning him out completely, while he managed to cover her face with the rhythmic swinging of his hands.

Taking a cue from Steve Allen, Mr. Dean mingled with his audience seated in the bleachers, and with a gesture to his maestro, Marvin, led them in "You Are My Sunshine." The show was closed with an "inspirational" song, "Prayer Meetin' Time in the Hollow."

Whether or not *The Jimmy Dean Show* will sell Hazel Bishop products remains to be seen. The drab camera work and disconnected format do not tend to enhance the show, which could perhaps best be summarized in Mr. Dean's own words: "Always an hour late, and a dollar short."

Production costs: Approximately $13,500. Sponsored by Hazel Bishop Inc., through Raymond Spector Inc., on CBS-TV, Sat., June 22, 10:30-11 p.m. EDT.

Principals: Jimmy Dean, Jan Crockett, Country Lads, Texas Wildcats and guest star Georgia Gibbs.

Producer: Bob Clarkson.
Director: Clark Pangle.

BOOKS

BASIC VOICE TRAINING FOR SPEECH, by Elise Hahn, Charles W. Lomas, Donald E. Hargis and Daniel Vandraegen; 253 pp.; McGraw-Hill Book Co., 330 W. 42nd St., New York 36; $4.75.

IN this second edition, the text has been reorganized for sharper delineation of ideas and improvement of sequence. As before, the book provides an elementary treatment for college courses. It is designed to help in improving the speaking voice through better understanding of physical, physiological and psychological factors affecting the voice, integrated with drill in voice usage.

RADIO OPERATOR'S LICENSE Q & A MANUAL, by Milton Kaufman; 720 pp.; John F. Rider Publisher Inc., 116 W. 14th St., New York 11; $6.60.

THIS is the sixth edition of the manual and includes all the latest question revisions, renumbering and deletions made by the FCC. Discussion of many of the questions has been amplified to supply the reader with maximum background information. The author was formerly instructor at RCA Institutes.

TRANSISTOR CIRCUIT ENGINEERING, edited by Richard F. Shea; 468 pp.; John Wiley & Son Inc., 440 Fourth Ave., New York 16; $12.

WRITTEN by eight members of the General Electric staff, pioneers in transistor research, this work has a place of authority in the field. It shows how transistor theory can be put to work in typical circuits. It provides necessary tools for doing actual circuit designs and developing usable circuits in all potential fields of application. In addition, the book provides data on the newest developments and their application in broad new fields.

COLORCASTING®

The Next 10 Days
Of Network Color Shows
(All Times EDT)

CBS-TV

Color schedule cancelled for summer period.

NBC-TV

July 1-5, 8-10 (1:30-2:30 p.m.) *Club 60,* participating sponsors.

July 1-5, 8, 10 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

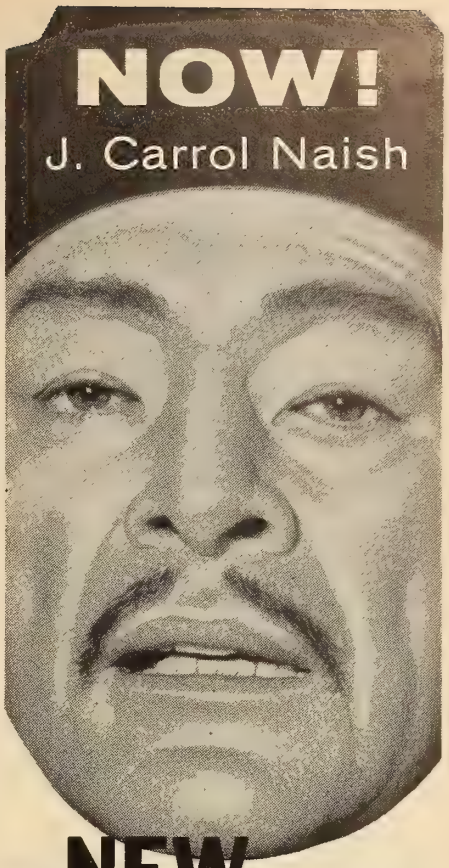
July 1, 8 (9:30-10 p.m.) *Arthur Murray Party,* Bristol-Myers through Young & Rubicam.

July 3, 10 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

July 4 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. through J. Walter Thompson Co.

July 6 (8-9 p.m.) *Julius La Rosa Show,* participating sponsors.

July 7 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America through Fuller & Smith & Ross.



The NEW adventures of
CHARLIE CHAN

Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carrol Naish, makes Charlie Chan live and breathe. James Hong is the Number One Son. Beloved by millions, who've paid out their dollars to match their cleverness with Earl Derr Biggers' most famous detective! Wire or phone collect today to reserve your market before some other quick-thinking advertiser snaps it up.



Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

CASE HISTORY - WOMEN'S WEAR



SALLY IS 19 THIS SUMMER. A beautiful and healthy 19, thanks to the tender, loving care of her folks, The Zuckerman Family of Los Angeles, and the solid nutrition of Southern California radio advertising.

THE ZUCKERMAN'S founded the Sally Shops in 1938, to bring high fashion to women in their own residential neighborhoods, at popular prices.

STARTING WITH ONE STORE, Sally has grown to 15 throughout Los Angeles, San Bernardino and Ventura counties. Sally radio advertising has increased every year, and so have Sally sales.

"RADIO GETS OVER 90% of our year-round ad budget", says partner and ad manager Marvin Zuckerman. "We use five stations 52 weeks, with direct mail and newspapers supplementing them for special events."

WRITES JOHN BAINBRIDGE, account executive, Tilds & Cantz Advertising Agency: "Our three-year-old morning newscast, daily jingles, and weekend programs on KBIG make The Catalina Station an ideal day-after-day selling tool of Sally merchandising. KBIG gives us the *quantity* of a signal covering all our stores, plus the *quality* of a top-notch award-winning program and news department."

YOUR WEED MAN is a prime source of other case histories to help your Southern California advertising decisions.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Robert Duvall Enoch



PROBABLY few broadcasters adhere more fastidiously to a personal creed in day-by-day business relationships than Bob Enoch, executive vice president of WXLW Indianapolis and KSO Des Moines.

His creed of what "I Believe" doubtless has served as a touchstone for his knowledgeable talents as an articulate industry spokesman, trade association organizer and successful station manager. Part of that creed is that radio is "a power for good or for evil."

Mr. Enoch's fervent belief in the aural medium—and particularly in independent station radio—is reflected in the guiding hand he proffered in helping organize the original Broadcast Advertising Bureau and in the Assn. of Independent Metropolitan Stations the past decade.

A native of Zanesville, Ohio (born Feb. 21, 1908), Robert Duvall Enoch attended local grade and high schools and Ohio Wesleyan U. at Delaware. He worked his way through school, including the last three years (1927-29) at George Washington U., selling shoes at W. B. Moses Co. in Washington, D. C., while majoring in English and business. In 1929 he went to Tulsa, digging ditches in oil fields and finally moving into sales for Mid-Continent Petroleum Corp.

Young Mr. Enoch made a "dramatic" entrance in radio—as part of a theatre group on KVOO Tulsa in 1930—and that year joined WIL St. Louis, breaking into announcing and sales. He kept one eye on his $20 weekly take-home pay, the other on an attractive singer, Florence Siebel (billed as Jackie Archer), whom he married three years later while working at KWK St. Louis in sales.

After moving to Oklahoma City in 1940, Mr. Enoch joined WKY in sales (under Gayle V. Grubb) and in 1941 Harold V. Hough (now director of WBAP-TV Fort Worth) offered him his first management post at KTOK Oklahoma City. Somehow, through the war years, he contrived as manager to keep it staffed despite turnover, employing women announcers. He also was president of the Oklahoma Network until 1946. When the former Taylor-Howe-Snowden group acquired KTOK in 1944, he was elected vice president and acquired minority stock.

Elected to the old NAB board of directors in 1948 (12th District, Oklahoma and Kansas), Mr. Enoch sparked the idea for BAB with the battle-cry of "bucks for business" during the 1949 industry convention. The concept of setting up a separate entity (apart from NAB) to promote radio was received and approved enthusiastically and he was chosen chairman of the executive committee to get it off the ground. BAB became a reality May 11, 1949.

MR. ENOCH became general manager of the two-year-old WXLW in June 1950. He moved from the network affiliate atmosphere to daytime independent operation with ease amid cries that tv had killed radio and as the aural medium moved toward the music-news format.

One step was to join AIMS, of which he served as chairman in 1954. He was elected a vice president in November 1952, and executive vice president of KSO in July 1955 and of WXLW in January 1957. (WXLW operates with 5 kw-daytime on 950 kc and is licensed to Radio Indianapolis Inc., KSO with 5 kw day and night on 1460 kc, licensed to KSO Inc. KSO was acquired in 1955 by a group headed by Lyman S. and Frederic M. Ayres, majority stockholders and directors of WXLW, and officers of L. S. Ayres & Co., department store, and also including F. Eugene Sandford and Edwin E. S. Weldon, co-owners of WKYW Louisville, and Mr. Enoch).

Under Mr. Enoch WXLW is credited with gaining in audience and sales the past seven years, stressing music and news and eschewing gimmicks or giveaways. His credo is simple: The station is in business to make money; to do this, it must make money for advertisers by molding definite listener habits with sound programming policies. And the station must increase community services as business grows.

Method and policy adopted at WXLW also have been extended to KSO with similar audience and profit gains. Part of the success lies in package rates for advertisers buying saturation on both stations—number of announcements needed in any one week and, horizontally, number of weeks or months per year—as an alternative to cutting rates or refusing client overtures outright.

Mr. Enoch is a member of the board of Indiana Goodwill Industries, Sigma Alpha Epsilon (G.W.U. chapter), and Indianapolis Athletic and Downtown Kiwanis Clubs. He is active in Boy Scout activities and likes quail hunting. Mr. and Mrs. Enoch have three children—John Gordon, 20, Robert Bruce 14, and Mark Phillip, 19.

WKMH



has the magic formula

FOR RESULTS

in the Detroit Market

The ratings have proved it—DETROITERS LOVE THEIR NEWS, MUSIC AND SPORTS! WKMH programming follows this magic formula EXCLUSIVELY, with outstanding results for advertisers. Actually, WKMH, of *all* stations in the Detroit area, has the lowest cost per thousand listeners, according to PULSE.

NOW IT'S THE KNORR 4 . . .

WKMH Dearborn-Detroit

WKMF Flint, Mich.

WKHM Jackson, Mich. Jackson B'casting & Teley. Corp.

WSAM Saginaw, Mich.

plus 1 MORE!

WELL
BATTLE CREEK, MICHIGAN

The 4 Knorr Stations welcome WELL, Battle Creek, to the fold . . . and now Knorr can offer a fifth prime market. As we welcome WELL . . . we also welcome your inquiries for buying time on the five stations that give you the top ratings per dollar in Michigan!

SAVE UP TO 15%

BY USING 2 OR MORE KNORR STATIONS

BUY 4 OR 5 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

WKMH
RADIO HUB OF THE MOTOR CITY

KNORR BROADCASTING CORP.

FRED A. KNORR, Pres.

REPRESENTED BY HEADLEY-REED

There's one in every crowd

In Chicago television, he's WBBM-TV. And he's earned his reputation through *Showmanship.*

As nationally-known TV Critic Janet Kern recently wrote in the Chicago American, "Today it is WBBM-TV which presides over Chicago's national reputation for Showmanship." In discussing WBBM-TV's programming Miss Kern commented: "Such additions to the local program schedule as 'In Town Tonight,' 'Best of MGM,' and 'Susan's Show' have put competition to rout. Fahey Flynn and John Harrington have a corner on the local market for TV newscasts. Howard Miller, Ray Rayner and others have boosted WBBM-TV onto the top of the Chicago TV heap."

Month after month, this same story is reflected in all Chicago audience measurement reports.

WBBM-TV steals the show with

THE TOP CHICAGO NEWS-WEATHER PROGRAM
THE TOP CHICAGO MUSICAL VARIETY PROGRAM
THE TOP CHICAGO CHILDREN'S PROGRAM
THE TOP CHICAGO DISC-JOCKEY PROGRAM
THE TOP CHICAGO FEATURE FILM PROGRAM
THE TOP CHICAGO NIGHTTIME PROGRAM
THE TOP CHICAGO WEEKLY PROGRAM
THE TOP CHICAGO MULTI-WEEKLY DAYTIME PROGRAM
THE TOP CHICAGO MULTI-WEEKLY NIGHTTIME PROGRAM

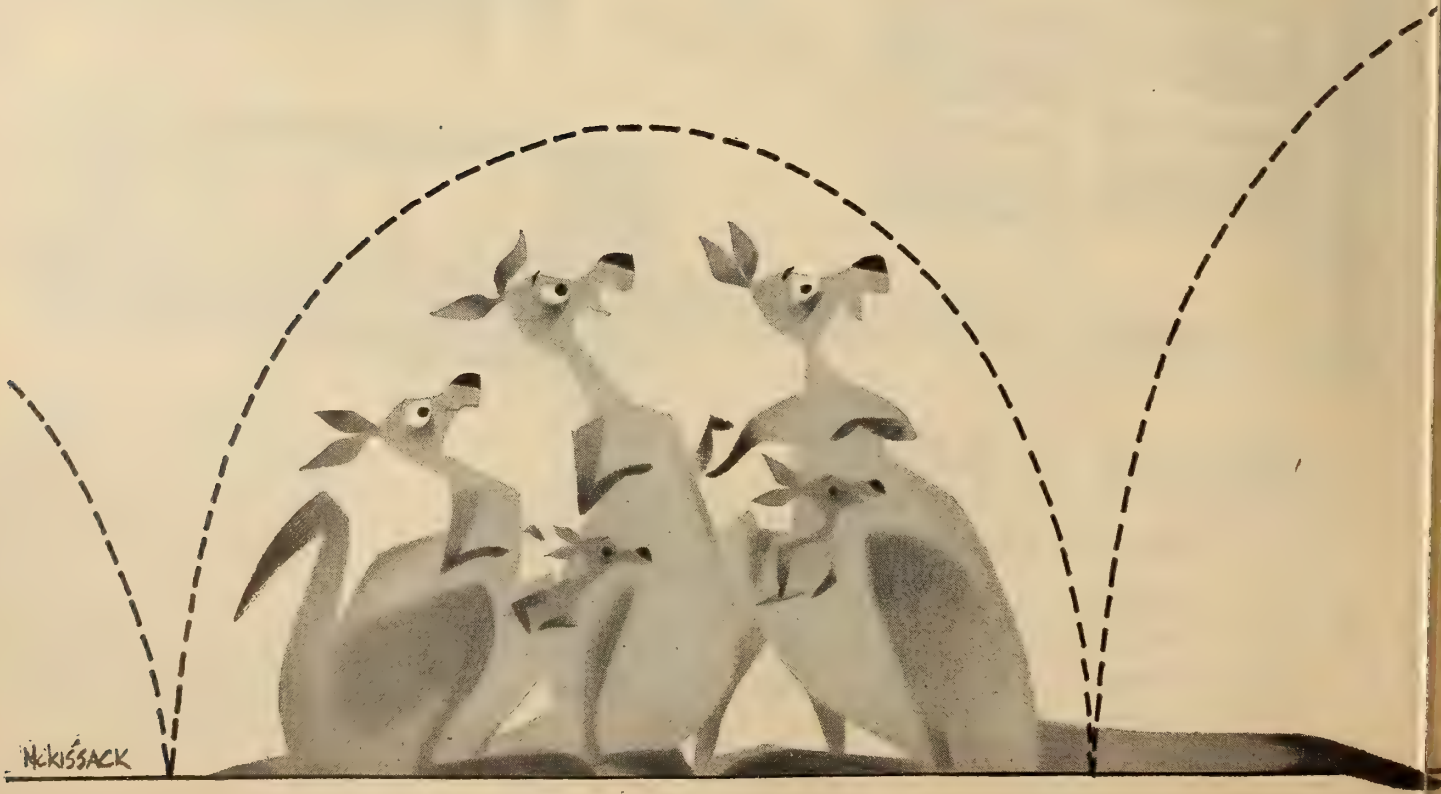
(All originate from our CBS Chicago Studios, of course)

Daytime . . . nighttime . . . weeklong . . . Chicago's largest TV audiences are WBBM-TV audiences. They're built by *Showmanship* . . . the kind that turns your advertising into *Salesmanship.* The kind you find *only* on . . .

WBBM-TV Channel 2

CHICAGO'S SHOWMANSHIP STATION

Represented by CBS Television Spot Sales . . . CBS Owned





Sources: ARB, Nielsen, Telepulse

take 5

and get the whole
rich northern
Florida market, that
The PERRY STATIONS
cover as no
other media can . . .
completely, effectively,
and with apparent but
deceptive ease.

THE PERRY STATIONS

1 WJHP AM/FM/TV *Jacksonville*
2 WCOA *Pensacola*
3 WTMC *Ocala*
4 WDLP *Panama City*
5 WESH-TV *Daytona Beach*

Radio Stations Represented By:
JOHN H. PERRY ASSOCIATES

TV Stations
REPRESENTED BY PETRY

IN PUBLIC INTEREST

KTLA (TV) Sponsors Drive

KTLA (TV) Los Angeles' 10-hour Telerama for the City of Hope Hospital in Duarte, Calif., raised more than $250,000 in pledges by its conclusion at 5 p.m. June 23, according to hospital officials. The program, aired 11 p.m. Saturday-1 a.m. Sunday and 9 a.m.-5 p.m. Sunday, featured well over 100 guest stars in addition to all KTLA personalities.

WAKE Alerts Listeners

HUNDREDS of public service announcements building up to the long Fourth of July weekend, are planned by WAKE Atlanta. They are worded "WAKE to the 5th of July—go fourth safely!" All personalities began use of the phrase Sunday, June 30.

Wandering Boy Found

A frightened nine-year-old boy, the object of a search by more than 100 men, was found as the result of a WEMP Milwaukee newscast. The Waukesha County Sheriff's Dept. said continued newscasts of the lost boy prompted a citizen to phone in information on the boy's whereabouts, ending the more than five-hour search.

WAVZ Covers Convention

IN direct broadcasts from the convention floor, WAVZ New Haven, Conn., covered the New Haven Republican Convention on Tuesday, June 25. Remote broadcasts were presented at frequent intervals throughout the evening and were sponsored by the Second National Bank of New Haven.

KBIG Draws Blood

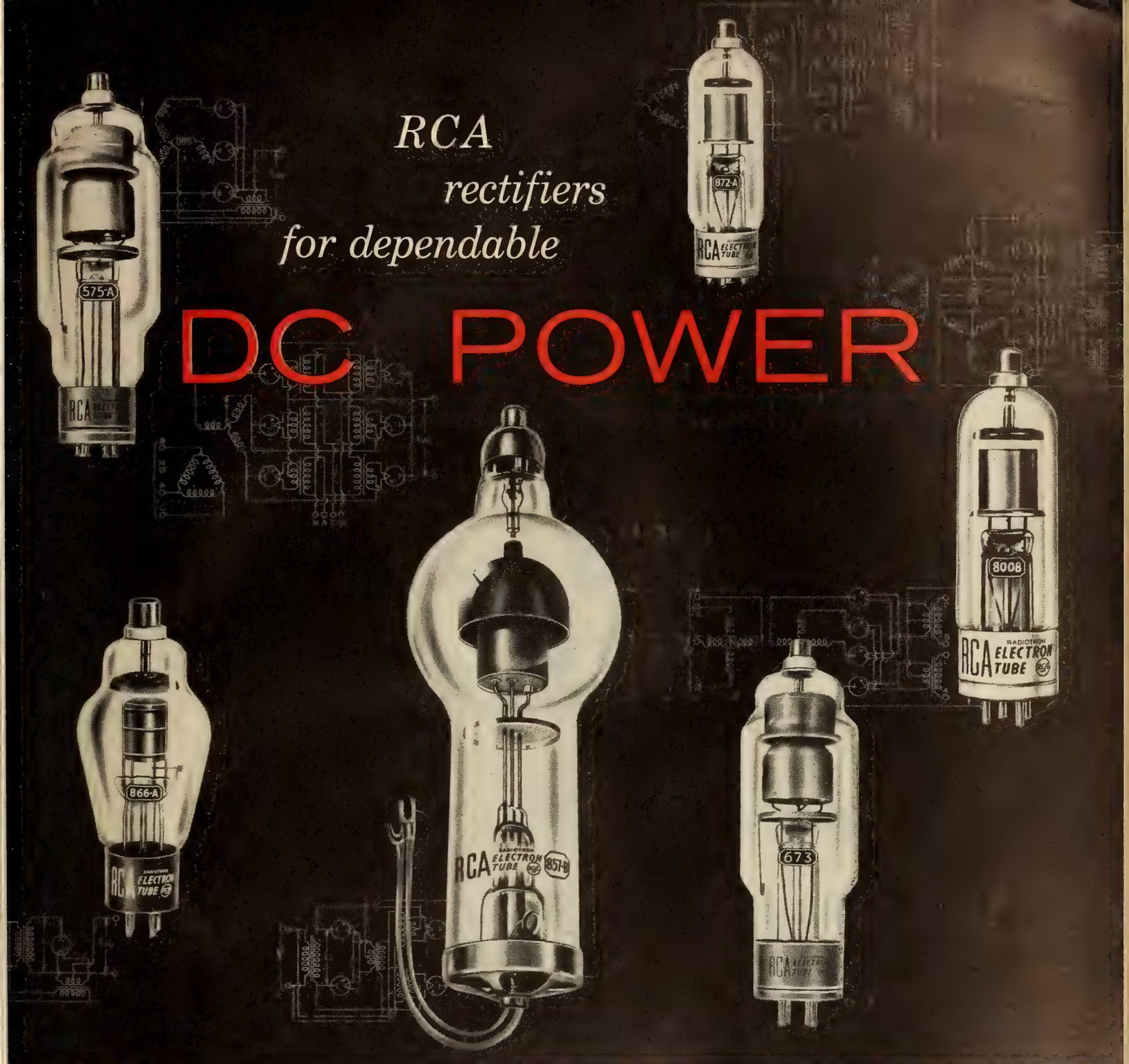
AN appeal for a rare type of blood by disc jockey Don Lamond on KBIG Catalina, brought over a hundred donors within a few hours to a Los Angeles hospital, with many others telephoning their willingness to donate if needed. Although the patient passed away the same evening, the family reported " . . . it enabled us to give him every chance to survive. It was wonderful to see the one hundred donors come to the hospital that Sunday afternoon."

WHHH Salutes Industry

WHHH Warren, Ohio, has completed a half-hour weekly public service series paying tribute to area industries. Called *The Heart of Industry*, the 14 shows were developed in cooperation with the Trumbull County Manufacturers' Assn. and ran in two series —winter and spring.

KRON-TV Airs Water Problem

MANY of the "more pressing" problems connected with the supply, conservation and uses of water in California will be examined in two documentary films to be aired over KRON-TV San Francisco.



RCA rectifiers for dependable DC POWER

Engineered to keep you "On-Air", RCA high-power rectifier tubes offer you dependability proved by their record of long-term DC power delivery and their high peak-emission capability.

Backed by more than a quarter century of experience in building rectifier tubes for almost every type of transmitter application, RCA high-power rectifier tubes are setting year-after-year records for minimum equipment "down-time"—and low cost per hour of tube operation.

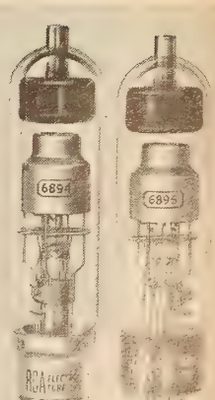
For fast ON-THE-SPOT service in obtaining RCA Rectifier Tubes for broadcast and television applications, call your RCA Tube Distributor.

TUBES FOR BROADCASTING

RADIO CORPORATION OF AMERICA
Electron Tube Division, Harrison, N.J.

Two New Superior Rectifiers for Broadcast and TV Transmitters

RCA-6894
RCA-6895



Here they are—two new half-wave, mercury-vapor rectifier tubes that offer new capabilities in DC output voltage and power as compared with Types 575-A and 673.

For example:

In new designs, three 6894's or 6895's in a half-wave, 3-phase circuit with in-phase operation are capable of supplying up to 51 kw at a DC output voltage up to about 9,500 volts; or six tubes in a series, 3-phase circuit with quadrature operation can supply up to 143 kw at a DC output voltage up to about 19,000 volts.

As direct replacements for the 575-A and 673 respectively, in present transmitters, RCA-6894 and -6895 provide highly satis-



Measure of a Great
Radio Station

Effective July 1— Two More

GREAT Radio Stations—

KTHS, Little Rock
KWKH, Shreveport

Join the *Other* GREAT Stations
Represented Nationally By

HENRY I. CHRISTAL CO., INC.

KTHS, Little Rock — 50,000 Watts — CBS.
Radio for all of Arkansas.

KWKH, Shreveport — 50,000 Watts — CBS.
Dominant station of the Ark-La-Tex area.

KTHS

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

KWKH

Henry Clay, *Executive Vice President*
Fred Watkins, *Assistant Manager*

BROADCASTING
TELECASTING

Vol. 53, No. 1 JULY 1, 1957

NEW ATTACK ON MUST-BUYS, OPTIONS

- **Senate staff report sees monopoly in tv network practices**
- **Like House unit's recent report, it urges antitrust probe**
- **Tv networks criticized for encroaching upon station time**

TELEVISION network option time and must-buy practices—favorite targets in Washington for more than a year—took another pasting in a staff report to be released today (Monday) by the Senate Commerce Committee.

The report found evidence of antitrust violations in option time and must-buys and urged correction of both. It covered much of the same ground traversed by the recent report of the House Antitrust Subcommittee [B•T, June 10]—and reached many of the same conclusions.

The report plainly showed the influence of the star witness at the Commerce Committee's television network hearings, Richard A. Moore, president of KTTV (TV) Los Angeles. It was Mr. Moore, appearing with an impressive legal staff and a carefully prepared presentation, who first publicly attacked the legality of option time and must-buys in testimony before the Commerce Committee March 26, 1956.

The staff report issued today does not reflect quite the certainty of Mr. Moore as to the illegality of the network practices, but it does express gratitude that the Dept. of Justice is investigating them.

It is for the courts to say whether option time and must-buys violate the Sherman Antitrust Act, the report stated, but both practices may be condemned on policy grounds for these reasons:

• They enable networks to exert tight control over programming, to the competitive disadvantage of other program services and the detriment of local public service programming.

• Because network programs monopolize the prime time on U. S. television, film syndication has become a risky business and less and less non-network programming is available to stations.

• Local and regional advertisers find it difficult to buy prime time, because it is preempted by networks, and, if they find the time, it is difficult to buy programs because of the growing scarcity of non-network program sources.

The report urged the FCC to "open up the best viewing periods to non-network programs and advertisers" and to revise must-buys so they are expressed in dollar minimums instead of basic station lists.

It also warned that networks were encroaching seriously upon station time. It urged the networks to cut back program schedules. If they do not, the report said, the FCC should limit the amount of network programming a station can carry.

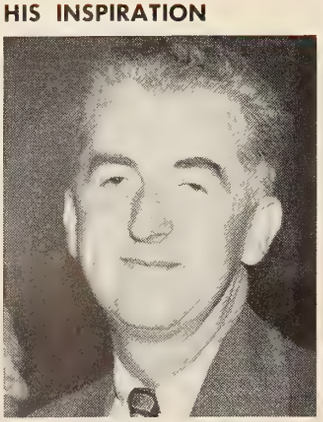
It expressed alarm at the concentration of power accruing to networks through owned stations.

It said that network operation of station representation and film syndication constituted "disturbances to the normal competitive structure."

AN AUTHOR AND HIS INSPIRATION



COUNSEL COX



WITNESS MOORE

Report of Kenneth Cox, special counsel of Senate Commerce Committee, owes much to testimony of Richard A. Moore, KTTV (TV) Los Angeles, who charged networks with violating antitrust laws.

It urged the FCC to make public all affiliation contracts between stations and networks and grant "some kind of review" to stations which felt unfairly treated by networks in the establishment of station rates.

The report, prepared under the direction of Kenneth Cox, who served as special television counsel to the Commerce Committee, was issued only as a "staff report."

It did not emerge as a report of the committee because several members of the committee objected to major parts of it.

A news release accompanying the report said that Chairman Warren G. Magnuson (D-Wash.) praised Mr. Cox for an "outstanding job" and added that Sen. Magnuson was joined "in his praise of the report" by Sen. John W. Bricker (R-Ohio), ranking minority member, and by Sens. John O. Pastore (D-R. I.), Andrew F. Schoeppel (R-Kan.); Alan Bible (D-Nev.), William A. Purtell (R-Conn.) "and others."

It was learned that the following committee members had voiced objections to the report: Sens. Charles E. Potter (R-Mich.), John M. Butler (R-Md.), Strom Thurmond (D-S.C.), Frederick G. Payne (R-Me.) and George A. Smathers (D-Fla.). The sentiments of other members of the committee, Sens. A. S. Mike Monroney (D-Okla.), Frank J. Lausche (D-Ohio), Ralph W. Yarborough (D-Texas) and Norris Cotton (R-N. H.), could not be learned.

Sen. Magnuson said the committee deferred formal approval of recommendations in the report pending comments from the FCC and the Dept. of Justice. Copies of the report were sent to both agencies.

The FCC was asked to comment on the report "not later than 90 days after the completion of the Commission's network study." The report of the FCC's network study group is due Sept. 30.

The Dept. of Justice was asked for its comments "at an early date."

Mr. Cox, the author of the staff report, returned to his Seattle law firm last April after serving as special counsel to the committee for 15 months.

The Cox report opened with a brief history of networking and government regulation, pointing out that the Communications Act of 1934 empowers the FCC to license stations but not networks as such. FCC control over networking is exerted through its licensing of stations.

The report pointed out that network prac-

tices are regulated (through the regulation of network affiliates) by the FCC's chain broadcasting rules which were adopted in 1941, long before the development of tv networks.

"Thus," wrote Mr. Cox, "one of the most dynamic of modern industries is regulated, in its vital core of network operations, under a set of rules developed for a completely different communications system — and through a process of indirection which does not recognize the television network as a proper subject of regulation at all.

"And it must be remembered that television has achieved a much greater hold on the public mind than radio ever did, and is therefore much more critically important to advertisers. Furthermore there is a much more serious scarcity factor in television than in radio, with something less than 500 television stations on the air as compared to more than 3,000 am stations now in operation.

"It therefore seems clear that a careful examination and reevaluation of the networks and their practices, as they affect the public interest, is in order."

Of the report's 101 total pages, 69 were devoted to a discussion of option time and must-buys. At the outset of that major section of the report, Mr. Cox paid his respects to Mr. Moore.

Matters concerning option time and must-buys "were presented in their most complete and systematic form in the testimony March 26, 1956, of Richard A. Moore," the report said.

The section was headed:

THE CHARGES THAT OPTION TIME AND THE MUST-BUY PRACTICE VIOLATE THE ANTITRUST LAWS AND ARE CONTRARY TO THE PUBLIC INTEREST

Mr. Cox summarized the arguments of Mr. Moore that option time and must-buys, especially when worked in combination, violate the antitrust laws. Mr. Moore's arguments, as briefed by Mr. Cox, were:

1. That option time operates in much the same way and serves the same purpose as did the practices of block booking and blind selling in the motion picture industry which were held illegal in the Paramount case. In that case the government forced a separation of Paramount Pictures into two unrelated companies, Paramount Pictures (for production) and United Paramount Theatres (for exhibition).

2. That the must-buy serves the same purpose as master agreements in the movie industry. Under these agreements, which were declared illegal in the Griffith theatre case of 1948, film distributors were required by independent theatre chains to give first-run rights to all of the theatres in a particular chain as a condition of placing the films in any of those theatres.

3. That the Supreme Court, in both the Paramount and Griffith cases, found the movie practices to be illegal per se and did not consider arguments of convenience or economic necessity. Hence the same should be true of television network practices because they involved similar tie-in sales and collective refusals to deal.

4. That there are no adequate justifications of enonomic necessity for option time and must-buys.

5. That option time and must-buys are illegal restraints of trade under Sec. 1 of the Sherman Act and that the networks have achieved and exercised the power to monopolize broadcasting and hence are violating Sec. 2 of the Act.

Mr. Cox reported that the networks "vigorously" contested all these arguments. Here is how he summarized the counter-arguments of CBS and NBC, both of which filed extensive legal memoranda:

1. That option time and must-buys are not illegal per se and that certain elements essential to the Paramount and Griffith cases are absent in network television.

2. That option time and must-buys are essential to the existence of networks and are entirely reasonable. Hence Sec. 1 of the Sherman Act is not infringed.

3. That networks have no monopoly and have made no attempt to monopolize tv. Hence there is no violation of Sec. 2 of the Sherman Act.

4. That there is no illegal tie-in of programs because (a) the network does not sell programs to stations, (b) no program is accepted by a station in relation to other programs, (c) even if there were a tie-in, networks lack the monopolistic leverage or dominance essential to make it illegal.

5. That the must-buy practice involves no collective agreements among affiliates or between the affiliates and the network; that there is no tie-in sale of a group of stations but only the sale of a single facility; that if there were such a tie-in it would be lawful because the networks lack the monopolistic power to render it illegal; that there is no unlawful refusal to sell because must-buys are merely the definition of the basic network; that there is no collective action and no intent to affect, or actual effect upon, competition.

6. That option time has been expressly sanctioned by the FCC.

Mr. Cox said that these legal issues "cannot be resolved in any significant way except through the processes of the courts," but he thought that general comments would be appropriate.

"There seem, on the surface at least," the report said, "to be sufficient similarities between option time and the basic network requirement, on the one hand, and the practices of the film industry condemned in the Paramount and Griffith cases, on the other, to justify the most careful consideration by the FCC and the Dept. of Justice.

"It is fortunate," the report added, "that the Commission network study group is centering its attention upon those practices and that the Dept. of Justice—as evidenced by the testimony of Mr. [Stanley] Barnes [former assistant attorney general] before the committee and by that of his successor, Victor R. Hansen, before the Antitrust Subcommittee of the House Judiciary Committee—is also vigorously investigating these matters. Their conclusions, and any actions based thereon, will be awaited with the greatest of interest."

Apart from legal considerations raised by option time and must-buys there are policy questions, Mr. Cox said. Here are some of his observations:

• "To the extent the option is effective it does operate to transfer program control to the networks, though subject to a final veto right (not often exercised) in the affiliates. This is not contrary to the public interest per se, however, except insofar as it results in blanketing the best viewing hours with network programs, to the exclusion of (a) a competitive opportunity for independent program sources and local advertisers and (b) a balanced presentation of local public service programming."

Mr. Cox conceded that networks provide "the best overall source of programming," but he said that other important program services, chief among which are the independent film producers, must also be considered.

• ". . . The difficulty of getting good nationwide clearances has tended to increase the risks of film syndication and to lengthen the period required to recover the negative cost of a program series. This appears to have resulted in a decline in the supply of new, high-quality film programs especially produced for television syndication."

Mr. Cox pointed out that the committee had asked film producers and syndicators for reports on the number of new first-run series offered for syndication for the broadcast seasons starting in the fall of 1954, 1955 and 1956. Here are the replies:

Producer or syndicator	Programs offered 1954	1955	1956
Guild Films, Co., Inc.	4	3	1
Bernard L. Schubert, Inc.	1	0	0
Desilu Productions, Inc.	2	1	1
Official Films, Inc.	2	1	0
Flying A Enterprises	—	—	1
Hollywood Television Service, Inc.	1	1	1
NBC Television Films	[1]3	[1]4	[1]1
Television Programs of America, Inc.	1	2	0
ZIV Television Programs	3	2	1
MCA-TV, Ltd.	5	5	5
Hal Roach Studios	2	1	0
ABC Film Syndication, Inc.	1	3	1
CBS Television Film Sales, Inc.	7	4	0
Screen Gems, Inc.	0	2	0
Four Star Films, Inc.	1	0	1
National Telefilm Associates, Inc.	4	4	[2]2

[1] In markets not ordered on network.
[2] Includes *Sheriff of Cochise*, which is being distributed for Desilu (see above).

• "The must-buy practice does serve to bar local and regional advertisers from network television, with very few exceptions. . . . The principal problem of the local and regional advertiser is that if he wants to sponsor a program like his national competitor, rather than just buy participations or spot announcements, he may find difficulty, particularly in certain time zones, in finding available time during the hours of most convenient viewing when the audience is largest.

"This is due to the fact that the networks, under their option rights, blanket these best viewing hours with network programs. A collateral result of the option is the impact it has had on the supply of new syndicated film programs (discussed above), so that even if a local advertiser can find a good time period he may have difficulty in getting a quality program to put into it.

"Only if something is done to limit or adjust the option, so as to open up part of the prime viewing periods to non-network programming, can the local and regional

advertiser be given free and competitive access to the vital television medium."

Mr. Cox conceded that "some minimum network requirement seems reasonable as an incident to the national advertising and programming service provided by the networks." But the requirements should be stated in terms of dollars, not stations.

"All of the considerations advanced to justify a basic network requirement," he said, "are fully served by the requirement of a minimum dollar purchase.

"This would sustain the news, public service and program production activities of the network and defray its interconnection expenses, would prevent the atomization of the network, and would lead to wide dispersal of the network's program service since the advertiser would seek maximum circulation at a minimum cost per thousand —but with a certain leeway to fit his own marketing needs which is missing under the present system.

"On the other hand, this would permit all stations to compete for the advertiser's budget rather than automatically earmarking a large part of it for a predetermined list of selected stations."

Elimination of the must-buy station list would also give independent stations a chance to carry some network business, Mr. Cox said.

"It . . . seems clear," he said, "that some steps must be taken by the FCC to open up the best viewing periods to non-network programs and advertisers, to allow the national advertiser freer choice of stations, and to give the independent stations a better chance to sell time to network advertisers through revision of the must-buy to eliminate the required use of specified stations."

After treating option time and must-buys at length, Mr. Cox dealt with seven other "charges" against alleged network abuses and "proposals" for change.

THE CHARGE THAT THE NETWORKS RESTRICT COMPETITION IN THE PRODUCTION OF PROGRAMS FOR NETWORK BROADCAST BY FAVORING THOSE WHICH THEY PRODUCE THEMSELVES AND OTHERWISE SEEKING DOMINANCE IN THE AREA OF PROGRAM PRODUCTION

Mr. Cox said the record failed to prove this charge, but he said there could be no doubt that "the networks occupy such a key position, by virtue of their control over the best time in the key markets, that they have the power either to exclude independently produced programs from their schedules, thus making way for their own programs, or to give such programs access to network time only in return for the granting of an interest in the independent programs. The power exists—it is just a question of whether it is exercised."

Mr. Cox urged that the FCC and the Justice Dept. thoroughly investigate all complaints alleging abuse of power on the part of the networks.

THE CHARGE THAT THE NETWORKS ARE INVADING STATION TIME

Mr. Cox pointed out that all networks were providing programs in station time and that stations were clearing for them.

"Much of this programming is no doubt of a high quality," Mr. Cox wrote, "but every time period filled by a network with programming tailored to national tastes and carrying the advertising messages of national sponsors is one more period which is not available for programming directed to local needs and sponsored by local advertisers, or for educational, discussion, or other local public service programs."

Said Mr. Cox: "All things considered, it would appear that this trend toward increased network programming should be halted—and perhaps reversed."

He advocated that the networks on their own accord should cut back their schedules in station time. That failing, the FCC should make a general policy urging restraint. *That* failing, the FCC should fix an absolute limit on the amount of time stations could devote to network programs.

THE CHARGE THAT THE NETWORKS HAVE ATTEMPTED TO EXCLUDE INDEPENDENT PRODUCERS OF SCENERY AND SETS FROM TELEVISION

Mr. Cox pointed out that the Dept. of Justice was investigating this charge, among others.

"Admittedly," he said, "this is a small problem compared to some others covered in the committee's inquiry. . . However, the principle involved is an important one . . . and may have real significance for the advertisers and program packagers who require scenery services."

THE CHARGE THAT THE NETWORKS ARE NOT FULFILLING THEIR PROGRAMMING RESPONSIBILITIES, PARTICULARLY IN THE FIELD OF RELIGIOUS AND OTHER PUBLIC SERVICE PROGRAMMING

Mr. Cox urged more network telecasts of religion, and on a sustaining basis. Pointing to the record of regular religious programs on ABC-TV, CBS-TV and NBC-TV, he said:

"In terms of the networks themselves, it does not seem that four programs totaling two hours per week can be said to discharge their public service responsibilities in this field adequately."

He also criticized the networks for placing other types of public service programming in undesirable times.

"It is recognized," he said, "that the field of programming is a difficult and sensitive one—but it is the ultimate measure of whether a station or a network operates in the public interest.

"The FCC should therefore give careful consideration to these matters, and the industry should seek to improve its performance in these areas."

THE CONTENTION THAT NETWORKS SHOULD NOT OWN TELEVISION STATIONS, OR THAT SUCH OWNERSHIP SHOULD BE REDUCED

Mr. Cox cited estimates of the FCC network study group that networks now reach the following percentages of the total U.S. population with their owned stations: ABC, 21.6%; CBS (including St. Louis), 20%; NBC, 23%. Their coverage in relation to total U.S. television homes is even higher.

"It would seem quite clear, therefore," Mr. Cox said, "that network owned stations already provide service—and normally it is the dominant service—to a sufficiently high percentage of the public to raise serious questions as to concentration of control over this very important medium."

Networks should be permitted to own "some stations," Mr. Cox said, but "serious

TV NETWORKS' GROSS UP 7.6%

GROSS time sales of the tv networks totaled more than $43.4 million in May, or 7% above the figure for the same month a year ago, according to Publishers Information Bureau. In the first five months of the year, the networks' gross billing was $211,231,303, a gain of 7.6%.

ABC-TV in May scored its highest monthly gross time billing for the year: more than $7.2 million, a gain of 9.3% over its May 1956 total. This reflects the entry of additional blue-chip advertisers in the network lineup, such as Philip Morris (*Mike Wallace Show*) on April 28, AT&T (*Telephone Time*) in mid-April and Joe Lowe (*Popsicle Party*), also around that period.

CBS-TV, still the leading network in gross time charges, similarly was tops in monthly billing in May, hitting more than $20.4 million, an increase of 11.3% over the same period of a year ago. For the five months, Columbia was 11.1% above last year's pace. NBC-TV with more than $15.8 million in billing (increase of 1.1%) had its third best month. Full PIB data follows:

Network Television

	May 1957	May 1956	% Change	Jan.-May 1957	Jan.-May 1956	% Change
ABC	$ 7,258,807	$ 6,639,132	+ 9.3	$33,681,510	$ 32,361,238	+ 4.1
CBS	20,331,441	18,260,894	+11.3	98,429,274	88,563,636	+11.1
NBC	15,878,585	15,710,403	+ 1.1	79,120,519	75,342,803	+ 5.0
Total	$43,468,833	$40,610,429	+ 7.0	$211,231,303	$196,267,677	+ 7.6

1957 Network Television Totals to Date

	ABC	CBS	NBC	Total
Jan.	$ 6,715,781	$20,231,474	$16,554,941	$ 43,501,996
Feb.	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786*	19,385,098	15,154,388	41,222,272*
May	7,258,807	20,331,441	15,878,585	43,468,833
Total	$33,681,510	$98,429,274	$79,120,519	$211,231,303

* Revised as of June 26, 1957.

WHAT COX WOULD DO TO THE NETWORKS

The following is a condensed text of the Cox report on the television networks.

There can be no doubt that the television networks play a tremendously important role in the communications industry and in our national life. It is therefore important that they continue as effective, prosperous agencies for the service of the American public. However, it is also important that this vital communications medium be preserved from the development of monopolistic or discriminatory practices which would prevent it from providing maximum public service and would necessitate its subjection to rigid governmental regulation. Both the networks and the people will benefit if broadcasting can be kept a competitive business with a minimum of government control. There is strong competition today among the networks—the need is to preserve such competition, and in fact to increase it, in all other areas of broadcasting.

It is true, of course, that the danger of monopoly is accentuated by the allocations difficulties which face the country, resulting in a serious shortage of fully competitive facilities. The solution of this problem would no doubt obviate some, but not all, of the problems discussed in this report, and the Commission and the committee should continue with all possible speed the effort to find solutions through excise tax relief, and programs looking to the ultimate shift of all, or a major part, of television to the uhf band. However, no ultimate solution seems likely to be found in the near future, and these problems have already reached grave proportions and must be dealt with promptly and effectively. With the natural restriction on competition which is inherent in the present allocations, it is all the more urgent that further artificial restraints not be permitted.

It has, therefore, been suggested that certain things be done—by the FCC, by the Dept. of Justice, by the networks themselves—always remembering that some of these conclusions may have to be revised somewhat when the results of more detailed studies by the FCC and the Justice Department are known. The details are set forth above, but in broad outline the more important conclusions or suggestions are as follows:

(1) The networks' time options operate to transfer program control to the networks, subject to a final veto right in the affiliates. This is not contrary to the public interest, however, except to the extent it blankets the best-viewing hours with network programs to the exclusion of (a) a competitive opportunity for independent program producers and local advertisers, and (b) a balanced presentation of local public service programming. Since the option involves carrying the weaker programs of the network in order to get its top-rated attractions, it produces results analogous to block booking.

(2) The networks' option rights serve to blanket the best viewing hours on affiliated stations in the key markets of the eastern and Pacific time zones with network programs, thus placing producers of non-network programs at a disadvantage in competing for desirable time in these markets. This makes it difficult for such programs to get good nationwide clearances, increases the risks of syndication, and appears to have resulted in a decline in the supply of new, high-quality film programs especially produced for television purposes.

OUT WITH MUST-BUYS

(3) Although the must-buy practice serves to bar most local and regional advertisers from network television, some minimum network requirement seems reasonable. However, the required purchase of a specified list of stations seems possibly to discriminate against affiliates not on the list and to force advertisers to conform to patterns which may not fit their individual needs. A minimum dollar purchase serves all the legitimate needs of the network and should therefore be substituted for the prevailing form of must-buy.

(4) If a local or regional advertiser wants to sponsor a program like his national competitor, he may have difficulty, particularly in certain time zones, in finding a good time period because the networks, under their option rights, blanket the best viewing hours with their own programs. Only if something is done to limit or adjust the option, so as to open up part of the prime viewing periods to non-network programming, can the local and regional advertiser be given free and competitive access to the vital television medium.

(5) The blanketing of the best time in certain key markets has reduced the supply of new syndicated film programs and thus impaired the opportunity for the independent station to compete on an even basis with the local network affiliates. Furthermore, the option and the must-buy bar an independent station from competing for the business of certain national advertisers in its local market.

(6) The networks' option rights injure the public interest because they permit the blanketing of the best viewing hours with network programs. This not only excludes local public service programs and entertainment designed to fit local tastes but also tends to discourage the production of an adequate supply of independently produced programs, thus depriving the public of the benefits of competition in programming and of access to a wide variety of programs. In order to obviate the objections to centralized program control, the FCC should revise or adjust the time option so as to open up part of the best viewing hours for local public service programming and for programs from sources other than a station's primary network.

(7) Without deciding the questions as to its legal validity, the must-buy should be limited to a required minimum dollar purchase without specifying any particular stations as compulsory buys. Similarly, without determining the legal question, it seems that the FCC, after receiving the report of its network study group should consider reasonable limitations on, or adjustments in, the time option as it now stands, so as to open a fair part of the period from 7:30 to 10:30 p.m. in each time zone to provide opportunities for local advertisers and independent program producers.

(8) The networks must have the right of final decision as to the makeup of their program schedules. However, this gives them the power to grant preferential treatment to their own programs, although the record does not show this to be so common as to necessitate di-

consideration should be given to the possibility that they may have exceeded their legitimate needs in this regard."

COMPLAINTS ABOUT THE NETWORKS' STATION REPRESENTATION AND FILM SYNDICATION ACTIVITIES

Mr. Cox said that the hearing record was inadequate to support conclusions in connection with these complaints, but he said that network operation of station representation and film syndication indicated "disturbances to the normal competitive structure" which "do not seem desirable."

THE PROPOSAL THAT THE NETWORKS BE SUBJECTED TO DIRECT REGULATION

"It seems odd," wrote Mr. Cox, "that the FCC exercises no direct regulatory power over the networks, except as to their owned and operated stations.

"However, this system does work and could probably be adapted to deal with all the matters discussed in this memorandum. Furthermore, it would appear that the Commission may already have power to regulate the networks directly if it finds it necessary to do so."

Mr. Cox pointed out that Sen. Bricker introduced a bill to authorize the FCC to regulate networks. He suggested that further consideration should be given to the question of whether it is necessary "to invest the

vestiture of program production. Since abuses are possible, however, the FCC and the Dept. of Justice should look into the matter on a continuing basis. Similarly, as to the possibility of the networks' acquiring interests in independently produced programs as a condition to their being broadcast on the networks, the Dept. of Justice should investigate to see whether any violation of antitrust laws is involved, while the FCC should consider whether it should adopt rules prohibiting or regulating such acquisition by the networks of interests in independently produced programs.

(9) Clearance for network programs outside of option time (except for special events) aggravates all the problems of the nonnetwork advertiser, the independent program producer, the independent station, and the public referred to above. Some restriction is therefore necessary to prevent television from becoming a completely national medium serving no local need and almost entirely dependent on network service.

ATTN. JUSTICE DEPT.

(10) It would be improper for a network to tie the use of its own staging services to a sale of time over the network, or to seek to accomplish the same preferred status for its own facilities through the use of noncompetitive business practices or the imposition of rules which discriminate against independent suppliers of sets and scenery. The charges of these independent suppliers should be carefully studied by the Dept. of Justice, which has already instituted an investigation into this problem.

(11) Although the religious programs of the networks seem more varied and probably more effective than their critics suggest, the amount of time devoted to such programming does not adequately reflect the importance of religion in American life, none of the hours used are in really good viewing time, and the process of dividing the time among different denominations impairs the effectiveness of their efforts.

(12) There are sound reasons for permitting the networks to own and operate television stations. However, the present extent of their ownership might raise questions as to possible undue concentration of control over this vital medium —this being a part of the overall problem of multiple ownership now being considered by the FCC. The Commission should not permit increased concentration, either by networks or other multiple owners, until it has received and thoroughly considered the report of its network study group. The Commission should also take steps to prevent overreaching by networks in dealing with their affiliates for the acquisition of the latters' facilities.

(13) The networks' spot representation and film syndication activities raise problems which merit further attention. If they are not fully covered in the report of the FCC's network study group, the committee should look into these matters at a later date. The networks could correct this voluntarily.

(14) Television networking is obviously affected with the public interest and the networks occupy a dominant position in this vital field. The proposal that the FCC be given authority to regulate the networks directly should be held in abeyance until the FCC's network study group completes its report. There are certain aspects of the networks' operations which might well be subjected to Commission supervision, if the Commission does not already have authority to do this.

(15) The copies of affiliation agreements filed with the FCC should be open to inspection in order to promote fair and uniform treatment for all affiliates.

(16) The permissible maximum term of affiliation might well be extended to 5 years to give greater stability to broadcast operations and improve the status of affiliates in relation to their networks, although it might be wise to give the affiliates a right of cancellation upon shorter notice to maintain some flexibility in affiliation arrangements. If this necessitates an extension of the licensing period as well, this should be accompanied by legislation strengthening the Commission's other means of control over the performance of its licensees.

It is felt that these proposals will promote competition throughout the broadcasting industry and will result in improved service to the public, without unduly hampering the networks. Certainly there has been no desire to impair the ability of the networks to function in a lawful manner and to continue to provide a fine service to the public. On the other hand, there has been no desire to promote the fortunes of the independent producers of film programming as such. What has been sought is the elimination of artificial restraints which distort the processes of competition in favor of the networks, so as to open the entire industry up to freer, more equal competition. Film programming has been emphasized because it is, at the present time at least, the only feasible method of providing high quality nonnetwork programming other than on a purely local basis. The dangers of a shift in the balance to favor the film producers have not been overlooked, and the possibility that they may have engaged in improper practices in the distribution of their programs has been noted above. It is felt, however, that the suggestions set out herein would tend to equalize conpetition and to remove the danger that control over scarce broadcast facilities might be restrictively employed to enhance the incidental operations of the network. It is hoped that this will open up better opportunities for the use of television by local and regional advertisers, will stimulate the production of more and better progrmaming, will permit more effective and more stable operations on the part of the existing independent stations, and an increase in their numbers, and will result in better balance in the presentation of public service and local programming—all to the benefit of the public.

OUNCE OF PREVENTION

Actually, it could be concluded that the changes proposed in the practices of the networks may work to the ultimate benefit of the networks themselves, although they would no doubt insist that they are better able to decide that than anyone else. Nonetheless, the networks are powerful organizations staffed by able people with the finest background of experience in the industry and with ample financial resources to sustain their operations. It is not believed that any of the suggestions made herein will seriously impair the ability of the networks to compete, and it is confidently expected that they will continue to thrive and serve the public. On the other hand, it seems entirely possible that if steps such as are suggested herein are not taken, the networks may attain such a position of overwhelming dominance that the public interest will require the imposition of detailed and rigid governmental regulation. If that can be avoided, both the networks and the public will benefit.

FCC with further, more specific authority over the networks." Final decision, he said, should be reserved until the FCC network study committee completes its report.

Meanwhile, however, Mr. Cox suggested that all affiliation contracts between stations and networks be made public by the FCC— despite testimony against that proposal by networks and affiliates.

"It would seem to be a healthy thing for all affiliates to know how others are being treated when they sit down to negotiate a new agreement with their respective networks," he said.

He also suggested it would "seem relatively easy" to require networks to "specify the objective criteria which they employ in fixing station rates." Beyond that, the FCC ought to grant "some kind of review" to affiliates that felt they had not been fairly treated in rate-making by their networks.

Mr. Cox also saw merit in proposals for an extension of the affiliation agreement period from the present limit of two years to five. This, he said, would require an extension of the station license period to five years, a proposal already pending in legislation.

If the license renewal period is extended, said Mr. Cox, it should be accompanied by legislation "strengthening the Commission's other means of control over the conduct of its licensees."

AIRLINE SHOW ADDS STEREO SOUND

AMERICAN AIRLINES, which once used to content itself merely to sell airplane tickets, has gone into the sound business. It's embarked on making its customers—or prospective customers—stereophonic sound conscious.

AA, which considers every one of the listeners to its *Music 'Til Dawn* programs a "prospective customer," isn't content to wait for the day when stereo becomes a way of life with radio audiences; it is telling stations—specialists in sound salesmanship—how to better the quality of their reception. And the stations are all ears.

It started in early April, when Sherwood (Sherry) Heath, radio-tv account executive on American at Lennen & Newell, New York, happened to stop by KCBS San Francisco, one of the nine stations carrying *Music 'Til Dawn.* His mission: to see how the agency, together with the individual stations, could improve their marathon recorded music shows, heard 11:30 p.m. to 6 a.m. in nine major markets.

In the Golden Gate city, he found that *MTD* m.c. Dave McElhatton had been talking to the people at Ampex in nearby Redwood City. In fact, the talks had progressed to the point where Ampex would be willing to lend KCBS one of its stereo tape machines plus a "basic library" recorded on tape by Bel Canto Co. for experimental purposes. All that was needed was the sponsor's permission.

Mr. Heath wasted little time. He wired account supervisor C. L. Smith and *MTD* program supervisor-producer Ernest Hartman in New York for comment. Mr. Hartman was just as enthusiastic about the project.

KCBS went on the air May 3, 4, 5, 6, 7, 8 and 9 with 60 minutes of binaural taped music from midnight to 1 a.m. The Bel Canto "basic library": music from Rodgers & Hammerstein's "The King and I," a Glenn Miller "Moonlight Serenade" of Miller standards, Debussy's "Clair de Lune," Victor Young's score for "Around the World in 80 Days," a Lerner-Loewe medley from "My Fair Lady," and the first movement of Johannes Brahms' concerto in D major for violin. Before the experimental 11:30 p.m.-1 a.m. segment, announcer McElhatton and KCBS alerted San Franciscans to the means by which they could get binaural sound: placing am and fm radios in the same room and tuning to KCBS—am and fm.

The results were overwhelmingly pleasing. "But," recalls Mr. Heath, "we weren't sure whether one city's reaction represented a true cross-section," so he next approached CBS-owned KNX Los Angeles, another of the *Music 'Til Dawn* stations. There, he met with even greater enthusiasm. With the binaural experiment slated for May 18, KNX management decided to launch an all-out promotion campaign on behalf of the show, its m.c., Mel Baldwin, and AA, which happened to be celebrating its fourth anniversary on the air. For a whole week the show was promoted extensively. KNX took out ads in all major dailies and in some 30 suburban papers; it blanketed Southern California with news releases, placed posters by all AA ticket counters, not only on behalf of the show itself, but also on "how to" listen to binaural sound.

How did Los Angeles take to the idea of stereo sound? According to Norman L. Chalfin, music critic of the *Los Angeles Times,* the answer was "by storm." He says, "We recommend that CBS heed the many calls which tied up their switchboard for hours after the program . . . and give the high-fidelity enthusiasts, of which there are obviously a great many, the benefit of their fine achievement."

The next step in AA's "campaign" is like carrying coals to Newcastle: It took its experiment into hi-fi-alert New York. (Although WCBS Program Manager Allen Ludden and Chief Engineer Davidson Vorhes maintain that the June 29 broadcast marked the "first time" that a New York station had broadcast stereo tapes on two transmitters, WQXR New York officials were quick to point out that they've been doing it for years.)

Now that it has brought stereo to three cities, Lennen & Newell hopes to sell stereo to the other stations which carry its programs. Of the remaining six—WBZ Boston, WTOP Washington, WWJ Detroit, WLW Cincinnati, WBBM Chicago and KRLD Dallas—only four are physically equipped to do so at this time. WBZ won't be broadcasting simultaneously via am and fm until later this fall, and WLW does not have an fm affiliate.

Messrs. Heath and Hartman admit that a total of nine hours of binaural sound isn't at all conclusive. But they feel that they've dented the surface. "We feel," they say, "that stereo tape music on radio is more than a novelty. Within a matter of years, it'll be the accepted thing."

They also believe that once the stations have sold themselves on the effect of the audience reaction to AA's experiments—convincing themselves that this is no mere audience quirk, but a genuine desire for better radio reception—the stations themselves will be prompted to apply stereo to other programs.

After all, there must be *something* to a program that can elicit this kind of reaction: Wrote a Los Angeles listener, "I was riding home in my car when I heard your program. Even on my little car speaker, it sounded infinitely better than before."

WHAT DO 'MUSIC' LISTENERS THINK?

HOW do listeners—and more importantly, the executives of American Airlines—take to *Music 'Til Dawn*?

In the latest "unsolicited" letter response report compiled by AA's agency, Lennen & Newell, New York, covering the first quarter of 1957, it is noted:

- Specific favorable comments about the music have increased over both the comparable 1956 quarter and the 1956 full year.
- Sponsor mention has soared over both periods.
- Program popularity is at a new high range of 98.3-99.0% (based on a total of 775 letters received between January and April by the nine stations).
- The percentage of letter writers indicating they have flown AA is substantially higher than the 1956 quarter and slightly higher than for the full year 1956.

Of 775 letters received (an incomplete report due to the fact that the West Coast usually reports in "late") only eight letters were construed "unfavorable." Of the 775 correspondents, 58 have flown AA. (Of 1956's 2,643 letter writers, 7.4% were regular AA patrons.) Of the 775 writers this first quarter, 340 were moved to complement the station on the AA commercials.

Another interesting means of gauging audience reaction to the shows is AA's famous T-15 form that is left to each flying passenger to fill in at the end of his journey. Although the form never asks for an opinion (leaving questions strictly in the realm of "how was the stewardess, and the food?") "a surprisingly-high" number of passengers comment about *Music 'Til Dawn,* even say that they are flying AA "because of your wonderful show."

Tidewater Oil Moves $4 Million to FC&B

FOOTE, CONE & BELDING deployed account executives and creative hands last week to service a $4 million Tidewater Oil Co. account that suddenly flowed into the shop. The oil company switched from Buchanan & Co., New York and San Francisco.

Soon after the formal announcement from Tidewater, FC&B was busy setting up its servicing on both the East and West coasts. Of Tidewater's approximate $4 million annual advertising budget, about $1 million is billed in spot (both radio and tv).

An FC&B task force, made up of account executives, art and copy people was being set up immediately on the West Coast to become familiar with the account and its west coast division's advertising. A similar group was being formed in the East, based at FC&B's New York office, to assess the east coast division's advertising.

The west coast group will work in San Francisco (Tidewater's main office) and Los Angeles, eventually headquartering at the latter city since Tidewater next year will have a new "World Headquarters" in Los Angeles. Among the plans to be worked out are designation of buyers on the Tidewater account in both divisions. None had been selected by late Thursday.

Tidewater's western division is based at San Francisco and its eastern division in New York. The company markets Flying-A



NOW—

your best buy in

PORTLAND

is the

KPTV channel 12 NBC

NEW VHF

friendly reminder—

KPTV—Oregon's first television station—now gives you a bright new, *VHF* Channel in Portland. Here's why the *new* KPTV is your best buy in this prosperous market:

- Almost 5 years of viewer identification and loyalty to Oregon's *first* TV station! Plus,
- Top-rated NBC shows and stars! Plus,
- Best local shows, stars and films of *two* stations (KPTV merged May 1 with KLOR, former channel 12): Plus,
- Proven results for hundreds of advertisers!

Get all the facts today. Then be sure the bright, new KPTV, Channel 12 is on your advertising schedule.

Oregon's First Television Station

Represented Nationally by George P. Hollinberry Co.

OREGON TELEVISION, INC.

seventh in a series of 12 ads



CANCER

DEPENDABLE

...and twelve months out of every year stations under the sign of MEEKER benefit by:

DEPENDABLE development of seasoned staff. Only two changes in personnel (other than additions) in the entire organization since we started twelve years ago.

Effective representation must have a permanence of able personnel trained for well-timed team action.



the meeker company, inc.

radio and television station representatives

new york chicago san francisco los angeles philadelphia

Gasolines, Tydol heating and diesel oils, Veedal motor oils and greases, Tydol industrial oils and greases.

J. Ronald Getty, vice president and marketing director of Tidewater, New York, disclosed that Tidewater's decision to appoint FC&B came two weeks after the agency's presentation. It was reported the company studied agency qualifications for several months, inviting four to give formal presentations. According to Mr. Getty the appointment is "part of the aggressive new policies that are making Tidewater the most widely-discussed company in the industry." The firm has a new $200 million refinery in Wilmington, Del., a growing tanker fleet, plans to open 365 new "Super-Service" gasoline stations and is erecting a new headquarters building in Los Angeles.

FC&B in past months has acquired such accounts as Saverin Coffee, Shulton's Pharmaceuticals Div., and Hawaiian Pineapple.

Movie Publicists Stir Up Tempest Over Rejected Copy

REFUSAL of KNXT (TV) Los Angeles to accept a one-minute spot for "Beau James," Bob Hope's newest picture, was turned into a publicity harvest by the film's producers, Mel Shavelson and Jack Rose, who for many years wrote Mr. Hope's radio programs.

The copy started out: "Hey, you! You look terrible. I mean it. You are suffering from T.T., which means Television Tension. Now why don't you stop looking at the silly little box, stop straining your eyes on this bleak, foggy picture. Tear yourself away from these nauseating wavy lines and break away right now from this television trap. . . ." It wound up urging the viewer to take his wife to see "Beau James," "the picture that cures T.T.—Television Tension."

Messrs. Shavelson and Rose expressed themselves as astounded that KNXT had turned kown their offer to buy time for one spot to be telecast one time. Declaring that "television has been spoofing motion pictures for years" and that they were just attempting "a bit of return kidding," the writer-producer team threatened, via a publicity release, to consult their attorney to find out "how free is the air and why two can't play at the same game."

William Tankersley of the KNXT continuity acceptance department said the copy was in direct violation of the NARTB code which is "very explicit" about "disparaging copy." Furthermore, Mr. Tankersley said, "what would the advertisers who came on after this spot think if we told people to tune out before they got on the air? This would be ridiculous."

Alexander Weiner of Marty Weiser Co., Beverly Hills, Calif., agency which attempted to place the controversial spot, said that only the one spot had been ordered from KNXT and that, after that turndown, no other tv station had been approached. He vigorously denied the cynical thought that the spot had been offered with the knowledge that it would not be accepted and only to provide a springboard for the "tv-movie feud" publicity story.

ARB Unveils Two Survey Plans, Including 'Secret Week' Test

TWO new plans for conducting its television measurement reports in markets throughout the country were announced a fortnight ago by American Research Bureau Inc.

The first plan involves the use of a survey week selected by ARB but not announced until after the survey has been completed. Under this plan stations would be less likely to try to influence the audience during survey week through the use of special programming and promotion. This "secret week" idea was first set up as an experiment in Salt Lake City last February with the agreement of all stations and will be repeated in June. Other markets using the new technique include Des Moines and Miami.

The second new plan is a one-week/four-week survey in which a full sample is placed during the normal survey week of the month and a partial sample during the remaining three weeks. The printed report includes the regular one-week ratings but also includes the four-week-average rating for each time period. One-week/four-week survey reports are currently being prepared on station order for New York, Houston and Kansas City and will be distributed to ARB agency clients for those markets. ARB feels this plan will offer the advantages of both the one-week and the four-week-average survey with the disadvantages of neither.

Each of the new survey plans will be available on special order for tv markets throughout the country.

400 Attend AAW Honolulu Meet; John Hoefer Elected President

JOHN H. HOEFER, president of Hoefer, Deiterich & Brown, San Francisco advertising agency, was elected president of the Advertising Assn. of the West Thursday at the closing business session of the annual AAW convention, held this year at Hawaiian Village, Honolulu. Some 400 United States advertising people attended the weeklong convention.

Other new AAW officers are: vice president, Nelson Carter, vice president and chairman of the plans board, Foote, Cone & Belding, Los Angeles; vice president at large, Mrs. Billye Luedgke, Billye's Bridal Shop, Stockton, Calif.; secretary, Richard Ryan, general manager, KLOK San Jose; treasurer, Con Ostensoe, First National Bank, Portland, Ore.

Automakers Closing In on Radio Availabilities

"Advertising . . . doesn't sell new cars. New cars sell new cars."

——Anonymous Detroit automaker

THIS PHILOSOPHY notwithstanding, the fact remains that advertising helps quite a lot in selling new cars—especially if it's through radio. This, at least, seems to be borne out by the news that the nation's radio airlanes are fast becoming crowded with auto traffic—indicating Detroit's "re-discovery" of network radio on a full-time basis.

• Item: General Motors Corp.'s Coach Division, for trucks, last week contracted for its first use of network radio with a four-network lineup starting July 29 (see story, page 44).

• Item: Pontiac Div. of GM is understood to be picking up network spots now being dropped by its sister division, Oldsmobile, in an effort to "lock up" the best possible slots. Pontiac also reportedly is about to sign with NBC Radio for three full weekends on *Monitor* later this fall. Its strategy here is to grab up all open spots on the show, some 30 per weekend, thus slamming the door to any rival automaker. (This excludes American Motors Corp.'s Rambler, now a regular *Monitor* advertiser.)

These two purchases, added to those announced earlier, e.g. Ford and Chevrolet on CBS Radio, with Ford taking the bulk of weekday, Chevy the weekend cream, and Chrysler Corp.'s stepped-up activity, point to a definite reappraisal of radio. In former days, the am medium has taken a back seat to that of tv, but the return to radio has some network officials having nightmares of a traffic jam.

Although admitting that the auto traffic is becoming somewhat congested on CBS Radio, that network's sales vice president, John Karol, denied reports he would put out an SRO sign. He admitted, however, that the network no longer could "protect" that advertiser as in older days, when CBS Radio could assure an automaker, for example, of a buffer lasting up to 30 minutes. Under CBS' "Impact" segmentation plan, the best CBS can do for rival auto commercials is to offer a 7½ minute buffer. He said he attributes this to a growing recognition by radio executives that if supermarkets can blithely place competing products side by side on the shelf, if magazines and newspapers can place competing advertisers on adjoining pages, then there's "no reason" why radio can't do the same.

Another interesting manifestation of the auto industry's second glance at radio is the stepped-up advertising activity of "allied" manufacturers; for example American Oil Co.'s renewal on *Monitor*, CBS Radio's order last week from International Parts Corp., Chicago, for Midas auto mufflers, and an expected Goodrich Tire Labor Day campaign; too, there is a sudden interest by insurance firms and underwriters in the broadcast medium.

Of the four major radio networks, only American Broadcasting Network so far has failed to entice a major auto firm, but officials there expect "plenty of business" in the fall.

Summing up, one network executive says: "I'm delighted to say that we're afraid to report an embarrassment of riches."

S-P NOW UNLIKELY TO ENTER RADIO-TV

- **Car maker cool to media**
- **Agency takes on new accounts**

HOPES are fading fast that Studebaker-Packard Corp. will return soon to network broadcasting, either radio or tv. This was learned last week despite the expectation to the contrary voiced at the time the $6.5 million account (of which about $500,000 was in radio-tv after dropping out of *NBC News,* Mon.-Fri., 7:45-8 p.m.) was resigned by Benton & Bowles [B•T, April 22]. Its move to Burke Dowling Adams, New York [B•T, May 6], becomes effective this Friday.

Although Curtiss-Wright Corp., Wood-Ridge, N. J., the decision-maker behind S-P, has asked for and listened to "pitches" by representatives of CBS, NBC and ABC, no orders have been placed to date. With the time rapidly approaching when the good network berths will carry SRO signs, it's believed S-P will stick to print. Its present radio-tv contracts on behalf of some 22 dealer associations, e.g., *INS Newsreel,* placed through Benton & Bowles, will be picked up by BDA this week, and are understood to be running through expiration. BDA, however, expects to renew for the dealers who want to extend individual schedules.

What this implies is that BDA, whose billings last week rose to approximately $16-17 million with the acquisition of two accounts from Robert W. Orr & Assoc., a possible third, and a new account assigned it by Benrus Watch Co., will not be as "network broadcast conscious" as was first indicated by its officials this past spring. (It's well known in the trade that Curtiss-Wright, BDA's "powerhouse" account, is not so enthusiastic about radio-tv as print, and that this feeling has influenced to a considerable extent the marketing psychology of S-P.)

From Orr & Assoc., which also provided BDA three executives (see pictures this page), BDA picked up the Cinzano Inc. Vermouth account, billing in the neighborhood of $170,000 and the Air Express division of Railway Express Agency, billing about $500,000. It's expected that the American International Underwriters insurance account also will go to BDA. All three accounts were serviced at Orr by George H. Guinan, who will continue to work on the two—and possibly three—accounts at BDA. Only Cinzano uses broadcast media, and very little of it at that; it's been an occasional spot tv user, but concentrates most of its radio expenditures in spot. Cinzano becomes effective Sept. 10, and BDA spokesmen said the account would be "upped" considerably.

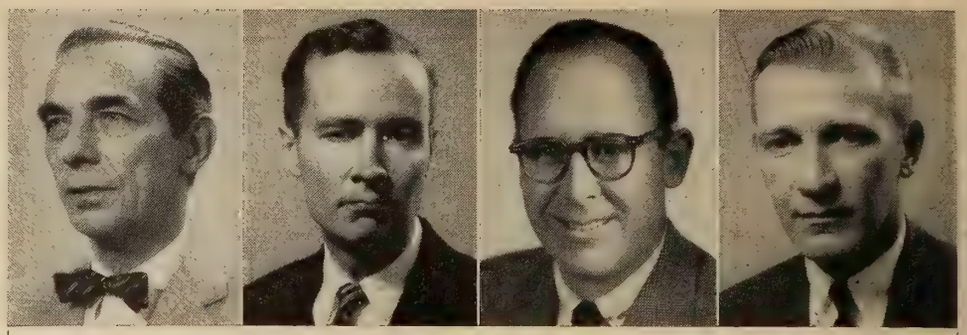
BDA's newest account is Benrus' Sovereign watch line (see story this page) which has been described by Benrus Advertising Vice President Harvey Bond as "billing less than $500,000." He did not say how much "less," but in any case, this figure would apply only to the current calendar year. Sovereign, for the "Terry Tell Time" children's watch, is understood to have ordered some time in NBC-TV's *Today* show. BDA account people declared that it would be "premature" at this time to estimate an overall budget for Sovereign, but added that it would be "safe to predict" some use of broadcast media. (Lennen & Newell, meanwhile, agency for Benrus and the new Belforte line, declined to offer a specific budgetary figure for that watch line, said it would be "included" in the overall billing for the Benrus Watch Co. account.)

BDA's regular broadcast users are Scandinavian Airline System, Delta Air Lines, and Southern Bread Inc., the latter two being serviced personally out of BDA's Atlanta office by President B. D. Adams.

No Radio-Tv Dept.

Though the agency recently has established a New York headquarters (shifting the main area of activity out of Atlanta) that will, when completed, be equipped with viewing room facilities and broadcast equipment, there is no indication that the agency has a radio-tv department per se. Nor does it have, at this time, a full-fledged radio-tv director or timebuyer on the premises. Agency officials feel this is indicative of absolutely nothing, point out that as in the past, BDA will for the time being buy time through its media department, and will produce commercials through its art and copy departments. But unexplained is this sidelight: when solicitations from S-P went out to the networks last month, it's understood that the request did not originate from the agency, instead came from the public relations department of Curtiss-Wright. Agency executives, when asked about this, professed to "know nothing."

Meanwhile, at the Robert W. Orr agency, the picture looked less bleak last week. Though faced with the loss of the $4 million Andrew Jergens Co. (Jergens-Woodbury) account, plus the $700,000 lost through Cinzano, air express and underwriters, the Orr agency managed to re-contract the National Guard Bureau account and the $1 million Pan-American Coffee Bureau account.



THREE new appointments and the election of an account executive to vice president were reported last week by Burke Dowling Adams Inc., New York. Involved are (l to r) Gordon F. Baird, elected vice president, and John T. Murphy, Lynn Baker Inc., same city, who joins BDA as an account executive and copywriter; George H. Guinan, vice president-account executive at Robert W. Orr & Assoc., and Edward D. Cummings, media director at Orr, who join BDA as vice president-account executive and media department staffer, respectively.

Benrus May Use Radio-Tv For New 'Low-Price' Watches

BENRUS WATCH Co., New York—whose current product line "stars" at $24.75 and goes as high as $100—knows time waits for no one, not even the man who "can't afford" a watch. Thus, it's moving into the "low-price" field with two new lines, the "Sovereign" and the "Belforte." The former will be handled through a new Benrus subsidiary, Sovereign Watch Co.; the latter, through the regular Benrus organization.

Sovereign will be training its sights on the department store, drug-chain and wholesale outlet market with a one-jewel (as against the more expensive 18-jewel) movement. It also will make a bid for the children with a "Terry Tell Time" watch which will enable youngsters to learn how to read time and which Benrus hopes will give *U. S. Time's* "Mickey Mouse" time to think. Sovereign's price range is $6.95-$19.95, while that of the Belforte starts at $10 and goes beyond Benrus' starter to $38.75. Initial advertising—through Lennen & Newell (Belforte) and Burke Dowling Adams (Sovereign)—will be in print media. Benrus has used radio-tv for its present line.

Buick, Frigidaire to Sponsor 'Patrice Munsel' on ABC-TV

BUICK Div. and the Frigidaire Div. of General Motors Corp. have signed to cosponsor *The Patrice Munsel Show* on ABC-TV (Fri. 8:30-9- p.m. EDT), starting Oct. 18, the network announced last week. Buick had signed for the time period several months ago [B•T, April 29], but the decision on Frigidaire's sponsorship was not disclosed until last week. The agency for both accounts is Kudner Adv., New York.

The half-hour live program featuring Miss Munsel, Metropolitan Opera performer, will concentrate on popular songs and Broadway tunes. The show is one of a number to be offered by ABC-TV next fall in its efforts to compete more favorably in programming with CBS-TV and NBC-TV. New "name" programs to the ABC-TV lineup next season include *Frank Sinatra Show* (Fri., 9-9:30 p.m.); *Pat Boone Show* (Thurs., 9-9:30 p.m.) and *Guy Mitchell* (Sat., 10-10:30 p.m.).

Play it smart! Pick the station that

REALLY saturates

Southeastern Michigan

it takes just one and that's



Reach right into 1,700,000 TV homes and tap 9 billion dollars of purchasing power with a one-station buy! Pick WJBK-TV, proved dominant by all ratings in the nation's rich fifth market.

Detroit's Channel 

WJBK-TV

MOST VIEWERS! No. 1 (Pulse and ARB) in 1,700,000 Detroit and outstate TV homes.

MAXIMUM POWER! 100,000 watts, 1,057-foot tower.

TOP CBS AND LOCAL PROGRAMS



Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, C

Norman to Head NC&K; Kummel, Kaplan Named

NORMAN B. NORMAN, executive vice president of Norman, Craig & Kummel, New York, has been elected president of the agency, effective today (Monday), it was announced last week, along with several other executive promotions.



MR. NORMAN

Eugene H. Kummel, vice president and secretary, and B. David Kaplan, vice president and treasurer, were elected executive vice presidents. Mr. Kummel has been with Mr. Norman for the past nine years and previously was at Young & Rubicam and Lambert Pharmacal Co. Mr. Kaplan has been with the firm for the past four years and prior to that was an account executive for Foote, Cone & Belding for nine years.

Elkin Kaufman, president of NC&K, is resigning from the agency effective today and will announce his future plans shortly. He has been president of the agency for the past two and a half years.



MR. KUMMEL



MR. KAPLAN

The agency's management team is composed of Messrs. Norman, Kaplan and Kummel and Walter Craig, vice president in charge of radio and television.

The agency services such accounts as Pabst Blue Ribbon, Ronson Products, Speidel watch bands, and Warner Lambert Products, among others.

Eastman Kodak to Alternate With Mercury on 'Sullivan'

EASTMAN KODAK Co., Rochester, N. Y., will sponsor alternate weeks of *Ed Sullivan Show* effective Oct. 6, succeeding Lincoln division of Ford Motor Co., which bows out of the program after eight years [B•T, June 24]. Mercury division of Ford Motor Co. will continue as alternate sponsor, it was announced Monday by Merle S. Jones, president, CBS-TV.

Eastman Kodak will continue its sponsorship of *Ozzie and Harriet* on ABC-TV for the 1957-58 year. Agency for Eastman Kodak is J. Walter Thompson Co., New York, and Kenyon & Eckhardt, New York, is agency for Mercury.

GET 'EM DIZZY

THERE's nothing "relaxed" about the "sell" MacManus, John & Adams Inc., Pontiac's agency, is making out at its Bloomfield Hills, Mich., headquarters.

Business is business, so MJ&A is asking its visitors—print and broadcast representatives, friends of the agency working staff, clients and just plain guests—to take a spin around a five-mile "block" surrounding the agency's suburban plant. The car: a 1957 Pontiac Star Chief Catalina; the donor: Pontiac Motors Div., General Motors Corp. Magazines in waiting rooms are passé at MJ&A.

Five Sponsors Lighten NBC-TV Fall 'Problems'

BUYING by Pharmaceuticals, Hazel Bishop, Quaker Oats, American Tobacco and Lever Bros. has just about resolved the remaining major "problems" in NBC-TV's nighttime schedule for next fall. The network's annual nighttime gross billing—without including specials—was reported last week to be at approximately the $213.5 million level.

Pharmaceuticals Inc. (Geritol, R-D-X, Sominex, Serutan and other products), Newark, N. J., through Edward Kletter Assoc., New York, has moved into the Saturday, 10-10:30 p.m. period. As yet, a program has not been selected, although among the proposals being considered is a new quiz show based on the work of the U. S. Patent Office and titled *What's the Use?* (Entertainment Productions Inc. package).

The Thursday, 10-11 p.m. period in which Lever Bros. sponsors *Lux Video Theatre* was another fluid situation. Lever, which at first thought along the lines of another alternate week sponsor, has decided to sponsor a new series in the 10-10:30 p.m. period. Thus, *Lux Video Theatre* as a tv drama of long network tv standing, has been dropped for the next season, becoming another victim of a trend among some major tv advertisers to reduce the cost of 52-week, hour-long commitments [B•T, June 24]. Lever, however, will sponsor its hour show through this summer. The new half-hour Lever program will be on a weekly schedule, starting in October. It will be a Hollywood-originated live show. Neither the exact format nor title has been selected. J. Walter Thompson Co. is the agency.

Lever gives up the 10:30-11 p.m. portion of the hour to Quaker Oats Co. and Hazel Bishop which will alternate in the sponsorship of a new Jane Wyman filmed series. Needham, Louis & Brorby, Chicago, is the agency for Quaker Oats.

Hazel Bishop, through Raymond Spector Co., was active in firming still other buys on NBC-TV, including Ted Mack's *Original Amateur Hour* on Mondays, 10-10:30 p.m., effective today and continuing with it in the fall in the Sunday, 7-7:30 p.m. period, effective Sept. 22.

The cosmetics firm will alternate sponsorship with the American Tobacco Co. (agency is Sullivan, Stauffer, Colwell & Bayles) of a new crime series starring Lee Marvin and tentatively entitled *Manhunt* in the Friday, 9-9:30 p.m. spot, starting Sept. 27.

All these contracts, except for Pharmaceuticals' buy are for 52 weeks and represent an annual gross billing of about $25 million.

Piel Exposure on WCBS-TV Cited at New York Luncheon

PIEL BROS.' schedule on WCBS-TV New York delivers more than 28 million adult viewer impressions per week in the New York market, it was revealed at a luncheon last week celebrating the advertiser's eighth year of sponsorship of programs and announcements on the station.

Attending were officials from Piel Bros.: Henry J. Muessen, president; Tom Hawkes, vice president; Archie Ignatow, general sales

ACTIVITY — HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,818,000 people in the U. S. over 12 years of age during the week June 16-22. This is how they spent their time:*

58.2%	(71,480,000)	spent 1,489.6 million hours	WATCHING TELEVISION
56.3%	(69,147,000)	spent 1,031.5 million hours	LISTENING TO RADIO
81.7%	(100,342,000)	spent 398.0 million hours	READING NEWSPAPERS
27.4%	(33,652,000)	spent 153.1 million hours	READING MAGAZINES
23.9%	(29,354,000)	spent 349.3 million hours	WATCHING MOVIES ON TV
41.8%	(51,380,000)	spent 213.2 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

HERE'S YOUR JULY TIME-SAVER

Timebuyers are mighty busy people during July, with a lot of stations to weigh and measure. So to save yourself time when you get to the Shreveport market, use this quickie check list:

WHICH TV STATION IN SHREVEPORT HAS . . .

. . . Dominated every survey made?
. . . BASIC affiliation with CBS Television?
. . . well-established local shows and talent?
. . . integrated itself more fully into its community?
. . . unexcelled full-power engineering facilities?
. . . longer on-the-air experience?
. . . full scale promotion?

. . . TWICE AS MUCH NATIONAL SPOT

The answer to each, of course, is KSLA-TV. Next step? A quick call to your Raymer man for availabilities . . . and then on to the next market on your list!

KSLA-TV

channel **12**

BASIC CBS TELEVISION NETWORK

in Shreveport, Louisiana

PAUL H. RAYMER CO., INC.
National Representatives

Ben Beckham, Jr., General Manager
Winston B. Linam, Station Manager
Deane R. Flett, Sales Manager

manager, and Steve Schmidt, advertising manager; executives from Young & Rubicam: Bernard Pagenstecher, vice president, and Joseph Elliff, account executive; WCBS-TV personnel: Sam Cook Digges, general manager; Frank Shakespeare Jr., general sales manager, Dick Loughrin, account executive, Ron Cochran, newscaster, Carol Reed, weather girl and Bill Hickey, sportscaster.

Piel's with its Harry and Bert commercials, sponsors *The Late News* and the weather series *Rain or Shine* both Monday-Wednesday-Friday; *The Late Weather and Sports,* Thursday and Saturday, as well as 20-second announcements, Monday, Tuesday and Saturday.

L. A. Merger of M. B. Scott, Ruthrauff & Ryan Dissolved

A MERGER between M. B. Scott Inc. and Ruthrauff & Ryan, whereby the former agency was to become a division of the latter, has been dissolved. M. B. Scott has announced that he has reacquired all of the stock of his corporation from R & R and has resigned his presidency of the M. B. Scott Division, Ruthrauff & Ryan Inc., which is being discontinued.

F. Kenneth Beirn, R & R president, also last week issued a statement that the plans for a merger had been called off and that the Scott organization will not operate as a division of R & R. John Weiser continues as R & R vice president and manager of its Los Angeles office. M. B. Scott resumes its independent status as an agency with headquarters in Los Angeles and a branch in New York.

The breakup was blamed by Mr. Scott on a "wide variance in our two companies' concepts and policies." Since his agency has "devoted so many years in the western market," he stated, "we feel that it is to the best interest of our clients to create advertising matter, purchase media and face consumer sales problems here where conditions exist."

At the same time, Mr. Scott announced the acquisition of three new accounts—Radio Church of God, Goliath Distributors and Rollins Leasing Corp.—with combined billings of close to $1 million, which he said puts his agency's billing well ahead of its position prior to the R & R merger in February. Total Scott billings "more than double R & R's Los Angeles operation," he said.

Schultz Hits Tv Medical Ads; Wants Them Only In Papers

THE PROPRIETARY branch of the pharmaceutical industry "would better serve the public health of the nation by confining their advertising to newspapers," declared Benjamin Schultz, newly-installed president of the New Jersey Pharmaceutical Assn., a fortnight ago at the closing session of the group's 87th annual convention in Atlantic City.

"They have resurrected the old-time, street corner pitchman from oblivion and put him on television," said Mr. Schultz, "and carried to ridiculous extremes the sales-manship of medical products which do not require physicians' prescriptions."

Mr. Schultz called for pharmacists to be "alert and vigilant in protecting the public health from misusing many dangerous over-the-counter medical products which are being exploited ridiculously on television. The huckersterism manner in which this fine medium of communication is being used by some manufacturers of over-the-counter drugs and medicines has appealed to emotionalism instead of common sense, with an obvious implication that self-diagnosis and self-medication is safe."



AGENCY-CLIENT meeting in Chicago served as introduction for Songstress Patti Page in connection with her new CBS-TV fall series, *The Big Record.* L to r: William R. Forrest, senior vice president of Foote, Cone & Belding; Miss Page, and David L. Duensing, marketing manager for Armour & Co.'s soap div. (Dial Soap), which will co-sponsor show. F C & B handles Dial account. The show, scheduled for Wednesday, 8-9 p.m., makes its initial spin September 18.

Rumrill Buys Utica Agency, Enters $10 Million List

AN up-state New York advertising agency last week entered the $10 million annual billing circle when it bought out its second agency within a six-month period. The $10 million agency: the Rumrill Co., Rochester, N. Y., which today (Monday) formally is to purchase Moser & Cotins Inc., Utica, N. Y. Earlier this year, Rumrill purchased Baldwin, Bowers & Strachan Inc., Buffalo, N. Y.

The latest acquisition also will broaden the product base of Rumrill's account list, bringing in several diversified broadcast advertisers including a brewery (Fitzgerald Bros.) and a dairy (Borden Co.'s northeast district). Close to 40 new accounts will be absorbed by Rumrill, which will operate Moser & Cotins as a division of the Rochester agency, will continue in that capacity, and George M. Prince, Rumrill executive vice president, will act in a similar capacity

WHAT IN THE WORLD'S GOING ON?

A CAMPAIGN developed by J. Albert, promotion director of The *Detroit News* and the newspaper's agency, W. B. Doner & Co., has spread quickly from communications media to a word-of-mouth promotion. People are asking, "What in the world's going on?" "If you read the *News,* you know," is the antiphonal response. The slogan has even been heard in church.

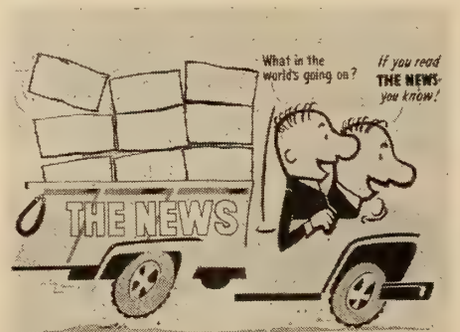
The copy is sung and spoken in saturation spots on all Detroit area radio stations, with added exposure in television, newspaper and billboard ads.

As the slogan caught on in Detroit, the *News'* circulation figures climbed to record heights. Daily circulation stands at 469,389, an increase of 15,000 over a year ago, and the Sunday figure is 585,667, up 19,000 over last year. With this evidence (radio getting a large share of the credit), the *News* has resolved to continue its aggressive promotion.

One thing has led to another in exploiting the "What in the world" slogan. When the campaign caught the public fancy, the newspaper decided to let the public name the cartoon figures who carry the copy on tv and in the paper. Always adverse to use of premiums and major contests to increase circulation, The *News* settled with Doner officials on a small contest, offering 59 cash prizes, with $125 as the top award. Four weeks and thousands of entries later the *News* boys were dubbed "Rupert and Robespierre" by the winning Detroit housewife.

Another phase of the campaign was a "Question of the Day" quiz in connection with radio-tv commercials. Hundreds of household prizes went to listeners and viewers who supplied quiz facts gleaned from stories in the *News.*

Children are always receptive to a slogan like the *News',* it was claimed. One little girl startled a congregation in church one morning. Her mother, noting the child's restiveness, whispered "What in the world's going on?" The loud reply was "If you read The *News,* you know."

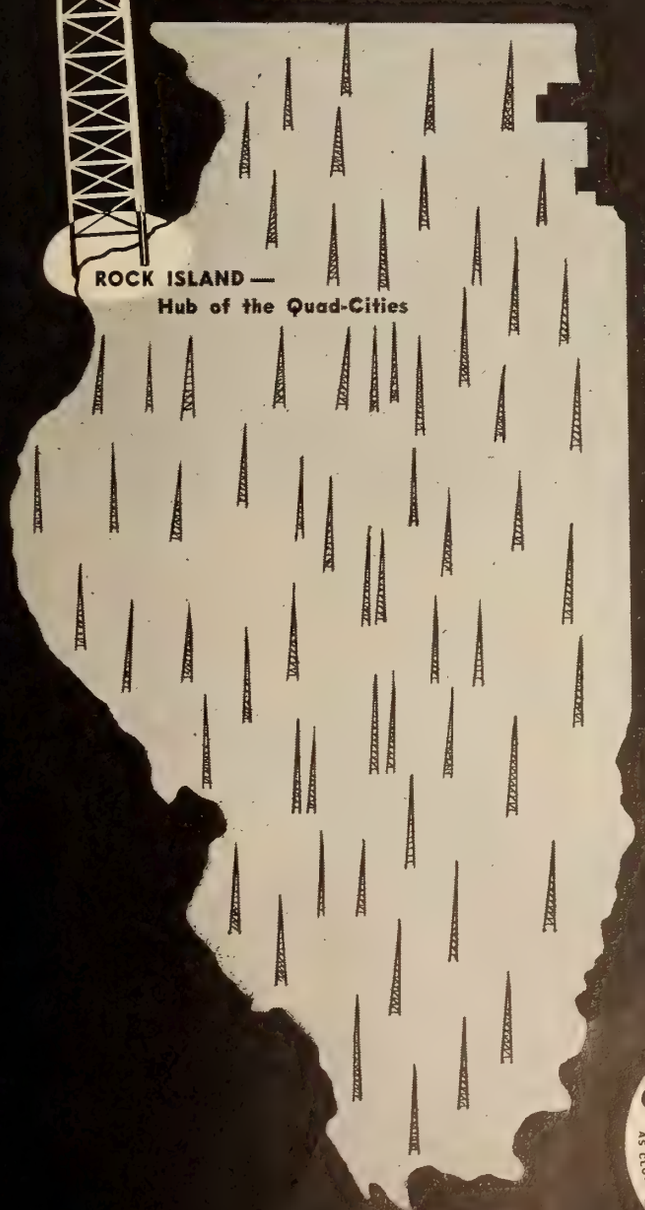


"RUPERT & ROBESPIERRE" *deliver a record load of papers for the* Detroit News *in an effective all-media campaign developed by the* News' *promotion director, J. Albert, and W. B. Doner & Co.*

NCS No. 2

WHBF--FIRST AMONG ALL 68 RADIO STATIONS IN DOWNSTATE ILLINOIS!

Midwestern radio is well-known to be generally among the best in the nation. To be FIRST in such a league is quite an accomplishment. So WHBF is proud to rank first in listeners among the 68 radio stations outside of Chicago, and one of Iowa's Big Five out of 56 stations. These ratings are from the Spring, 1956 NCS Number 2. Shown below are the rankings of the first six radio stations in downstate Illinois.

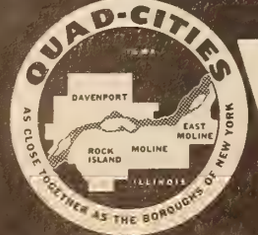


STATION	RANK	MONTHLY COVERAGE	WEEKLY COVERAGE	DAYTIME DAILY CIRCULATION
WHBF	1	90,290	86,150	67,820
Sta. B	2	67,700	64,040	47,850
Sta. C	3	61,870	56,020	42,950
Sta. D	4	54,080	48,020	30,080
Sta. E	5	48,640	46,630	32,370
Sta. F	6	43,020	39,310	27,710

WHBF ranks FIRST in the QUAD-CITIES too!

Among all five Quad-City stations WHBF ranks FIRST in listeners. WHBF, in 32 years of broadcasting, has come to know the market, the people and the kind of programming Quad-Citians want and like. To sell the Quad-Cities — Rock Island, Moline, East Moline, Illinois and Davenport, Iowa — buy WHBF Radio.

STATION	RANK	MONTHLY COVERAGE	WEEKLY COVERAGE	DAYTIME DAILY CIRCULATION
WHBF	1	90,290	86,150	67,820
Sta. G	2	71,540	67,700	48,300
Sta. H	3	39,460	37,340	29,290
Sta. I	4	34,820	32,670	25,310
Sta. J	5	7,470	7,010	5,320



RADIO **WHBF**

CBS FOR THE QUAD-CITIES

Population 250,000 plus

Represented Nationally by AVERY-KNODEL, INC. In Minneapolis — St. Paul by Harry S. Hyett

for the new division. It will retain the name of Moser & Cotins.

Rumrill, an employe-owned corporation (46 of them own 12,000 shares) is known for its solid industrial account list, including Eastman Kodak, parts of E. I. DuPont de Nemours, and General Dynamic Corp.'s Stromberg-Carlson Div. It picked up the Buffalo Pepsi-Cola Bottlers (spot radio-tv) and Pratt & Lambert Paints when it purchased Baldwin, Bowers & Strachan.

Graham Says Tv Made Crusade 'Largest Evangelical Endeavor'

TELEVISION came in for high praise last week from Dr. Billy Graham, who credited the medium with turning his current New York crusade into a "national crusade," reaching beyond Madison Square Garden to become "the largest evangelistic endeavor in history."



DR. GRAHAM

Dr. Graham told a news conference that tv has reached people beyond expectations and directly brought in 65,000 letters in one week. He said tv has caused a greater number of "decisions" than those arising in the Garden from the crusade. Dr. Graham emphasized he did not mean to say that the crusade was "the deepest" or would have the most lasting effect of any crusade in history. He said he was not comparing it to St. Paul's crusade, and added:

"St. Paul did not have television. We can reach more people by tv probably than the population of the world was then."

Dr. Graham was asked if he planned to use tv regularly and he replied that he is considering such a move but said that no definite commitment has been made.

The advertising budget for the first four weeks of the campaign during June amounted to $400,000, of which 80% was allocated to radio-tv. Highlight of the campaign was a one-hour live program on ABC-TV from the Garden on four successive Saturdays (8-9 p.m. EDT). Dr. Graham announced that the results obtained from tv prompted the directors of the crusade to extend the ABC-TV program for three additional Saturdays—June 29 through July 13. The agency for the Billy Graham New York Crusade is Walter F. Bennett & Co., Chicago.

Lipton Co. Promotes Barker

GARDNER BARKER, vice president of new products and acquisitions, Thomas J. Lipton Inc., Hoboken, N. J., Thursday was appointed executive vice president of the Soup and Tea Company. The announcement was made by Lipton Chairman Robert Smallwood. Before joining Lipton a year ago last April, Mr. Barker was vice president and a director of the Simoniz Co. He also has been with Lever Bros.

Tight Security Shrouds Edsel On Detroit-Hollywood Ad Trip

MADISON AVE., more noted for big talk than grim silence, can be as tight-lipped as Central Intelligence when the occasion warrants. And the occasion does warrant right now in, of all places, Hollywood, another area where silence about anything is not the rule.

Immediate problem is for Cascade Pictures of California to produce the first tv commercials for Ford Motor Co.'s new Edsel car without letting either the public or the competition get a look at the new car before its official unveiling. To do that, "we are taking the same precautions as we would for any classified project," Bernard J. Carr, Cascade president, said last week.

Cars being used for the commercials were shipped across the country by van, unloaded at night and locked on a sound stage at Cascade, with armed guards on patrol. When the new Edsels had to be taken out of the studio for street shots, Homer Heck of the Chicago office of Foote, Cone & Belding, Edsel agency, bought up films snapped by passers-by, paying $1 a roll and agreeing to develop and return them at the proper time. One juvenile drove the sharpest bargain, getting $2, a new roll of films and permission to return with five friends for a tour of the studio before surrendering his precious picture.

Only information gleaned by the curious to date is that the first Edsel commercials are being filmed in black-and-white, not in color, indicating that the new car's tv debut will not be made on a color spectacular telecast as had been rumored.

Consumption, Not Production Is Now Problem, Says Reach

A BLUNT warning that the nation's productive capacity may soon be over-extended and that consumption, not production, is the order of the day was voiced last week by Charles Dallas Reach, board chairman of Reach, McClinton & Co., New York.

"We are embarking on a new era, a time of consumption," the advertising executive said, "and the nation's problems are by no means confined to inflation or tight money. To an ever-growing degree, the nation's problem is that of absorbing and consuming the enormous production capacity of the national industrial plant. If we fail to measure up to that job of absorption—or consumption—we may soon have, in Secretary Humphrey's descriptive phrase, a depression that'll curl your hair."

Mr. Reach addressed a national gathering in New York of advertising executives of the Beneficial Finance System which, with 1,025 offices spanning the U. S., Canada, Hawaii and Alaska, is said to maintain the largest network of personal loan offices in the world. He predicted a labor force of 72 million Americans by 1960, working 37½ hours a week, and having at their disposal billions of extra dollars to spend.

LONG WEEKEND

STATION salesmen who might want to venture down Madison Avenue this Friday to knock on agency doors for new business might just as well sleep late in their hotels or go sightseeing. Agency row—virtually every major radio-tv agency checked by B•T last week—will be away for the long July 4 weekend and none reported even a skeleton staff to be on hand July 5. In fact, some shops reported early closing Wednesday for a head start.

Ronzoni, Clairol to Sponsor 'The Honeymooners' on CBS-TV

FIRST sales in the syndication of CBS-TV's comedian Jackie Gleason in *The Honeymooners* were chalked up by CBS Television Film Sales Inc. last week to Ronzoni Macaroni Co. and Clairol Inc. for sponsorship on three owned-and-operated NBC stations—WRCA-TV New York, WRCV (TV) Philadelphia and WNHC-TV New Haven, Conn.

Negotiations for Ronzoni were made through Emil Mogul Co. and Clairol was was represented by Foote, Cone & Belding.

With the sale of *The Honeymooners* for showing on WRCA-TV, CBS Film Sales now has programs sold on all six stations in New York City the first time that status has been reached by that distributor. There presently are 14 CBS film series spread over the six stations, the network's film syndication arm said.

The Honeymooners, of which there are 39 episodes, will begin on the three stations in the fall on a 39-week first run and 13-week repeat basis. The series was first seen on the CBS-TV from October 1955 until June 1956. *The Honeymooners* is a Jackie Gleason Enterprises Inc. production. Jack Philbin was executive producer on the series; Jack Hurdle, producer, and Frank Satenstein, director.

Advertising Film Festival Open

ADVERTISING films of various categories, including tv commercials, can be entered in the fourth International Advertising Film Festival, to be held in Cannes, Sept. 21-26, by any company which has been physically responsible for their production, according to Peter Taylor, festival director. Complete information concerning the festival can be obtained from Mr. Taylor at 17 Berkeley St., London, W. 1.

Ford, General Foods Keep Slot

BOTH Ford Motor Co. and General Foods Corp. (Instant Maxwell House coffee) are holding on to their Friday 8:30-9 p.m. period on CBS-TV this summer with 13-week sponsorship of *Destiny*, adventure film series starting this week. The alternate sponsors during the regular season are presenting *Dick Powell's Zane Grey Theatre* in that period. Ford Agency is J. Walter Thompson Co.; General Foods' is Benton & Bowles.

there's a
sound difference on

KDKA RADIO

we're winning
all the
prizes!



KDKA
grabs the brass ring in
Metropolitan Pittsburgh
PULSE!



KDKA
knocks 'em all down
in 8-County
NIELSEN!

Metropolitan Pittsburgh Pulse shows KDKA . . .

- First in average quarter-hour ratings, Monday through Sunday 6 A.M. to Midnight
- An increase of 13% in share of audience for KDKA over the 1956 March-April rating period
- Top-rated Pittsburgh radio show last year—KDKA's 6 to 10 A.M. *Cordic & Co.*—up 15% in listeners this year (still first, of course!)
- *Art Pallan Show* up as much as 40% over last year.
- Nielsen and Greater Pittsburgh (15 Counties) concur.

Why? We believe it's because Pittsburgh-area folks have taken KDKA's new all-local Music-News-and-Service format to their hearts. Lots of national and local spot advertisers seem to agree.

To line up KDKA as your shortest route to sales in Pittsburgh, ex-Pittsburgh-ia, and for miles around, call Don Trageser, KDKA Sales Manager, or your PGW "Colonel."

In Pittsburgh . . . no selling campaign is complete without the WBC station . . .

KDKA 1020 Radio
WBC PITTSBURGH
WESTINGHOUSE BROADCASTING COMPANY, INC.

Radio: BOSTON, WBZ + WBZA • PITTSBURGH, KDKA • CLEVELAND, KYW • FORT WAYNE, WOWO CHICAGO, WIND • PORTLAND, KEX • Television: BOSTON, WBZ-TV • PITTSBURGH, KDKA-TV CLEVELAND, KYW-TV • SAN FRANCISCO, KPIX

WIND represented by A M Radio Sales. KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.



KDKA
rings the bell in Greater
Pittsburgh (15 Counties)
PULSE!

ARB

Tv Report for June 1-7, 1957

TOP 10 NETWORK SHOWS

Program	Ratings
1. *Perry Como*	41.5
2. *Chevy Show—Pat Boone*	37.0
3. *I Love Lucy*	34.9
4. *Gunsmoke*	33.9
5. *What's My Line?*	32.6
6. *Playhouse 90*	32.3
7. *Wyatt Earp*	32.0
8. *Steve Allen*	31.4
9. *I've Got A Secret*	31.0
10. *Father Knows Best*	30.5

Program	Viewers
1. *Perry Como*	43,380,000
2. *Chevy Show—Pat Boone*	36,890,000
3. *Gunsmoke*	35,220,000
4. *Steve Allen*	34,950,000
5. *I Love Lucy*	33,830,000
6. *Lawrence Welk*	31,110,000
7. *Ed Sullivan*	30,640,000
8. *Loretta Young*	29,340,000
9. *Playhouse 90*	28,930,000
10. *Wyatt Earp*	28,410,000

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor(s), agency(s), day and time.

Steve Allen (NBC - 130): participating sponsors, Sun. 8-9 p.m.
Chevy Show—Pat Boone (NBC-151): Chevrolet (Campbell-Ewald), Sun. June 2, 9-10 p.m.
Perry Como (NBC-137): participating sponsors, Sat. 8-9 p.m.
Father Knows Best (NBC-101): Scott Paper (JWT), Wed. 8:30-9 p.m.
Gunsmoke (CBS-162): Liggett & Myers (D-F-S) alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.
I Love Lucy (CBS-162): General Foods Corp. (Y&R) alternating with Procter & Gamble (Grey), Mon. 9-9:30 p.m.
I've Got A Secret (CBS-190): R. J. Reynolds (Wm. Esty), Wed. 9:30-10 p.m.
Loretta Young Show (NBC): Procter & Gamble (B&B), Sun. 10-10:30 p.m.
Playhouse 90 (CBS-134): American Gas Assn. (Lennen & Newell), Bristol-Myers (BBDO), Philip Morris Co. (Leo Burnett), Thurs. 9:30-11 p.m.
Ed Sullivan (CBS-174): Lincoln-Mercury (K&E), Sun. 8-9 p.m.
Lawrence Welk (ABC-200): Dodge Div. of Chrysler Corp. (Grant), Sat. 9-10 p.m.
What's My Line? (CBS-104): Helene Curtis (Ludgin), Remington Rand (Y&R), Sun. 10:30-11 p.m.
Wyatt Earp (ABC-104): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

NIELSEN RADIO

Radio Report for May 12-25, 1957

TOP RADIO NETWORK SHOWS

Total In-Home Audience*

Program	Homes (000)
Evening, once-a-week (average)	(433)
1. *Gunsmoke* (Gen. Foods)	1,059
2. *FBI in Peace & War*	963
3. *Our Miss Brooks* (Gen. Foods)	963
4. *Gunsmoke* (Pontiac)	915
5. *Our Miss Brooks* (Lorillard)	915
6. *Treasury Agent*	819
7. *Telephone Hour*	819
8. *Gangbusters*	674
9. *Allan Jackson-News*	674
10. *Mitch Miller*	674
Evening, multi-weekly (average)	(674)
1. *News of the World*	1,204
2. *One Man's Family*	1,156
3. *Lowell Thomas*	1,107
Weekday (average)	(1,059)
1. *Young Dr. Malone* (2nd half)	1,733
2. *Helen Trent* (2nd half)	1,733
3. *Road of Life* (1st half)	1,685
4. *Ma Perkins* (2nd half)	1,685
5. *Ma Perkins* (2nd half)	1,685
6. *Helen Trent* (2nd half)	1,685
7. *Young Dr. Malone* (1st half)	1,637
8. *Helen Trent* (2nd half)	1,637
9. *Helen Trent* (1st half)	1,637
10. *Ma Perkins* (1st half)	1,637
Day, Sunday (average)	(433)
1. *Woolworth Hour*	1,493
2. *Johnny Dollar* (Lorillard)	1,059
3. *Johnny Dollar* (Pontiac)	1,011
Day, Saturday (average)	(578)
1. *Gunsmoke* (Pontiac)	1,107
2. *Gunsmoke* (Gen. Foods)	1,011
3. *Monitor News*	1,011

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 15-minute duration, homes listening 1 minute or more are included.

NOTE: Number of homes is based on 48,150,000 the estimated July 1, 1957, total United States radio homes.

Copyright 1957 by A. C. Nielsen Company

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T radio ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

FBI In Peace and War (CBS-183): participating sponsors, Sun. 6:10-6:30 p.m.
Gangbusters (MBS - 500): participating sponsors, Wed. 8-8:25 p.m.
Gunsmoke (CBS-200): Pontiac (MacManus, John & Adams), General Foods (Y&R), Sat. 12:30-1 p.m., Sun. 6:30-7 p.m.
Helen Trent (CBS-193): participating sponsors, Mon.-Fri. 12:30-12:45 p.m.
Allan Jackson-News (CBS-189): General Motors (Campbell-Ewald), Sat. 8 p.m.
Johnny Dollar (CBS-201): P. Lorillard (Y&R), Pontiac (MacManus, John & Adams), Sun. 5:30-6 p.m.
Ma Perkins (CBS-198): Scott (JWT), Lever Bros. (K&E), Lipton (Y&R) and other participating sponsors, Mon.-Fri. 1:15-1:30 p.m.
Mitch Miller (CBS - 202): participating sponsors, Sun. 8:05-8:45 p.m.
Monitor (NBC-186): participating sponsors, NBC weekend service.
News of the World (NBC-186): Coldene (JWT), Carter (Bates), Mon.-Fri. 7:30-7:45 p.m.
One Man's Family (NBC-186): participating sponsors, Mon.-Fri. 6:45-7 p.m.
Our Miss Brooks (CBS-190): P. Lorillard (Y&R), General Foods (Y&R), Sun. 7:30-8 p.m.
Road of Life (CBS-156): participating sponsors, Mon.-Fri. 1:45-2 p.m.
Telephone Hour (NBC-186): Bell Telephone (N. W. Ayer), Mon. 9-9:30 p.m.
Lowell Thomas (CBS-199): Delco-General Motors (Campbell - Ewald), Mon.-Fri. 6:45-7 p.m.
Treasury Agent (MBS-492): participating sponsors, Tues. 8-8:25 p.m.
Woolworth Hour (CBS-198): Woolworth (Lynn Baker), Sun. 1-2 p.m.
Young Dr. Malone (CBS-190): Scott (JWT), Lever Bros. (K&E) and other participating sponsors, Mon.-Fri. 1:30-1:45 p.m.

GMC Trucks Buys Network Radio For One-Month Saturation Push

IN ITS first use of network radio, GMC Truck & Coach Div., General Motors Corp., Detroit, will launch a one-month saturation campaign on Mutual, CBS Radio, NBC Radio, and American Broadcasting Network the end of July on behalf of the division's line of trucks. The agency is Kudner Adv., New York.

Although the campaign is not an extensive one, it is deemed significant in that the client is turning to network radio for the first time. A spokesman for Kudner offered no explanation for the move, other than saying the agency was influenced by the recommendations of the four networks.

One network official said GMC apparently is aiming to reach an audience that is the most likely target for the trucks (such as small merchants and farmers) and at the same time listeners to news and sports programs the company has bought. It is believed GMC also is using the campaign as a test to evaluate network radio's effectiveness, prior to the release of the 1958 line of trucks in the fall.

On American, GMC will use *Speaking of Sports* (6:35-40 p.m. EDT) on Tuesday, Wednesday, Thursday and Friday for three weeks and on Tuesday, Wednesday and Thursday the fourth week. On CBS Radio, GMC will sponsor three five-minute "Impact" programs on four weekends, with programming still to be determined. The client has bought three participations a week on NBC Radio's *News of the World* (Mon.-Fri., 7:30-45 p.m. EDT) and on Mutual, the Monday-through-Friday early-morning news program (7:30-7:35 a.m. EDT) plus Gabriel Heatter news features on Monday, Wednesday and Thursday (7:30-35 p.m. EDT).

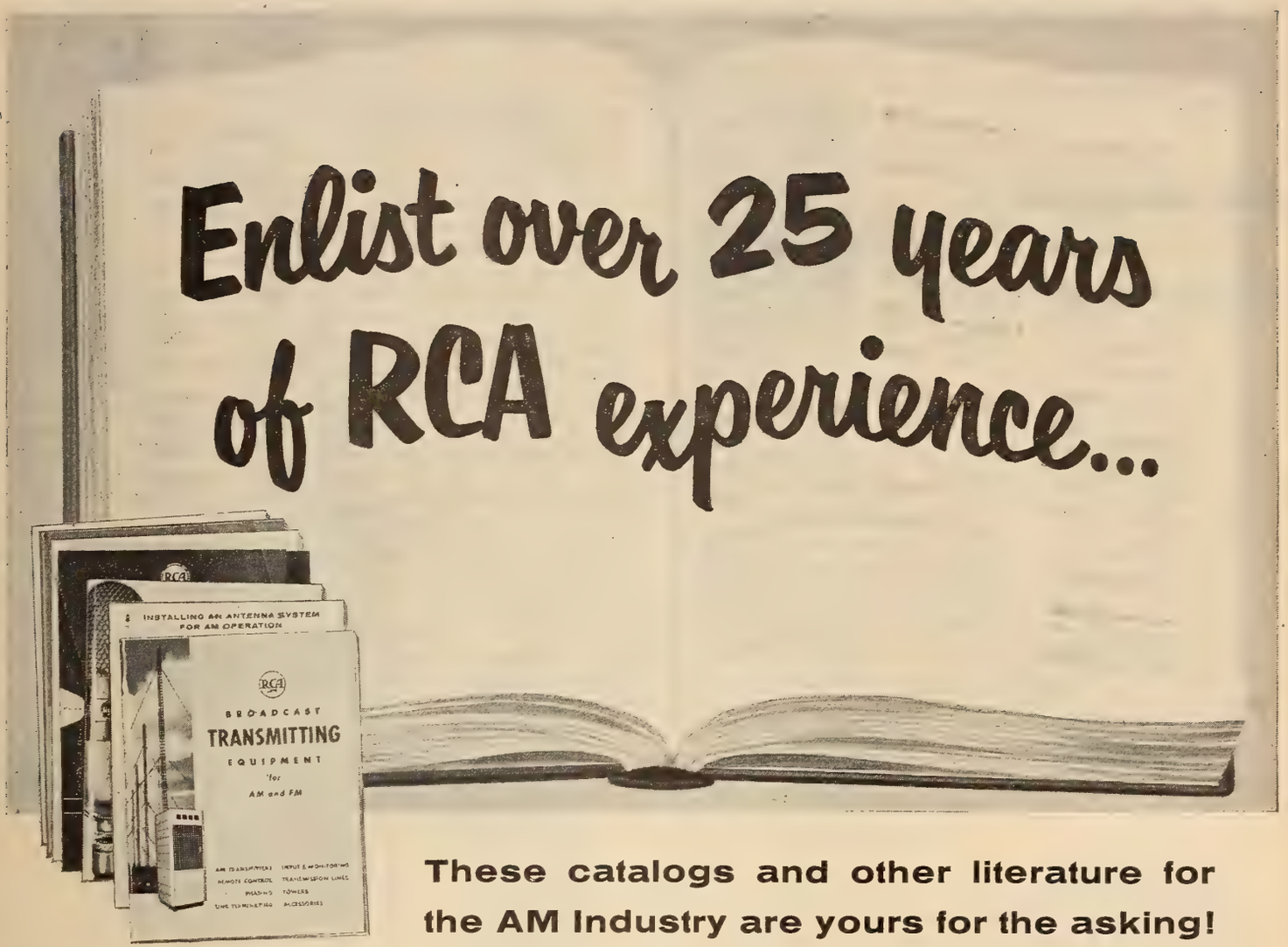
Revlon Pays $11 Million For 9% of Schering Corp.

REVLON Inc. last week entered the ethical drug field with an estimated $11 million stock purchase of 150,000 shares of Schering Corp., Bloomfield, N. J., developer of "Meticorten," a compound used in tablet form for the treatment of rheumatoid arthritis.

The purchase climaxed weeks of Wall Street "scuttlebut" about Revlon's diversification plans. Until last Monday, when the purchase was made known, Revlon was "linked" with Warner-Lambert Pharmaceutical Co. and the Squibb Div. of Olin Mathieson Chemical Corp.

The 150,000-share ownership gives the Revlon brothers—Charles and Martin—a 9% control of the drug house. It was founded in 1929 as the wholly-owned U. S. subsidiary of Schering A. G., Berlin. In 1942, the company was seized (under wartime statutes) by the alien property custodian, and in 1952, an underwriting syndicate headed by Merrill Lynch, Pierce, Fenner & Beane put Schering back into public ownership through sale of 1.8 million shares. Schering's sales last year came to approximately $54.6 million; those of Revlon to $86.2 million.

Planning a Radio Station?



These catalogs and other literature for the AM Industry are yours for the asking!

As a special service to prospective radio station owners, RCA offers a variety of publications, prepared by experts in their fields, which will be of assistance to you in your broadcast operation.

Equipment catalogs, such as the *RCA Broadcast Transmitter Catalog* and *Audio Equipment Catalog*, contain comprehensive information respectively on AM Transmitters, Remote Control, Phasing, Input and Monitoring Equipment, Transmission Lines, Towers and Accessories; and Microphones, Consolettes, Amplifiers, Turntables, Tape Recorders, Speakers, Intercom, Test Equipment. Individual Catalog Sheets on the various equipments also are available.

Special RCA articles on broadcast equipment and operation are provided. For example, you can get a copy of a paper "Installing an Antenna System for AM Operations," an article on a new Automatic Turntable, another on an Audio Program Amplifier, with automatic gain control —a report on "How the 50 KW AM Ampliphase Transmitter Operates," and many other articles of timely interest, including eyewitness reporting of AM station planning and operation in various localities.

And typical of the other helps available, "A Functional Display of RCA Radio Broadcast Equipment" provides a fast reference guide in handy "pull-out" form. The signal path is traced from pickup source to antenna radiation, showing equipment requirements at every point.

Here's a veritable gold mine of helpful planning materials all ready to go to work for you. For any of the above items, or additional information, write to RCA, Dept. U-22, Building 15-1, Camden, N.J.

RCA . . . your first source of help in station planning

RCA Tmk(s) ®

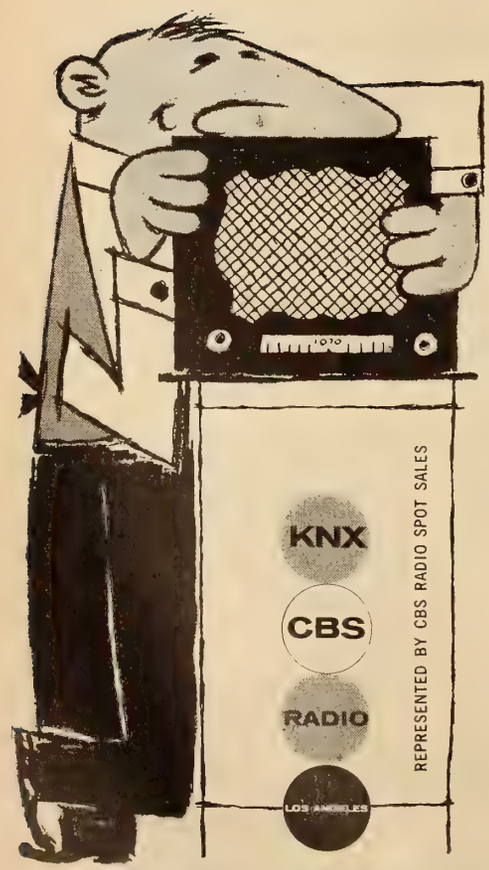
RADIO CORPORATION of AMERICA

Broadcast and Television Equipment • Camden, N. J.

In Canada: RCA VICTOR Company Limited, Montreal

KNX has more listeners in Los Angeles than anybody!

More people listen to KNX . . . daytime or nighttime . . . weekday or weekend . . . than to any other Los Angeles station.* That's just one reason why 50,000 watt KNX is Southern California's #1 radio station.



*Pulse of Los Angeles—March—April, 1957

West to Donahue & Coe Post

DON E. WEST, executive vice president of Robert W. Orr & Assoc., leaves that agency today (Monday) to join Donohue & Coe, New York, in the newly-created post of vice president and merchandising director. At Orr, Mr. West also served as plans board chairman and client service supervisor. He has also been with Ogilvy, Benson & Mather.



MR. WEST

No Media Change for Eskimo Pie

NO immediate change in radio-tv use is expected with the move of Eskimo Pie Corp., Richmond, Va., with a total annual billing of about $750,000, from Buchanan & Co. to Cunningham & Walsh, New York. Since Eskimo Pie is basically a hot weather advertiser and C&W does not take over until Sept. 1, the next close look at broadcast media plans will be aimed for next summer. Eskimo, subsidiary of Reynolds Metals Inc. and a radio and tv spot user, can be expected to continue in the media, with emphasis on tv and purchases into children's shows.

GM Sets 'Musical Extravaganza'

GENERAL MOTORS Corp. will kick off its 50th anniversary year Nov. 17 with a two-hour live color "musical extravaganza" on NBC-TV "starring the greatest array of musical talent ever assembled for a single television performance." Scheduled at 9-11 p.m., the Sunday program will recall a half-century of the most popular American songs, "many of them sung and played by the stars who made them famous," the network said. Harlow H. Curtice, GM president, said "it should be not only two hours of the best in entertainment but a thrilling and memorable panorama of that period of American life in which GM has been favored with an opportunity to make an important contribution." The show will originate in both New York and Hollywood. Agency expected to handle for GM is MacManus, John & Adams, New York.

Ford Div. Buys NBC-TV Quiz

FORD Div. of Ford Motor Co., and Ford Dealers of America are backing a quiz show, *High-Low*, new entry of Jack Barry and Dan Enright on NBC-TV, effective July 4 as a summer replacement for *The Ford Show* (Tennessee Ernie Ford) which will return Sept. 19 in the Thursday 9:30-10 p.m. slot. J. Walter Thompson Co. is the agency. Like *Twenty-one*, also a Barry & Enright production, *High-Low* is based on a card game (high low poker). Jack Barry will be m.c.

NETWORK BUSINESS

Liggett & Myers Tobacco Co. has renewed its sponsorship of CBS-TV's *The Spike Jones Show* (Tues., 10:30-11:30 p.m.) through summer season. Agency. Dancer-Fitzgerald-Sample, N. Y.

Rexall Drug Co. (drug products and one-cent sale) has ordered simulcast on NBC Radio of *Pinocchio* show already slated for tv on NBC, Oct. 13, 6:30-7:30 p.m. Agency: BBDO, N. Y.

H. W. Gossard Co. (foundation garments), Chicago, announces purchase of alternate week quarter hours on NBC-TV's *Queen For A Day*.

Armstrong Cork Co., Lancaster, Pa., through BBDO, N. Y., announces, alternate weekly sponsorship of *Summer Playhouse* on NBC-TV, Tuesdays, 9:30-10 p.m.

Sterling Drug Inc., N. Y., renewed its sponsorship of NBC-TV's *Modern Romances* on Monday and alternate Wednesdays and alternate Fridays for another 52 weeks effective next month. Agency: Dancer-Fitzgerald-Sample.

Brillo Mfg. Co., Brooklyn, signs for alternate-week quarter-hour of NBC-TV's new *Bride and Groom* series (Mon.-Fri., 2:30-3 p.m. EDT) and renews current schedules in NBC-TV's *It Could Be You* and *Modern Romances*.

SPOT BUSINESS

Colgate-Palmolive (Brisk), N. Y., plans eight-week spot radio saturation campaign to start July 15. Agency: Cunningham & Walsh, N. Y.

James G. Gill Co., Norfolk, Va., to sponsor *O. Henry Playhouse* telecasts in six cities—Norfolk, Richmond, Harrisonburg and Roanoke, all Va., and Greenville, Raleigh, N. C.—to advertise Gill coffee.

Lady Esther, division of Chemway Corp., N. Y., announces new product—dry skin cream—and will use saturation spot radio, magazines and newspapers to introduce it nationally starting in July. Agency: Donahue & Coe, N. Y.

A & A SHORTS

McCurry, Henderson, Enright Inc., Norfolk, Va., moves to 200 W. 2nd St., in that city.

Max W. Becker Adv., Long Beach, Calif., moves to 4439 Atlantic Ave., in that city.

Olmsted & Foley, Minneapolis, announces move of quarters to North American Life and Casualty Co. building at 1750 Hennepin Ave.

Krupnick & Assoc. Inc., St. Louis, announces change of quarters to 508 North Grand Ave.

Thomas F. Conroy Inc., San Antonio, elected to membership in Affiliated Advertising Agencies Network.

Agey Adv. Inc., Miami, announces change of name to Southern Adv. Inc.

You may be a "flop" at the Charity Ball, but . . .



ARB proves you're "solid" when you pick WKZO-TV in KALAMAZOO-GRAND RAPIDS

The March 1957 ARB Report shows that WKZO-TV is first in 327 out of 416 quarter hours—*or 78.6% of the time!* Ask Avery-Knodel for ALL the comparisons!

AMERICAN RESEARCH BUREAU
MARCH 1957 REPORT
GRAND RAPIDS-KALAMAZOO

TIME PERIODS	Number of Quarter Hours With Higher Ratings	
	WKZO-TV	Station B
MONDAY THRU FRIDAY		
8:00 a.m. to 6:00 p.m.	143	57
6:00 p.m. to 11:00 p.m.	94	6
SATURDAY		
8:00 a.m. to 11:00 p.m.	50	10
SUNDAY		
9:00 a.m. to 11:00 p.m.	40	16

NOTE: *Survey based on sampling in the following proportions — Grand Rapids (42.8%), Kalamazoo (18.9%), Muskegon (19.8%), Battle Creek (18.5%).*

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in *Both* Kalamazoo and Grand Rapids for Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Thomas E. Knode Rejoins NBC; Slated for Vice Presidency

THOMAS E. KNODE will rejoin NBC's station relations department today (Monday) and will be proposed for election to a vice presidency at the NBC board meeting on July 12.

Mr. Knode's return after a two-year interlude as vice president and general manager of television for Edward Petry & Co., pioneer station representation firm, is being announced today by Harry Bannister, NBC vice president in charge of station relations.



TOM KNODE

He is slated for the title of vice president, station relations, and will report directly to Mr. Bannister. Donald J. Mercer will continue as director of station relations.

Mr. Knode had served with NBC for almost 20 years when he resigned as station relations director on March 31, 1955, to join the Petry Co. There he subsequently was named head of the plans board in addition to his vice presidency in charge of tv. He resigned from Petry a month ago, effective June 1, and has been considering several prospective connections since that time [CLOSED CIRCUIT, May 27].

Mr. Bannister, announcing the appointment, said Mr. Knode's "experience and ability in this important area of network operations [station relations] are widely recognized throughout the broadcasting industry. His return to our staff will be as warmly welcomed by our affiliates as it is by the NBC management."

Mr. Knode started with NBC as a news editor in Washington in 1938 after three years with the United Press, and was named director of NBC's Washington news department in 1940. He entered the Army as an infantry lieutenant in 1942, won the Distinguished Service Cross for heroism in New Guinea and was retired with the rank of captain.

He returned to NBC in 1943 as manager of the Washington press department, became assistant manager of the network press department in New York in 1945 and director in 1947. He was named administrative assistant to the director of network tv operations in 1948 and later moved into station relations, becoming manager in 1952 and director in 1954.

Network Tv Audience Up 11% In Day, 19% at Night—TvB

NETWORK television's audience in 1957 is at an all-time high with every month of the year to date exceeding the preceeding year's comparable month's audience. While the average daytime television advertiser reached 11% more homes in 1957 than in 1956, the average evening television advertiser reached 19% more homes, according to an A. C. Nielsen Co. study (January through May each year). The figures were released by the television Bureau of Advertising Thursday.

The average evening network program reached 1,433,000 more homes per broadcast in 1957 than in 1956. The average increase for weekday daytime programs was 319,000 homes, TvB said, noting that the average evening program increase, 1957 over 1955, was 42%, and the average weekday program increase, 1957 over 1955, was 33%.

TvB reported advertiser endorsement, in terms of percentage of dollar increase (time only) for the first four months of 1957 against the similar period for 1956, was 7.8%, according to Publishers Information Bureau figures.

Network Tv Program Audiences
1955, 1956, 1957
(Jan.-May of each year)

	Rating	Homes (Add 000)	Percent Change
Average Evening Program			
1955 (139)	22.7%	6233	
1956 (136)	23.7	7401	
1957 (128)	24.3	8834	Plus 11%
Average Weekday Daytime Program			
1955 (48)	9.1%	2471	
1956 (51)	9.5	2975	
1957 (53)	9.3	3294	Plus 11%

(Number of programs shown in parentheses)

CBS' Tito Interview to Get Accompanying 'Panel' Talk

CBS NEWS, which stirred up a national ruckus last month with its June 2 Nikita S. Khruschchev interview on CBS-TV's *Face the Nation,* obviously isn't taking another chance.

Last Thursday, in announcing that it would schedule Edward R. Murrow's filmed interview with Yugoslavia's Marshall Tito the following Sunday (yesterday), CBS made it known that the special *See It Now* program also would consist in part of a live discussion or analysis of the Communist official's party line. Scheduled to moderate the panel—consisting of Mrs. Claire Boothe Luce, former U. S. Ambassador to Italy; *Foreign Affairs* editor Hamilton Fish Armstrong, and the *New York Times'* William H. Lawrence—was CBS newsman Richard C. Hottelet.

The program was to be seen on CBS-TV from 3:30-5 p.m., with CBS Radio carrying the audio from 9:30-11 p.m. that night. Mr. Murrow and a special *See It Now* crew flew to Marshall Tito's retreat on Brioni Island off the Yugoslavian coast two weeks ago.

Meanwhile, it was learned that hard on the heels of two Communist leaders, CBS would schedule a well-known "neutralist." Although at first CBS officials as well as Government of India spokesmen declined to comment, it was learned Thursday that Indian Premier Jawaharlal Nehru would appear on *Face the Nation* next Sunday at 5 p.m. Mr. Nehru, now in England, will be interviewed in London on film by Howard K. Smith, departing CBS News London Bureau chief, and two "panelists," Alexander Kendrick, also CBS News, and Howard Handleman of International News Service.

CBS news officials in Washington said the format would be like the regular *Face the Nation* program except that instead of three panelists (plus moderator) there would be only two. Next Sunday's program is also the first "unrehearsed and spontaneous" news panel show on which Mr. Nehru has appeared. During the Indian leader's most recent visit to Washington, CBS handled the tv "pool coverage" of his news conference at the Pan-American Union. FTN Executive Producer Ted Ayres and his associate, Beryl Denzer, again will handle the show.

CBS had suffered accusations in some quarters for having given wide circulation to the Soviet leader's "propaganda," by failing to provide immediate rebuttal and/or analysis of the interview. CBS thereupon set aside time the following Sunday (June 9) for such a follow-up program.



CORPORATE discussion takes to the coaxial cable tonight when the presidents of two major corporations involved in a recent merger will appear on television to discuss expected results of the merger. It is believed to be the first time that the heads of two firms have used commercial time to discuss a merger in terms of its effects on customers, employes and stockholders. William C. Stolk (1), president of American Can Co., and Clarence L. Van Schaick, president of Dixie Cup Co., will appear on Canco's NBC-TV news program to point up prospects of better products and opportunities through combined facilities. American Can recently acquired the paper cup firm, which henceforth will operate as a Canco division.

NBC-TV Assembles Staff To Produce 'Crisis' Films

NBC-TV reported last week it has assembled a staff of seven directors, with experience in both tv films and motion pictures, to be employed by the two units that will produce on film 20 to 42 *Crisis* programs to be carried on the network starting Sept. 30 (Mon., 10-11 p.m. EDT). The directors will be members of units headed by Executive Producers Alan Miller and Alfred Hitchcock.

The directors of the *Crisis* film episodes (22 programs will be live) are John Brahm, Herschel Daugherty, Robert Florey, James Neilson, Robert Stevenson, Don Weis and Robert Stevens. Senior director for the live *Crisis* shows is Don Medford and executive producer is S. Mark Smith.



The man with the sharp pencil figures Collins broadcast equipment the best buy...

and he is right!

Collins CREATIVE LEADER IN COMMUNICATION

DOERFER TO FCC CHAIRMANSHIP AS McCONNAUGHEY ENDS TENURE

- **White House announcement of appointment expected today**
- **Departing chairman and aide join Sutton law firm as partners**

APPOINTMENT of FCC Comr. John C. Doerfer as chairman of the FCC, succeeding George C. McConnaughey, becomes effective today (Monday).

Mr. Doerfer's appointment to the FCC helm was assured when White House News Secretary James C. Hagerty said Wednesday that President Eisenhower intends to designate the Wisconsin Republican as chairman effective today (Monday).

Mr. Hagerty's statement came with the issuance of correspondence between Mr. McConnaughey and the President. Mr. McConnaughey completed his term yesterday (Sunday), after serving as chairman of the FCC since October 1954.

The Commission membership left vacant by Mr. McConnaughey's departure remained unfilled. At week's end there was no official word as to a new appointment.

Mr. Doerfer was named to the FCC in 1953 to complete the term of then Comr. Robert F. Jones. He was reappointed to a full seven-year term in 1954.

During his four years as a commissioner, Mr. Doerfer has been outspoken on a number of issues.

He sponsored what was finally adopted by a Commission majority—the policy that the FCC has no statutory authority to consider the economics of a market area in deciding whether to grant a new broadcast facility.

Defending the Commission majority's decision in approving the NBC-Westinghouse stations exchange, Mr. Doerfer wrote a forceful, separate opinion answering the dissent of Comr. Robert T. Bartley. In this Mr. Doerfer took the view that basic questions of antitrust violation should be considered and acted upon by the Department of Justice, not the FCC. He also emphasized that the Justice Department is not foreclosed from moving in on a case, even after the FCC actes, if it thinks there is an antitrust violation involved.

Mr. Doerfer doesn't like overcommercialization, and that goes for giveaways, too. In strong dissents in two radio station renewal cases, he urged hearings be held because of what he considered excessive commercialism. In another transfer case, he held out for a hearing because the station was considered to be "buying" audiences.

Throughout the allocations proceedings, Mr. Doerfer consistently has voted against large-scale deintermixture, particularly where the deletion of a vhf channel is involved. His contention has been that uhf cannot do the coverage job of vhf.

He has taken a forthright stand against the protest provision of the 1952 amendments to the Communications Act; against the liabilities of Sec. 315 of the Communications Act which requires that broadcasters offer equal time to political candidates if any one is allowed to use their facilities; in favor of permitting station licenses to run indefinitely, with the Commission calling stations to account only where there is a reason for so doing; and in the Edward Lamb case, where he was one of the commissioners insistent on holding the hearings on allegations of left-wing sympathy. After the hearings began, however, Mr. Doerfer detached himself from the case. He did not participate in the recent decision restoring Mr. Lamb's license.

Mr. Doerfer is understood to be among those in favor of field trials on toll tv.

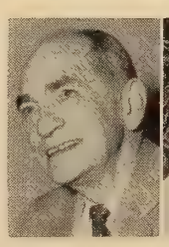
At the time of his appointment to the FCC, Mr. Doerfer was chairman of the Wisconsin Public Service Commission. He is a member of the executive board of the National Assn. of Railroad & Utilities Commissioners. He has also been active on the President's Conference on Administrative Procedures.

The Wisconsin Republican was born in Milwaukee in 1904. He received a B.A. in Commerce from the U. of Wisconsin in 1928, and a J.D. degree *cum laude* from Marquette U. Law School in 1934. He practiced law in West Allis, a suburb of Milwaukee, from 1934 to 1940, when he was elected city attorney on a non-partisan ticket. He was re-elected to this post in 1944 and again in 1948. In 1949 he was named to the Wisconsin Public Service Commission, being elected chairman by fellow members and in 1951 was appointed chairman by Gov. Walter Kohler.

Mr. McConnaughey announced late last week his association with George O. Sutton, veteran Washington communications attorney, and Robert D. L'Heureux, his administrative assistant at the FCC. The firm will be known as McConnaughey, Sutton and L'Heureux, with offices in the National Press Bldg., Washington. Mr. McConnaughey also will be associated with his son, George C. Jr., in the Ohio law firm of McConnaughey & McConnaughey in the Lincoln LeVegue Tower, Columbus.

Mr. McConnaughey was appointed to the FCC in 1954 by President Eisenhower to fill the unexpired portion of the term of Comr. George E. Sterling who retired that year. He was named chairman, succeeding Comr. Rosel H. Hyde.

Before being named to the FCC, Mr. McConnaughey was chairman of the federal government's Renegotiation Board. Before that he was chairman of the Ohio Public Utilities Board. He was born in Hillsboro, Ohio, in 1896, attended Denison U. and received his law degree from Western Reserve U. in 1923. He practiced law in Cleveland and in Columbus before coming to Washington. In 1944 Mr. McConnaughey was president of the National Assn. of Railroad & Utilities Commissioners.



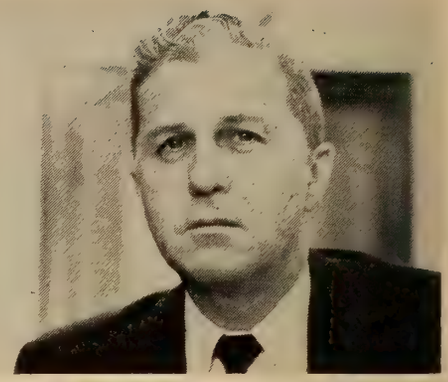
McCONNAUGHEY



SUTTON



L'HEUREUX



CHAIRMAN DOERFER

Mr. Sutton is a former Federal Radio Commission employe, joining FRC in 1928 as technical assistant to then Chairman Ira E. Robinson, and later becoming assistant chief engineer in charge of broadcasting. He resigned from FRC in 1930 to open his own law office and has been a communications and administrative law attorney ever since. He is a 1919 graduate of the U. of Tennessee, and worked for General Electric Co. as an engineer 1925-27.

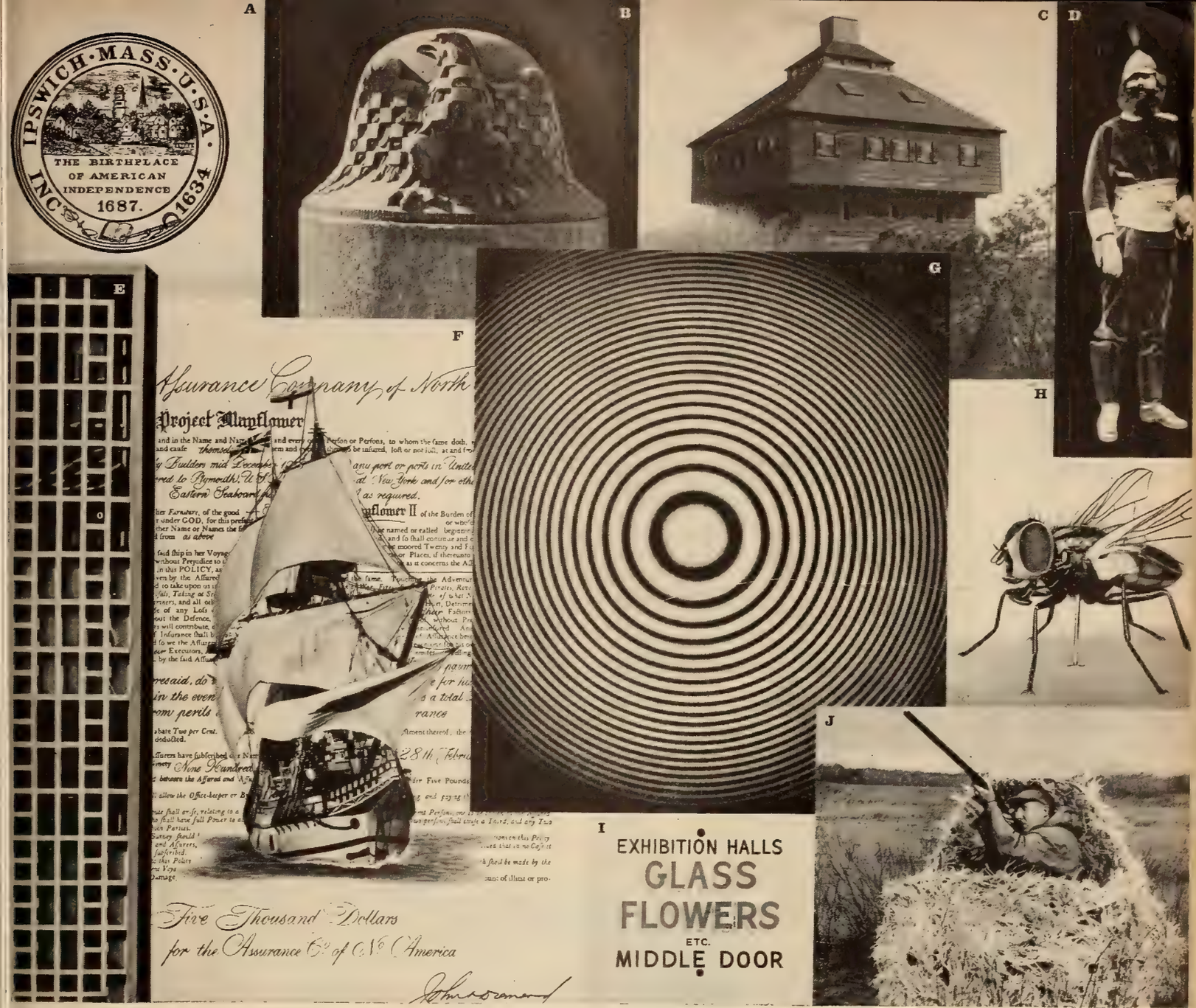
Mr. L'Heureux joined the FCC as Mr. McConnaughey's administrative assistant specializing in Congressional liaison in January 1956. Before that he was chief counsel at different times of the Senate Banking & Currency Committee, the Joint Committee on Defense Production and the Senate Commerce Committee.

He is a native of Manchester, N. H., a 1938 graduate of Georgetown U. Law School, and holds master's degrees from Georgetown and George Washington U. both in Washington. He also holds a Litt. B. from the U. of Montreal, and has for the last several years been a law professor at Catholic U., Washington.

The President made public an exchange of correspondence with Mr. McConnaughey last Wednesday. In an undated letter to the President, Mr. McConnaughey said he felt he must retire from government service after June 30 because of "personal considerations." The President responded, also in an undated letter, expressing his regret at Mr. McConnaughey's decision and citing his "able and distinguished service to the Nation and to this Administration."

Mr. McConnaughey was feted by the FCC staff last Thursday afternoon, receiving a scroll in which the commissioners and staff paid tribute to his "gracious attitude, patience and devotion to duty." They also said, "He has brought to his office a warmth, a sincerity and a fundamental sense of fairness which have earned him the respect and affection of all who have known him. . . ."

The Commission staff presented the retiring chairman with a desk-side cabinet and a high fidelity phonograph player. FCC members presented him with a desk pen set.



How well do you know the Boston market?

No tourist agency, WEEI, but nonetheless proud of Boston's landmarks and traditions. How many of our places, people and things do *you* recognize?

A. Town seal of Ipswich, Mass.

B. Stone carving of eagle in front of Boston Public Library.

C. Private residence, Marblehead, Mass.

D. Morgan Baker, presently Director of WEEI's HPL, seen here as Myles Standish in high school play.

E. Parking garage at Franklin and Pearl Streets, Boston.

F. The Mayflower II, whose voyage to Plymouth is covered by The Insurance Company of North America.

G. Calcite viewed between a pair of circularly polarizing filters produced by the Polaroid Corp., Cambridge.

H. Model of house fly enlarged 264,000 times at the Museum of Science, Boston.

I. Sign on grass of Agassiz Museum of Glass Flowers, Harvard University.

J. Boat-and-Blind combination manufactured by Porta Co., Inc., Canton, Mass.

In 1924 WEEI made its first broadcast in Boston. For 33 years the station has lived and grown in the Boston milieu. Advertisers know this and depend upon WEEI's experience and knowledge for the most effective sales campaign in Boston.

But if WEEI knows the Boston market, so do Bostonians know WEEI.

WEEI leads all of its competitors, both network and independent in audience penetration. On a total week basis, WEEI reaches more than 81% of the radio homes in the Boston area.* When you want your product up for sale in the Boston market, call CBS Radio Spot Sales or WEEI Radio.

*Source: 5-County Boston Pulse area. Pulse CPA Report, November, 1956.

WEEI

McCONNAUGHEY'S PARTING SALVO

Retiring chairman takes issue with Celler in less-than-fond adieu

WHEN George C. McConnaughey retired from the FCC last week he left behind a sizzling counterattack on Rep. Emanuel Celler (D-N. Y.), chairman of the House Antitrust Subcommittee.

In his last week as chairman and as a member of the FCC, the Ohio-born Republican had hot words for innuendoes that the FCC had failed in its public trust under his stewardship. The charges were made two weeks ago by Mr. Celler in a talk before communications lawyers in Washington [B•T, June 24].

Stung by what he considered unfair criticisms of the Commission and its staff by Mr. Celler, Mr. McConnaughey unleashed a vitriolic blast at the New Yorker and the staff of the House Antitrust Subcommittee, which last month issued a report castigating the FCC for allegedly permitting abuses to develop from "network domination" [B•T, June 10].

The bulk of Mr. McConnaughey's heated reply was the imputation that Mr. Celler had been sold a bill of goods by "disgruntled uhf applicants and grantees." He also questioned Mr. Celler's "cocksureness" and "antitrustmindedness."

In an exclusive interview with B•T last week, Chairman McConnaughey answered a series of questions based on the charges made by Mr. Celler. The questions and answers follow:

Q. Mr. Celler said that the FCC has been "unduly industry-minded" and that it has been "unduly informal" in its relations with industry representatives.

A. If by "industry-minded," Mr. Celler means that the Commission has attempted to do what is best for the industries which it regulates or supervises, I would be inclined to agree with him. However, I suspect from his other remarks that he means that the Commission has neglected the public interest to do industry's bidding. This I categorically deny and I challenge him to cite facts, as distiguished from spurious, self-serving general assumptions and conclusions by disgruntled applicants before the FCC, in support of his charge.

Certainly I find no facts to support his charge in the record of the hearings his committee has held. In fact, one of the fine features of the Commission is that it usually has members who represent all shades of opinion on controversial industry matters. All points of view are usually thoroughly considered and discussed.

It must be a great comfort to be so sure of what is the only sensible thing to do in these complicated issues, as Mr. Celler seems to be. Oddly enough our expert staff and the staffs of our parent committees, the Senate and House Committees on Interstate and Foreign Commerce and the membership of those committees do not seem to possess that "cocksureness." This is still more surprising when we consider the fact that Mr. Celler relies so implicitly on his staff, which is but cutting its eyeteeth on communications matters. They profess to substitute their judgment for that of the expert Commission staff and membership, while looking into multitudinous other problems in other agencies. If they happened to be right in the case of the FCC in so short a time, future generations would undoubtedly attribute to them greater wisdom than Solomon's.



Now, as to the charge that the FCC has been "unduly informal" in its relations with industry representatives, I would suggest that no provision of law, and no custom or known or hidden Congressional intent requires the Commission to be formal in its dealings with industry—any more than any other quasi-judicial body. Fortunately, Commission members and personnel meet with representatives of all segments of the industry, proponents and opponents of all issues, and learn from all of them and their opposing points of view, just as members of Congress normally do. I think this is a virtue, rather than a fault.

Q. In his speech Mr. Celler said the FCC has "sanctioned and fostered excessive economic concentration."

A. I will take the judgment of the courts before that of Mr. Celler and I challenge him to point to even a single court decision where it was held that the FCC fostered excessive economic concentration. After all, that charge should be easy enough for a disgruntled litigant to prove in a court, if it is true, rather than to make the charge before the House Judiciary Committee.

Q. What do you think Mr. Celler meant when he said that the FCC has failed adequately to perform its statutory functions?

A. This is another generalization which Mr. Celler cannot prove and I cannot disprove. I suspect that for Mr. Celler "adequately" would mean that the Commission should espouse his New Deal concept of extreme government regulation of the business judgment of licensees rather than the middle-of-the-road approach of allowing the traditional American method of private enterprise to govern our economy with only the minimum checks by government to prevent abuses.

Q. What do you think Mr. Celler meant when he said that the FCC has failed to follow the letter and the spirit of the antitrust laws?

A. I believe that Mr. Celler is so antitrust-minded that he confuses the jurisdiction of the Justice Department with that of the FCC. We do take the antitrust laws into consideration, and we do not make grants to applicants who have been found guilty of serious antitrust violations. However, we do not go back to Adam in looking into past violations and we do not profess to possess the expertise of the Justice Department. If we approve a grant and the Justice Department disagrees with us on its antitrust implications, the Justice Department can go to court and prove its case, and incidentally, prove that we misinterpreted the letter of the law. The letter of the law is complicated enough, so I will leave to Mr. Celler the determination of what its spirit is.

Q. What is your reaction to Mr. Celler's imputation that commissioners discuss the merits of pending cases with interested parties. And, do you feel that the FCC needs a code of ethics to prohibit *ex parte* discussions of pending cases?

A. Mr. Celler should distinguish between quasi-judicial and quasi-legislative matters. In the latter there is no restriction on any commissioner or personnel discussing *ex parte* an issue with whomsoever he chooses. I have seen no evidence in the hearing record of Mr. Celler's subcommittee to the effect that *ex parte* discussions were held on substantive matters, as distinguished from procedural matters in connection with quasi-judicial cases.

If Mr. Celler has evidence of FCC commissioners discussing the merits of quasi-judicial cases off the record in violation of the Communications Act, I wish he had called them to my attention when I was chairman in order that I might have attempted to put an end to such practices. I am not aware of such practices.

In my opinion a code of ethics is unnecessary and it would be

of dubious value. If a commissioner should choose to violate the law as presently written, he would not hesitate to violate a simple code of ethics. Perhaps that is why codes of ethics have not been adopted, for instance, to curb members of Congress from using their position to attract clients to their private law offices or to prevent them from attempting to sway the decisions of independent agencies through loose charges and implied threats.

Q. Mr. Celler said that FCC actions have been inconsistent with order and fairness, and that the FCC has not acted as a quasi-judicial body.

A. Again we have here a generalization which cannot be proven or disproven. In fact I could well be tempted to state that Mr. Celler's charges are inconsistent with order and fairness, but I would rather point to the facts and let the Congress and the public be the judge of that. As to his charge that the FCC has not acted as a quasi-judicial body, perhaps Mr. Celler's concept is different than mine. I have served on state and federal quasi-judicial bodies. I have found them to be on a par in judicial fairness with the very fine state and federal courts before which I have practiced for 30 years—and this includes the FCC.

Q. Mr. Celler called for appointment to the FCC of persons "dedicated to serving the public interest" at both staff and Commission level. This came when he implied FCC personnel are not dedicated to serving the public interest . . .

A. This is an unfounded slur on the FCC. I challenge Mr. Celler to prove that. This is such a bitter, personal argument that I suspect Mr. Celler has something more to serve than the public interest in making these allegations. Perhaps he has identified himself too closely in interest with disgruntled segments of the industry. Mr. Celler cannot find a more expert and more devoted staff anywhere in the government than at the FCC. I have already stated my high regard of the Commissioners.

Q. But he openly stated that the Commission has subordinated the public interest to private interest, naming the NBC-Westinghouse stations exchange and the Boston ch. 5 grant to the *Herald-Traveler* . . .

A. I shall not deviate from accepted standards of fair play and comment on the NBC-Westinghouse exchange and the Boston *Herald-Traveler* ch. 5 grant while both are before the courts. In fact I am surprised that the chairman of the House Judiciary Committee should depart from this traditional approach. However, I am sure that if Mr. Celler had read all the record in those cases, he would not be so cocksure of his conclusions, and might well have decided these cases as the majority of the Commission did.

Q. What is your comment to Mr. Celler's charge that the FCC has surrendered its "avowed policy of favoring diversity in the ownership of the media of mass communications," and of considering the antitrust history of applicants?

A. The Commission has not deviated from its general policy of favoring diversity in ownership of the media of mass communications and of considering the antitrust history of applicants. These were never absolutes, but factors to be considered along with others in a case. These factors can be and often are outweighed by several other equally or more important factors. Mr. Celler knows this and all he is trying to say is that in certain cases he would have voted with the minority. So what?

Q. On the allocations problem, Mr. Celler said the Commission has "fumbled with the vital problems of tv outlets and allocations." He also said that in recent actions the Commission has strengthened and entrenched vhf, although repeatedly declaring that uhf is essential for a nationwide, competitive tv service.

A. Mr. Celler is echoing the general complaints voiced at the Potter hearings and the more recent Senate Commerce Committee hearings, the Evins subcommittee hearings, and so forth by disgruntled uhf applicants and grantees.

All I have to say on this is that nothing specific was done to help uhf grantees out of their dilemma until June 26 of last year [when the FCC issued its allocations notice indicating the possibility of moving tv to the uhf, but calling for a technical study of uhf propagation and equipment first] because the action of the Commission in 1952 had intermixed uhf and vhf. Uhf grantees took a chance with a new medium; experience had to be gained by the industry and the Commission. This experience was discouraging to many uhf owners. When a reasonable although still inadequate solution was found, the Commission applied it. Our action was highly commended by a large, bipartisan majority of the Senate Commerce Committee, which, together with the House Interstate and Foreign Commerce Committee, possesses more expertise than any other committee on the Hill in these communications matters.

Between Mr. Celler charging that the Commission has fumbled and the plaudits of the Senate Committee possessing expertise in these matters, we are willing to leave the judgment on who is right to the good sense of the American people.

Q. Mr. Celler said the Commission has been remiss in failing to conclude the 1948 investigation into AT&T line charges for tv intercity connections, and the 1954 proceeding looking toward permitting tv stations in remote areas to provide their own microwave relay facilities.

A. Mr. Celler apparently did not have called to his attention the explanation which I and our expert staff gave his subcommittee on this matter. There is continuous supervision or investigation of both these matters going on in the Commission. Tv stations are being allowed, case by case, to provide their own microwave relay facilities and no "conclusion" of the investigation and proceedings is called for or in order at this time. Perhaps some day Mr. Celler's staff can become more conversant with the varying types of procedures in the Commission.

BARROW GROUP TO OUTLINE FCC AUTHORITY

Q. How much authority does the Commission have in correcting alleged "abuses" by networks, such as option time, must buys, tie-ins between network time sales and network owned or controlled programs, exclusive talent contracts, quantity discounts, and broadcast activities in the music field? All of these practices have been questioned by Mr. Celler's committee in its report.

A. The answer to this will be provided largely by the findings of the Barrow group [the network study staff under the direction of Roscoe R. Barrow]. The Congress has authorized thousands of dollars to provide these answers, and Mr. Celler's staff with a miraculous flip of the magic wand seems to be convinced that they have found all these answers. Certainly the Commission should correct many of the alleged abuses under its existing powers, if they are found to be abuses and not necessities of the trade or industry.

Q. Have you any comments to make on Mr. Celler's bill to revise the Clayton and Robinson-Patman Acts to prohibit network and station quantity discounts?

A. I have not had the opportunity to read the bill, but I would want to do so very thoroughly, if the same preparation went into it as in the preparation of Mr. Celler's remarks before the Federal Communications Bar Assn. I have never seen so many gratuitous assumptions made by the chairman of an important committee of the Congress.

In fact, I will rest on the conclusion of three great members of Congress who are members of the Celler subcommittee. On June 20 they [Reps. Kenneth B. Keating (N. Y.), William M. McCulloch (Ohio), and William E. Miller (N. Y.), all Republicans] had this to say of the Celler outburst at the FCBA luncheon:

"We are astonished by Chairman Celler's statement today. The recent report of the Judiciary subcommittee furnishes no justification whatever for such an outburst. It is true that the Chairman wanted to criticize the members of the FCC severely in our report but the Committee rejected his extreme views. The Chairman has the perfect right to level any charge he wants to but he ought not to put words in the mouths of his colleagues. Politics rather than the evidence must have been uppermost in his mind when he let loose with this blast."

PABST, INGRIM WIN BAY AREA CH. 2; PITTSBURGH MERGER DISCUSSED

- **Buffalo reopened, Shreveport reaffirmed, Seattle deferred**
- **New Orleans uhf gets chance for dual operation on vhf**

ONE tv station was authorized, another seemed to be on the verge of being approved provided agreement can be reached in a merger agreement and a third transmitter was authorized to begin operating as the FCC met last week with FCC Chairman George C. McConnaughey presiding for the last time.

Mr. McConnaughey retired from public life yesterday (see page 52).

In San Francisco-Oakland, the grant of ch. 2 was made to San Francisco-Oakland Television Inc. A merger-option agreement was reached with principals of the three competing applicants to become effective probably this week.

In Pittsburgh, the grant of ch. 4 to WCAE awaited a firm merger agreement with KQV with the principals of both stations scheduled to meet Friday afternoon to work out details.

In New Orleans, the Commission approved the use of ch. 12 there by WJMR-TV, now operating on ch. 20, on an experimental basis—with dual operation.

The Commission also ordered the Buffalo, N. Y., ch. 7 case to be reopened to review the financial qualifications of WKBW Buffalo, and reaffirmed the grant of ch. 12 Shreveport, La., to KSLA there.

A further consideration of the Seattle ch. 7 case last week by the Commission resulted in another draw causing the FCC to defer action on this long-drawn out proceeding for another week.

The San Francisco-Oakland ch. 2 hearing involved three applicants: San Francisco-Oakland Tv Inc., Tv East Bay, and Channel Two Inc. San Francisco-Oakland inincluded Don Lee Network executives Ward D. Ingrim and William D. Pabst, each owning 47.5%; and Harry R. Lubcke, consulting engineer, 5%. Tv East Bay was controlled by oilman Edwin W. Pauley. Channel Two Inc. was 35% owned by Stoddard P. Johnston, 5% each by former broadcasters Howard L. Chernoff and John A. Kennedy, 5% by J. R. Knowland *(Oakland Tribune)*, and others.

An initial decision in 1956 recommended that the FCC grant the vhf channel to Channel Two Inc. Last May the Commission announced that it had instructed its staff to prepare a grant to San Francisco-Oakland.

The merger agreement is understood to provide that Channel Two and East Bay withdraw and that San Francisco-Oakland thus eliminate prospects of litigation. Options were issued to Mr. Pauley to purchase 25%; Mr. Johnston, 5% (repurchaseable in two years by Messrs. Ingrim and Pabst), and Mr. Lubcke, 1%. Messrs. Ingrim and Pabst would retain 51% control. New to the company would be Willet D. Brown, Don Lee president, who would be permitted to buy 18% interest. Mr. Brown, who would resign as Don Lee president, also would undertake to construct the physical facilities for the ch. 2 station and lease them to the grantee.

Originally, San Francisco-Oakland had an agreement with RKO Teleradio Pictures Inc. (owner of Don Lee Network and other radio and tv stations, plus MBS) to construct the ch. 2 facilities.

The merger agreement also provided that 65% of out-of-pocket expenses of Channel Two Inc., amounted to about $150,000, would be met by San Francisco-Oakland.

The instructions to the staff to prepare a decision favoring San Francisco-Oakland [B•T, May 20] had repercussions on Capitol Hill when both Rep. Clair Engle (D-Calif.) and Rep. John F. Baldwin Jr. (R-Calif.) published in the *Congressional Record* last week complaints against the proposed grant. Both claimed that 250,000 residents of Contra Costa County and Solano County would be bereft of tv service if a grant was made to any applicant proposing to put his antenna in San Francisco or San Mateo County.

The grant of ch. 2 in San Francisco brings the number of vhf outlets in that city to four, plus one uhf operating and two authorized.

In the Pittsburgh ch. 4 case, there are five applicants: WCAE Inc. (Hearst), Television City Inc. (KQV), WLOA Braddock, Pa.; Irwin Community Television Co. (Edward J. Hirshberg-Clarence T. Schade-H. Clair Altman and others); Wespen Tv Inc. (controlled by the Fink family).

An initial decision last year favored the KQV application. However, when one of the principals, Irwin D. Wolf, died, the hearing was reopened to take this into account. A second initial decision issued last April recommended granting the WCAE Inc. application.

Negotiations between the KQV interests and the WCAE principals were scheduled to come to fruition Friday afternoon on the subject of a merger between the two applicants, permitting a quick grant. Both agreed to reimburse the other three applicants, up to a total of $50,000 each, for expenses incurred in prosecuting their applications.

In the latest negotiations, WCAE Inc. offered to set up a new company to be jointly owned by Hearst and KQV principals. The questions of what would happen to the respective radio stations was one of the subjects to be decided at the Friday meeting.

The ch. 4 grant, when and if made, would bring to Pittsburgh its third commercial vhf outlet; there is one on the air, another scheduled to begin operating next month. There are also three uhf grantees.

In New Orleans, WJMR-TV, now operating on ch. 20 there with 1 megawatt, asked the FCC for permission to operate simultaneously on the newly dropped-in ch. 12 with 316 kw from the present Canal Street WJMR-TV site on an experimental basis. In order to protect ch. 12 WJTV (TV) Jackson, which is 30 miles less than the required 190 miles separation, WJMR-TV proposes to use a directional antenna. WJMR-TV proposed to spend $150,000 to build the experimental operation. The application has been opposed by, among others, Assn. of Maximum Service Telecasters because of the mileage separation compromise. Comr. Mack abstained from voting.

Approval of this proposal would give New Orleans its fourth vhf signal; there are two stations (one educational) already on the air, another scheduled to begin operating next month, one uhf operating (WJMR-TV) and two uhf grantees.

The Buffalo ch. 7 case involves three applicants: Great Lakes Television Inc. (comprising the *Buffalo Courier-Express*-WEBR; Berkman-Laux interests [WSTV-TV Youngstown, Ohio, and others]; Cataract Theatre Corp., and WKTV [TV] Utica, N. Y., interests); Greater Erie Broadcasting Co. (WWOL Buffalo) and WKBW Buffalo.

Great Lakes Tv holds an initial decision, but it is understood that an FCC impasse gave impetus to the decision to reopen the hearing to take additional evidence on a bank loan arrangement which is part of the WKBW application.

Buffalo has two vhf stations operating and one uhf, owned by NBC.

In Shreveport, the Commission had granted ch. 12 there to KSLA but was forced to reconsider the decision when Don George, the principal owner, died and the appeals court returned the case. The FCC is understood to have rewritten its final decision to take into account Mr. George's death, finding this did not change its preference for the Shreveport Television Co. group. Opposing applicants are KCIJ and KRMD, both Shreveport.

In Seattle, there are three applications for ch. 7: KIRO Seattle, KXA Seattle and KVI Seattle. KIRO has been recommended for the grant by an examiner.

U. S. Judge Reserves Decision On FCC Film Subpoena Case

ARGUMENT was held last week in U. S. District Court in New York on a show-cause order obtained by the FCC to compel four independent tv film producers-directors to reply to a questionnaire from the Commission's network study committee [B•T, June 24]. Judge Frederick Van Pelt Bryan reserved decision and gave counsel for both sides until tomorrow (Tuesday) to submit supplementary briefs.

The companies—Screen Gems, Ziv Television Programs, MCA-TV and Revue Productions—have resisted responding to FCC subpoenas requiring them to file data the Commission requires. Counsel for the companies last week asked the court to quash the Commission's subpoena against the firms. They argued that detailed costs and prices asked for in the questionnaire were not relavant to the Commission's study of network operation and that disclosure of "business

secrets" could be damaging to their competitive position in the industry. They offered to supply summary data on production costs and sales grosses but declined to give information about "specific programs in specific markets."

Representing the companies were Paul Porter, Screen Gems; Cyrus Vance, MCA-TV and Revue Productions, and Samuel Silverman, Ziv.

FCC General Counsel Warren E. Baker defended the Commission's right to this financial information, claiming this data was relevant to the study. He said that 40 other distributors had filed data with the committee and noted that the FCC would respect confidentiality—"as far as possible." Asked by Judge Bryan to elaborate on the confidentiality issue, Mr. Baker said he could give no strict assurance that all matters would be kept confidential, adding that the Commission might release some information if this was deemed "in the public interest." He pointed out that Congress might request the information and then decide to release part of it "in the public interest." Outside of these conditions, he said, the information would be kept confidential to the best of the Commission's ability.

WJIM-TV Asks Permit to Build Flint Microwave Relay Unit

WJIM-TV Lansing, Mich., filed an application with the FCC last week, for a new microwave intercity relay station in Flint, Mich.

The proposed relay station would send signals of Flint-originated programs to Lansing via WJIM-TV's tower located between the cities. In its application, Gross Telecasting Inc. (licensee of WJIM-TV), said the rates for existing common carrier service are "exorbitant." Rates were reported at $4,780 per month on a ten-year basis, with a $45,000 termination fee which would decrease at one-twentieth per month. Gross' application listed $15,000 for construction.

WJIM-TV is 51.35% owned by Harold F. Gross and family.

FCC Approves WAAM (TV) Sale To WBC in Barter of Stock

THE FCC last week approved the sale of ch. 13 WAAM (TV) Baltimore to Westinghouse Broadcasting Co. for 78,000 shares of the latter's newly issued ($12.50 par) common stock, thus giving the multiple radio-tv owner its fifth and final vhf station [B•T, May 13].

The same stock offerings were quoted at $65.25 on the New York Stock Exchange at closing Thursday, placing the value of the 78,000 shares at almost $5.1 million.

WAAM, which went on the air in 1948, has been largely owned by the Ben and Herman Cohen families of Baltimore; Norman C. Kal, Washington agency man, 7%; Henry G. Fischer, Washington attorney, 7%; Dr. Harry Goldmann, 4.5%; and the Herbert Levy estate, 3.5%. The purchase includes the acquisition of over $500,000 in liquid quick net assets some time ago.

Official approval of the transaction marks the limit for WBC of the amount of vhf outlets (five) that may be owned by any one interest under FCC's multiple ownership rules. Westinghouse now owns WBZ-TV Boston, KDKA-TV Pittsburgh, KYW-TV Cleveland, KPIX (TV) San Francisco, and WAAM.

WBC bought all these except the Boston station. It purchased KDKA-TV for $9.75 million in 1955, and KPIX for $7.5 million in stock in 1954. Also, it bought what was then ch. 3 WPTZ (TV) Philadelphia for $8.5 million in 1953, but this was involved in the 1955 package exchange of stations with NBC whereby WBC received what are now KYW-AM-FM-TV Cleveland and NBC what are now WRCV-AM-TV Philadelphia. WBC got $3 million additional in that transaction.

Comments Asked on Proposal To Raise Powers of Local Am's

COMMENTS on proposed rulemaking that would permit local am stations to raise daytime power maximums from 250 w to 1 kw were invited by FCC June 21.

New as well as existing stations could apply for power increases on a case-by-case basis if Commission proposals are adopted. FCC could facilitate increases where objectionable interference would not result. Also, Class IV stations could use directional antennas in daytime. Aug. 2 is the deadline for comments. The notice follows an April 1956 petition by Community Broadcasters Assn.



FIRST

*IN 51 OF 72 COMPETITIVE
Daily QUARTER HOURS in Rochester, N.Y.
and tied for first Four times!

	WHEC	STATION B	STATION C	STATION D	STATION E	STATION F**
FIRSTS	51	13	4	0	0	0
Ties for First	4	1	3	0	0	0

* Latest Rochester Metropolitan Area PULSE, March 1957. (Mondays thru Fridays—Sign on to Sign-off.)
** Station signs off at local sunset.

WHEN WHEC SPEAKS . . . ROCHESTERIANS LISTEN!
BUY WHERE THEY'RE LISTENING: —
CBS WHEC of Rochester
NEW YORK
5,000 WATTS
Representatives: EVERETT-McKINNEY, Inc. New York Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

FTC Examiner Finds Against 4 Firms on Bait-Switch Charges

FOUR Flushing, N. Y., firms have been cited by a Federal Trade Commission examiner on FTC charges that they used bait advertising on radio, television and in newspapers to sell their sewing machines. The initial decision by Hearing Examiner John B. Poindexter followed an FTC complaint against Atlantic Sewing Stores Inc., Northern Appliance Stores Inc., Para Specialties Inc. and Appliance Buyers Corp., all operating from the Long Island address.

In his order, which may be appealed, stayed or reviewed by the FTC membership, Mr. Poindexter found the sewing machine sellers made fictitious pricing claims and deceptive gift offers to prospects. Officers cited in the initial decision are Aaron Glubo, Robert B. Epstein and Seymour Exelbert, who, according to the complaint, have operated variously as Household Sewing Guild, Consumers Credit Guild, Fiatelli Sewing Machine Co., Atlantic Sewing Stores and Sew-Mart.

WQED (TV) Asks Uhf Channel For Dual Vhf-Uhf Operation

WQED (TV) Pittsburgh, ch. 13 educational outlet, filed with the FCC for ch. 47 in that city last week.

The station plans to use both channels for educational programming. Ch. 47 has been assigned to Pittsburgh nearly five years and has remained inoperative. WQED said it would feature classroom instruction throughout the school day on the two channels. Station President John T. Ryan Jr. and General Manager John F. White were due in Washington last week to present statements to the Commission regarding the proposed dual operation.

WQED has estimated construction cost at $149,520 and first year operating cost at $40,000. Metropolitan Pittsburgh Educational Tv Stations is licensee of WQED.

Judge's Decree Expected To Dissolve Boxing Clubs

THE future course of the two network telecasts of boxing bouts promoted by the International Boxing Clubs of New York and Illinois is to be made clear today (Monday) when Federal Judge Sylvester J. Ryan hands down his formal decree. It is expected to dissolve both clubs, order James D. Morris Jr. and Arthur M. Wirtz to sever their connections with Madison Square Garden and to describe how the judge's orders can be implemented.

Judge Ryan handed down his decree last week at the conclusion of the government's antitrust action against Messrs. Norris and Wirtz, but at the time he did not outline the procedure for carrying out his orders. For several years NBC-TV has been carrying the IBC's Friday night bouts under the sponsorship of Gillette Co. and ABC-TV the Wednesday night boxing, with Mennen Co. and Miles Labs. as latest sponsors.

An ABC-TV spokesman said its contract for the Wednesday night boxing is with an independent producer, Lester M. Malitz Inc. Mr. Malitz said it is his belief the weekly bouts, outside of championship contests, will be allowed to continue. He said he acquired the rights to the bouts from Teleradio Promotions, a subsidiary of the Chicago Stadium, and claimed the stadium is not mentioned in Judge Ryan's decree. He believes this will be made clear when Judge Ryan hands down his formal decree today.

A spokesman for Maxon Inc., agency for Gillette, said there would be "no comment" until after Judge Ryan's pronouncement today. The IBC contract for the bouts is with Gillette.

Appeals Court Group Vacates Stay Order on Grant of WCLE

A THREE-JUDGE panel of the U. S. Court of Appeals in Washington Thursday vacated its stay order of June 5 against the FCC's grant of a new am in Cleveland, Tenn. (WCLE). The court's action will permit WCLE to stay on the air pending final determination of an economic protest of the grant filed by WBAC Cleveland.

The June 5 order, which would have forced WCLE off the air, was stayed itself the following day, after WCLE had petitioned for a rehearing of the stay order before all nine judges of the court *en banc* [B•T, June 10]. This request was rendered moot in Thursday's action by Chief Judge Henry W. Edgerton and Circuit Judges David L. Bazelon and John A. Danaher and the full court refused to sit for reargument.

Counsel for WBAC Friday filed a petition asking for clarification of the court's latest ruling. WBAC said it has a petition for stay pending which, following Thursday's action, has not been acted upon.

Appeals Court Returns FCC Grant to KARD-TV

ON a technicality the Court of Appeals in Washington last week returned to the FCC the Commission's 1955 grant of ch. 3 Wichita, Kan., to Wichita Tv Corp. (KARD-TV).

The court held the Commission is required to answer all major exceptions. The ruling stated: "Though a specific ruling on each minor exception is not indispensable, the parties and the court should not be left to guess, with respect to any material issue, which of several alternatives the Commission had in mind. It should make the basis of its action reasonably clear. We cannot find that it does so here."

THE FCC had upheld the decision of its hearing examiner [B•T, Aug. 23, 1954] in granting ch. 3 to Wichita Tv. The Commission ruled against KFH Wichita, because of the diversification of media ownership issue (KFH is 38% owned by the *Wichita Eagle*) and against KFH and the other applicant, KANS Wichita, on local live programming proposals [B•T, June 13, 1955].

KARD-TV began operation Sept. 1, 1955.

FCC ACCEPTS TOLL REPLIES

THE FCC last week relented, and decided it would permit replies to be filed to those comments submitted July 8 on questions raised regarding the field testing of toll tv [B•T, May 27]. Although several groups (ABC, CBS and NARTB) had asked for a 60-day deadline, the Commission was stern: It said it would accept countercomments by July 22—only two weeks after the comments deadline.

U. S. Asks Soviets To Accept 'Uncensored' Radio-Tv Exchange

DESPITE Russia's cool reception to the suggestion that there be an East-West tv exchange on a regular basis [B•T, June 24], the U. S. last week officially proposed to the Soviet Ambassador that there be "an agreement in principle at an early date for the regular exchange of uncensored radio and television broadcasts" between the two governments. "The purpose of these broadcasts would be to promote a freer exchange of information and ideas on important world developments," the U. S. said.

The memorandum, handed to Russia's Georgi M. Zaroubin by William S. Lacey, special assistant for East-West exchanges to Secretary of State John Foster Dulles, further stated that "such detailed problems as how often and over what stations these broadcasts would be presented, as well as how certain technical problems could be resolved" could be settled later through diplomatic channels.

Democrats and Republicans were quick to speak in favor of the State Department proposal, which was in line with Senate Majority Leader Lyndon Johnson's call for an "open curtain" between the U. S. and Russia, based on broadcast exchanges. Sen. Mike Mansfield (D-Mont.) said: "We will now see whether Khrushchev is bluffing or if he is sincere." Sen. Alexander Wiley (R-Wis.) said: "I'm for anything that will open the door so a little light can creep in."

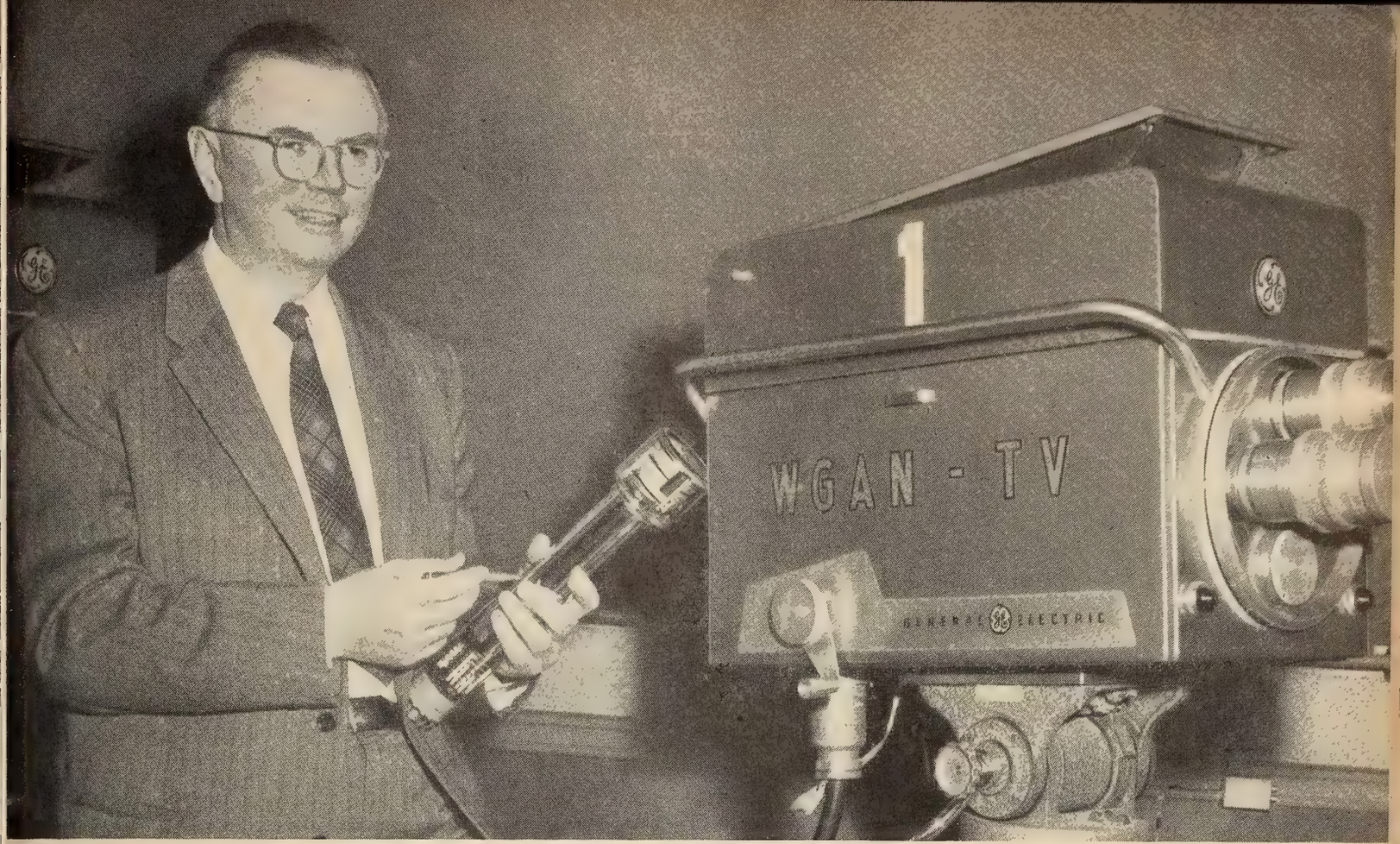
Meanwhile, in an address last week in Atlantic City before the annual convention of Kiwanis International, Vice President Richard Nixon added to the pressure being placed on the Soviets by urging them to "prove . . . good faith" by accepting the proposals to exchange radio and tv programs.

FCC, FTC Appropriations Ready for White House Okay

THE INDEPENDENT offices appropriations bill, which includes funds for the operation of the FCC and the Federal Trade Commission for the forthcoming fiscal year, last week was ready for the President's signature after both Houses of Congress came to conference agreement.

The Administration originally had sought $8,950,000 for the FCC, but Congress decided on $8,300,000, a figure which nonetheless is $472,000 more than the Commission got in fiscal 1957.

Then the Senate appropriations committee noted "that the report of the special network study being conducted by the FCC is to be submitted on or about June 30, 1957. In view of the fact that the special appropriation earmarked for this study expires [then], the committee expects the



ROGER HODGKINS, *Chief Engineer, WGAN-TV, Portland, Maine,* **SAYS:**



"After 1500 hours of on-scene operation, this G-E camera tube still shows no stickiness!"

"THE General Electric camera tube I'm holding has given WGAN-TV more than 1500 hours of top-grade service. And that's with target voltage up. Count the time the filament was lit during camera warm-ups, and you can increase the hours even more.

"At no time has there been a fall-off in picture quality. Resolution is still excellent, burn-in is negligible. In fact, we can use this G-E tube today and be sure of sending out a signal that meets WGAN-TV's high quality standards.

"Our General Electric camera tubes match WGAN-TV's policy of using only the finest equipment. They produce superior pictures and return full-dollar tube life, a combination that is helping us maintain WGAN-TV's reputation of 'traditionally Maine's finest'."

* * *

For quality performance that will please your audience and your advertisers, replace with G-E Broadcast-Designed image orthicons! Your local General Electric tube distributor stocks GL-5820's. Phone him today! *Distributor Sales, Electronic Components Division, General Electric Company, Schenectady 5, New York.*

Progress Is Our Most Important Product

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161-1G3

Commission to use the appropriation herein for completion of this study or any implementation thereof necessary."

This budget thinking, in addition to the FCC's decision to delay its network study report until Sept. 30 [B•T, June 24], tended to erase the additional appropriations. And when Congress stipulated that the FCC finance an employe retirement fund to the tune of $455,000 for the first time, it virtually precluded any expansion of the Commission's activities over those of fiscal 1957.

The Trade Commission will operate on $5,950,000 during the next fiscal year instead of the $6,250,000 requested by the Administration. This figure also exceeds the amount granted for fiscal 1957 by $400,000.

Congressmen Feel Measures Could Threaten Free Speech

PROPOSED security machinery designed to prevent unauthorized disclosure of secret government information could threaten freedom of speech, several legislators pointed out last week in commenting on a report issued by the special presidential Commission on Government Security [B•T, June 24].

Language covering jail sentences for publication of secret information "could be a dangerous, unwarranted invasion of freedom of the press," according to Sen. Thomas C. Hennings Jr. (D-Mo.), chairman of the Senate Constitutional Rights Subcommittee. He said many of the Commission's suggestions, however, appear sound and useful.

Sen. Hubert Humphrey (D-Minn.), chief Senate sponsor of legislation that created the commission, praised its work. Referring to recommendations of the commission, he said he considers "superfluous" the provision which would make newsmen subject to criminal penalties for disclosure of classified information.

Sen. Norris Cotton (R-N. H.), who introduced five bills to carry out the commission recommendations, said most of the criticism was aimed at minor recommendations. Like Sen. John C. Stennis (D-Miss.), he was a member of the commission. As vice chairman of the group, Sen. Stennis agreed with Sen. Cotton in considering a plan to set up a central security office as the most important recommendation in the report. The two took the Senate floor to say the provision affecting newsmen was not aimed at the press.

President Eisenhower said at his Wednesday news conference, in answer to questions about his views, he could not see how any man would knowingly reveal secrets affecting the nation's security.

Lloyd Wright, California attorney who was chairman of the study commission, said Thursday he had promised House investigators to supply "concrete examples" of cases where "unlawful disclosure of secret information harmed the public safety."

Rep. John E. Moss (D-Calif.), chairman of the Government Information Subcommittee, had told Mr. Wright he was "deeply disturbed" by implications that reporters had deliberately "purloined" and published security information.

After agreeing to supply a list of specific violations, Mr. Wright protested the Moss statement that the commission had issued an "extreme blanket indictment of the American press." He added the commission members highly respect the voluntary action of the press in handling news that could involve national security.

Rayburn Ban Sticks; Walter Will Desist

THE House of Representatives' ban on radio-tv coverage of committee hearings, imposed by Speaker Sam Rayburn (D-Tex.), remains in effect after a series of broadcasts permitted by the House Un-American Activities Committee [B•T, June 24]. The Speaker last Thursday induced Rep. Francis E. Walter (D-Pa.), committee chairman, to agree that no more committee hearings would be broadcast.



SPEAKER RAYBURN

Offsetting the Speaker's fiat were several legislative measures that would let House committees decide whether to permit broadcasts plus a proposal to allow hearings and floor proceedings to be aired.

The Speaker told newsmen Thursday that Chairman Walter had agreed not to telecast any more hearings by his committee. He refused to amplify the comment in any way. Chairman Walter confirmed that he had agreed not to put any more hearings on the air, explaining he had not previously realized that the Speaker had ruled out telecast hearings generally. He said he still believes tv has a proper place in committee hearings.

In a speech prepared for the House floor, Rep. Donald L. Jackson (R-Calif.) said all news media should be considered on an equal footing in Congressional affairs. He said, "To rule that it is quite all right to photograph a reluctant witness with a Speed Graghic, but that it is improper to record visually his testimony or his arrogance when questioned by a committee of the Congress, is to draw a tenuous line of distinction and to assume a position which the very force of moving events is certain to destroy." Rep. Jackson is a member of the Un-American investigating group.

"The people have a complete and absolute right to know what goes on, and under what circumstances," he continued. "Those whom we represent are footing the bill for the activities of the Congress, and for any and all of its committees and subcommittees. . . . The question resolves itself into one involving an interpretation of what constitutes news media and to what extent one news medium shall be militated against, and which shall be shown preferential treatment. It is my contention that all facilities and media . . . must be considered . . . on an equal basis.

"Having been a member of a committee which has, on many occasions, utilized every means of information to bring the facts of a hearing to the public, I can say that in no instance of which I have any knowledge, has the presence of television done anything more than to increase the arrogance of unfriendly witnesses; amplify their snarling contempt of the Congress, and in general offer them what they believe to be an excellent vehicle for further exploitation of the individual and collective Communist propaganda effort."

NARTB called on its 2,000-plus station members to state their opposition to Speaker Rayburn's refusal to allow committee coverage by radio and tv. President Harold E. Fellows and Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of NARTB's Freedom of Information Committee, noted that several congressmen have introduced resolutions advocating equal access for broadcast newsmen. These include measures (H Res 32, 282, 285) introduced respectively by Reps. Martha W. Griffiths (D-Mich.), Hugh Scott (R-Pa.) and George Meader (R-Mich.). Rep. Scott's resolution would allow all House proceedings to be broadcast.

NARTB suggested broadcasters state their views to members of the House Rules Committee. Presidents of the 48 state broadcasters associations were asked to join the effort to broaden radio-tv access to public proceedings.

KRON-TV San Francisco, which covered the House subcommittee's hearings in San Francisco in the mornings and fed coverage to KQED (TV) in the afternoons, said Northern California viewers gave the service "a near-unanimous vote of thanks."

Rep. Kenneth B. Keating (R-N. Y.) introduced a resolution (H Res-291) that would allow each committee to decide radio-tv coverage policies and providing that a witness would have the right to refuse to testify before aural or visual media.

Tri-Cities Wins Initial Decision

INITIAL decision favoring Tri-Cities Broadcasting Co. for ch. 9 in Monahans, Tex., was issued by Examiner Elizabeth C. Smith last week. Tri-Cities agreed to pay the competing applicant (KMPS Broadcasting Co.), on its withdrawal, $3,300 for actual expenses incurred in the prosecution of its application. The proposed service would provide Monahans with its first television station. J. Ross Rucker, J. B. Walton and Mrs. Helen W. Walton are the co-owners of Tri-Cities. Mr. Rucker owns 36% of KVKM Monahans.

Other Lamb Stations Renewed

IN a cleanup of the Edward Lamb case the FCC June 21 renewed the licenses of Lamb-owned WTOD and WTRT (FM) Toledo, Ohio (which is proposed to be sold to John L. Booth group); WIKK Erie, Pa., and WHOO-FM Orlando, Fla. Comr. Lee dissented; Comr. Doerfer abstained. The Commission renewed Mr. Lamb's WICU (TV) Erie, Pa., in a final decision issued about three weeks ago following the end of the controversial proceedings [B•T, June 17].

STARK CALLS PAY TV A 'MONSTER'

- **New York City Council head testifies before House group**
- **Dodgers' O'Malley tells Celler unit of Skiatron tie-up**

PAY TV was labeled a "Frankenstein monster," which is threatening to take away the privilege of watching baseball on free tv, by Abe Stark, president of the New York City Council, last week in testimony before the House Antitrust Subcommittee investigating professional sports.

And Walter O'Malley, president and 50% owner of the Brooklyn Dodgers, testified before the same committee that he has signed a "pilot contract" with Skiatron Corp. which calls for the tv set-owner to pay up to $1 to see a Dodger game on television.

"There is a . . . monopoly in the making —and I want to make this just as strong and clear as I possibly can—a monopoly which plots behind the scenes, and that is the corrupting alliance between baseball and pay tv," Mr. Stark told the committee headed by Rep. Emanuel Celler (D-N. Y.). He stated that over a year ago he warned the Senate Commerce Committee that advocates of pay tv were planning to "destroy free public viewing of sports events, plays, movies, spectaculars and other forms of entertainment.

"Well, that threat is now upon us. The prospect of easy money and windfall profits from toll tv seems to motivate the entire scheme to transfer the Dodgers and [New York] Giants to the Pacific Coast. Our problem therefore is not a baseball trust alone but a more powerful trust—pay television—which is trying to gain respectability by way of the back door," Councilman Stark continued.

He referred to persistent reports that the Dodgers have been negotiating with Skiatron (later admitted by Mr. O'Malley) and said the president of the Giants (Horace Stoneham) has admitted buying Skiatron stock.

"What sort of Frankenstein monster are we creating which today can reach out and threaten the right of the people of New York to watch their own baseball teams?" he asked. "Tomorrow other major league cities will be affected. Ultimately every sport, as well as other forms of entertainment and culture, will be blacked out across the nation in order to satisfy the monopolistic interests of a profit-hungry [pay] television syndicate. Pay tv offers the public nothing new in regular baseball or World Series viewing except a bill at the end of the month."

Mr. Stark noted that the committee is investigating several measures which would place baseball under the antitrust laws. He said the "unholy alliance between the baseball barons" and pay tv "is a proper subject for this committee to investigate. Unless Congress uses its power for the protection of the public, we may all wake up one morning to find that the American people will be paying for the privilege of watching their own television sets."

When Mr. O'Malley took the stand, Chairman Celler asked: "Have you made any arrangements with Skiatron?" The Dodger president replied that he was contacted by Skiatron last March during spring training in Florida and at that time Skiatron stated it would be in a position to put on wired tv programs by next year.

A pilot contract or "escrow agreement" was signed in May between the Dodgers and Skiatron, Mr. O'Malley testified. It called for Skiatron to wire the New York area within a 50-mile radius and also would have been applicable if the Dodgers move to Los Angeles.

The Dodgers would receive one-third of the proceeds, with 25% of the one-third going to the visiting team. Mr. O'Malley said the Dodgers presently receive approximately $450,000 annually for the New York City radio-tv rights and that pay tv would approximately double this amount. Observers considered this a very conservative estimate on the part of Mr. O'Malley.

Mr. O'Malley stated the Dodgers had withdrawn from the Skiatron agreement because "We realized that we were going to be here for these hearings and I preferred not to continue my negotiations in a goldfish bowl." Skiatron and the Dodgers are not discussing the arrangement at the present time, Mr. O'Malley said, adding that as soon as the House committee is through with him, "I am going to get right back at them."

Skiatron guaranteed the Dodgers a cer-

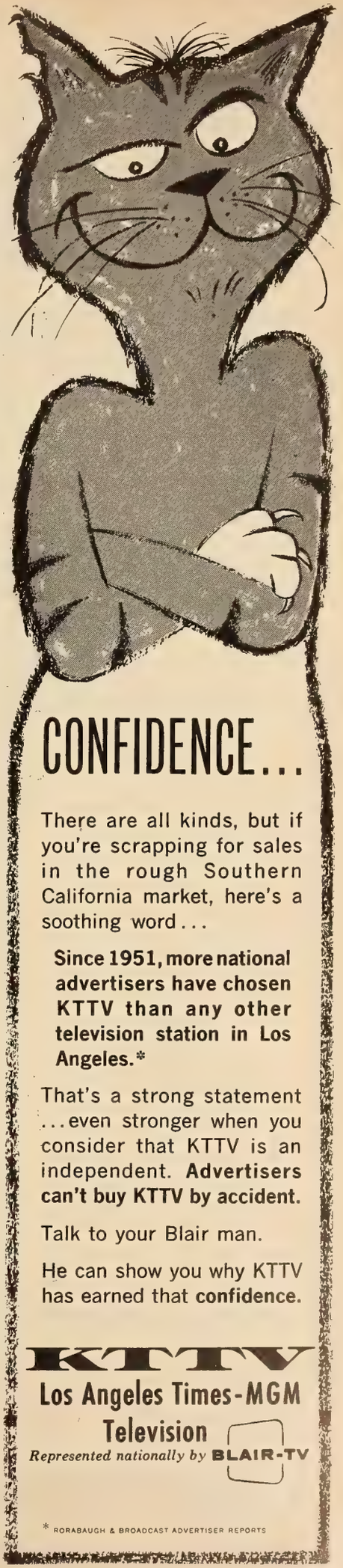
OPEN AND SHUT CASE

THE DOOR that somebody left ajar momentarily at Skiatron Electronics Corp. was quickly shut tight again last week.

A report circulated that Skiatron has been working with Westinghouse Electric Corp. and Motorola Inc., both tv manufacturers, on the development and manufacture of decoders for Skiatron's subscription tv system. Although it was unverified—Skiatron said it would rather not discuss the matter, Westinghouse officially had "no comment," and Motorola maintained silence—there was indication of some action behind the scenes.

It can be speculated, however, that Skiatron has a "crash program" going and that certain developments can be expected in "due time." It was indicated that the Westinghouse-Motorola report was premature and that perhaps Skiatron is working with other companies as well.

It was reported that the manufacturers had been working for the past six weeks on plans to mass produce decoders (to unscramble mixed signals) and some coders (to transmit the scrambled image).



tain figure for the closed-circuit rights, Mr. O'Malley said. He asked that he not be required to furnish this figure in fairness to Skiatron and its negotiations with other baseball teams. He said he did not know if Skiatron planned to charge set-owners for installation of the system but that the plan called for utilization of three channels, with viewers to be given a choice of programming.

The Dodger president said he discussed the Skiatron deal with the other seven National League club owners. He said they wanted to look at it more closely and if the Skiatron deal was as good as it sounded, were willing to "give it a try." He said the reason the Skiatron-Dodger contract was not signed as an operative agreement was so he could discuss the situation with the other teams and assist them in arrangements.

An informal poll showed there were 2,400,000 tv sets tuned to a Dodger game with only 15,700 fans in attendance, Mr. O'Malley said, which convinced him that pay tv "was the thing." Another poll taken by the Brooklyn club among its fans showed 52% of them were willing to pay to see Dodger games on tv. He stated the belief that Skiatron soon would be operating pay television in New York and Los Angeles, whether or not it secured Dodger baseball rights, because both are "terrific" markets.

Under the Skiatron agreement, radio would continue to broadcast Dodger games.

Mr. O'Malley was asked if he owned any Skiatron stock. He replied that he did not, but intended to "if it ever develops to its [Skiatron's] intention" or potential.

Despite repeated probing by members of the committee and counsel, Mr. O'Malley did not state whether or not the Dodgers will move to Los Angeles. Although he gave several hints this would happen, Mr. O'Malley said he would make up his mind at the close of the season.

The hearing recessed after Mr. O'Malley's testimony until July 10, when one of the first witnesses will be Mr. Stoneham.

'OPEN FENCE' TV

THE millennium has arrived for New York's sidewalk superintendents. As the country's first gold-colored aluminum skyscraper rears 34 stories above 575 Lexington Ave., curious passers-by will be able to see, via closed-circuit tv, what they have never seen before: installation of a building's intricate electrical system, connection of utility lines, erection of inside walls, etc. ITV Inc., closed-circuit tv specialist, has mounted three 21-inch tv screens in the construction fence at the building site. They will show a close-up picture of every step in the erection of the skyscraper, employing pickups by a camera inside the fence. The hook-up, which goes into operation tomorrow (Tuesday) morning, will remain through the completion of the building in spring or Monday through Friday from 8 a.m.-4 p.m., the normal construction week.

ITC THROWS WRENCH IN SKIATRON PLANS

- **L. A. toll franchise delayed**
- **Rights may be sold by bid**

INTERNATIONAL Telemeter Corp. last week placed a roadblock in the heretofore smooth path of Skiatron Tv's application for the right to install and operate a closed-circuit toll tv system in the city of Los Angeles. Appearing at a hearing of the Skiatron application by the city's Board of Public Utilities & Transportation, Telemeter attorney M. B. Silberberg asked for a delay in the grant of a franchise.

Before any franchise is granted, Mr. Silberberg said, "there should be a thorough investigation of the financial responsibility, character of operation and technical advances of any applicant."

He recalled that his client, a subsidiary of Paramount Pictures Inc., had made the first public demonstration of toll tv in Southern California (in Palm Springs in 1953).

T. M. Chubb, general manager of the Los Angeles Public Utilities Dept., who was previously reported as saying that he would recommend approval of the Skiatron application, instead proposed that the board recommend to the city council that any franchise be offered for sale. "If changes are made in the proposed agreement, Telemeter may want to bid on this franchise, too," Mr. Silberberg stated.

Skiatron, whose bid for a toll tv system in Los Angeles was reportedly based on a $2 million-a-year contract for exclusive telecasting rights to the Brooklyn Dodgers baseball games, should the Dodgers move to Los Angeles [B•T, June 3], has offered the city a payment of 1% of the gross receipts from its toll tv operations if it is granted the franchise. In addition, Skiatron is to turn over five hours a week to the city to use for informational and educational programming.

When Skiatron Vice President Jerome L. Doff answered a question about the cost of installing the proposed closed-circuit toll tv system with "tens of millions of dollars," the vagueness of his reply drew criticism from two board members who asked for specific information rather than "generalities."

Asked if Telemeter proposes to seek a Los Angeles franchise on its own behalf, Vice President Paul MacNamara said; "not at this time." His company, he said, will urge the city to make a "full dress study of the whole situation and draft specific plans before any franchise is granted."

Meanwhile, International Telemeter (Paramount's toll tv system) held demonstrations of its closed-circuit system at New York's St. Regis Hotel Thursday. Among the interested observers was an engineer and a housing division officer of Metropolitan Life Insurance Co. Metropolitan acknowledged that as a landlord of some 35,000 apartments in seven huge housing developments in four cities it might be interested in installing wired pay tv. The insurance company, however, also is considering other subscriber tv systems, including Skiatron.

A Metropolitan spokesman stated that the company had not yet decided on pay tv's feasibility. Metropolitan owns four apartment developments in New York City, the biggest in Parkchester with 12,000 apartments. Another large development in New York is Stuyvesant Town with about 9,000 units. The other two have 1,200 and 800 apiece.

The insurance firm also operates units in Alexandria, Va. (near Washington), Los Angeles, and San Francisco.

It was estimated that should Metropolitan decide to go ahead with wired pay tv, the total outlay would run to $2 million. Residents would pay for programs being piped in. A spokesman for Metropolitan noted that Stuyvesant Town now has a master tv antenna system and that perhaps wired tv could be easily accommodated by hooking it in via cable.

SPA Quotes Bing Crosby As Criticizing BMI Music

ARTICLES bearing a Washington, D. C., dateline were carried last week in various newspapers quoting singer-actor Bing Crosby as charging in a letter to Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, that much of the music now performed on radio and television is "so much trash" as a result of pressures exerted by Broadcast Music Inc.



MR. CROSBY

Excerpts from the letter were released by the Songwriters Protective Assn. in Washington. The SPA New York office stated the excerpts were made public by Sen. Magnuson's committee. A staff member of that committee said Thursday, however, the letter was received several weeks ago, that none of it had been released to the press and that there were no plans to make it public at this time.

In New York, Robert J. Burton, vice president of BMI, said the Crosby letter is "part of a continuing effort to prejudice a jury trial in a law suit brought by ASCAP (American Society of Composers, Authors & Publishers) members against BMI.

The SPA release quoted Mr. Crosby as stating that while he (Crosby) "had not been pressured into singing anything, subtly and by inference my cooperation has certainly been solicited" to favor BMI music over ASCAP. The singer-actor reportedly declared a monopolistic trend in music on the part of broadcasters is apparent.

He deplored the "calibre" of current popular music in the letter to Sen. Magnuson, according to the SPA. "What evokes even deeper concern," Mr. Crosby was quoted, "is the quality and the character of the material. The state of this stuff [music performed on radio-tv] is surely not accidental. . . . I think it is the result of pressure exerted by BMI."

In answering these charges, Mr. Burton released statements by 21 recording artists

in which they asserted the selection of music for their performances and recordings was their own without regard to whether the music was licensed by ASCAP or BMI.

Mr. Burton said the statements were being released "reluctantly because we [BMI] are being forced to do so by the fact that a number of artists, the latest of whom is Bing Crosby, have been quoted in an attempt to prejudice the outcome of the trial. . . ." He stated the issues of the suit are a matter of fact, not of opinion, "and we are content to let these issues be judged in the courts where they belong."

Among the performers whose statements BMI released were Dinah Shore, Lawrence Welk, Benny Goodman, Gene Autry, Patti Page, Nat (King) Cole, Rosemary Clooney, Rudy Vallee, Les Paul, Eddy Arnold, Kay Starr, Sammy Davis Jr., Ray Bloch, Ray Anthony, Percy Faith, Lanny Ross, Mindy Carson, Jack Hope (for his brother, Bob Hope), Fran Allison, Sammy Kaye and Stan Kenton.

CTS Introduces Color In Closed-Circuit Tv

BLACK-AND-WHITE closed-circuit television hookups—serving as a medium for the introduction by management of new products or new ideas to its field staff are "obsolete." That's the word of Fanshawe Lindsley, president of Closedcircuit Telecasting System, which last week announced a new color closed-circuit service to advertisers and agencies.

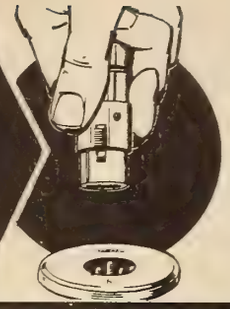
CTS did so by conducting a series of demonstrations for advertiser and agency representatives at its New York headquarters last Tuesday, Wednesday and Thursday. The demonstrations consisted primarily of a live cut-in to NBC-TV's all-color *Club 60* program emanating from Chicago, and the playback of several color film commercials—some live action, others animated—for such advertisers as Noxzema, Ford Motor Co. and Esso.

The firm, just six months old, said it is prepared to take on "the well-established" competitors, E. G. Nate Halpern's Theatre Network Television, by offering advertisers color for a "small premium," i.e. 15%, over the cost of monochrome transmission. Its present system allows it to reach up to 600 people in one group by means of a 6x8 ft. screen. It is prepared to duplicate facilities in the top 50 cities coast-to-coast, and has several advertisers and agencies "committed." But Mr. Lindsley won't name them "as a matter of business ethics."

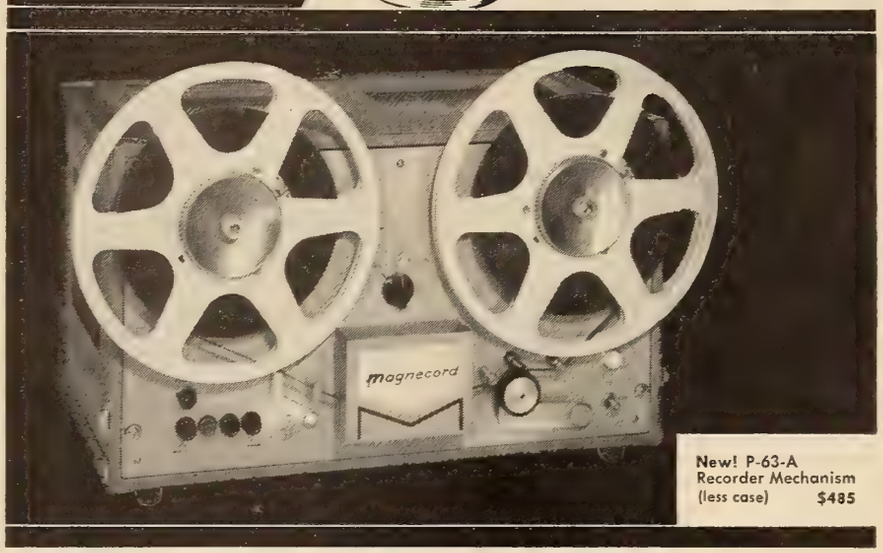
CTS charges (services are sold in one-hour units or more) approximately $2,500 for facilities, with program costs extra. While it will not produce commercials ("That's up to the agencies."), it is prepared to give an advertiser full closed-circuit service, e.g. script, production, transmission. It maintains a "working arrangement" with RCA, whereby the latter allows CTS use of its origination facilities. The *Club 60* segment of the demonstration came directly from WNBQ (TV) Chicago.

Mr. Lindsley is wasting little time in

it's as simple as this...



to Convert Your Equipment to the Industry's Highest Standards



New! P-63-A Recorder Mechanism (less case) $485

Magnecord P63-A

Tape Transport and Recording Mechanism

Just plug your present Magnecord amplifier into the new P63-A. Instantly your equipment is converted to the finest recording standards. The P63-A heads are completely compatible with Magnecord amplifiers PT6, PT63, & PT7.

Magnecord's P63-A was designed for your professional recording needs with:

- Direct Drive dual-speed hysteresis synchronous motor.
- Individual fast forward and reverse.
- Pushbutton Controls
- Deep Slot Loading
- Automatic Tape Lifter
- Solenoid Brake Control . . . prevents tape spillage
- Automatic Shutoff at the end of the Reel . . . prevents thrashing
- Tape Speeds of 7½ or 15 IPS are changed instantly by switch.
- Three Separate Heads. Erase—Recording (low impedance).—Playback (high impedance). Allow simultaneous recording and monitoring.

Wide Range Reproduction . . . 40 to 15,000 cycles ±2db at 15 IPS. Signal-to-noise ratio, 50 db at 3% THD full track; wow and flutter .2% at 15 IPS; timing accuracy, 3 sec. plus or minus in 30 minutes . . . These specifications were proved by field testing. Full track heads are standard . . . half track may be specified at no extra charge.

SERVICING . . . simplicity itself. All motors and controls are on separate assemblies held by 4 removable bolts.

FREE BROCHURE on the new Magnecord P63-A will be sent on request. Use the convenient coupon today.

Magnecord
division of
Midwestern Instruments, Inc.

1101 S. Kilbourn Ave.
Chicago 24, Illinois

MAGNECORD, Dept. B. T. 6
1101 S. Kilbourn Ave., Chicago 24, Ill.
Please send me your illustrated folder on the new Magnecord P-63-A

Name_____

Address_____

City_____ State_____

selling CTS to other, non-agency, groups. After the Wednesday agency-advertiser demonstration, he played host to a number of Broadway producers, showing them how closed-circuit color tv might help the legitimate drama out of its financial rut. Mr. Lindsley envisions sending C-C pickups of plays now running on Broadway to major U. S. cities now covered by "road companies." He admits that this may smack of "pay tv," but adds that it's a refinement of the current practice of beaming "pay-see" sports events into the hinterlands.

Tv, ASCAP Delegates Meet To Discuss Music Licenses

TELEVISION and ASCAP negotiators met last week—in what was described by both sides as a friendly mood—for their first discussions on new ASCAP music licenses for television.

Participants said the talks, held Wednesday in New York, were "strictly exploratory and preliminary," with neither ASCAP nor the All-Industry Television Music License Committee indicating what terms it would propose for the contract that will replace the current agreements, which expire Dec. 31.

Largely, it was reported, the meeting was designed as a "get-acquainted session." A joint announcement said, "Discussion was both friendly and general."

Former Judge Simon H. Rifkind, counsel for the tv group, and Herman Finkelstein, attorney for the ASCAP committee, participating in Wednesday's meeting of the two groups, expected to be called in about a month. Messrs. Rifkind and Finkelstein are both veterans of the last tv-ASCAP negotiations, which spanned approximately four years.

Tv authorities continued to be pleased with the extent of station support the committee has received. They said more than 170 stations had subscribed on the basis of the only letter sent out to date—a letter distributed in May in connection with balloting for a permanent committee. Another letter is planned in the near future, however. To subscribe, a station must agree to pay its highest one-time announcement rate as dues to underwrite the committee's legal, research and other expenses.

Representing the 15-man tv committee at the first session were Irving Rosenhaus of WATV (TV) Newark, chairman; Charles Britt, WLOS-TV Asheville, N. C.; Sam Cook Digges, WCBS-TV New York; Omar Elder, ABC; Elisha Goldfarb, RKO Teleradio; Dwight Martin, WAFB-TV Baton Rouge; Abiah Church of Storer Broadcasting Co., representing John E. McCoy of Storer; John T. Murphy, Crosley Broadcasting Co.; Edward G. Thoms, WKJG-TV Fort Wayne, and George Heineman of NBC, representing Lloyd E. Yoder of NBC-owned WRCV-TV Philadelphia.

Representing ASCAP were Oscar Hammerstein, chairman of the ASCAP committee, and ASCAP President Paul Cunningham, Stanley Adams, Max Dreyfus, Herman Starr, Richard F. Murray, Jules M. Collins, and George A. Hoffman.

SHOW FEATURES 110-DEGREE TUBE

NEAT, sleek, slim and trim and built around the 110 degree deflection picture. In the case of tv—this summarized the new look in receivers at the International Home Furnishings Show in Chicago. At the same time another manufacturer expressed belief there will be no new look for color tv this year.

Among other innovations introduced by major set manufacturers were refinements in automatic tuning and channel selection, remote control operation, and high fidelity sound, along with design. Manufacturers are displaying their wares at Chicago's Merchandise Mart during the summer show June 17-18.

Inasmuch as several major set-makers have hopped on the 110-degree picture tube bandwagon, this feature was highlighted at the market in exhibits by Admiral Corp., General Electric, Westinghouse, Sylvania and RCA. Allen B. DuMont Labs uses this new development in three inexpensive models but sticks to the conventional 90-degree short-stemmed tube in a majority of other receivers. Zenith Radio Corp. showed models with its "Sunshine" short, aluminized tube, with 90-degree deflection.

Business looks good for television the rest of 1957, though not particularly rosy for color tv prospects, based on manufacturers' showroom sentiment and sales ammunition, reflecting the consensus that RCA remains alone in the field this time [B•T, June 17].

The pace was set anew in this direction by a Philco Corp. executive at a mart news conference on radio-tv-appliances-furnishings. John M. Otter, executive vice president of marketing, pretty much agreed with Dr. Allen B. DuMont, board chairman of his firm, by predicting there'd be little change in the tint tv picture for the next two years.

Industry should support the "backbone" of its business—monochrome tv—until such time as color units range within $100 of comparable black and white sets, he said. Mr. Otter foresees little increase in sales. On the other hand, factory sales of conventional tv are 13% behind those for the first five months of last year, although retail sales are about level with 1956's figure at this time, he said.

In addition to RCA's complete new 1957-58 line of radio-tv products [B•T, June 10], were exhibits with these highlights:

Philco Corp.—Automatic tv receivers with front and side speakers—and optional automatic control ("The Armchair Director") plus a new line of radio sets, portable phonographs, record players, clock radios and tape recorders, as well as pocket-sized transistors.

Westinghouse—Twelve basic tv models with push-bar automatic controls, featuring 110-degree tube and claimed 25% space reduction, plus "Picture Pilot" remote controls and a "program wheel" for channel indexing for any reception areas. Prices: about 10% higher than last year.

Sylvania—Eight basic tv models which, when coupled with console bases, provide 31 combinations. Sylvania has extended the 110-degree tube, which it claims to have pioneered in sets last December, to its entire 1958 line. Included is a picture frame base which permits a 17-inch portable set to hang on the wall.



THE *object of all the attention was the bulging, squat object at the right—the recently-developed 110-degree wide angle picture tube which will mean a new, sleek look for tv receivers this year. The width of the tube is emphasized in comparison to a tube made 25 years ago, pictured at left.*

DuMont—Hi fi phonograph combination with am-fm radio, plus 21-inch tv sets and "Touch-o-Matic" remote control for armchair tuning.

Admiral—Wireless remote control with hi-fi tv-radio-phonograph combination, operating through ultrasonic waves, and compact 21-inch models measuring only 15 inches deep, fitting flush again the wall.

General Electric—Consoles with two or three speakers and "bookcase" depth, making use of 110-degree tube and featuring remote control atttachments.

Hotpoint Co.—Seventeen models, some with three speakers, automatic tuning and selection and wired remote control.

Motorola Inc.—Will unveil "self-tuning" push-button tv units next month. Showed automobile radios with push buttons for "town and country" markers for bringing in urban and rural radio stations with greater clearness.

New Emerson Pocket Radio Uses Eight Transistors

WHAT is said to be the first eight-transistor pocket radio, Model 888, was introduced by Emerson Radio & Phonograph Corp. at the company's annual international distributor convention last week at Lido Beach, Long Island. According to Hal Dietz, vice president in charge of sales and marketing, Model 888 utilizes eight coordinated transistors and has a possible battery life of 10,000 hours when equipped with nickel cadmium rechargeable cells. It is priced at $44.

Also introduced at the convention was a new line of clock-radios, including Model 883, containing the "Sleep Saver," which shuts off the radio for a seven-minute in-

terval each time the key is tapped. A full line of transistor radios, three-way portable radios and table radios were also introduced, ranging in price from $17.88 to $60.

Nine high fidelity models also were shown. Mr. Dietz emphasized Model 886 which is a new phonoradio with am/fm tuner. This model has a high fidelity 20 w amplifier and a four-speaker acoustic system with one giant extra heavy 15-inch woofer and three 5-inch tweeters. High fidelity models shown range in price from $88 to $358.

Electronics Business Rise Predicted at Chicago Meet

A FORECAST of business increases ranging from 13% to 25% in electronic components for the coming fiscal year is held out by some manufacturers and distributors, with particular reference to high fidelity equipment.

Consensus is based on estimates given during the June meeting of the Assn. of Electronic Parts & Equipment Mfrs. in Chicago. Speakers were Alex Brodsky, Allied Radio; Gail S. Carter, Merit Coil & Transformer Corp.; Irving Rossman, Pentron Corp., and Sam Poncher, Newark Radio.

Mr. Brodsky predicted increases, for the fiscal year starting July 1, of 13%-15% in recording products, 25% for amateur equipment, 15% in receiving tubes and 10%-12% in capacitors. He thinks tv accessory (antenna, etc.) sales will drop 10%, and felt his company's sales would jump 13.5%.

Mr. Rossman foresees a 25% boost in this firm's tape recorder business, while Mr. Poncher said Newark's program calls for a sales increase of $1 million each year. All speakers stressed the need for better business management, more realistic planning and effective cooperation between supplier and jobber.

Ampex Corp. Sales, Profits Up

SALES of Ampex Corp., Redwood City, Calif., were $18,737,100 for the fiscal year ending April 30, 1957, up 84% from $10,197,000 reported in 1956, according to a statement issued last fortnight by George I. Long, president.

Net earnings after taxes and provision for employe profit sharing of the magnetic tape recorder manufacturer were $1,087,000, a new high in Ampex history, and amounted to $1.51 per share. Net earnings in 1956 were $311,000 or 58¢ per share.

Jury Held Over in Tube Probe

A GRAND JURY in Bronx, New York, investigating the phony television tube racket was extended last week to Dec. 18 at the request of District Attorney Daniel V. Sullivan. The jury was impaneled last October and since then has returned 15 indictments involving a dozen corporations and 29 persons. Mr. Sullivan said he expects many more indictments and reported his office has confiscated about 250,000 phony and stolen tv tubes.

Hallamore Shows Unit For One-Man Tv Studio

THE Hallamore Electronics Co., a division of the $30 million Siegler Corp., Anaheim, Calif., last week unveiled what it calls the first self-contained and fully-integrated one-man television studio. The unit (page 64), which can be operated by one man doubling as announcer and engineer, consists of a master control console containing complete facilities to control and monitor both film and live presentations; a remote-controlled camera for pickup of live images plus 35 mm or 16 mm film projectors; a 35 mm slide projector; a transcription turntable, lighting system, a microphone built into the console, and a 10 w high fidelity sound system.

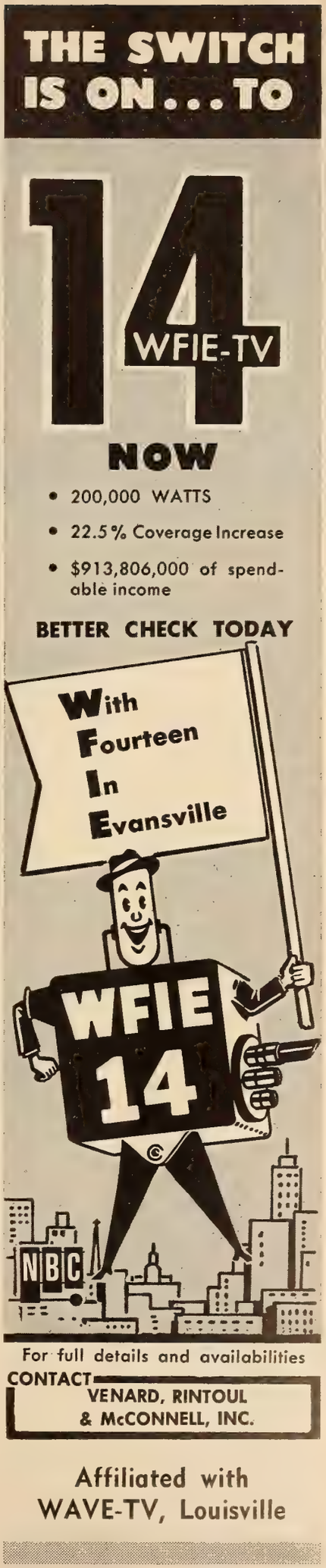
The basic Hallamore "package" costs $13,985. It comes complete, ready for use, with the only "additions" being AC power and an operator. It occupies a space of 10 by 12 feet and can be installed by one man without need for special tools or equipment, the firm claims.

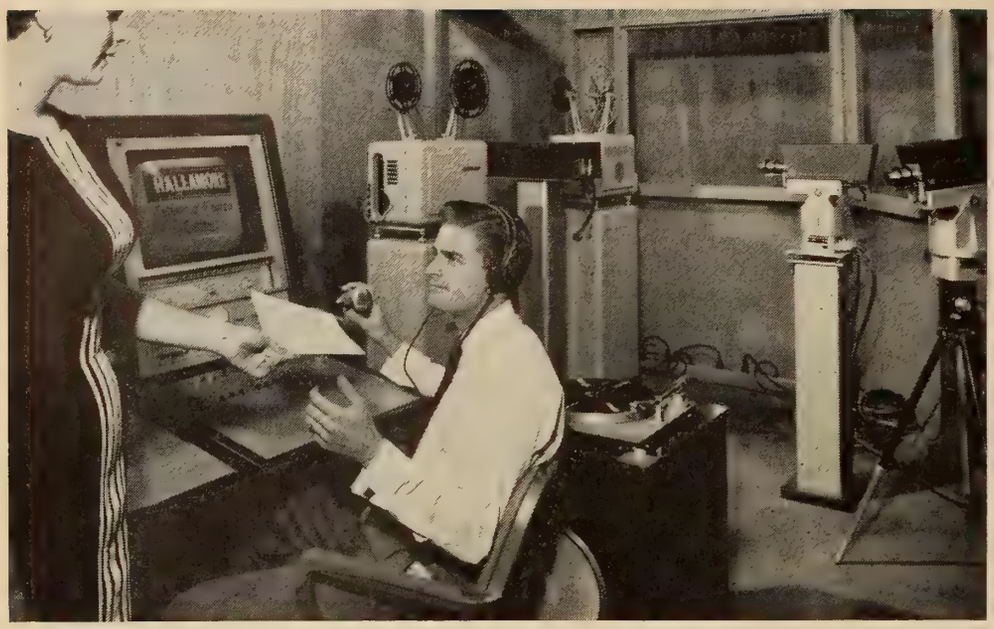
The Hallamore "tv program center" was shown to the trade in New York last week by Siegler officials, who declared that their unit was the answer to many a small station owner's prayer. Not only can the Hallamore package be used, they said, for "cable theatres" (it is now being used by International Telemeter for its "pay tv" demonstrations) or community antenna systems, but it will also enable small radio station operators to "go tv" at a minimum cost. For an additional $7,000, Hallamore officials point out, they can provide the prospective tv station owner with a 100 w transmitter. (A 500 w transmitter would run approximately $13,000.)

"There are small station operators who run their companies with seven legs and 18 hands," a spokesman for the company declared. "We now offer them a system whereby they can sit at the control console all day and run their station by remote control." (The panel switches and dials will automatically "kick on" film projectors, slide transmission equipment and lights, bring the camera into focus, and perform all the functions that formerly required the skill of an engineer.)

Though they have not as yet sold the "low-budget station," Hallamore executives indicated that one station located in the Rocky Mountain region (they declined to be specific) was "very interested" in the unit for this reason: The station could set up the unit at its transmitter for the purpose of showing late evening theatrical films for tv. In this way, Hallamore feels, stations can save considerable costs by not having to maintain a full studio operation in late hours. Also, they feel the unit has much potential as standby equipment in large stations, should the regular equipment fail. It can also be used, they say, for testing patterns and the like without activating either the studio or master control.

For Siegler Corp., the Hallamore package will be one of two steps into the broadcast equipment field. The other: an upcoming tax-free merger with Unitronics





THE MAN *and the machine are the television studio . . . or they now can be, with the components pictured of the new Hallamore tv origination unit. Seated at the master control console, the announcer can control and monitor all the elements of the unit, with the dials and switches of the control console taking over the former province of the engineer.*

Corp., parent company of Presto Recording Corp., Olympic Radio & Television, and the David Bogen Co. The merger, which will be effected in August, will see the exchange of two shares of Unitronics for one share of Siegler. According to Wall St. sources, Unitronics per se will be dissolved, and Olympic, Presto and Bogen will operate as three separate divisions of Siegler.

The combination of this merger and another, with the Hufford Corp., guided missiles components firm, will propel Siegler from a $30 million company to one doing well in excess of $80 million, it was reported Thursday.

C-C Groups Sign RCA Service Co.

CONTRACTS providing supervisory engineering services for three closed-circuit television producers have been awarded to RCA Service Co., according to W. L. Jones, vice president, technical products service department. The contracts, with Medical Radio & Television Institute Inc., Closedcircuit Telecasting System Inc. and TelePrompTer Field Corp., call for the assignment of RCA Service Co. field engineers at many closed-circuit telecast reception sites. Mr. Jones added that telecasts for Closedcircuit Telecasting System will initiate the use of RCA's newest full color tv projector (TLS50) and associated closed-circuit equipment.

Bell Develops New Amplifier

BELL TELEPHONE LABS, New York, last week announced development of a solid-state microwave amplifier that holds out possibilities as an amplifier for very weak microwave signals, such as may be encountered in the fields of microwave relaying radio astronomy and radar.

Still in the laboratory stage, the amplifier uses a ferrite material as the active element. It operates at room temperature and is expected to have a much lower noise level than a conventional microwave amplifier, according to a Bell Lab spokesman. The device was predicted on theoretical grounds by Dr. H. Suhl and the experimental program was carried out by Dr. M. T. Weiss, both of whom are research physicists at Bell Labs.

RCA Names Miller, Weitzman To Components Ad, Market Posts

APPOINTMENT of Gerald M. Miller as administrator, advertising and sales promotion, and Joseph C. Weitzman as market planning research analyst, was announced last week by J. H. Owens, manager, advertising and market research, RCA Component Division, Camden, N. J.

Mr. Miller, formerly assistant regional sales manager for Schramm Inc., will be responsible for the development and coordination of new sales and advertising programs in support of the division's products. Mr. Weitzman, in the RCA electron tube division since 1953, will be responsible for providing the sales and marketing activities with market data and guidance on which future product planning and sales programming will be based.

Dynamics Corp. to Expand

DYNAMICS CORP. of America, N. Y., announced last week the company is engaged in a major expansion of its communications equipment operations and has leased a newly - constructed 170,000 - square - foot building in Long Island City, N. Y.

The company has obtained a contract to build tropospheric scatter radio receiving and transmitting equipment for a new far northern defense communications chain as subcontractor to Western Electric, according to David Bonner, president of Dynamics. The firm had sales of $9.95 million in the first quarter of this year, slightly higher than the same period of 1956, a record sales year.

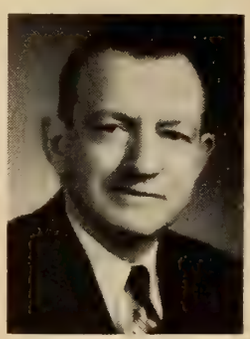
Press Kits Unlimited Formed To Serve Firms on Co-op Basis

NEW service to radio and television packagers, advertising agencies, networks and independent stations, called Press Kits Unlimited, New York, has been formed to provide merchandising-promotion-publicity for organizations presently not equipped to provide these aids. Address: 100 W. 42nd St., New York 36, N. Y.

Bosh Stack, head of his own New York public relations organization, is general manager of Press Kits Unlimited. He describes the new project as "a cooperative." Mr. Stack said there is "a growing need" on the part of certain tv packagers and film producers and distributors particularly, which are not large enough to provide the services his new company is offering. He has available specialists currently employed in the radio-tv-motion picture fields, who will be given specific assignments.

Broadcast Veteran Ryan Joins Blackburn & Co. as Associate

WILLIAM B. RYAN, a 20-year veteran of the broadcast industry, has joined Blackburn & Co., national media brokerage firm, James W. Blackburn, president, announced today (Monday).



MR. RYAN

Mr. Ryan joins the firm as an associate, effective immediately. He will temporarily headquarter in the Washington office, and is expected to head a new regional office in the near future.

Prior to World War II Mr. Ryan was Pacific Coast sales manager of NBC. In 1943 he became general manager of KFI Los Angeles (owned by Earl C. Anthony Inc.), and later planned and built KFI-TV Los Angeles and managed it until 1950.

Mr. Ryan was general manager of NARTB in 1950 and 1951. Then he served as president of the former Broadcast Advertising Bureau and as executive vice president of the Quality Radio Group Inc., both in New York.

A graduate of the U. of California, Mr. Ryan did graduate work there and at Northwestern U. He is married and has three children.

Freeman & Wick Form PR Firm

FREEMAN & WICK CO., Hollywood public relations firm, will open at 6606 Sunset Blvd. today (Mon.) it has been announced by Ted Wick and Mickey Freeman, the new company's partners. Mr. Freeman has been a free-lance publicist for the past seven years, while Mr. Wick just resigned his position as west coast publicity director for J. Walter Thompson. Freeman & Wick Co. will service industrial as well as personal clients.

TV AIDS FORTUNES OF AAP CORP.

- **Sales contracts were $13.6 million its first seven months**
- **Expectations for 1957: a net profit topping $3.5 million**

IN BUSINESS for only a year, the reorganized Associated Artists Productions Corp., parent of AAP Inc., has been mushrooming, thanks to the bolstering of its motion picture operations by television.

Under the guidance of Board Chairman Louis Chesler and General Manager Eliot Hyman (also president of AAP Inc.), AAP Corp. now is reporting:

• Negotiation of sales contracts totaling $13,665,000 for its first seven months of activity ending last Dec. 31, for a net profit after taxes of $963,524; an additional $8,117,000 for the first quarter of this year, or a total of $21,782,000 in sales.

• Expectation that its ledger will show more than a $3.5 million net profit for 1957 (similar to that of last year).

• Anticipation that sales contracts in its first four years of operation will surpass $100 million "based entirely on domestic tv sales estimates." (This does not include, for example, distribution or sale of Warner Bros. short subjects still withheld from the tv mart but expected to be sold to Hal Roach Studios.)

• An eye on tv commercial production for national and regional advertisers and/or their agencies. (But, as yet, AAP has not firmed its thinking along this line.)

It was about a year ago that Associated Artists Productions Corp. acquired its present assets. It purchased in July 1956 the Warner Bros. library for $21 million, financed by $7 million on hand, on a loan of $9 million from the Manufacturers Trust Co. and a $5 million deferred payment to Warner Bros. Manufacturers Trust last April 26 assumed the Warner Bros. obligation and consolidated the entire $14 million debt into one loan that AAP has reduced to a little more than $11 million. AAP Corp. says it can pay this off by late next year, one year ahead of schedule. AAP now keeps 35% of its "collections" and pays 65% to the bank to retire its debt. AAP Inc. was acquired through exchange of stock in March 1956 by PRM Inc. with the corporate name then changed to Associated Artists Productions Corp.

Also acquired last July were tv rights to Popeye cartoons from Paramount Pictures Corp. and King Features for $2,250,000. This deal was financed by the sale of $3,945,000 of 6% convertible sinking fund debentures to provide working capital. As of May, $3,625,000 in the principal amount of these debentures were outstanding. AAP Corp. expects to pay a fixed dividend at the end of this year.

Although AAP has not said much about it, the firm is close to signing an agreement with Hal Roach Studios, Culver City, Calif., giving the latter rights to approximately 1,400 Warner Bros. short subjects and documentaries now being held back from tv.

Reportedly, Hal Roach Jr., president of the West Coast studios, would put up $1.5-2 million as down payment for the rights, with AAP assured additional guarantees and percentages of the gross. Mr. Roach has confirmed that the contract signing is the only formality remaining. Mr. Roach plans to use the product for tv program series ideas and may expand the individual films by editing and adding new footage. Handling this negotiation for AAP is Kenneth Hyman, executive vice president of AAP Inc.

Among the properties owned and distributed by AAP: more than 1,200 Warner Bros. features (pre-1950), an additional feature library produced by various U. S. and British companies, 337 "Looney Tunes" cartoons from Warner Bros., 234 Popeyes and the Warner Bros. short subjects.

In detailing its distribution of films to tv, AAP said in its first annual report:

"While your company has negotiated contracts with many key television stations throughout the country, it is important to note that these markets have by no means been saturated, and that they—and other markets still untapped—offer an even greater potential for the future."

The potential: further sales of additional product in markets where AAP already has sold some; sales in markets from which the product has been withheld because of inability to get a price "commensurate with the premium quality of the films offered," and resale of product after present rentals expire.

In addition, AAP Corp.'s scope of operations includes, theatrical reissue, cartoon reissue (to theatres), rental of films to non-theatrical and non-tv sources, motion picture remake rights, stock footage library, radio adaptation rights, live tv rights (e.g. some programs of *Lux Video Theatre* which goes off the air in the fall), distribution of kinescopes overseas, acquisition of new product, conversion of literary properties to legitimate theatrical production, adaptation of silent features, merchandising rights and industrial films.

AAP also reveals that it had paid $1,450 as a fixed amount for each of approximately 780 features (pre-1950) to the American Federation of Musicians for the recording of the features for tv use. It was noted, however, that AAP is withholding all payments to AFM pending outcome of certain legal actions.

Under the agreement with AFM, AAP would pay a sum representing 1% of gross revenues from rental of the features. But, if after 18 months from the first play date of each feature, payments do not equal the fixed amount, the company would pay the difference and the fees would be added to the cost of the film library.

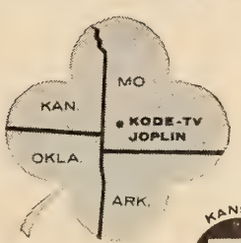
a great new Joplin

MARKET

created for you by

KODE-TV

131,420 TV HOMES* IN THE JOPLIN MARKET
Larger than Duluth, Phoenix, Ft. Wayne
$776,919,000 Buying Income; 669,800 Total Population



*NOW 28% HIGHER TOWER — HIGHEST IN 4-STATE COVERAGE AREA
*NOW 29% MORE POWER — 71,000 WATTS MORE THAN ANY OTHER STATION IN THE AREA
*NOW COVERS 131,420 TV HOMES IN JOPLIN MARKET — AN ALL-TIME HIGH
*Television Magazine Set Count, March, 1957

You'll have more luck with KODE-TV-JOPLIN, MO.



316,000 WATTS Designed Power
101 miles Northeast of Tulsa • 150 miles South of Kansas City
203 miles East of Wichita • 250 miles Southwest of St. Louis

Harry D. Burke, V. P. & Gen'l Mgr.
Represented by AVERY-KNODEL

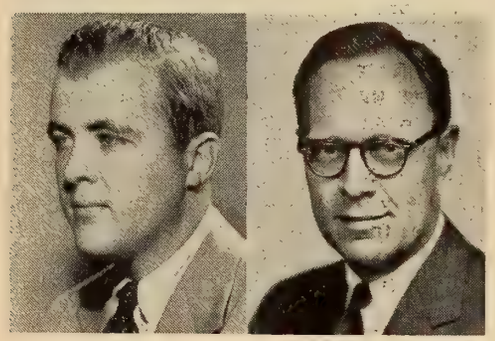
A Member of the Friendly Group • KODE, KODE-TV, Joplin • WSTV, WSTV-TV, Steubenville • WBMS, Boston • WEITA Pittsburgh

Mills-Milford-Park To Produce Tv Films

A NEW company that will produce and develop major tv and motion picture properties for agencies and networks was announced in New York last week.

The firm, called Mills-Milford-Park, bears the last names of its principals: Ben Park and Ted Mills, who leave on July 31 their respective posts of director of public affairs and executive producer at NBC-TV, and Gene Milford, who resigns as president of MKR Productions. (Mr. Milford is a motion picture editor and producer.)

Emphasis will be on creating and producing major one-shot tv programs and limited series for tv and motion pictures. The partners disclosed that NBC has asked



MR. MILLS MR. PARK

them to prepare two one-shot specials for the next season and that "plans are in the works for other networks and for two feature motion pictures." They said details of these will be announced "after Aug. 1," the date when the firm formally "opens for business."

In their announcement, Messrs. Mills, Milford and Park said that in commercial tv they intend to appeal to the "mass audience's taste for refreshing content and original techniques—concepts which for us have proven successful both artistically and commercially."

Mr. Mills and Mr. Park have been associated with the Chicago school of tv that brought innovations in tv techniques.

Mr. Mills, after five years as motion picture writer-producer with Frank Capra and two years as tv director, became central division manager for NBC-TV in charge of creating and administering Chicago-originated network shows. He moved in 1951 to New York first as a producer for NBC and from 1955 to the present as an executive producer. He also has writing credits that include a Broadway play and several tv plays. Among his recent production credits are *Assignment: India* and *Maurice Chevalier's Paris.*

Mr. Park from 1938 to 1950 was in radio as a program manager, producer and director. He joined NBC in 1950 as a tv producer-director, and has been associated with a number of live network series and specials he either produced or directed. He succeeded Mr. Mills as network program manager for NBC in Chicago in 1953 and two years later was transferred to New York as national director of public affairs. Most recent credits include *1976* and *Doctor B.* as producer and *Wisdom* and *Operation Deep Freeze* as executive producer.

Mr. Milford, primarily in the motion picture field (editor, "On the Waterfront," "Baby Doll" and "Face in the Crowd") also has directed tv films. His studios and production organization have serviced NBC and CBS, as well as Hollywood's Elia Kazan and Sam Spiegel.

NTA Film Network Obtains 37 TCF-TV One-Hour Films

EXPANSION in programming availability on the NTA Film Network was indicated last week when Oliver A. Unger, executive vice president of the network, announced that TCF-TV Productions, 20th Century-Fox subsidiary, has turned over 37 programs produced for the one-hour *20th Century-Fox Hour* to the network and plans to produce 20 new programs in that series for use on the network next season.

The NTA Film Network presently is telecasting *Premiere Performance,* a weekly one and a half hour presentation of Fox feature films, and recently offered advertisers three new syndicated Fox series—*How to Marry a Millionaire, The Last Marshal* and *This Is Alice.* Under the present plan, the network will have 57 *Fox Hour* films available, including 37 televised during the past two years on CBS-TV.

Wyatt Forms Dallas Film Firm

JACK WYATT, partner in the Dallas agency, Wyatt & Bearden, has formed Confession Inc. to produce tv programs for national syndication. First project will be to film *Confession,* program of unrehearsed interviews with convicted criminals which has achieved high popularity with Dallas viewers in its 15 months on the air there. Jules B. Weill, president of Specialty Television Films, will be business manager and New York representative of Confession Inc. Jay Williams, with more than 10 years of tv experience, will be producer's representative. Mr. Wyatt will continue as producer and moderator of the *Confession* telecasts, with Pat Fay, since last August associate producer and director, continuing as director of the filmed series.

Stone Set to Make Pilot

PRODUCTION is to begin shortly by Stone & Assoc., New York, on the pilot program of a one and one-half hour children's tv film program, which will be prepared for use on the NTA Film Network. The series will feature such entertainment personalities as Red Buttons, Gabby Hayes, Buster Keaton, Billy Gilbert and Rodger Price. Writers assigned to the program are Arnold Rosen and Coleman Jacoby.

'Casey Jones' Sold to 20

SCREEN GEMS, New York, has announced that the new *Casey Jones* series, being produced by SG in partnership with KTTV (TV) Los Angeles, Westinghouse Broadcasting Co. and WPIX (TV) New York, has been sold to 20 stations.

Official, Sapphire Schedule, 'Sword of Freedom' for Fall

PRODUCTION was scheduled to begin last week on a new half-hour film series, *Sword of Freedom,* a costume-adventure program to be produced by Official Films Inc., New York, in conjunction with Sapphire Films Ltd., London. Exteriors will be filmed in Florence and other parts of Italy and in France, and interiors at Sapphire's Nettlefold Studios, Walton-on-Thames, England.

The series will be placed in syndication later this summer for a fall start. Wells Bruen, Official's syndication sales manager, said the series already has been sold in five major markets in the U. S. and for commercial showing for the United Kingdom. The series stars actor Edmund Purdom as a swashbuckling painter-swordsman-lover during the period of the Renaissance.

New 'Annie Oakley' Series To Be Offered as Package

THE CBS-TV western series *Annie Oakley,* currently running in 118 markets, is coming out this fall with new episodes and a complete package wherein a national spot sponsor need pay only a single bill, according to an announcement last week by Thomas W. Moore, general sales manager, CBS-TV Film Sales.

The new package, set up for a national spot sponsor for alternate week sponsorship with Continental Baking Co., is made up of weekly prizes for a contest, commercial, endorsement, commercial insertion, prints, shipping, unit billing, personal appearances and other exploitation and merchandising aids. The six one-minute commercials feature Annie Oakley star Gail Davis and will be filmed on location or on the studio set by Flying A Productions, producer of the series. Miss Davis will offer endorsement of a product.

Trammell Heads Episcopal Tv Unit

THE Episcopal Radio-Tv Foundation, Atlanta, has announced plans to produce a television pilot film, financed from contributions by church groups and individuals, with some $12,000 already contributed. Niles Trammell, former NBC president, now president of WCKT(TV) Miami, Fla., was appointed by the foundation to be chairman of a tv advisory committee. The foundation produces two radio programs, *The Episcopal Hour* and *Another Chance,* heard on more than 300 stations.

Guild Films' Earnings Up 500%

GUILD FILMS Co.'s earnings for the six-month period ending May 31 totaled $452,-382.89 before taxes, an increase of more than 500% over the earnings of the similar period in 1956, it was reported last week by George DeMartini, Guild vice president and treasurer.

The company now has two new series in production, *The Michaels in Africa* and *Light of the World.* Guild Films has 26 other tv film series.

Comparative earning figures for the first

six-month period in 1957 was $452,382.89 as compared to $87,184.36 in 1956 and for the second quarter, $297,033.40 in '57 compared to $16,528.23 in '56.

Bailey Appointed to Ziv Tv As Business Affairs Executive

APPOINTMENT of Joseph W. Bailey, production supervisor of the *Robert Montgomery Presents* tv program for past eight years, as executive in business affairs for Ziv Television Programs, New York, was announced last week by John S. Sinn, president of Ziv Tv.



MR. BAILEY

Mr. Bailey, who will assume his new duties in mid-July, has been active in radio-tv since 1939 when he joined producer Louis G. Cowan as manager of business and legal affairs. He was advanced to vice president and treasurer of the Cowan organization and in 1949 left to join Grey Adv., New York, as radio and television manager. In the latter capacity Mr. Bailey served as agency producer of the Robert Montgomery commentary program, among others.

Ad-Staff, U-1 Sign Agreement

AD-STAFF Inc., Los Angeles, tv commercial creator, has entered into agreements with Universal International to funnel all production through the facilities of the major studio, according to a joint announcement by George Bole, production head of the U-I commercial division, and Don Quinn, president of Ad-Staff. By this new association, Ad-Staff will have call on the skills and equipment of U-I, while the studio will have the extra sales and creative forces of the Ad-Staff group in contacting and servicing national advertising agencies.

Gomalco Engages Ackerman

GOMALCO ENTERPRISES has engaged Harry Ackerman as executive producer of *Wally and the Beaver*, with filming to begin the first week in August at Revue Studios. The series, whose title will be changed to one more appropriate to a situation comedy and not so suggestive of a children's program, which this is not, will begin on CBS-TV Oct. 4 in the Friday, 7:30-8 P.M. time period. Half sponsorship has been taken by Remington Rand Corp.

FILM SALES

Sterling Television Co., N. Y., announces sale of *Bowling Time* to 19 stations during April 15-June 15. Sterling also noted sale of *I'm the Law* to five stations; *Movie Museum* to five stations; *Crusade in the Pacific* and *Cartoon Classics* to four stations each, and made 15 other program sales.

Screen Gems Inc., N. Y., announces sales on *Father Knows Best* to General Electric Co., through Grant Adv., for Mexico City and *All Star Theatre* to Kraft Foods Co., through J. Walter Thompson Co. for Puerto Rico. Both programs are Spanish-dubbed. Company also announces sale of *Casey Jones* series to 20 stations. Latest station to buy is WTOP-TV Washington.

AAP Inc., N. Y., announced new sales to KPIX (TV) San Francisco, KCOP (TV) Los Angeles; KHSL-TV Chico, Calif., KNTV (TV) San Jose, KOMO-TV Seattle, KUTV (TV) Salt Lake City, WNBZ (TV) Chicago, WLWD (TV) Dayton, WNAC-TV Boston, WMAR-TV Baltimore, WMCT (TV) Memphis, WHO-TV Des Moines and WCSC-TV Charleston. AAP distributes Warner Bros. features and cartoons, *Popeye* cartoons and *Gold Mine Film Library*. Firm also announces sale of Warner Bros. Features (half of library) to WTCN-TV Minneapolis for approximately $500,000 and sale of *Popeye* cartoon package to Milwaukee.

Victor & Richards, N. Y., announces sale of teenage television series, *Top Ten Dance Party*, in six markets bringing total to 13 markets. New sales were to WCDA (TV) Albany; KATV (TV) Little Rock; KOTV (TV) Tulsa; WDAM-TV Hattiesburg, Miss., and servicing of two existing teenage shows in WCPO-TV Cincinnati and KPRC-TV Houston.

National Telefilm Assoc., N. Y., announces sales on "Big Fifty" package of 20th Century Fox feature films have been made to 23 tv stations in first two weeks of availability of package. Most recent sales included WBZ-TV Boston, KNXT (TV) Los Angeles, KCRA-TV Sacramento, WBEN-TV Buffalo, WSM-TV Nashville and KSBW-TV Salinas, Calif.

FILM RANDOM SHOTS

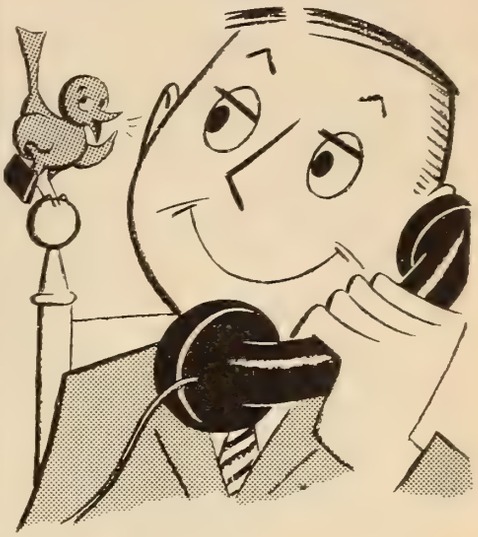
Guild Films, N. Y., reports it has acquired distribution rights to *The Michaels in Africa*, 39- episode half-hour film series recounting adventures of white hunter and his family during safaris in Kalahari Desert, Northern Rhodesia and Kenya. Series, filmed in color, will be available for tv in late fall or early next year.

Four Star Films and **Dayton Productions,** Culver City, Calif. signed new three year contract with RKO-Pathe Studios, same city, to continue general offices and production of all tv firms' programs on lot.

S. O. S. Cinema Supply Corp., N. Y. and Hollywood, has compiled bibliography of almost 100 books on technical phases of tv and motion picture industries and will make listing available free of charge. S. O. S. is at 602 W. 52d St., N. Y., and 6331 Hollywood Blvd., Hollywood 28, Calif.

Robert J. Enders Inc., Washington, D. C., announces additional bases of operation in Hollywood and New York.

"In VIRGINIA



...BUY the

ROANOKE

Television Market!"

The Roanoke Television Market comprises 2¼ million people, over 2 billion dollars retail sales, and is generally credited with over 300,000 television homes.

One WDBJ-TV program, "Top 'O' The Mornin' " — which is local-live against strong network competition Monday through Friday between 7:00 and 8:00 A. M. — has this (largely unsolicited) mail record for the first quarter of 1957:

- **4,496 pieces of mail**
- **407 towns and cities**
- **72 counties**
- **3 states (Va., W. Va., N. C.)**

For full details, call Peters, Griffin, Woodward—or WDBJ-Television!

WDBJ-tv Channel 7 CBS

ROANOKE, VA.

Owned and operated by the *Times-World Corp.*

Station Depreciation Rates Should Be Individual—NARTB

BROADCASTERS should determine depreciation rates on their plant and equipment on the basis of their individual situations, Internal Revenue Service was told Friday by NARTB in comments on proposals to revise the service's 1942 "Bulletin F" depreciation formula.

The industry is subject to frequent and substantial changes that make it difficult to estimate average useful life of equipment, it was stated. In any case, any estimate should be based on an extremely short useful life, according to NARTB.

A broadcast station should be considered as an electronic unit and treated on the basis of a composite over-all life, the association proposed, adding that any listing of equipment items by groups serves no useful purpose. The service was urged to continue explaining that any listings of average useful life are "designed solely as a guide or starting point from which correct rates may be determined in the light of the experience of the property under consideration and all other pertinent evidence."

In explaining the broadcast industry's special problems, NARTB said broadcasting is inherently dynamic and equipment is subject to severe wear and tear. Need for reliability is inherent, it was stated, and equipment is subject to rapid obsolescence as the result of new inventions and changing concepts of operation.

Changes in equipment include a shift to air-cooled tubes, remote control of stations, approach of automation, growth of the vidicon tube, development of video tape, use of color and change in the size and types of equipment, NARTB explained. In the future, it added, are basic allocation considerations such as a possible shift of all tv to uhf and reduced mileage separations. Salvage value of broadcast equipment is low and should be ignored as a practical matter, NARTB contended.

Housewives' Radio Habits Explored in RAB Study

RADIO ADVERTISING BUREAU released a study last week which claims that radio reaches the American housewife with "greater frequency and impact" than any other medium of advertising.

RAB's conclusion was drawn from a recent survey of the nation's media habits, conducted for the bureau by The Pulse Inc. The RAB report, titled "The Radio Listening Habits of Housewives," indicated that more than nine of every ten housewives residing in metropolitan areas (where tv penetration is highest) spend more than 16 hours weekly listening to radio.

Other highlights of the study are that the typical housewife spends a portion of more than five days each week listening to radio; more than three out of four are tuned in on any given weekday; popular music is the most widely-accepted type of programming with this particular audience, followed by daytime serials and news shows, and more than eight of every 10 housewives and their families own more than one radio.



NEWLY elected officers of the Society of Television Pioneers, organized in Chicago in April at the annual convention of the NARTB, pose behind their slogan as "old timers" in tv. Left to right: Harold Hough, director of WBAP-TV Fort Worth, second vice president; W. D. (Dub) Rogers, president of KDUB-AM-TV Lubbock, Texas, president; John E. Fetzer, president of the Fetzer Broadcasting Co., first vice president.

Bardach Heads RTES Unit; Three Vice Chairmen Named

PETER BARDACH of Foote, Cone & Belding has been named chairman of the Radio and Television Executives Society's Listening Post, a job counseling and placement committee, President John Daly announced last week.

He said Sol Rosenzweig of The Katz Agency, Maggi Eaton of Radio Reports, Charles Bernard of Charles Bernard Co., and Al Shepard of Select Station Reps had been named vice chairmen.

The Listening Post, now in its fifth year, offers counsel and, wherever possible, job leads to unemployed broadcast personnel, as well as helping broadcast management to find employes. Applicants must be unemployed or within two weeks of terminating their jobs; must have had experience in broadcasting, and must be within the "business" area (talent, technicians, etc. are not eligible). Registration is conducted at RTES headquarters in New York's Hotel Biltmore on Thursday mornings (out of town applicants may register by mail). Half-hour panel interviews are conducted by Listening Post committeemen.

An average of almost 10 applicants a week are processed by the Listening Post. Officials said the number of organizations inquiring for potential employes is growing steadily, but that there still are about five applicants to one job opening.

The Listening Post is financed by the RTES Welfare Fund. In 1953 it won an award from the American Trade Assn. Executives for outstanding service.

ATAS Sets Eight Tv Forums

EIGHT forums on television subjects for members and guests of the Academy of Television Arts and Sciences will be presented September through May during the 1957-58 season, according to the Academy. Producers of the forums will be the three tv networks and the New York television film industry. Each of the networks and the film industry will present two forums. ABC-TV will cover "research" and "promotion," CBS-TV "dramatic programs and "news and public affairs" and NBC-TV "special programs" and "publicity and public relations." The film industry will cover "pilot films" and "television film economics."

Rowland, Five Others Elected Officers by Hollywood Ad Club

VIC ROWLAND, manager, press relations department, Capitol Records Inc., was elected president of the Hollywood Advertising Club for the 1957-58 year, suceeding Frank Crane, KPOP Los Angeles.

Other officers for the coming year are Jack Brembeck, KABC-TV Los Angeles, first vice president; Felix Adams, KLAC Los Angeles, second vice president; Phil Seitz, *Advertising Age*, public relations vice president; Jerry Cahill, Hollywood Mat & Engraving, treasurer; Marge Crawford, head of her own public relations service, secretary.

Officers will be installed at the luncheon meeting of the club today (Monday) at the Hollywood Roosevelt Hotel.

RAB Sets Advertising Clinic For Oct. 8-9 in New York

THE third annual National Radio Advertising Clinic, conducted under the auspices of Radio Advertising Bureau, will be held Oct. 8-9 at the Waldorf-Astoria Hotel, New York.

Last year more than 500 executives representing advertisers and agencies and some 350 broadcast management officials attended.

As in previous years, the agenda will

feature the mechanics of many successful radio advertising campaigns, with the details supplied by representatives of the advertisers and agencies concerned. Panels on radio copy, marketing techniques and media research needs will be conducted by and for national advertisers and their agencies.

Tape Industry to Participate In Chicago High Fidelity Show

MANUFACTURERS of tape products are being invited to take part in the sixth annual High Fidelity Show in Chicago Sept. 13-15, it has been announced.

Participation will be through the Magnetic Recording Industry Assn., new trade organization comprising 32 tape manufacturers and headed by Irving Rossman [B•T, June 17]. Plans were announced by S. I. Neiman, president of the International Sight & Sound Exposition Inc., sponsor of the hi-fi show, and Mr. Rossman.

L. A. Publicists Name Boutyette

DON BOUTYETTE of Heath Productions was re-elected for a second term as president of the Publicists Assn., Hollywood, Local 818, International Alliance of Theatrical & Stage Employes, it was announced at the group's quarterly membership meeting. Other officers for the coming year are: John Campbell, 20th Century-Fox Film Corp., first vice president; James Stevens, Paramount Pictures Corp., second vice president; Roy Metzler, 20th Century-Fox, treasurer; Sonia Wolfson, 20th Century-Fox, secretary; Clarey Barbiaux, Public Relations Consultants, and Ernest (Easy) Sloman, CBS, trustees.

Ed Sullivan Named ATAS Head

ED SULLIVAN, CBS-TV personality, was unanimously elected president of the National Academy of Television Arts and Sciences at a meeting of the board of directors last week. Other national officers chosen are Harry Ackerman, president of the Los Angeles chapter of the academy, first vice president; Mark Goodson, president of the New York chapter, second vice president; Robert Longenecker, former vice president of the Los Angeles chapter, secretary, and Lawrence Langner, treasurer of the New York chapter, treasurer.

Sherman Heads Art Directors

ELECTION of three officers to head the National Society of Art Directors, 3,000-member organization composed of 27 clubs in the U. S. and Canada, has been announced. Elected president of the society was James G. Sherman, executive art director, McCann-Erickson, Chicago. Clark L. Robinson, executive art director in M-E's Cleveland office, was elected first vice president, and Marlowe Hartung, vice president and art director of Miller, Mackay, Hoeck & Hartung, Seattle, was elected second vice president.

AMPEX AUTOMATIC PROGRAMMING



Anyone for Automation?

Yesterday it was easy to say "No" or "Maybe" to the question of automation. Tomorrow there will be few station operators who can afford to say anything but "Yes."

In fact, many are saying "Yes" today, and finding it both easy and profitable to take the first step toward automation. Installing an Ampex Model 355 Integrator, at a cost of well under $1000, provides a variety of basic automatic functions adaptable to a wide pattern of station operation methods.

Whether you're interested for today or for the future, it will be helpful to have the facts from Ampex. Call in the Ampex man, or send for the new Ampex Automatic Programming Brochure.

854 CHARTER STREET, REDWOOD CITY, CALIFORNIA

AMPEX
CORPORATION
professional products division

THE CALIF.-ORE. TV TRIO



The *Smullin* TV Stations

KOTI CHANNEL 2 Klamath Falls, Ore.
KIEM CHANNEL 3 Eureka, Calif.
KBES CHANNEL 5 Medford, Ore.
CBS NBC ABC

Three markets—one billing

MARKET FACTS

POPULATION	338,800
FAMILIES	109,800
TV FAMILIES	81,252
RETAIL SALES	$474,450,000
CONSUMER SPENDABLE INCOME	$591,194,000

"The Calif.-Ore. TV TRIO bridges the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 2, 3 & 5."

for CALIF.-ORE. TV TRIO
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123 TWX EK16

or ask BLAIR Television ASSOCIATES INC. national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

Buckley, Jaeger Buy WHIM for $830,000

THE price of big city daytime radio stations is inching up. Last May KOWH Omaha, Neb., was sold by Todd Storz to National Weekly Inc. (William F. Buckley) for $822,500. Last week, WHIM Providence, R. I., was sold by Frank W. Miller Jr. to Richard D. Buckley and John B. Jaeger, chief executive officers of WNEW New York, for $830,000. The purchase by Messrs. Buckley and Jaeger of 100% of the stock of Inter-City Broadcasters Inc., licensee of the Providence daytimer (1 kw on 1110 kc), is subject to usual FCC approval.

Mr. Miller, who is an officer and a director of Headley-Reed Co., radio station representative, bought the station two years ago for $469,000. The sale was negotiated by Howard E. Stark, New York radio-television station broker. Mr. Buckley is president of WNEW and an officer, stockholder and director of the DuMont Broadcasting Corp., which is his principal interest. DuMont Broadcasting purchased WNEW earlier this year.

WHIM was purchased personally by Mr. Buckley and Mr. Jaeger and they will continue their present activities and interest in both WNEW and DuMont. Mr. Jaeger, a pioneer in broadcasting, is executive vice president of WNEW and has been associated with the station for 23 years.

WHIM operates with 1 kw daytime on 1110 kc. It has been identified with the Providence market for 10 years.

Robert Engles and George Taylor, founders of WHIM and who later sold to Mr. Miller, will continue to manage the radio outlet. Messrs. Engle and Taylor hold minority interests in WPRO-TV Providence and are majority owners of WTRY Troy, N. Y.

Newspapers in Albuquerque Still Ignore Radio-Tv Logs

ONLY one tv program log is appearing in Albuquerque, N. M., newspapers as the result of a station-newspaper controversy that began June 1 [B•T, June 10]. The four-week impasse showed no signs of settlement at the weekend.

The *Journal* and Scripps-Howard *Tribune* had carried station logs on a paid basis up to June 1. At that time KOB-TV refused to continue paying for the logs, on orders from Stanley Hubbard, who now operates the outlet. KOAT-TV and KGGM-TV joined KOB-TV in this policy.

McCormack's, Albuquerque carpet store, bought space in the newspapers for the logs but only KOAT-TV has supplied its program schedules. The McCormack's space has blanks for KOB-TV and KGGM-TV, inviting them to submit their schedules but the logs now are protected by copyright to prevent unauthorized use.

Dallas Wyant, KOB-TV promotion manager, said the station regularly mails its copyrighted logs to the newspapers special delivery, explaining they are available to anyone who wants to distribute them as a public service. Clinton McKinnon, president-owner of KOAT-TV, said the station will supply the logs to anyone who wants to make legitimate use of them. Neither Messrs. Hubbard nor McKinnon had been accustomed to paid newspaper logs in other cities where they have operated stations.

The *Denver Post* is reported to have added 2,500 circulation to its former 5,500 Sunday sales in Albuquerque, ascribing the increase to its decision to run Albuquerque tv logs on Sundays because of the local newspaper situation. Several weeklies around Albuquerque are carrying logs. Mead's Bakeries and IGA stores are distributing free schedules. Two fan magazines are scheduled to start distributing in Albuquerque in a few days—*TV Views*, published in Phoenix, and *TV Prevues*.

WSOC Inc. Names Gluck Chairman; Nine Other Officers Appointed

TEN new appointments have been announced by WSOC Inc. (WSOC-AM-TV) Charlotte, N. C.

Earle J. Gluck, WSOC Inc. president-general manager, becomes chairman; Hunter Marshall (stockholder), vice chairman; Larry Walker (executive vice president for tv), president-general manager; George Henderson (general sales manager for Crosley tv stations), executive vice president in charge of sales, and E. E. Jones (stockholder), vice president.



MR. GLUCK MR. WALKER

Other staff appointments included Charles M. Marshall (promotion manager), to vice president-secretary; R. S. Morris (business manager), treasurer, and C. M. Murphy named assistant treasurer and comptroller. Jimmie Evans, WXEX-TV Petersburg-Richmond, Va., joins station as promotion manager and Bob Provence, WLWD (TV) Dayton, Ohio, becomes WSOC Inc.'s program director.

Kerr to Head Burke-Stuart

ALLEN KERR, general manager of Burke-Stuart Co., New York, station representative, has been elected vice president and general manager and — for the present

HOOPER — PULSE — NIELSEN
KOSI DENVER
NUMBER ONE RADIO BUY
SAN FRANCISCO KOBY
KOSI See Forjoe
KOBY See Petry

ADMEN HIT BY BLAIR BLITZ

AGENCIES and advertisers last week were the targets of a "Spot Radio Blitz," staged by John Blair & Co., radio station representatives.

The blitz weapon: A two-minute "sizzle-pitch." Armed with recordings and battery-powered transistor players, Blair New York salesmen visited more than 100 advertiser and agency executives during the week and (1) played a 100-second recorded excerpt from a leading radio personality program, and (2) followed up with a 20-second "live commercial" on the advantages of spot radio.

Mort Bassett of the Blair firm, who developed the "blitz" concept, said it "is based on the sound principle that the prospect always likes to have a sample of the merchandise any salesman is presenting. The blitz technique enables us to present our sample effectively and still take up just two minutes of an executive's time." He continued:

"The recording demonstrates how a top-selling radio personality handles local-interest comment, time-signals, weather information and other service features which are local in nature and therefore exclusive to spot radio—how smoothly he blends these elements into an audience-pleasing background for the advertiser's message. Then, in our live 20-second announcement, we point up the advantage enjoyed by the advertiser in having hundreds of such established local personalities available to present his selling message—personalities who have the ear and the confidence of the communities they serve."



BLITZING *Jim McCaffrey (1), senior vice president of Ogilvy, Benson & Mather, New York, is Mort Bassett of John Blair & Co., that city. The representative firm armed salesmen with discs and record players in its spot radio blitz waged last week against agencies and advertisers. Mr. Bassett is credited with developing the blitz technique.*

time—will take full charge of the company. Mr. Kerr succeeds Theodore I. Oberfelder, who terminated his services with B-S early last month [B•T, June 17]. John M. Keating, board chairman, stated at the time Mr. Oberfelder resigned that he did not expect to fill the post of president until next year.

WFIL-TV, WRCV-TV to Build Tower

TWO Philadelphia tv stations, WFIL-TV (ch. 6) and WRCV-TV (ch. 3), will jointly construct a new, 1,000-foot tv antenna tower this summer in Roxborough, Pa. The stations expect to be using the tower for actual telecasting operations by the end of September, at which time viewers will be able to set their antennas in one centralized position to receive either WFIL-TV or WRCV-TV.

Mungers Buy KCOK Tulare

KCOK Tulare, Calif., was sold to Joel Keith Munger and wife, who last week purchased the station's 1,000 shares of common stock for $25,000 from Sheldon Anderson, including the acquisition of KCOK's preferred stock from Mr. Anderson's mother for $17,000.

The sales agreement, which included the assumption of some 523,000 in liabilities and obligations on the part of the Mungers, was handled by Jack L. Stoll & Assoc., Los Angeles. The sale is subject to FCC approval.

Thayer WDGY General Manager

JACK THAYER, WDGY Minneapolis-St. Paul disc jockey and production and promotion director, will assume duties as the station's general manager July 3, according to Todd Storz, president of the Storz Stations, of which WDGY is one.

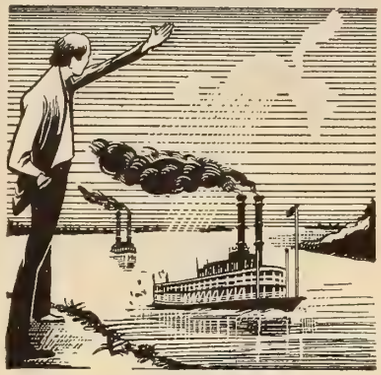


MR. THAYER

Mr. Thayer, who succeeds new ABC Vice President Stephen Labunski, is a veteran of 15 years radio and tv experience. He joined the Storz organization last year.



"When I get my guitar, pardner, yuh can tune me in on KRIZ Phoenix!"



'WAY OUT IN FRONT!

Oldtime steamboat races along our Ohio River Valley were often close, and hazardous to put your money on. Quite different from today's audience race among TV stations. When you put your money on WSAZ-TV, you've picked *THE* winner. Survey after survey gives the title to this 69-county giant — and the latest Nielsen is no exception. Consider these WSAZ-TV margins over the next-best station:

95,670 more homes per month

99,430 more homes per week

101,130 more daytime homes, weekdays

100,580 more nighttime homes, weekdays

WSAZ-TV steams with comparable popularity across a four-state domain wherein almost $4,000,000,000 buying power awaits advertisers who like to ride with the winner. The gangway is down at any Katz office.





JOSEPH L. FLOYD, President
Mid-Continent Broadcasting Co.

Like Hundreds of Broadcasters...

President
JOSEPH L. FLOYD
and
Vice President
LARRY BENTSON of



N. L. (Larry) BENTSON, V.P.
Mid-Continent Broadcasting Co.

KELO-TV

and
Chief Engineer
LES FROKE

Selected STAINLESS TOWERS



LES FROKE, Chief Engineer

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

MORE FOR LESS IN SPOT TV—KATZ

SPOT television will deliver more for less.

That is the gist of a presentation prepared by the Katz Agency, station representative, and which was distributed to advertisers and agencies last week.

The 43-page booklet—"How to Make a Tv Half-Hour Work Overtime"—deals specifically with half-hour programming and offers figures to support its contention that a program placed on a spot basis in 60 markets can deliver 600,000 more "viewing opportunities" at $12,000 to $28,000 less per showing than a program on a 100-station network lineup.

In the 60 markets used by Katz for its comparison, placing the program on the highest-priced station in each market would cost a total of $45,200 per showing, while using the lowest priced stations would add up to $29,000 per showing. In these 60 markets the unduplicated tv-homes potential is placed at 31.4 million and the number of "viewing opportunities" per telecast at 35.1 million.

By comparison, the booklet asserts, a 100-station network lineup would cost $57,200 per telecast to reach a potential of 34.5 million tv homes and, since there is substantially little duplication in network coverage, have a potential of "viewing opportunities" that is also 34.5 million. For the network phase of the comparison, Katz said, an NBC lineup and NBC rates were used.

On the basis of these figures, the booklet computes a cost-per-thousand viewing opportunities of $1.66 in the case of a half-hour 100-station network program, $1.29 in the case of a 60-market spot lineup using highest priced stations, and $0.83 if the lowest-priced stations in the 60 markets were employed.

Moreover, the presentation continues, "many advertisers achieve what they consider adequate coverage with fewer than 60 stations," and in spot they can choose the markets they need and have no minimum-market lineup.

The booklet also emphasizes that placement via spot permits a "lower program cost," "greater commercial flexibility," offers many opportunities for "comprehensive merchandising and promotion," gives advertisers good time periods and yields a bigger return to the station (approximately 75% of the advertiser's investment in the case of spot, against 30% to 33% in the case of network shows).

The study cites statistics to show that "spot film programs come up with consistently large audiences." It calls attention to a survey made for the Katz firm by Trendex, showing that almost 85% of the viewers questioned either misclassified non-network film shown as network programs or couldn't tell one from the other.

Another Trendex study for Katz, the booklet continues, showed that 65% of grocery wholesalers questioned said they would prefer a grocery manufacturer to put a proportionate share of his tv budget into local tv advertising, as against 20% favoring a network buy. Among drug wholesalers, the division was 44% for local (spot) against 35% for network. In both groups, the others either had no opinion or wanted both network and local (spot).

Nighttime Spot Best Buy In Radio Advertising—PGW

IN the midst of renewed interest of national advertisers in nighttime radio, Peters, Griffin, Woodward Inc., station representative firm, last week released a summary on "Nighttime . . . One of the Best Advertising Buys in Radio."

PGW says that at the same cost, more people can be reached with nighttime spot (6-10 p.m.) than with early morning spot (6:30-9 a.m.) in radio. Specifically, the station representative notes that 9.6% more radio families can be reached at the same cost between 6 and 10 p.m. than between 6:30 and 9 in the morning; that audience composition is substantially the same during these periods and that while "popular early morning hours are a good advertising buy . . . so is nighttime."

The presentation points out that in the early morning, 786,611 radio families in and out of the home can be reached for a cost of $628.74 or as translated in cost-per-thousand—80 cents. In the nighttime four-hour period, 650,511 radio families can be reached at a $475. 71 cost, or 73 cents-cost-per-thousand.

This latest PGW report on nighttime amplifies a statement made in mid-June by Robert H. Teter, PGW vice president, that studies conducted by his firm show that, dollar for dollar, nighttime is already "prime time" in terms of audience opportunity for radio advertisers. That statement was seen also as an answer to attempts to get radio stations to substantially cut their nighttime rates [B•T, June 17].

Hildreth May Run for Senate

HORACE A. HILDRETH, Maine broadcaster who recently resigned as U. S. Ambassador to Pakistan [B•T, April 15], told President Eisenhower last week that he may run in Maine for Republican nomination to the U. S. Senate. The former governor of Maine had gone to the White House to make his final report on Pakistan. He has interests in WABI-AM-TV Bangor, WMTW (TV) Poland Spring, WPOR Portland and WTVL Waterville, all in Maine.

ALL-AMERICAN VOICE
RADIO WSRS
GREATER CLEVELAND'S NUMBER 1 STATION
SRS "Radio-Active" MBS



A CROWD gathers around the KTOK Oklahoma City booth, at the Oklahoma Semicentennial Exposition, during the closing hours of a recordbreaking radio marathon which saw Don Howard of KTOK, seated at right in booth, and Ray Starr, of WJAN Spartanburg, S. C., seated at left, go 168 hours 33½ minutes without sleep as they broadcast over KTOK. The marathon ended June 22 by mutual agreement between the two men, each of whom had been trying to outlast the others. The record previously was held by Mr. Starr.

Atlass Said to Be Out of Danger

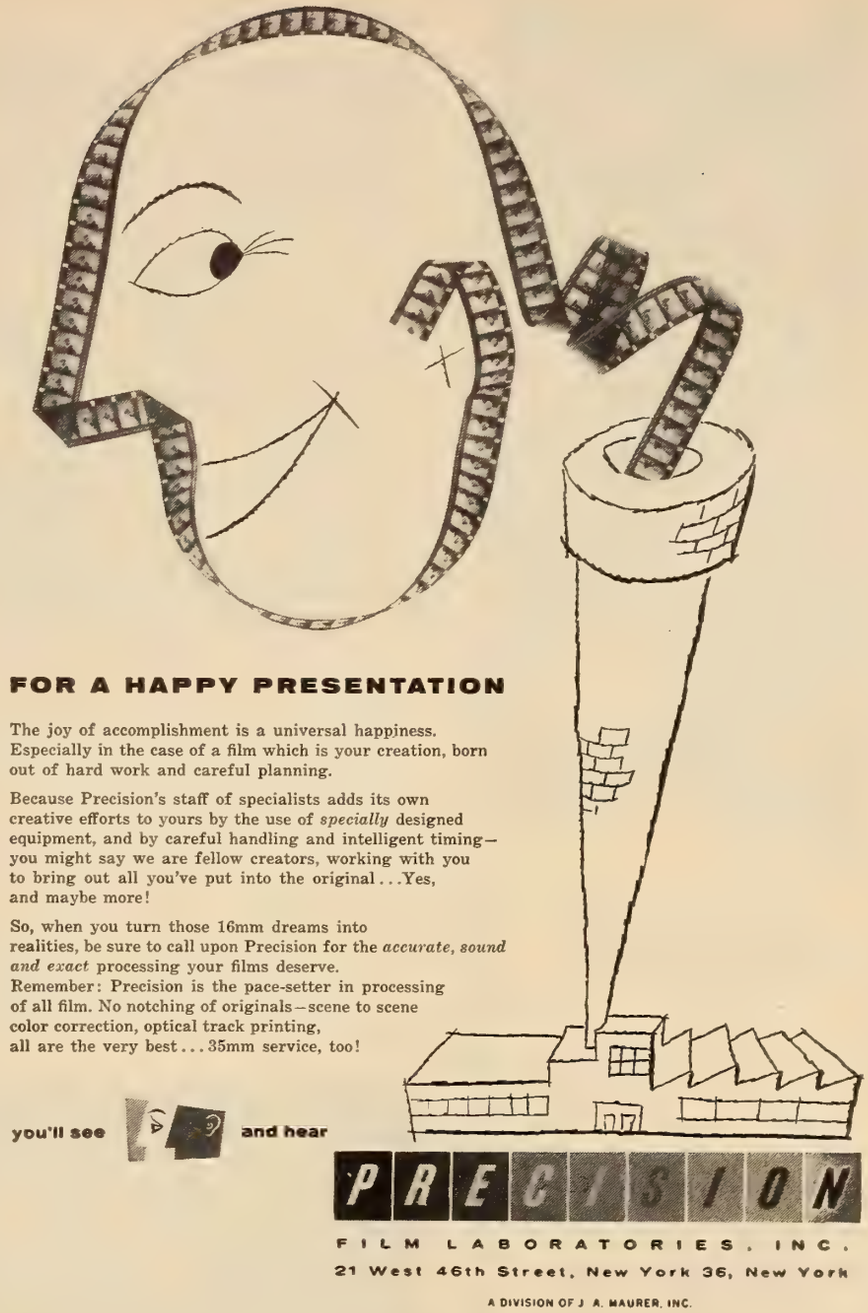
THE condition of H. Leslie Atlass, CBS vice president in charge of the Central Div. and general manager of WBBM-AM-TV Chicago, was reported "good" Thursday, nearly two weeks after he was confined to Henrotin Hospital. He is progressing satisfactorily after having been stricken with pneumonia and pleurisy June 14. Mr. Atlass was reported out of danger after the use of an oxygen tent and intravenous feeding for some days.

McGuirk's Wrestlers on KTVX (TV)

TOP wrestling talent will be provided KTVX (TV) Muskogee-Tulsa, Okla., by LeRoy McGuirk, vice president of the National Wrestling Alliance (wrestling's governing body in 47 states, Hawaii, Cuba, Mexico and Canada) according to a 52-week contract signed last week with station officials. The wrestlers will appear on "Live" *Championship Wrestling*, an hour-long program which will make its debut 9:30 p.m. June 29 on KTVX.

WFIE (TV) to Ch. 14 July 2

WFIE (TV) Evansville, Ind., will move from ch. 62 to ch. 14 on July 2. The station's engineers are planning to sign off at 11 p.m. July 1 and return July 3 with the new channel facilities. These facilities not only will include "highly improved picture reception," writes WFIE Promotion Manager Ed Yalowitz, but also 200,000 kw power, 22.5% coverage increase, an 18-foot antenna height increase and a market with $913,806,000 spendable income.



Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE *L.B. Wilson* STATION

On the Air everywhere 24 hours a day—seven days a week



CONFIDENCE...

There are all kinds, but if you're scrapping for sales in the rough Southern California market, here's a soothing word...

Since 1951, more national advertisers have chosen KTTV than any other television station in Los Angeles.*

That's a strong statement ...even stronger when you consider that KTTV is an independent. **Advertisers can't buy KTTV by accident.**

Talk to your Blair man.

He can show you why KTTV has earned that **confidence.**

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

* RORABAUGH & BROADCAST ADVERTISER REPORTS

DATELINES

Newsworthy News Coverage by Radio and Tv

PITTSBURGH—KDKA-AM-TV Pittsburgh flew two news crews to Steubenville, Ohio, Wednesday to cover a mine cave-in story. Charles Boyle, cameraman, left first in a helicopter and was followed by Bill Burns, news editor, and his assistant, Al Primo. Film was flown back several times during the day. Mr. Burns announced the successful rescue of the miners as he started his 11 p.m. report, supported by on-the-scene film. Several feeds were given NBC-TV.

HAYS—Heavy rains in this Kansas area prompted the management of KAYS Hays to call in off-duty staffers for all-night duty. This judgment was confirmed as the rains brought on a flash flood, cutting off communications with nearby Ellis, Kan. The KAYS mobile unit traveled back roads to Ellis and quickly became a community voice, broadcasting messages about stranded residents and pleas for drinking water and supplies and for equipment and labor. Another unit remained in Hays, reporting the tense hometown situation.

When a dike in Hays collapsed, the KAYS unit broadcast official evacuation warnings to those in the path of onrushing waters. Another station unit was set up in the City Hall to get out announcements from disaster headquarters. The station also had a reporter surveying the situation from a Civil Air Patrol plane. By telephone KAYS talked to farmers in the flood path, getting direct reports as water lapped at doorsteps. The mobile service lasted 41 hours on KAYS until the emergency was over.

JUNEAU—Inauguration of Mike Stepovich as governor of this last frontier presented a challenge, which covering tv newsmen met in true pioneer tradition. Since there were no remote facilities in Juneau, visual reportage had to be on film. Dispatching film to northern cities, two time zones away, was another problem.

KINY-TV Juneau, covering for itself, for KTVA (TV) Anchorage and KTVF (TV) Fairbanks, had three films of the ceremony made and put two undeveloped reels on commercial airlines bound for Fairbanks and Anchorage, each about 600 miles away. In Anchorage KTVA printed positives and ran the film of the morning ceremony at 6:30 p.m. that evening. In Fairbanks, KTVF had time only to make a negative print, reversing it electronically as it was telecast on an evening movie show.

The triple film job had KINY-TV staffers working on a tight schedule. Richard Peter, KINY-AM-TV news editor, had his hands full announcing the inauguration on a pooled radio pickup for Alaska's dozen radio stations, but managed to film the actual ceremony while he was off microphone. Film for the other two stations was shot by Mike Patterson, Juneau high school



EXECUTIVES of WSTV Inc. (Friendly Group stations), meeting June 15-16 in Steubenville, Ohio, were told the group's tv station now under construction at Clarksburg, W. Va., will be a primary NBC-TV affiliate and will begin telecasting the first day of the World Series. At the meeting (l to r): Harry Burke, vice president, general manager of KODE-AM-TV Joplin, Mo.; Joseph M. Troesch, vice president, assistant general manager of WSTV-AM-FM-TV Steubenville; George Clinton, vice president, general manager of WBLK Clarksburg and WPAR Parkersburg, W. Va.; Louis Berkman, vice president, WSTV Inc.; Jack N. Berkman, president, WSTV Inc.; John J. Laux, executive vice president, WSTV Inc.; Don Ioset, vice president, general manager of WPIT Pittsburgh, and Fred Weber, vice president, WSTV Inc.

student who works evenings as a tv cameraman.

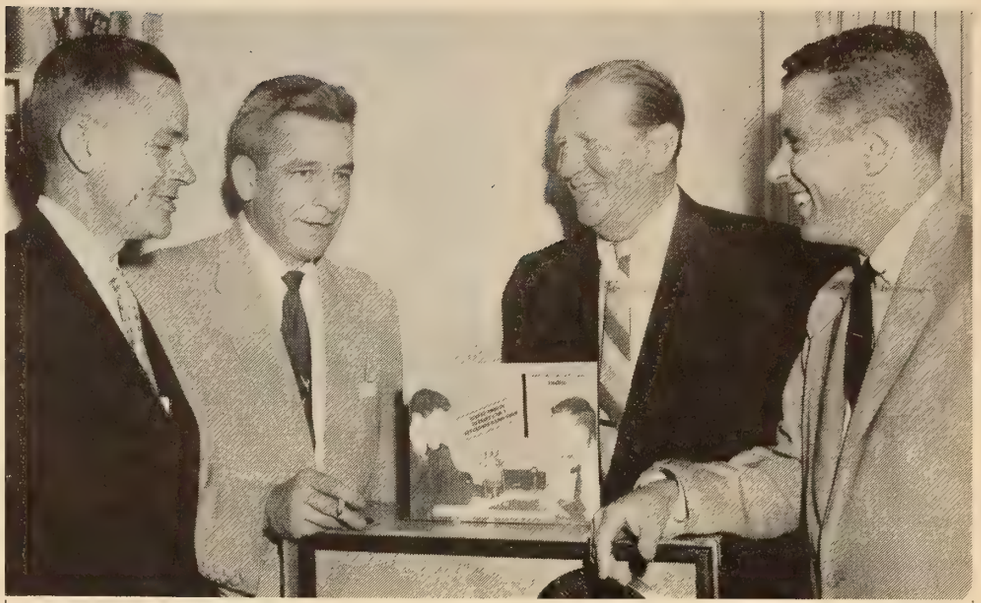
KENI-TV Anchorage the next day featured a 15-minute film shot at the ceremonies by Don Bullock, news editor of KFAR-AM-TV Fairbanks.

ST. LOUIS—The emergency beeper-phone service of KXOK ST. Louis during the June 14 tornado stretched to the East Coast and as far south of the storm area as El Paso, Tex. Within minutes of the arrival of high winds in Springfield, Ill., KXOK was getting a direct report from WMAY there. From then on, telephoned reports were broadcast from points around the compass.

ALBANY—An elaborate stringer system helped WPTR Albany to what it claims as a scoop over all radio-tv stations and newspapers in the New York tri-city area (Albany-Schenectady-Troy) in its coverage of a big suburban fire, which destroyed a public market and took a heavy casualty toll. Soon after the flames appeared, a stringer at Menands, N. Y., phoned the station for an immediate broadcast report. In 10 minutes a WPTR mobile unit was at the scene, and two more arrived before a half-hour was up. For two and a half hours WPTR broadcast a continuous report on the disaster. The stringer service augmenting the day-and-night patrol maintained by the WPTR mobile service, reaches around the world, numbering 152 in all, including 96 high school editors.

LOS ANGELES—The engineers of KTTV (TV) had a job for themselves last fortnight when the station presented a televised hole-by-hole coverage of a championship golf match at Lakeside Country Club. KTTV's mobile unit picked up the two finalists in the Southern California Golf Assn.'s 58th annual tournament at the 8th tee and followed every move to the 18th green. This unusual feat was accomplished with a triple hop. The camera and transmitter atop the mobile unit (powered only by a generator) beamed a picture and audio from the course to a mountain behind Lakeside, to another unit at the clubhouse, and thence to Mt. Wilson.

FARGO—A first-hand account of a tornado that struck Fargo, N. D., June 20, carried by KSTP-AM-TV Minneapolis-St. Paul after a caller, formerly in tv himself, phoned in the tip to the stations. James C. Danielson of Minneapolis, once associated with WMAL-TV Washington and KOA Denver, saw the twister approaching from atop a hotel in Moorhead, Minn., and called KSTP, describing physical characteristics of the funnel. Within minutes, KSTP radio interrupted its programming to rebroadcast the account. The tape recording also was used on KSTP-TV newscasts and NBC news shows.



HAL NEAL (r), manager of WXYZ Detroit, and New York advertising executives gather around to hear the hi-fi sound of WXYZ personality Ed MacKenzie during his stint as guest-announcer on *Make Believe Ballroom*, WABC New York, the week of June 24. Among the group Mr. Neal entertained were (l to r) Tucker Scott, John Blair & Co., WXYZ national representatives; Roger M. Greene, vice president and advertising director of Philip Morris Inc., and John Blair, president of the representative firm.

Vanda Heads WCAU-TV Unit To Produce Commercial Films

NEW division for creation and production of commercial tv films has been started by WCAU-TV Philadelphia and is headed by Charles Vanda, tv vice president. The unit will cast, set, film, and record all films and preview them over closed circuit in black-and-white and color, effecting savings to agencies and clients, Mr. Vanda said.

Named to assist Mr. Vanda in the operation are Jerome B. Samuelsohn, WCAU-TV producer-director, and John J. Burke, veteran cinematographer. George G. Steele Jr. of the WCAU-TV sales staff is sales representative.

All new equipment has been acquired for the film division.

RATE CARD

AMERICAN FOLK MUSIC*

MONTHLY FEES

1 yr. contract	2 yr. contract	3 yr. contract
$20.00	$18.50	$16.50

* *one of the 9 sections available from*

The SESAC Transcribed Library

THE AMERICAN FOLK SECTION CONTAINS:

- 887 of the best country and western, barbershop, folk square dance and traditional selections.
- Complete program notes for each selection.
- Imaginative attention-holding scripts.
- Outstanding artists on top quality discs.

For complete information, write—

SESAC INC.

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

Radio-Tv Commercial Awards Announced at AAW Hawaii Meet

RADIO and television awards of the Advertising Assn. of the West, in cooperation with western radio stations and the Southern California Broadcasters Assn., were announced last week at the 54th annual AAW convention at Honolulu.

Bunge Service, Tacoma, Wash., won the Perpetual Trophy donated by Vancouver Advertising & Sales Bureau, B. C., for the best overall radio job in all classifications. The Bunge entry was a fuel oil spot used on KMO Tacoma. J. Archie Morton of KMO was the individual named in the citation. There were 71 radio entries.

An entry on behalf of the Kroger Co., Cincinnati, took the tv Sweepstakes Award donated by the Hollywood Advertising Club for best overall entry among 127 tv contestants. The Kroger commercial was placed by Campbell-Mithun Inc., Minneapolis-Hollywood, and produced by Animation Inc., Hollywood.

Other radio winners:

COMMERIAL PROGRAMS

Cities over 100,000 or more, or networks: Advertiser: Disneyland Hotel, Anaheim, Calif.; station: KBIG Hollywood; agency: The Edwards Agency, Los Angeles.

Cities of less than 100,000: Advertiser: Salada Tea; station: CHUB Nanaimo, B. C.; individual: C. J. (Chuck) Rudd, CHUB.

COMMERCIAL SPOT ANNOUNCEMENTS

Cities of 100,000 and over, or on networks: Advertiser: Bunge Service; station: KMO; individual: Mr. Morton, KMO.

Honorable Mentions — Advertiser: Anheuser-Busch, Inc.; station: KMPC Los Angeles; agency: D'Arcy Brophy Advertising Co., Los Angeles. Advertiser: Bank of America; station: KMPC Los Angeles; agency: Johnson & Lewis, Los Angeles; producer: Song Ad Productions, Hollywood.

Cities of less than 100,000: Advertiser: Idaho Savings & Loan Assn., Boise; station: KBOI Boise; individual: Hal Knutson, KBOI.



AN illuminated scroll is presented to Joseph E. Baudino (l), of the Westinghouse Broadcasting Co., Washington, D. C., by incoming Radio Advertising Bureau Board Chairman Kenyon Brown, KWFT Wichita Falls, Tex., in appreciation of Mr. Baudino's services to RAB and to the radio industry during his two terms of office as board chairman of RAB.

Other tv winners:

LOCAL ADVERTISERS—FILM COMMERCIALS

First Award—Advertiser: Frank Taylor Ford, Los Angeles; producer: Playhouse Pictures, Hollywood. Honorable Mention—Advertiser: Sparkletts Drinking Water Corp., Los Angeles; agency: The McCarty Co., Los Angeles; producer: Harris-Tuchman Productions, Hollywood.

REGIONAL ADVERTISERS—FILM COMMERCIALS

First Award—Advertiser: Pacific Gas & Electric Co., San Francisco; agency: Batten, Barton, Durstine & Osborn, San Francisco; producer: Gross-Krasne, Inc., Hollywood. Honorable Mention—Advertiser: General Telephone Co., New York; agency: H. B. Humphrey, Alley & Richards, New York; producer: Animation, Inc., Hollywood. Advertiser: Wilco Company, Los Angeles; agency: Elwood Robinson Advertising, Los Angeles; producer: Five Star Productions, Hollywood. Advertiser: Standard Oil Co. of California, San Francisco; agency: BBDO, San Francisco; producer: Motion Picture Service Co., San Francisco. Advertiser: Regal Brewing Co., San Francisco; agency: Guild, Bascom & Bonfigli, Hollywood; producer: Telepix Corp., Hollywood. Advertiser: Lincoln 1st Federal Savings & Loan Assn., Spokane, Wash.; agency: Devine & Brassard, Spokane; producer: Song Ad Film-Radio Prod., Hollywood.

NATIONAL ADVERTISERS—FILM COMMERCIALS

First Award—Advertiser: H. J. Heinz Co., Pittsburgh; agency: Maxon, Inc., Detroit; producer: Animation, Inc., Hollywood. Honorable Mentions—Advertiser: Toni, Inc., Chicago; agency: North Advertising, Inc., Chicago; producer: Volcano Enterprises, Inc., Hollywood. Advertiser: General Foods, New York; agency: Young & Rubicam, New York; producer: Playhouse Pictures, Hollywood. Advertiser: Mattel Inc., Los Angeles; agency: Carson/Roberts Inc., Los Angeles; producer: Telepix, Hollywood. Advertiser: Kimberly-Clark Corp., Neenah, Wis.; agency: Foote, Cone & Belding, Los Angeles; producer: Cascade Pictures of California, Los Angeles. Advertiser: Sunkist Growers Inc., Los Angeles; agency: Foote, Cone & Belding, Los Angeles; producer: Cascade Pictures of California, Los Angeles.

GENERAL—LIVE OR KINE

First Award—Advertiser: LFD Chevrolet Assocs., Inc., Los Angeles; agency: Eisaman-Johns Advertising, Los Angeles; producer: Eisaman-Johns.

COLOR

First Award—Advertiser: S. C. Johnson & Sons, Inc.; agency: Needham, Louis & Brorby Inc., Chicago; producer: Animation, Inc., Hollywood.

Agency Internship Awarded

L. W. RAMSEY ADVERTISING, Davenport, Iowa, and the faculty of the School of Journalism of the State U. of Iowa, have announced the unanimous selection of John R. Ruddy of Emmetsburg, Iowa, as first recipient of the annual Ramsey Advertising Agency Internship. The internship includes summer experience with Ramsey.

AWARD SHORTS

Meade Brunet, vice president-managing director, RCA International Div., awarded Brazilian Government's "highest civilian honor," Officer Cruzeiro Do Sul (Southern Cross), for ". . . important contribution to the mutual understanding of our two countries."

Ken Ferguson, general manager, KBRZ Freeport, Texas, received certificate of appreciation from mayors of three Texas cities for his reporting of location and extent of water and spotting danger areas during floods of Brazos River.

James C. Hanrahan, general manager, WEWS (TV) Cleveland, Ohio, received citation from Catholic Charities for station's decade of service.

Jim Kilian, program manager, WAAM (TV) Baltimore, received award Inter-Faith Award in names of Boumi Temple, Knights of Columbus and B'Nai B'Rith "In appreciation of his devoted service to the cause of Inter-Faith and Brotherhood, and his participation in the program *To Promote Good Will,* presented as a public service by WAAM, in cooperation with American Legion, Dept. of Maryland."

Perry Wolff, producer of CBS documentary tv series *Air Power,* awarded Air Force's Exceptional Service Award for "a penetrating analysis of the growth of air power during the last fifty years."

Roger Allan, news director, WCOP Boston, awarded citation from Francis X. Cotter, Boston fire commissioner, for station's ". . . outstanding support of the fire prevention program."

John E. Murphy, news director, WCKY Cincinnati, named "Man of The Year" by Kentucky Outdoors Writers Assn., and "The Kentucky Sportsman of The Year" by League of Kentucky Sportsmen.

Johnny Grant, disc jockey, KMPC Los Angeles, honored by L. A. County Council of American Legion with certificates of recognition "for the outstanding job he has done at home and abroad in entertaining servicemen and for his conscientious recognition of the obligations to his profession, the radio industry."



Represented Nationally by
Paul H. Raymer Co., Inc.



PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Charlotte Smith, formerly account executive-media specialist, Honig-Cooper, Seattle, opens her own agency, Charlotte Smith Adv., at 514 Medical Arts Bldg., Seattle 1. Telephone: Mutual 1445.



◄ **George J. Cobak,** Jessop Adv. Co., Akron, Ohio, named president-general manager and has bought controlling stock and all agency assets.



◄ **Edgar J. Donaldson,** director of radio and tv, Ketchum, MacLeod & Grove, Pittsburgh, elected vice president.



◄ **Tom Debow,** director of advertising and news of Cities Service Co., elected vice president and member of board of directors, Cities Service Petroleum, Inc.



◄ **Charles T. Rabkin,** assistant vice president for merchandising-new product development, Revlon Inc., named account group supervisor and member of plans board for Emil Mogul Co., N. Y., one of Revlon's agencies. Mr. Rabkin will be assigned to Park & Tilford and Tintex, P&T division, accounts.



◄ **William A. Hammond,** media director, Grant Adv., N. Y., to Plymouth Div. of Chrysler Corp., same city, as advertising manager. Mr. Hammond's background in automotive advertising includes four years with Lincoln-Mercury in dealer advertising and six years in media work with Brooke, Smith, French and Dorrance Inc.

S. E. (Doc) Frohock, marketing specialist with BBDO, N. Y., four years, to Kenyon & Eckhardt, same city, as merchandising executive in promotion department.



◄ **Charles Hull Wolfe,** formerly copy chief, McCann-Erickson, N. Y., to Griswold-Eshleman Co., Cleveland, Ohio. He will report directly to president of firm.

Philip A. Young, with copy staff of McCann-Erickson, N. Y., appointed copy director of tv-radio department of Campbell-Ewald, same city, succeeding **Frank Hopkins,** resigned.

Richard Fishel rejoins Geare-Marston division of Ruthrauff & Ryan, Philadelphia, as sales promotion director. He was formerly copy supervisor of RCA Victor Radio and "Victrola" sales promotion division in Philadelphia office of Kenyon & Eckhardt. Before that he was member of sales promotion department of Geare-Marston.

James C. Kissman, production assistant, BBDO, L. A., to Advertising Agencies Inc., Studio City, Calif., as production director.

Harold M. Taylor, art director at Benton & Bowles, N. Y., and formerly with William Esty Co. and Grey Adv., joins Geyer Adv. as art director. He will head art group on the Boyle-Midway (Div. of American Home Products Corp.) account.

Horace Judson, formerly head of his own industrial agency, to copy staff of Hicks & Greist, N. Y.

FILM

Larry P. Mominee, vice president and general manager of Atlas Film Corp., Oak Park and Chicago, Ill., elected president.

Leon S. Rhodes, production manager of Loucks & Norling Studios Inc., industrial and special effects division of Robert Lawrence Productions Ltd., N. Y., promoted to vice president.

Rene Anselmo, who was named Mexico and Central American sales representative for ABC Film Syndication two weeks ago [B•T, June 24], will continue his association with Fremantle Overseas Radio & Television in Mexico and Latin America. Mr. Anselmo has served Fremantle for past four years.

Antony Ellis named script editor of Walden Productions, Hollywood, for *Court of Last Resort,* upcoming NBC-TV series. With writing credits for *Climax, Zane Grey Theatre, Silent Service* and *Boots and Saddles,* Mr. Ellis will write as well as edit scripts for new series.

NETWORKS

Dorothy Brown, editor-in-chief of continuity acceptance, named director of ABC Western Div. and **Marjorie McHardy** promoted to radio continuity acceptance, Hollywood. **Thomas Kersey** becomes manager of tv continuity acceptance, Hollywood.

Daytime—
KGVO
5,000 watts—CBS
Either Radio or TV, when you think of Montana Think of Mosby, Inc. at Missoula, Mont.
Nighttime—
K•MSO-TV
CBS
191,000 watts—NBC
ABC

On an average 100 mile trip a truck driver bounces up a vertical distance of 1458 ft.*

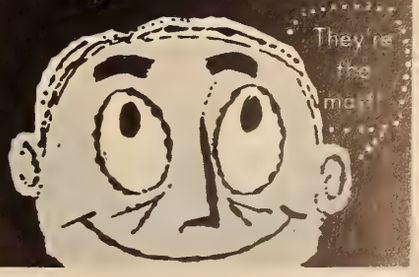
The last 7 ft. would enable him to look down on our new 1,450-ft.-above-average-terrain tower.

**Neither ARB, Nielsen, nor Pulse. We read it somewhere.*

WMT-TV
CBS Television for Eastern Iowa
Mail Address: *Cedar Rapids*
National Reps: *The Katz Agency*

Keep your eye on these Plough, Inc. stations:

Radio Baltimore
WCAO
Radio Boston
WCOP
Radio Chicago
WJJD
Radio Memphis
WMPS



The Crest of Good Living in
New York City
HOTEL New Yorker
34th Street at 8th Avenue

Manhattan's largest and most conveniently located hotel. 2500 outside rooms, all with bath and free radio, television in many. Direct tunnel connection to Pennsylvania Station. All transportation facilities at door. Three air-conditioned restaurants
LAMP POST CORNER . . . COFFEE HOUSE . . . GOLDEN THREAD CAFE

Singles from $7 | Doubles from $11 | Suites from $23

JOSEPH MASSAGLIA, JR., President
CHARLES W. COLE, Gen. Mgr.

Other MASSAGLIA HOTELS
- SANTA MONICA, CALIF. Hotel Miramar
- SAN JOSE, CALIF. Hotel Sainte Claire
- LONG BEACH, CALIF. Hotel Wilton
- GALLUP, N.M. Hotel El Rancho
- ALBUQUERQUE, Hotel Franciscan
- DENVER, COLO. Hotel Park Lane
- WASHINGTON, D.C. Hotel Raleigh
- HARTFORD, CONN. Hotel Bond
- PITTSBURGH, PA. Hotel Sherwyn
- CINCINNATI, O. Hotel Sinton
- NEW YORK CITY Hotel New Yorker
- HONOLULU Hotel Waikiki Biltmore

World-famed hotels
Teletype service—Family Plan

BMI

"Meet the Artist"

BMI's series of program continuities, entitled "Meet the Artist," emphasizes the human side of our great music performers.

"Meet the Artist" comes to you as a 15-minute—three-per-week series of scripts highlighting behind the scenes glimpses into the music business . . . the stories of America's favorite musical personalities and their song hits. The material is factual, up-to-the-minute and presented in an easy, informal style. Disc jockeys will enjoy using it—listeners will appreciate hearing it.

"Meet the Artist" fills a special need in areas where such data is not easily available . . . highly commercial.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

PEOPLE CONTINUED



◄ **William C. Gillogly,** eastern sales manager for ABC Television Network, named sales director of ABC-TV Central Div.

Briggs Baugh, regional manager for American Broadcasting Network station relations, father of girl, Elizabeth Revere, June 15.

STATIONS

Alfred E. Mayer, formerly national sales manager of Laird Group stations (WDUZ Green Bay and WDUX Waupaca, both Wis.), elected vice president of Laird Broadcasting Co.



◄ **Ralph W. Beaudin,** KOWH Omaha, to WBNY Buffalo, N. Y., as station manager.



◄ **Byron E. Anderson,** national radio sales manager, KTSP Minneapolis-St. Paul, named sales manager with responsibility for national and local sales. He joined KTSP in 1953 as account executive and became assistant radio sales manager following year. He became national radio sales manager last December.



◄ **J. Robert Reisinger** named tv sales manager of Crosley Broadcasting Co.'s Chicago division, succeeding **Robert Lamb,** to WLWI (TV) Indianapolis as sales manager. Mr. Reisinger was tv spot sales account executive with CBS Chicago before joining Crosley in 1956.



◄ **William Sanford** takes over Mr. Lamb's agency and territory assignments. Mr. Sanford formerly was tv account executive with Young Television Corp. Other Crosley stations include WLW Cincinnati, WLWT (TV) Cincinnati, WLWD (TV) Dayton, Ohio, WLWC (TV) Columbus, Ohio, and WLWA (TV) Atlanta.



◄ **Richard H. Schutte,** CBS Radio Spot Sales, S. F., account executive, to KCBS San Francisco as sales manager.

Walter Reese, production director, WDMJ-TV Marquette, Mich., to WEHT-TV Evansville, Ind., as sales service manager.

Thomas F. Carroll, WORL Boston, to WERS-FM Somerville, Mass. (educational station), as program director.



◄ **James P. Boysen,** WLOL Minneapolis - St. Paul, named program director. He was associated with WTCN Minneapolis as announcer and program director for 11 years and worked with ABC Hollywood for two years as producer and special events editor.



◄ **A. H. Chris Christensen,** KGW-TV Portland, rejoins KEX Portland as advertising - sales promotion manager. He also will act in national sales service capacity.

"Little Jody" Rainwater, country and western music personality, named farm director of WSVS-AM-FM Crewe, Va.

Frank Effron, art director, KOTV (TV) Tulsa, promoted to production supervisor.



◄ **Robert J. Dean,** formerly general sales manager, WFIE-TV Evansville, Ind., to WBNS-TV Columbus, Ohio, as account executive. He also was with KMJ-TV Fresno as sales representative and WNBF-AM-TV Binghamton, N. Y., as national sales account representative.



◄ **Walter Rebmann Jr.,** account executive for KUTV (TV) Salt Lake City, to KVOO-TV Tulsa in similar capacity. **Curtis Eads** joins KVOO-TV as staff artist.

Mann Reed, production manager, KBTV (TV) Denver, named program manager, and **Russ Kundert** succeeds him as production manager. **Jim Butts** returns to KBTV as chief engineer succeeding **Nelson Alquist.**

Leroy E. Kilpatrick, vice president in charge of engineering, WSAZ-TV Huntington, W. Va., named operations manager. **C. Thomas Garten,** formerly assistant general manager and commercial manager of WSAZ, named commercial manager for WSAZ-TV.

Shirley Beck, sales service secretary of KFWB Los Angeles, promoted to traffic manager.

Joe Zimmermann appointed to newly-created post of director of station promotion for Triangle stations (WFIL-AM-FM-TV Philadelphia; WNBF-AM-FM-TV Binghamton, N. Y.; WFBG-AM-TV Altoona-Johnstown, Pa.; WNHC-AM-FM-TV New Haven-Hartford, Conn., and WLBR-TV Lebanon-Lancaster, Pa. Triangle also owns 50%

HOOPER — PULSE — NIELSEN
KOSI
DENVER
NUMBER ONE RADIO BUY
SAN FRANCISCO
KOBY
KOSI See Forjoe
KOBY See Petry



NEW OFFICERS of Florida Assn. of Broadcasters were greeted by Mary Jane Morris, FCC secretary, at recent meeting. Left to right: Charles Fernandez, WKXY Sarasota, FAB secretary-treasurer; James L. Howe, WIRA Fort Pierce, new president; Larry Rollins, WSIR Winter Haven, second vice president; Miss Morris; Lee Ruwitch, WTVJ (TV) Miami, first vice president; Dennison Parker, WTAN Clearwater, retiring president.

of WHGB Harrisburg, Pa.).

Alvin H. Barnard named director of engineering for KVAL-TV Eugene and KPIC Roseburg, both Ore. **Theodore Marchner** named assistant director of engineering for KVAL-TV and KPIC, and **William R. Riley** appointed chief engineer for KVAL-TV.

Donald A. Getz assigned to special service projects for radio sales at WGN Chicago, serving as liaison between Chicago headquarters and New York sales solicitation offices and various offices of Edward Petry & Co., representing station in other cities.

Russel Kemmeter, former industrial plastic salesman at U. S. Rubber Co., to sales staff of WTMJ-TV Milwaukee.

Bruce Wendell named chief announcer of KCBH-FM Beverly Hills.

Jack Mabley, *Chicago Daily News* columnist, signed by WBKB (TV) Chicago, for new community opinion commentary series starting July 1, Mon.-Fri., 3:45-4 p.m.

Larry Monroe, program director of WNOE New Orleans and formerly disc jockey with KLIF Dallas, returns to KLIF as d. j.

Patrick E. Rheaume, sales manager, WWNY Watertown, N. Y., to WCHN Norwich, N. Y.

Thomas Y. Gorman, general manager of WEEI Boston, father of boy, Thomas Yule Jr., June 24.

Jim Keen, account executive, WFIE-TV Evansville, Ind., father of boy, David James, June 4.

Don Edlund, announcer, KTNT-TV Seattle-Tacoma, father of girl, Trina.

Patricia Scott, songstress on WBBM-TV Chicago's *In Town Tonight,* and **Mike Nichols,** actor and former radio announcer, announced their marriage June 8.



◄ **Laurence N. Baird,** 65, commercial manager of WWL New Orleans for 15 years, died June 25, after extended illness. He had been in advertising business since 1920. He started as display advertising salesman for *The Times-Picayune,* then went to *New Orleans States.* He later moved to Chicago to become advertising manager of Haines Publications, and also served as publishers representative of William R. Stewart Co., Chicago, returning to New Orleans in 1938 to join WWL sales staff.

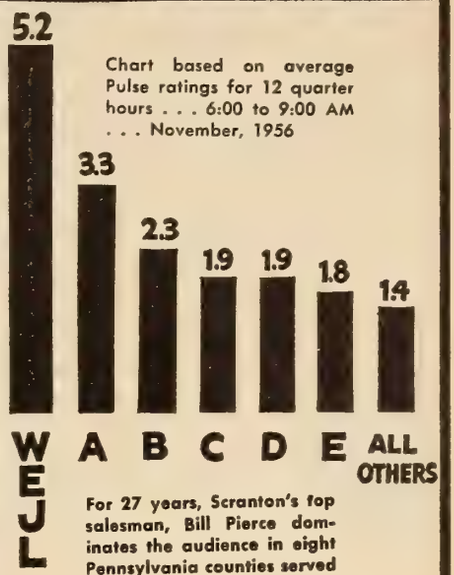
REPRESENTATIVES



◄ **Lon King,** assistant vice president of Peters, Griffin, Woodward Inc., named director of PGW's tv sales promotion and research departments. Mr. King's appointment, according to firm, is in line with increased services to station clients, advertisers and agencies. He has been with PGW since 1951, joining firm from NBC and serving successively as account executive in S. F., Detroit and N. Y., becoming assistant vice president in January 1956.

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For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

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WEJL
The Scranton Times
SCRANTON,.....PENNA.



ABC AFFILIATE CHANNEL 2
Peters, Griffin, Woodward, Inc.
REPRESENTATIVES

George C. Bingham, account executive in N. Y. office of Walker Representation Co., radio-tv station representative, promoted to manager of Walker's Boston office.

Joseph K. Marshall, veteran radio salesman, appointed account executive with CBS Radio Spot Sales, S. F.

J. W. (Bill) Johnson, sales manager, DuPont Food division for 11 western states, to L. A. sales staff of Harlan G. Oakes & Assoc., effective July 1.

Roland McClure, manager, CBS Radio Spot Sales, Hollywood, father of boy, Gregory Stuart, June 19.

TRADE ASSNS.



◄ **Marie H. Houlahan,** director of publicity and public relations for WEEI Boston, elected president of Publicity Club of Boston. She also was elected one of two women directors of Advertising Club of Boston.

Milton E. Mitler, president-general manager, WADK Newport, R. I., elected president of Rhode Island Broadcasters Assn.

Robert F. Nims, vice president and general manager of WCAT Athol, Mass., and WMOO Milford, Mass., appointed sales representative to membership department of Radio Adv. Bureau.

Advertisement

WCOV-TV Manager Applauds CCA Sales

Montgomery, Ala. — Hugh M. Smith, General Manager of WCOV-TV (Channel 20), writes, "I am very pleased to be able to tell you that our C.C.A. sales campaign was outstandingly successful.



Hugh M. Smith

Correspondence received by John C. Gilmore, Executive Vice President of Community Club Awards, from Smith states, "We were able to sign over $26,000 in gross business selling daytime only announcements.

"We are in the third week of the campaign and feel that it will be one of the most successful promotions we have ever used."

COMMUNITY CLUB AWARDS
Box 11296
NORFOLK, VA.
Phone: MA 2-4842



◄ **Douglas A. Anello** joins NARTB headquarters staff in Washington as chief attorney [B•T, June 24], succeeding **Robert L. Heald,** who has joined Washington law firm of Spearman & Roberson.



◄ **Gordon L. Ward,** formerly of KYW Cleveland, joins NARTB station relations department as field representative [B•T, June 24]. He will start indoctrination tour this week in mid-Atlantic states with **Al King,** NARTB field unit.

MANUFACTURING

Fred M. Farwell, executive vice president of International Telephone and Telegraph Corp., N. Y., elected director.

Alexander Fraser, formerly president-chairman of executive committee, Shell Oil Co., elected director of American Cable & Radio Corp., N. Y.

Randolph C. Wood, vice president of Paramount Pictures Corp. and president of Paramount's wholly owned Dot Records, elected president of Chromatic Television Labs, another Paramount subsidiary.

Bernard E. Narin, formerly treasurer and operating manager of Raymond Rosen & Co., named treasurer of Jerrold Electronics Corp., Philadelphia.



◄ **Herbert E. Taylor Jr.,** commercial sales manager, Federal Telephone & Radio Co., Clifton, N. J., named marketing manager for industrial products with Philco Corp.'s government and industrial division.

Morton G. Scheraga, instrument sales manager, Allen B. DuMont Labs, Clifton, N. Y., named instrument product manager, succeeding **E. G. Nichols,** resigned.



◄ **Paul Gregg,** chief engineer, KWBR Oakland, Calif., to Gates Radio Co. as sales engineer. He will cover northern California, western Oregon and most of Nevada, operating out of Gates' L. A. office.

PROGRAM SERVICES

Michael Eisenmenger, director of NBC Central Div. recording sales, to Agency Recording Studios, Chicago, as vice president in charge of sales.

Frank A. Cowan, 59, assistant director of operations, AT&T Long Lines Dept., died June 21 at Lenox Hill Hospital, N. Y., following a short illness. AT&T credited Mr. Cowan with many developments in long-distance transmission and other fields.

PROFESSIONAL SERVICES

Aileen Sheahan named media director of Gil Coleman & Assoc., S. F., public relations firm.

Norman F. Flynn, sales manager, WENE Binghamton-Endicott, N. Y., to Frank Cooper Assoc. (agent for writers, talent and producers in radio and tv), N. Y., sales promotion department.

INTERNATIONAL

Dick Maxwell to CFRS Simcoe, Ont., as local sales manager.

Cecilia Long, director of women's promotions, Ronalds Adv. Ltd., Toronto, and **Mary Cardon,** media director, Kenyon & Eckhardt Ltd., Montreal, awarded first "Woman of the Year" awards of Federation of Canadian Advertising and Sales Clubs at Minaki, Ont., at federation's 9th annual conference.

Ralph W. Henderson, 50, president of Sterling Drugs Ltd., Windsor, Ont., died in hospital at Windsor on June 20, three hours after his car crashed into railway abutment near Windsor.

EDUCATION



◄ **Walter B. Emery,** general consultant to Joint Council on Educational Tv, Washington, and before that legal assistant to former FCC Chairman Paul A. Walker, appointed visiting professor in College of Communication Arts, Michigan State U., East Lansing, Mich. He will instruct students in broadcast law and direct graduate students in field of communications.

J. Colby Lewis III, production manager of WTTW (TV) Chicago, named associate professor of speech, Mich. State U.



◄ **Dr. William Kenneth Cumming,** educational television consultant and director of tv development at Stephens College, Columbia, Mo., to WJCT Jacksonville educational outlet, as station manager.

Edward G. Sherburne Jr., program director for educational station WGBH-TV Boston, and **Ray J. Stanley,** project director of U. of Wisconsin tv laboratory, to Educational Television & Radio Center, Ann Arbor, Mich., for one year appointment.

VOICE OF THE PEOPLE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

Station Authorizations, Applications
(As Compiled by B•T)
June 19 through June 26

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant. —antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through June 26

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	259	378	145
Fm	540	520	49	54	0

FCC Commercial Station Authorizations
As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New station requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through June 26

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	389	88	477[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	354	325	669[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	857	582	1,438[3]
Noncomm. Educ.	67		37	32	66[4]
Total	1,162	337	894	614	1,504[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

ACTIONS

Nacogdoches, Tex.—East Texas Bcstg. Co., granted uhf ch. 19 (500-506 mc); ERP 20.1 kw vis., 10.75 kw aur.; ant. height above average terrain 292 ft., above ground 300 ft. Estimated construction cost $42,000, first year operating cost $45,000, revenue $60,000. P. O. address % **Lee Scarborough,** Box 248, Nacogdoches. Studio location Nacogdoches. Trans. location Nacogdoches County. Geographic coordinates 31° 35′ 26″ N. Lat., 94° 37′ 28″ W. Long. Trans. DuMont, ant. RCA. Legal counsel Haley, Doty & Wollenberg, Washington, D. C. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Mr. Scarborough, owner **KELS-FM Nacogdoches, Joe D. Prince,** soft drink bottling interests and **T. Gillette Tilford,** lumber and grocery interests, will be equal partners. Announced June 21.

Ponce, Puerto Rico — Ponce Tv Partnership, granted vhf ch. 7 (174-180 mc); ERP 1.408 kw vis., 704 w aur.; ant. height above average terrain 199 ft., above ground 71 ft. Estimated construction cost $56,100, first year operating cost $67,200, revenue $90,000. P. O. address WJMR-TV New Orleans, La. Studio and trans. location Ponce. Geographic coordinates 18° 01′ 20″ N. Lat., 66° 37′ 36″ W. Long. Trans. RCA, ant. GE. Legal counsel Owens, Levy & Voelker, New Orleans. Consulting engineer J. S. Petrik, New Orleans. Principals are equal partners **William Cortada,** former 35% owner of WJMR-TV; **George A. Mayoral,** executive vice president **WJMR-AM-TV, WRCM-FM, New Orleans and Luis A. Ferre.** Announced June 20.

APPLICATION

Fargo, N. D.—North Dakota Bcstg. Co., vhf ch. 11 (198-204 mc); ERP 29.05 kw vis., 14.55 kw aur.; ant. height above average terrain 392 ft., above ground 416 ft. Estimated construction cost $53,450, first year operating cost $96,000, revenue $120,000. P. O. address 4000 W. Main St., Fargo. Studio location Fargo. Trans. location Clay County, Minn. Geographic coordinates 46° 45′ 25″ N. Lat., 96° 35′ 37″ W. Long. Trans. Dumont, ant. RCA. Legal counsel D. F. Prince, Washington, D. C. Consulting engineer Lloyd R. Amoo, Valley City, N. D. North Dakota is **licensee of**

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
FULLTIME NETWORK	MAJOR NETWORK	STATION WANTED	GULF COAST INDEPENDENT	SOUTHERN CALIFORNIA
$160,000	$300,000		$150,000	$30,000
Excellent combination operation with valuable real estate. 29% down. Gross and profits both up.	Serving rich agricultural area. Terms. 29% down, balance 3½ years.	Have buyer for small to medium market station in Southeast. $15,000 down up to $85,000.	All cash required for this excellent property. Grossing more than the asking price and showing a good profit.	Fulltime independent in dynamic growth market with unlimited potential. All cash preferred.
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KCJB-AM-TV Minot, KXJB-TV Valley City, KBMB-TV Bismarck and **KSJB Jamestown,** all N. D. Principal stockholders are **John Boler** and **E. C. Reineke** and wife.

New Am Stations

ACTION

Philadelphia, Pa.—Lawrence M. C. Smith d/b as Franklin Bcstg. Co. Granted 900 kc, 1 kw DA-D. P. O. address 8200 Ridge Ave., Philadelphia. Estimated construction cost $11,800 first year operating cost $8,000, revenue $40,000. Mr. Smith is owner of WFLN Philadelphia, 30% stockholder WAEB Allentown, Pa., and 20% stockholder WGMS Washington, D. C. Announced June 20.

APPLICATIONS

Truckee, Calif.—Donner Bcstg. Co. 1270 kc, 500 w, D. P. O. address 616 S. Hudson Ave., Los Angeles, Calif., Estimated construction cost $17,132, first year operating cost $27,000, revenue $36,000. **Dr. Nathan Movich,** physician and surgeon, will be sole owner.

Lake City, Fla.—George S. Walker, Jr. 960 kc, 500 w, D. P. O. address Rhine, Ga. Estimated construction cost $13,706, first year operating cost $36,500, revenue $45,000. Mr. Walker, farming and cattle interests, will be sole owner.

Sarasota, Fla.—Radio Sarasota Co. 1220 kc, 1 kw D. P. O. address 912 W. Wesley Rd., Atlanta, Ga. Estimated construction cost $19,060, first year operating cost $48,000, revenue $60,000. Equal partners are, **J. Lee Friedman,** advertising agency and boys camp interests, **Paul Jones,** realtor, and **Harry LeBrun,** vice pres. **WLWA Atlanta.** Mr. Friedman and Mr. Jones own **WWOK Charlotte, N. C.**

Venice, Fla.—Venice-Nokomis Bcstg. Co. 1580 kc, 250 w, D. P. O. address Venice-Nokomis Bank Bldg., Venice. Estimated construction cost $15,190, first year operating cost $15,500, revenue $12,800. **Larry Rhodes** (50%), salesman **WPIN St. Petersburg, Fla., Robert S. Baynard** (49%), attorney, and **Florence J. Rhodes** (1%) housewife, will be owners.

Valdosta, Ga.—Norman O. Protsman 1450 kc, 2.5 kw, D. P. O. address Box 655, Live Oak, Fla. Estimated construction cost $4,315, first year operating cost $19,000, revenue $36,000. Mr. Protsman, owner **WNER Live Oak** and **WMAF Madison,** both Fla., will be sole owner.

Aurora, Ill.—Russell G. Salter 1580 kc, 250 w, D. P. O. address 914 S. Catherine Ave., La Grange, Ill. Estimated construction cost $24,750, first year operating cost $48,000, revenue $65,000. Mr. Salter, 50% **WBEL Beloit, Wis.** and **WTAQ La Grange, Ill.,** and 11% **WCHF Chippewa Falls, Wis.,** will be sole owner.

Capitol Heights, Md.—The Eleven Fifty Corp., 1150 kc, 1 kw DA-D. P. O. address Box 8442, Capitol Heights, Washington, D. C. Estimated construction cost $30,370, first year operating cost $62,500, revenue $67,500. Principals include **Arthur Saul** (80%), contractor, **Frank E. Kastner** (10%), announcer **WCAU-TV Philadelphia,** and **Gordon W. Jones** (10%), radio technician.

Carrollton, Mo.—Homeland Enterprises Inc. 1430 kc, 500 w, D. P. O. address 215 S. Main St., Carrollton. Estimated construction cost $25,395, first year operating cost $25,000, revenue $30,000. **R. Hamilton Staton,** hospital owner, is 99% owner.

Tiffin, Ohio—Tiffin Bcstg. Co. 1240 kc, 100 w, unl. P. O. address 3802 Military Rd., Washington, D. C. Estimated construction cost $11,500, first year operating cost $48,000, revenue $60,000. William E. Benns, stockholder **WVOK Birmingham** and **WBAM Montgomery,** both Ala., and wife will be owners.

Rapid City, S. D.—Dan Snyder 800 kc, 1 kw D. P. O. address Box 399, Great Falls, Mont. Estimated construction cost $30,667, first year operating cost $36,000, revenue $41,280. Mr. Synder, former stockholder **KBGF Great Falls,** will be sole owner.

Bothell, Wash.—Clair Conger Fetterly 800 kc, 500 w, D. P. O. address 15 243rd Pl., Bothell. Estimated construction cost $14,400, first year operating cost $36,000, revenue $52,000. Mr. Fetterly, electrical engineer, will be sole owner.

New Fm Stations . . .

APPLICATIONS

San Francisco, Calif.—KYA Inc., 93.3 mc, 4.9 kw unl. P. O. address Fairmont Hotel, San Francisco. Estimated construction cost $4,900, first year operating cost $20,000, revenue $30,000. Co-owners are **J. Elroy McCaw** and **John D. Keating,** co-owners of **KYA San Francisco, Calif.**

Philadelphia, Pa.—Max M. Leon Inc., 96.5 mc, 20 kw unl. P. O. address Belmont Ave. & Edgley Rd., Philadelphia. Estimated construction cost $24,980, first year operating cost $40,300, revenue $40,300. Principals include Mr. Leon, owner **WDAS Philadelphia,** will be sole owner.

Ownership Changes

ACTIONS

WDCL Tarpon Springs, Fla.—Granted transfer of control of licensee corporation from **Freede-Miller Bcstg. Co.** for $59,500. **John T. Gibson** 50% owner **WDDT Greenville, Miss W. Hooding Carter,** 50% owner WDDT, **McClain Bowman,** planter, and **Floyd Huddleston,** composer, will be 50% owners of station. Announced June 21.

WJHP-AM-FM Jacksonville, Fla.—Granted assignment of license from **Jacksonville Journal Co.** to **Radio Jax Inc.** for $225,000. **Carmen Macri,** owner **WWOK Charlotte, N. C., WQIK-TV Jacksonville, WSUZ Palatka, Fla.** and minority interest **WMIE Miami, Fla.** will be sole owner. Announced June 21.

KORT Grangeville, Idaho—Granted assignment of license from **Far West Radio Inc.** to **Kebco Inc.** for $50,000. Principals include **Edward M. Brainerd** (98.6%), free lance radio-tv writer. Announced June 21.

KLER Lewiston, Idaho—Granted assignment of license from **Colc E. Wylie** to **Lewis Clark Bcstg. Co.** for $160,000. **John H. Matlock** (60%) and **Eugene A. Hamblin** (40%) will be owners. Messrs. 50% **WBEL Beloit, Wis.** and **WTAQ La Grange,** Matlock and Hamblin own **KOZE Lewiston.** Conditioned on disposal of KOZE. Announced June 21.

KFXD Nampa, Idaho—Granted assignment of license from **Frank E. Hurt & Son Inc.** to **E. G. Wenrick Bcstg. Co.** for $277,000. **E. G. Wenrick** (51%), stockholder **KBOE Oskaloosa, Iowa,** and **Kenneth Kilmer** (49%), manager KFXD, will be owners. Announced. June 21.

WCDJ Edenton, N. C.—Granted transfer of control of licensee corporation from **Ray A. Childers** to **E. M. Schuman** and family for $8,500. Mr. Schuman is present stockholder in station. Announced June 21.

KDHS (TV) Aberdeen, S. D.—Granted assignment of cp from **Aberdeen Television Co.** to **North Dakota Bcstg. Co.** for $2,447. North Dakota owns **KCJB-AM-TV Minot, KXJB-TV Valley City, KBMB-TV Bismarck** and **KSJB Jamestown,** all N. D. Announced June 21.

KHEY El Paso, Tex.—Granted transfer of control of licensee corporation from **KEPO Bcstg. Co.** to **Harvey R. Odom, Elfred O. Smith** and **A. V. Bamford** for $150,000. Mr. Bamford, 50% owner **KHEP Phoenix, Ariz.,** Mr. Odom, 50% owner KHEP, and Mr. Smith, furniture and ap-

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pliance interests will be equal partners. Announced June 21.

APPLICATIONS

WKAB Mobile, Ala.—Seeks transfer of control of licensee corporation from **Louise P. Pursley** to **John E. Hopkinson, George D. Hopkinson** and **Quentin C. Sturm** for assumption of debts and nominal $1. Each will be 30% owner. The Messrs. Hopkinson own station reps firm, and Mr. Sturm is minority stockholder of **WLOI La Porte, Ind.**

KWFC Hot Springs, Ark.—Seeks transfer of control of licensee corporation from **Camden Radio Inc.** to **Clyde E. Wilson** for $25,000. Mr. Wilson, former 25% owner, will be 100% owner.

KRKD-AM-FM Los Angeles, Calif.—Seeks acquisition of control of licensee corporation by **Albert Zugsmith** through stock purchase (22%) from **Richard C. Simonton** for $39,775. Mr. Zugsmith, former 33.3% owner, will be 55.57% owner. Mr. Zugsmith has interests in **KITO San Bernardino, KVSM San Mateo,** both Calif.; **KSHO-TV Las Vegas, KBMI Henderson,** both Nev., and **KULA-AM-TV Honolulu, Hawaii.**

WKKO Cocoa, Fla.—Seeks assignment of license from **James H. Sawyer** to **Brevard Bcstrs. Inc.** Corporate change. No control change. Mr. Sawyer, owner WKKO and 40% owner **WABR** and **WEAL-TV Orlando, Fla.,** heads corporation.

WBIL Leesburg, Fla.—Seeks assignment of license from **Clyde T. Hodgson** to **WBIL Inc.** Corporate change. No control change.

KVOE Emporia, Kan.—Seeks assignment of license from **Lyon County Bcstg. Co.** to **Bluestem Bcstg. Co.** for $81,000, plus assumption of land and building mortgages. **Edward J. McKernan Jr.** (90%) and **Charles N. Putt** (10%) will be owners. Messrs. McKernan and Putt are former employes of **WIBW-AM-TV Topeka, Kan.**

KCHA Charles City, Iowa—Seeks transfer of control of licensee corporation from **Radio Inc.** to **LuVerne J. Bromberg** for $20,508. Mr. Bromberg, station mgr. KCHA, will be sole owner.

WCRV Washington, N. J.—Seeks assignment of license from **Simon Geller** to **Warren Bcstg. Corp.** for $42,500. **Morristown Bcstg. Corp.** (99.40%) is controlled by **Kenneth A. Croy, Olive S. Croy** and **George S. Croy,** and is licensee of **WMTR Morristown, N. J.**

KWRW Guthrie, Okla.—Seeks assignment of license from **Southern Bcstg. Co.** to **Weldon Sledge** for $27,500. Mr. Sledge, commercial mgr.-chief engineer **KVON Morrilton, Ark.,** will be sole owner.

KPLK Dallas, Ore.—Seeks transfer of control of licensee corporation from **Polk County Bcstrs. Inc.** to **D. H. Meves** for $45,000. Mr. Meves is stockholder in **KHAS-TV Hastings, Neb.**

WBUT Butler, Pa.—Seeks assignment of license from **J. Patrick Beacom** to Mr. Beacom and **Harold W. Critchlow** for $13,000. Mr. Beacom (80%), 70% **WVVW Grafton** and (98%) **WJPB-TV Fairmont,** both W. Va. and Mr. Critchlow (20%), gen. mgr. WBUT (resubmitted application). Announced June 19.

KCNY San Marcos, Tex.—Seeks transfer of control of licensee corporation from **Central Bcstg. Co.** to **Forest L. Whan** for $25,000. Mr. Whan, prof. radio-tv Kansas State College, will own 77.53%.

WHBG Harrisonburg, Va.—Seeks assignment of license from **Rockingham Radio Corp.** to **Valley Bcstrs.** for $65,000. Equal owners will be **Robert C. Currie Jr.,** operations mgr. **WXEX-TV Petersburg, Va.,** and **Frederick R. Griffiths,** operations mgr. **WJAR-TV Providence, R. I.**

KLOG Kelso, Wash.—Seeks assignment of license from **Northwest Public Services Inc.** to **KLOG Inc.** for $50,000. **J. J. Flanigan** (98.04%), former stockholder **KITO San Bernardino, Calif.,** will be principal owner.

TV BROADCAST ACTIONS

By the Commission

The FCC denied petitions by (**WHYN-TV** ch. 40), **Springfield, Mass., WWLP (TV)** (ch. 22), **Springfield, WRLP (TV)** (ch. 32), **Greenfield, Mass.,** and **Capitol Television Corp., Providence, R. I.,** for reconsideration of March 1 report and order in which Commission concluded that ch. 3 should remain in Hartford, Conn., and terminated proceeding in proposal to shift ch. 3 from Hartford to Providence. Comr. Bartley dissented and issued statement; Comr. Lee dissented.

The FCC denied petitions by (**WKOW-TV** ch. 27), **Madison, Wis.,** and (**WTVO (TV)** ch. 39), **Rockford, Ill.,** for reconsideration of Feb. 26 report and order which rejected proposals to deintermix Madison area by shifting vhf ch. 3 from that city to Rockford or reserving it in Madison for educational use. Comrs Hyde and Lee dissented; Comr. Bartley dissented and issued statement.

The FCC denied requests of **Louisiana Purchase Co., Sangamon Valley Television Corp., KWK Inc., St. Louis Telecast Inc., WMAY-TV Inc., Wabash Valley Broadcasting Corp., Maximum Service Telecasters Inc.,** and the mayor of Springfield, for reconsideration and rehearing of Feb. 26 report and order which deintermixed Springfield, Ill., by shifting ch. 2 from there to St. Louis, Mo., and to Terre Haute, Ind. Comrs. Doerfer and Mack dissented and voted to grant petitions; Comr. Craven asbstained from voting.

The petition of **WFAM-TV,** ch. 18, **Lafayette, Ind.,** for partial reconsideration of the above report and order was granted to extent that Commission invites comments by August 1 to notice of proposed rule making looking toward shifting ch. 10 from Terre Haute to Lafayette.

The FCC denied petitions by **Evansville Television Inc.** and **WLEX-TV Inc.** for reconsideration of Feb. 26 report and order deintermixing Evansville, Ind., by shifting ch. 7 from Evansville, Ind., to Louisville, Ky., and ch. 9 from Hatfield, Ind., to Evansville for noncommercial educational operation. Comr Bartley concurred in result and issued statement; Comrs Doerfer and Mack dissented; Comr. Craven abstained from voting.

TV RULE MAKING PROCEEDING TERMINATED

The FCC denied a petition by **WNOK-TV** ch. 67,, **Columbia, S. C.,** to add ch. 5 to Columbia's present 10 (WIS-TV), *19 (educational), 25 and 67 (WNOK-TV), and terminated rule making proceeding. Comr. Bartley dissented; Comrs. Doerfer and Craven abstained from voting.

FURTHER RULE MAKING PROPOSAL IN ALBANY AREA

The Commission has reexamined the tv allocation situation in the Albany, N. Y., area with a view to obtaining a third vhf outlet in conformity with existing minimum mileage requirements. In order to reach the Commission's objective of providing multiple tv service to the public at the earliest practicable time, it invites comments by July 18 to a notice of further proposed rule making and orders to show cause looking toward (1) retaining ch. 10 in Vail Mills, N. Y., and ch. 6 in Albany-Schenectady-Troy; (2) shifting ch. 13 from Utica-Rome to Albany-Schenectady-Troy, and deleting chs. 35 and 41 from latter area; (3) substituting ch. 2 for ch. 13 in Utica-Rome; and (4) changing the offset carrier requirement for the ch. 2 assignment in New York City from minus to even. To implement this proposal, it ordered the following licensees to show cause by July 24 why their authorization should not be modified and furnish data necessary for the preparation of engineering specifications for proposed new frequencies: (1) Copper City Broadcasting Corp., to specify operation of station **WKTV (TV)** in Utica on ch. 2 instead of ch. 13, subject to condition that the power of the station on ch. 2 in the direction of Cornwall, Canada, shall not exceed 12.5 kw irrespective of ant. height; (2) Hudson Valley Broadcasting Co., to specify operation of **WCDA (TV)** on ch. 10 in Vail Mills instead of ch. 41 in Albany; and (3) Van Curler Broadcasting Corp. to specify operation of **WTRI (TV)** ch. 13 in Albany instead of ch. 35 in that city. Petitions for reconsideration of March 1 report and order (which deintermixed the Albany-Schenectady-Troy and Vail Mills area by deleting ch. 10 from Vail Mills and proposed delection of ch. 6 from Schenectady and assigning it to Syracuse, with resultant order to General Electric Co. to show cause why station **WRGB (TV) Schenectady,** should not operate on ch. 47 instead of ch. 6) will be held without action pending outcome of instant propcsals. Comr. McConnaughey (chairman) abstained from voting; Comrs. Bartley and Lee dessented and issued statements.

The Commission announced its decision of June 20 which (1) affirmed Nov. 3, 1954, grant application for consent to transfer of control of **WROW-AM-TV,** now **WCDA,** ch. 41, Albany, N. Y., from **Hyman Roseblum,** et al., to **Lowell J. Thomas,** et al., and (2) dismissed protest filed by Van Curler Broadcasting Corp. WTRI (TV) ch. 35, Albany, and terminated proceedings. Comr. Bartley concurred in result; Comr. Craven abstained from voting.

FCC (1) denied a Feb. 1 petition by **Hartford Telecasting Co. Inc., Hartford, Conn.,** for stay of the Hartford ch. 3 comparative proceedings, and (2) denied Aug. 24, 1956, petition by Hartford Telecasting Co. Inc., for rehearing, oral argument and other relief directed against July 25, 1956, decision granting Travelers Broadcasting Service Corp. Cp for new tv station to operate on ch. 3 in Hartford and denying competing application of Hartford Telecasting, but modified and clarified that decision in minor respects which in no manner alter previsious conclusion. Comr. Craven abstained from voting on both actions.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 6

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Buffalo, N. Y., ch. 7 (9-24-56); Biloxi, Miss., ch. 13 (12-18-56); San Francisco-Oakland, Calif., ch. 2 (3-11-56); Ponce, P. R., ch. 7; McKeesport-Pittsburgh, Pa., ch. 4 (6-3-57).

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57). Cheboygan, Mich., ch. 4.

IN HEARING 7

Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Butte, Mont., ch. 6.

IN COURT: 3

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10.

PETITIONS

WENS (TV) Pittsburgh, Pa.—Petition requesting institution of rule making looking toward amendment of sec. 3.606 in accordance with either of following two reallocation plans: (1) fourth vhf channel would be provided in Pittsburgh and Steubenville would become all-uhf by exchange of ch. 9 and 16 between two cities; (2) following changes in vhf channel assignment would be made: add ch. 6 to Pittsburgh and delete same from Johnstown-Altoona area; and ch. 8 to Philadelphia-Wilmington-Camden-Atlantic City area and Johnstown-Altoona area, and delete same from Lancaster; and add ch. 12 to the Cleveland-Akron area and Johnstown-Altoona area, and delete same from Erie and Clarksburg.

continues on page 89

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

General manager, must be financially able to purchase 25% interest in powerful independent in metropolitan market. Box 996G, B•T.

New station—N. Louisiana needs manager, chief engineer, and announcer. Full details in first letter. Good salary and profit sharing plan. Box 288A, B•T.

New England group operation seeks capable manager for daytime outlet. Excellent remuneration, living and working conditions. Potential is here. We don't want to supervise. We want you to supervise and produce. Active part in community life necessary. Box 294A, B•T.

National radio sales manager needed for two-radio stations in central U. S. Excellent markets. Unlimited opportunity, good salary. Send complete info to Box 306A, B•T.

Small South Carolina market needs aggressive family man to operate 1,000 watt daytimer. Send requirements, resume to WBCU, Union, S. C.

Sales

Wanted: Salesman replacement for 250 watt, 30 year old Mutual Network station, located in Fox River Valley of Wisconsin. Minimum of 2 years experience required with network station. Man 25 to 35 years old preferred. Excellent income based on 17% of accounts now on the air averaging 3 to 4 thousand dollars monthly. Immediate opening. Send to Box 196A, B•T.

Radio salesman for independent in regional market. Must be experienced in selling local accounts. Send resume to Box 265A, B•T.

Must know how to sell radio in competitive market. Excellent salary plus 15% commission after reaching salary figure. This is a great opportunity with new ownership. This entire market is open to a hard-hitting salesman. Send resume plus photo to James Stock, General Manager, WGKV, Charleston, West Virginia.

Wanted, salesman under 31. Highest references required. Minimum pay above average. Write Manager, WWOD, Box 1300, Lynchburg, Virginia.

Salesmen for McLendon Stations. Fine opportunity for live-wire, aggressive men who desire chance for promotion to managerial positions. Write full details Bill Morgan, 2104 Jackson, Dallas, Texas.

Announcers

Announcer: Well known central Pennsylvania independent daylight station wants good morning man. Starting salary $100.00 per week. Station changing format to music-news operation. Box 183A, B•T.

Old established 5 kw western station needs good announcer with first ticket. Delightful climate, fishing, hunting and money. Hurry. Box 229A, B•T.

Exceptional opportunity for experienced and personable dj to take over top-morning spot. Music and news station. Must be able to deliver strong commercials. Excellent salary and talent fees. Northeastern Ohio. Substantial market. Send tape and complete resume to Box 271A, B•T.

Staff man strong on play-by-play to develop athletic program. Solid operation, one-station market. Box 295A, B•T.

Top morning man who can, and will keep audience. Send resume, tape and salary requirement. Needed immediately. Box 311A, B•T.

Wanted—deejay. Voice sharp crisp tone. Brisk midwestern delivery, snappy patter. Rhyme record titles and artists names. Read liner notes in narrator-actor style. $160 week. Box 313A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

DJ-salesman who can sell on the air and on the street to replace our man moving up to management and who made more than $9000 last year. If experienced and want to live in a beautiful country and can fill the job contact KLAD, Klamath Falls, Oregon.

KMUS, Muskogee, Oklahoma, needs 1st ticket combo man, emphasis on announcing.

Radio: If you are an experienced announcer with good voice and ideas, one with a fresh, enthusiastic style with a proven record of acceptance among adult listeners, a man with keen production and music sense and run a good board, then you're the one we want. No others need apply. Salary commensurate with ability. Fine future awaits you with solid radio-tv network station in market of over 250,000. Send picture, tape and resume including your salary requirements to Jack B. Chapman, KTSM Radio, El Paso, Texas.

Wonderful opportunity for announcers with fundamental broadcasting experience. Good working conditions, chance for advancement. Send tape, photo and resume to Radio Station WARK-CBS, Hagerstown, Maryland.

Wanted announcer, immediately, apply in person WDXN, Clarksville, Tenn.

$90.00 per week, ideal working conditions, modern station, 1,000 watt near Youngstown, O. Must be experienced. Tape, resume WFAR, Farrell, Pa.

Experienced staff announcer with top quality voice, smooth delivery. Also, experienced play-by-play man, some staff work. Top Illinois sports station. Permanent. Rush tape, resume to WGIL, Box 751, Galesburg, Illinois.

Successful midwest kilowatt has opening for general staff and news announcer. Qualifications: pleasant voice; flub-free delivery; sufficient experience to handle job in serious, professional manner. Complete resume with references, photo and tape to WMIX, Mt. Vernon, Illinois.

Successful corporation operating newspaper owned station has immediate opening for combo announcer-engineer. Must hold first phone ticket. Reliability more important than experience. Write or call collect to F. Gresso, WRSW, Warsaw, Indiana.

Immediate opening for staff announcer with experience, maturity, good taste in music, versatility. The announcer we hire will get above average pay, good working conditions, good future opportunities. Although it's not a requirement, preference will be given to a married man who likes small town life. Send 7½" tape, photo and full details to WVSC, Somerset, Pa.

And there you are. And here we are. Number one in all 4 of our markets, Kansas City, Minneapolis, New Orleans and Miami, more yet to come. Looking for bright sounding josh diskies like you just can't hardly find no more. Top pay, unlimited opportunities with America's most successful radio group. Send tape and resume to Bill Stewart—The Storz Stations, 820 Kilpatrick Building, Omaha, Nebraska.

WFAR, Farrell, Penna. Top deal for morning man.

Technical

Combo man—must have first phone some hillbilly and/or pop experience. Excellent opportunity, top company, Box 989G, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Are you an energetic engineer who has no chance for advancement in your present job, then we're looking for you. We are a two-station chain with the third station permit expected shortly. We need a chief engineer, a man capable of maintenance repair, and purchase of technical equipment. The man we hire will have a chance at the construction of our proposed third station. If you're a young married man who desires to assume a permanent and responsible position with an expanding firm, send all information to Box 158A, B•T.

Engineer-announcer with 1st class license and ability on the air. Chief engineer status open to man who can qualify. We will not razzle dazzle you and want a steady man who will stay here. California coast town of 25,000, good schools and climate. Write. If we are interested we will ask for tape later. Box 314A, B•T.

Wanted immediately, first class engineer for kilowatt daytime. Contact Charles Erhard by mail or phone 4-31381, WACB, Kittanning, Penna.

Engineer for small market 5,000 watt am station whose good with his hands as well as his head. Experience desirable but not essential. If you like challenging, creative broadcast work, contact Chief Engineer, WCOJ, Coatesville, Penna.

Opportunity for first ticket engineer-announcer. Apply Jack Owens, WEIC, Charleston, Illinois.

Combo man, first phone. Need not be best engineer-announcer but must be capable of fitting into congenial organization. Wonderful climate. Near beaches. Write or phone Alden Baker, WGAI, Elizabeth City, N. C.

To become chief with WGKV, ABC outlet in Charelston, West Virginia, fully responsible for operation and maintenance, must have car. $90 per week, plus 15% on all sales if you can sell. Will consider all replies. Send resume plus photo to James Stock, General Manager.

Wanted: Chief engineer with announcing ability. Pleasant working conditions. Send resume and tape. WJAM, Marion, Alabama.

Engineer with first class license and car for transmitter position. WIRL, Peoria, Illinois.

Chief engineer, experienced, proven engineering background for kilowatt daytimer. Salary commensurate with ability. Contact Manager, WLSI, Pikeville, Kentucky.

TV transmitter engineers for recently licensed Indianapolis television station. Transmitter building now under construction. Write today for application to WLWI, 714 Merchants Bank Building, Indianapolis 4.

Wanted immediately, experience, first phone engineer, no announcing, 5 kw, directional. Contact H. W. Jackson, CE, WMMN, Fairmont, W. Va.

Programming-Production, Others

Hi-Fi music reviewer and industry development writer for daily newspaper. Can be non-resident parttime work. Excellent proposition. Box 300A, B•T.

Top rated disc jockey with first phone needed by progressive midwest radio and tv stations where results really count. $100 per week to start. Send complete particulars including air-check to Box 307A, B•T.

Wanted for immediate opening, a combination sports and program director. Starting salary for qualified man $350 per month. Send audition tape, photo and resume to Radio Station KBMN, Bozeman, Montana.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Traffic continuity position opened at progressive California network station. Tops in market so we need top-flight woman who can handle all phases of traffic as well as write good commercial radio copy. Send complete details, all experience and references first letter to Bill Oates, KSBW, P. O. Box 1651, Salinas, California.

News reporter-announcer wanted on staff of best news station in non-metropolitan New York State. WALL, Middletown, N. Y.

Exceptional opportunity! Completing expansion to 50,000 watt operation, we have a few ground-floor openings left for first-rate office personnel of all-around ability. If you are a young woman with real know-how of station operation, preferably independent, ambitious for a real career and willing to work for it, write Personnel Director, WCAR, 500 Temple, Detroit, Michigan full details first letter.

RADIO

Situations Wanted

Management

Each step up a firm one! Experienced all phases independent operation. B.S. Radio-TV. 26. Married. Priming three years to assume managerial or assistant managerial position with right organization. Now ready. Prefer northeast station with tv affiliation. Box 275A, B•T.

ANNOUNCERS—

Need More Money?

Then, get your F.C.C. First Phone!

Add a first class F.C.C. license to your earning ability. This license is your ticket to higher pay and greater security in radio and television broadcasting. Stations are eager to hire licensed announcers as combo men.

Grantham Training

Grantham Schools, located in Washington, D. C., and Hollywood, Calif., specialize in F.C.C. license training. You are trained quickly and well. All courses begin with technical fundamentals—NO previous training required. Beginners get 1st class license in 12 weeks.

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The Grantham F.C.C. License Course is available by correspondence or in resident classes. Both types of courses are offered at Washington and Hollywood. Write to either location for a free booklet describing this training.

MAIL TO SCHOOL NEAREST YOU.

Grantham Schools, Desk 12-P

821 19th Street N.W. Washington 6, D. C. **OR** 1505 N. Western Ave. Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my commercial FCC license quickly.

Name _____

Address _____

City _____ State _____

I am interested in:
☐ Home Study, ☐ Resident Classes

RADIO

Situations Wanted—(Cont'd)

Management

Manager seeking medium or metropolitan market. Nine years experience. Now assistant manager, metropolitan 5 kw independent, setting new sales, profit records. Best references: past, present employers. Box 291A, B•T.

Sales

Wanted—boss interested in clean, profitable operation, by experienced (15 years) sales-minded, idea-rich management applicant. Must be willing to give man credit for results in form of $$$$. If interested, write Box 193A, B•T.

Wanna make money? I sell. On the air as disc jockey, air personality; off the air as time salesman. Nine years experience. Am perfectly happy where I am, but would like to step up into larger market. Thirty years old. Box 236A, B•T.

I'm over 40, sold a hundred thousand last year as a salesman. Have been manager and sales-manager. I want to quarterback sales for a good station on a percentage of the gross basis. I know the business. Leaving present location with blessings of owners. Box 280A, B•T.

Announcers

Announcer, short on experience, long on ambition. Strong music, Basie to Beethoven. News, commercials, write continuity, can operate board. Box 107A, B•T.

I have fourteen years radio-television experience. I want permanent sportscasting position, minimum salary $10,000 a year. Box 180A, B•T.

Announcer and dj, presently employed at top midwestern kilowatt. Two years experience. Married and vet. Looking for opening and advancement in midwest or Florida. Box 199A, B•T.

Sportscaster-newsman. Well rounded. Successful background. 28. Degree. Well employed California. Seeking lively, aggressive firm. Radio-tv. Box 241A, B•T.

Announcer-veteran, married, college degree, one year experience, strong on sports and news. Experienced in copywriting and newswriting. Box 246A, B•T.

Top-country dj, recording personality with library and 3rd class ticket, also, tv children's show mc. Experienced, sober, reliable, references. Minimum salary $150 per five day week on a one year trial. Box 248A, B•T.

Personality dj. Strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 261A, B•T.

Girl personality, dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 262A, B•T.

Dj, beginner. Capable, eager to please. Salary second to opportunity. Grad N.Y. radio school. Tape and resume immediate on request. Box 263A, B•T.

Experienced morning man. Lively chatter and humorous voice. Characterizations. Box 267A, B•T.

Staff announcer, local news, copywriter, five years experience. Strong on news and record shows. References. Every reply considered. Tape available. Box 269A, B•T.

Experienced first class announcer—first phone seeking San Francisco—Bay or Peninsula area top pay position. Tape will convince. Box 274A, B•T.

Young, ambitious, seeking dj position with future. Experience in production and performing. Willing to relocate. Box 273A, B•T.

Top-rated dj, presently employed, must relocate California. Experienced radio and tv. Married, sober, reliable. Box 278A, B•T.

Experienced radio announcer. Presently employed, seeks employment in either New York state, New Jersey or Pennsylvania. Willing to work hard and follow station policy. Box 282A, B•T.

Sportscaster, staff. Experienced pro-baseball, college-high sports. Smooth record show-newscast. Permanent. Family. Box 285A, B•T.

Morning showmanship for major market. Commercial, competitive, smooth style. Superb music gimmick. Box 286A, B•T.

Ticket, never used, will trade for announcing position. (No maintenance.) Box 289A, B•T.

Combo announcer-engineer. First phone. Eight years experience all phases. Steady, dependable family man. Minimum $100 forty hours. Presently employed. Box 296A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Do you need announcer for afternoon, evening, night? 1 month experience, good reference, conscientious, will travel. Box 297A, B•T.

Young announcer. Low on experience, high on potential. Single, veteran. Will relocate. Box 298A, B•T.

Wanted, job as country music disc jockey. Past experience-emcee for country music band. Young and willing to work hard. Box 302A, B•T.

Attention N. J., Conn., Pa., N. Y. Dj, three years experience, 27, single, college, radio school trained. Warm friendly style, will build audience. Contact immediately. Box 304A, B•T.

Announcer-dj. Wants chance to grow with live operation. Some experience, good potential. Willing and reliable. Married. Air check available. Box 305A, B•T.

Experienced announcer, presently employed, third class ticket. Masters Degree in Music. Married, four children. Prefer Florida but consider all offers. Box 315A, B•T.

Add an aspiring negro personality recently graduated from broadcasting school. Distinctive delivery of news, strong on commercializing, know my records, personable style of dj. Jay Berry, 4502 South Wells, Chicago 9, Illinois—Livingston 8-5021.

Announcer, single, sober, vet, white, seeks first job in radio, recent graduate SRT, jolly Santa Claus type. Howard Jones, 1086 Anna Street, Elizabeth, New Jersey.

Better than average announcer, first phone. 11 years experience announcing and sales. Sober, reliable, single, 34. No maintenance experience but eager to learn. Contact Lee Kennedy, WRRR, Rockford, Illinois. Phone 3-4227.

Technical

Engineer, 10 years am experience. Ham 27. No announcing. Permanent. Box 268A, B•T.

Engineer, no announcer. Experience in construction remore control units, maintenance two and half years. Chief engineer. Now in TV. Want to go back to my true love radio. Desire job as chief engineer in Miss., La., or east Texas. Box 270A, B•T.

First class engineer, experienced all phases, some announcing, presently employed, must relocate California. Radio or tv acceptable. Married, reliable, sober. Box 277A, B•T.

Engineer, experienced small station chief. Located in south. Move anywhere. Box 283A, B•T.

Transmitter engineer, 1st phone, experienced, wants permanent position in Indiana. William Blum, 801 S. Anita, Bloomington, Indiana. Phone 2-3132.

Programming-Production, Others

Young woman, 38, seven years program continuity, typing, shorthand, third ticket. Desire upper midwest. Box 200A, B•T.

Program director, 20-year vet, has music and news format that will boost those sagging ratings. Proven plan for today's progressive station. Box 247A, B•T.

Imaginative, production-minded deejay, seven years experience in every type operation imaginable. Originator of program format now in use by major network, guarantee my show will attract attention among adult listeners. Can punch copy or soft-sell. Capable news reader. Will not work for shoe-string operation; state salary. Box 290A, B•T.

Have one hundred thousand dollar collection classical recordings. Want permanent connection fm or good music radio station where recordings knowledge music usable. Box 276A, B•T.

Program director-announcer. Experienced all phases local operation. Good sportscaster. Handle news, discs, traffic. Family, 28. Box 284A, B•T.

Experienced copywriter-announcer available. If interested, contact R. C. Koeppen, 107 W. 146th, Chicago 27, Illinois.

TELEVISION

Help Wanted

New, dynamic, metropolitan market tv station on air this fall. Requires experienced operations manager, sales promotion-merchandising manager, sports announcer-producer, film editor, maintenance engineer, copywriter. Top organization, attractive north eastern market, full major network schedule. Best facilities, equipment, full power operation. Exceptional benefits, including company paid retirement plan. Rush complete resume, in confidence, to Box 309A, B•T.

Sales

Television sales. Salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when qualified. Give previous selling experience and as many particulars as possible. Please enclose recent snapshot. Box 755G, B•T.

National tv sales manager for two-stations—central U. S. Fast moving operations. Excellent salary, unlimited potential. Send full details to Box 308A, B•T.

Technical

Television engineers. First class license required. State experience, prefer 1 or more years experience, education. Benefits: paid vacation, life insurance, plus a good place to increase your knowledge of tv. Salary dependent upon experience. South Florida location. Box 186A, B•T.

Expanding maximum power NBC-TV affiliate with new CP for satellite needs engineers—studio & transmitter. Wonderful chance for advancement. Contact: Chief Engineer, KCKT-TV, Great Bend, Kansas.

First phone engineer. Salary dependent on experience. Contact Chief Engineer, WTVD-TV, Durham, N. C.

TELEVISION

Situations Wanted

Management

Operation manager. Nine years radio-tv experience, including new station Sign On. Excellent references. Employed. Box 292A, B•T.

Sales manager or assistant manager. 34 years old. Seven years radio experience, plus 3½ years in tv sales in very competitive market. Excellent references. Looking forward to manager's office in five years. For particulars write Box 310A, B•T.

Announcers

Hard worker—announcer-director, ten years experience. Excellent performance record, best references. Box 254A, B•T.

Technical

TV studio engineer, first phone. Four years experience include two as studio supervisor, two years video projection, and master control. Interested California and southwest, but will consider opportunity anywhere. Box 279A, B•T.

Programming-Production, Others

Ready to go to work. TV director. Able to handle one or all phases control. 4 years experience. Best references. Box 211A, B•T.

Production man-announcer, thoroughly experienced. Know tv operations. Available July 1. Box 255A, B•T.

Ambitious director. Presently employed. 8 years combined radio-tv. References. Box 266A, B•T.

Production manager, presently employed in medium market. Have much to offer progressive station interested in production. Imaginative, inventive, sales and economy minded. Solid working background all phases studio and remote. 31, married, children. College. Excellent references. West or mid-west preferred. Box 281A, B•T.

Program director. Nine years radio-tv experience, including new station Sign On. Excellent references. Employed. Box 293A, B•T.

Production assistant—5½ years experience. Radio/tv. Available 7/15/57. N.Y.C./Boston only. Box 303A, B•T.

FOR SALE

Stations

250 watt daytimer in small southern market. By owners. No brokers. Box 177A, B•T.

$80,000 will give you 60% of good income tv/radio operation, vhf, southwest, major network, $50,000 cash, balance on good terms. Please identify yourself fully. Box 299A, B•T.

Gulf coast fulltime station in small metropolitan market. Well diversified with industry and playgrounds. $150,000. 29% down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Kentucky-Virginia vicinity, small market station. Reasonable return on investment for owner-operator. $60,000 price includes accounts receivable. Some terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Carolina single station market rich agriculture and light industry purchasable at annual gross business volume, $50,000. Short drive to coastal playgrounds, fresh and salt water fishing areas, nationally famous golf courses. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Southern major market network station. Operating at a profit. Responsible purchasers may buy, $50,000 down and $25,000 per year, 5 years plus interest. Details in confidence. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Transmission line—1300 feet Andrews T452, 51.5 ohm, 3⅛ inch tv line. Boxed, point of pickup price $3.00 per foot. I. V. McDaniel, C. E., KCRG-TV, Cedar Rapids, Iowa.

Surplus RCA equipment. AA4194B. Monitor amplifier. 40-C general purpose amplifier. 41-B microphone per-amplifier. 46A mixing panel. Make offer. KFRO, Longview, Texas.

Complete RCA Vidicon film chain type TK-21A and dual-disc slide projector type TP-3C like new. Price 75% of cost or will consider best offer. Vidicon available immediately, slide projector by July 15th. Equipment being replaced by 3-V color system. Write T. Frank Smith, KRIS-TV, Post Office Box 840, Corpus Christi, Texas.

For sale—Conelrad unit. Half price, $60. Excellent condition. Professional model, FCC approved. Complete with clock, meter. WAND, Canton, Ohio.

7,000 megacycle Raytheon micro-wave length audio and video. Good condition, capable of handling color. Reasonably priced, immediately available. Contact WCHA, Sam Booth, Chambersburg, Penna., Colony 47121.

For sale, 420 ft. 3⅛" coax originally manufactured by Communications Products Company. In good condition. $1.50 ft., F.O.B. Elkhart. WCMR Radio Station, Elkhart, Indiana. Phone 3-4567.

3 kw Rel fm transmitter, model 703—Hewlett-Packard fm monitor, model 335B. In excellent condition. $2,200 F.O.B. Charleston. Contact James Stock, WGKV, Charleston, West Virginia.

For sale—RCA-UHF type TTU1B—1 kw. 23 channel transmitter. Filterplexer to match. Good condition. WMSL-TV, Decatur, Alabama.

Have available immediately in Chicago, one complete DuMont model 124 camera chain, portable sync generator, compliment of lenses, friction head, head sets, and dolly. Excellent condition. Asking $6,000.00. Contact John Birrel at Capital 3-7248 or 2118 N. W. Overton, Portland, Oregon.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. and Bliley holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eidson Electronic Co., PR 3-3901, Temple, Texas.

3 kw Federal Telephone fm transmitter with accompanying co-ax, antenna and monitors—$3500.00—C. L. Graham, Gadsden, Alabama—phone Liberty 6-1614.

BUYING-SELLING; THE HYPHEN IS A NEGOTIATOR'S RESPONSIBILITY

When a station owner wants to sell, there are several courses open.

FIRST—he can try to find a buyer himself.

SECOND—he can list his property with a broker on an exclusive basis.

THIRD—he can call in one or more brokers or negotiators for assistance.

The third course is the logical one, because selling is a highly competitive business, as every broadcaster knows.

There aren't any exclusive buyers, and sellers likewise should operate in a free market.

For best results, call in folks who make it their business to know qualified buyers looking for all types and sizes of properties.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON
1625 Eye Street, N.W. National 8-1990

NEW YORK
60 East 42nd Street Murray Hill 7-4242

CHICAGO
35 East Wacker Drive Randolph 6-6760

FOR SALE—(Cont'd)

Equipment

For sale: Stencil Hoffman Tape Recorder with 2 glass enclosed racks and panels, RCA disc recorder with recording amplifier and vacuum cleaner, and 24 pair jack-strip. All used, although we have never used it ourselves, and in excellent condition. Can be seen in Hollywood at 1440 North Highland. Contact Northwest Schools, either at 1221 N.W. 21st, Portland, Oregon, phone CA 3-7246, or Vickie Selmier in Hollywood, phone HO 4-7822.

WANTED TO BUY

Stations

Stations wanted. Private, independent service. Ralph Erwin, Broker. 1443 South Trenton. Tulsa, Oklahoma.

Equipment

FM transmitter: 250, 1000, 3000, or 10,000 watt. Prefer GE or RCA. Box 290A, B•T.

One or three kilowatt fm transmitter, monitor, co-ax (1⅝"). Box 218A, B•T.

Wanted to buy 3 kw or 10 kw fm transmitter. Also want fm monitor, other fm accessories. Reply Box 220A, B•T.

Wanted: Will buy a 12 kw uhf transmitter and amplifier. Box 264 A, B•T.

FM transmitter, 0.25 kw, G.E. BT-1-A, and monitor, BM-1-A, or Raytheon, RCA etc. equiv. Box 272A, B•T.

Wanted—RCA or GE 3 kw or 10 kw fm transmitter. Also, monitors, antenna, coupler and transmission line. Box 312A, B•T.

Tape recorder—rack mount console, no hasbeens, state model, age. PIO, University of Detroit, Detroit 21.

INSTRUCTION

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone **FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.**

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

BUSINESS OPPORTUNITY

Man or woman with dynamic sales and promotional ability can earn $20,000 yearly or more on radio stations in progressive area. Give experience, references. Box 301A, B•T.

TELEVISION

Help Wanted

IMMEDIATE OPENINGS

WAVY-TV
CHANNEL 10
TIDEWATER, VIRGINIA

HAS NEED OF STAFF IN THE FOLLOWING CATEGORIES:

SALES
TRANSMITTER AND STUDIO ENGINEERS
ANNOUNCER-DIRECTORS
TRAFFIC
CONTINUITY
FILM EDITORS AND PHOTO LAB

THIS IS THE 27th LARGEST MARKET IN THE UNITED STATES. ITS LOCATION ON WORLD'S GREATEST HARBOR MAKES FOR INTERESTING LIVING. REPLY STATING SALARY AND REFERENCES TO WAVY, 709 BOUSH STREET, NORFOLK, VIRGINIA.



TOP PEOPLE IN TELEVISION ALL SECTIONS OF COUNTRY

TV Experienced Eager, Willing To Learn To Do Things The Way You Want Them

These people have just finished their training under the direction of TV professionals in Portland.

Northwest people are well-grounded in the practical aspects of TV production, but still anxious to learn *your* station's way of doing things. For TOP TV People, call Northwest First.



NORTHWEST
Television – Radio Division
SCHOOLS

HOME OFFICE:
1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA
1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS . . . . . .
540 N. Michigan Avenue
DE 7-4504

TELEVISION

Help Wanted—(Cont'd)

Technical

TV ENGINEER

NEEDED: Experienced Studio Supervisor or Ass't Chief Engineer. Must have supervisory and maintenance experience including microwave and 1st Class License.

Top wages, excellent vacation and benefit plans. Outstanding seasonal outdoor sports nearby. Wonderful city for a family man. Position open now in Intermountain area's number one station for a responsible aggressive person. Prefer older man. Send complete resume and photo to Box 287A, B•T.

RADIO

Help Wanted

Announcers

Immediate opening qualified personality deejay and air salesman. Pleasant Florida regional independent operation, salary commensurate ability and experience, percentage, override on commercial contents of shows handled. Only showman need apply. Rush tape, background requirements Box 223A, B•T.

FOR SALE

Stations

TENNESSEE

Full time regional station in growth market. $87,500. Terms.

PAUL H. CHAPMAN COMPANY
Station Brokers
84 Peachtree • Atlanta

FOR SALE

Equipment

800-Foot Tower Available Shortly

Stainless—40 LB.
Also GE TY25A—Antenna
CONTACT R. M. PIERCE
WANE-TV—FORT WAYNE, IND.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

WANTED TO BUY

Stations

I WANT

A Radio Station in a large metropolitan market. Substantial cash available for right property. High net not prime consideration, but price tag should make business sense. Replies from principals only considered. Strict confidence respected. No brokers please. Box 316A, B•T.

Miscellaneous

We are anxious to locate one Jules Pascal or any of his associates in the station promotion field. We have been unable to reach him at the Miami Beach, Florida, address given us.

WCYB, Bristol, Virginia

Employment Service

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 FOURTEENTH STREET, N. W.
WASHINGTON 5, D. C.

ANNOUNCEMENT

GTC ACTS AS

LOCAL SALES REPRESENTATIVES
ORIGINATES NEW ACCOUNTS
INCREASES CASH RECEIVABLES

PURCHASES STATIONS FOR THEIR OWN ACCOUNT
ARRANGES MERGERS
LONG TERM FINANCING

GAY THEATRE CO., 400 QUINCY STREET
FAIRMONT, W. VA., Telephone 8000

FOR SALE

1 only TOWER IDECO, 576 feet, 40# wind loading, guyed and insulated TV tower. This tower was installed in August 1954. It has supported an RCA TF-12BH antenna during this time. All guy lines are broken up with Lapp insulators for 1/8 wave at 950 kc. Tower includes Crouse-Hinds type A-4 tower lighting system. All conduit for wiring. Also has conduit and wiring for 3 phase antenna de-icer circuit. Galvanized throughout. Tower is constructed in 20 foot welded sections each 5½ feet across face. Has inside climbing ladder and brackets for hanging two 3⅛" copper coaxial lines. All are in good shape and to re-erect would require only new anchors and a modification of the lowest part of each guy line. All guy lines are of pre-stressed construction, made of Bethlehem Steel Bridge strand. Tower must be taken down by August 1, 1957. Original cost of tower alone $42,300.00.

Price of tower if taken down by buyer—$8,250.00
Price of tower if taken down by owner—$16,500.00

Address all inquiries to Technical Director, WCHS-TV, 1111 Virginia Street, East, Charleston, West Virginia.

BROADCASTING TELECASTING

THE BUSINESS WEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

FOR THE RECORD CONTINUED

continues from Page 84

KGLO-TV Mason City, Iowa—Petition requesting amendment of sec. 3.606 by instituting rule making so as to assign ch. 12 to Estherville, Iowa.

PETITION FOR RULE MAKING DISMISSED

Cortez Chamber of Commerce Cortez, Colo.—Request for amendment of sec. 3.606 by issuance of rule making so as to add ch. 12 to Cortez, Colorado. Dismissed by letter at request of applicant 5-22-57.

Routine Roundup

BROADCAST ACTIONS
By the Broadcast Bureau

Actions of June 21

KROK Malvern, Ark.—Granted license covering change in frequency, ant.-trans. and studio location and changes in ant.

WSLS Roanoke, Va.—Granted license covering increase in daytime power, changes in daytime DA pattern.

KBRO Bremerton, Wash.—Granted cp to move ant. approximately 0.1 mile south of present location and make changes in ant. system (increase height), install new trans.

WINR-TV Binghamton, N. Y.—Granted mod. of cp to change ERP to vis. 575 kw (DA), aur. 288 kw (DA), ant. height to 630 ft., and change antenna system.

The following were granted extensions of completion dates as shown: **WPCF Panama City, Fla.**, to 8-20; **WELO Tupelo, Miss.**, to 10-18; **KSTN Stockton, Calif.**, to 10-31; **KUOM Minneapolis, Minn.**, to 9-1; **KBBC Centerville, Utah**, 10-1.

Actions of June 20

WGAU-FM Athens, Ga.—Granted cp to change frequency to 102.5 mc, and make changes in ant. system; antenna 260 ft.

The following were granted extensions of completion dates as shown; **WJDM Panama City, Fla.**, to 9-20; **KOVR Stockton, Calif.**, to 1-8-58; **WFIE-TV Evansville, Ind.**, to 7-31; **WNEM-TV Bay City, Mich.**, to 9-15; **WYES New Orleans, La.**, to 1-18-58; **KNAC-TV Fort Smith, Ark.**, to 12-18; **WYZZ Wilkes-Barre, Pa.**, to 9-8; **KSAY San Francisco, Calif.**, to 8-1.

Actions of June 19

KOVR (TV) Stockton, Calif.—Granted license for tv broadcast station.

KURA Moab, Utah—Granted mod. of cp to change ant.-trans. and studio location, change type trans. and make changes in ant. system.

KONK Shelton, Wash.—Granted mod. of cp to change ant.-trans. location and type trans.

The following were granted extensions of completion dates as shown: **KELP-TV El Paso, Tex.**, to 1-1-58; **WISK St. Paul, Minn.**, to 9-24; **KSEM Moses Lake, Wash.**, to 9-11; **WJJC Commerce, Ga.**, to 9-17.

Actions of June 18

KUTY Palmdale, Calif.—Granted mod. of cp to change ant.-trans. location, change type trans., make changes in ant. (increase height).

KTLQ Tahlequah, Okla.—Granted mod. of cp to change name to Tahlequah Broadcasting Co.

The following were granted extensions of completion dates as shown: **KSD-TV St. Louis, Mo.**, to 12-20; **KOOS Coos Bay, Ore.**, to 11-1; **KAVL Lancaster, Calif.**, to 10-5; **KRSI Hopkins-Edina-St. Louis Park, Minn.**, to 9-3

Actions of June 17

WKRG-TV Mobile, Ala.—Granted mod. of cp to change trans. location, make changes in ant. system; ERP vis. 10 kw, aur. 50 kw; ant. 1054 ft.

WALB-TV Albany, Ga.—Granted mod. of cp to change ERP to vis. 91.2 kw, aur. 45.7 kw, correct geographic coordinates (not a move), install new ant. system and change ant. height above terrain to 390 ft.

WPTT (TV) Augusta, Maine—Granted extension of completion date to 11-1.

WICC-TV Bridgeport, Conn.—Granted extension of completion date to 9-14.

UPCOMING

July

July 8-Aug. 2: Television Institute, U. of California, Los Angeles.

July 20-23: National Audio-Visual Convention and Exhibit, Fairfax, Va.

August

Aug. 11-13: Georgia Assn. of Broadcasters, General Oglethorpe Hotel, Savannah, Ga.

Aug. 15-17: South Carolina Radio & Television Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach, S. C.

Aug. 16-18: Semi-annual meeting, West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 20-23: Western Electronic Show and Convention, San Francisco.

WGN Prepares Presentation On Its Radio Week Contest

WHY do people like radio? How do they feel about a medium that was prematurely buried a few years ago?

WGN Chicago decided to find out anew during National Radio Week May 5-11 by conducting a "Why I Like Radio" contest. The station engaged in an extensive promotion campaign involving several corollary activities which are summarized in a presentation to be submitted to Radio Advertising Bureau during the next few weeks.

The campaign included on-the-air promotion, displays, special broadcasts and features (i.e., guest disc jockeys) and luncheons, plus the contest which drew thousands of entries.

Several of the contestants put their reasons in rhyme or in graphic prose. Following are a few of the entries:

- "It's like having a finger on the pulse of the world."
- "Makes housework hum instead of humdrum."
- "It's as certain as yesterday, as current as today, as progressive as tomorrow."
- ". . . Alive and alert, informative and entertaining, heart beat of the world in my home, radio is my 'finger-tip-friend.'"

The first place winner received a portable radio and $100 savings bond, with four others receiving radios and record albums.

WPGC Disc Jockey 'Arrested'

IN ORDER to promote the local Policemen's Ball, Gene Winters, WPGC Morningside, Md., disc jockey, arranged to be locked up by police in that county. He was arrested and plans to stay in jail until 250 of his listeners have bought tickets to the ball. While he was doing his show, *Let's Talk It Over,* on WPGC, two policemen arrived on the scene and read a warrant for Mr. Winters' arrest over the air. The gag was reportedly carried off so well that listeners called the station and police headquarters demanding explanations. Instead, the callers were given sales talks encouraging them to go to police headquarters and buy tickets, which cost two dollars each.

Summer Selling Promoted

WBZ-TV Boston is distributing a key chain to advertisers which promotes summer selling. The chain, which says "Summer selling's easy . . . go Bee Zee," is accompanied by a card which states, "You'll find . . . the key to your summer sales campaign in the New England market on WBZ-TV, now delivering 1,507,149 tv homes."

KHVH-TV Begins Colorcasting

KHVH-TV Honolulu is broadcasting two to three hours a day of color programs, the first colorcasting to be done in Hawaii, according to Duncan A. Scott, West Coast representative of the Kaiser Hawaiian stations KHVH-AM-TV. Much of the color program material comes from the more than $2 million worth of films purchased for KHVH-TV, Mr. Scott said, reporting that the station has the complete libraries of MGM and Warner Bros. feature films, many of them in color, as well as the Warner cartoon film library, all in color. These libraries give the station enough feature films to last three years without any repeat telecasts, he stated.

NTA Film Network Day

IN Columbus, Ohio, yesterday (Sunday) was proclaimed NTA Film Network Day by Mayor Maynard E. Sensenbrenner. The proclamation was issued in recognition of the "high standards of film programming which WTVN-TV Columbus has maintained through its affiliation with the NTA Film Network."

Stereophonic Broadcasts Presented

WMBR and WPDQ Jacksonville, Fla., report that they celebrated their own radio week on June 17-21 when they presented a special stereophonic sound broadcast simultaneously. Local radio dealers and distributors put up the money to buy the time plugging radio and boosted the programming idea in their own promotional campaigns. The programs were on tape with announcers from each station cutting in on each other to present various segments of the broadcasts. For example, an announcer from WMBR would give the weather and then a WPDQ announcer reported the news. Stations report that special effects to "emphasize the hi-fi quality of the stereophonic sound were also utilized during the program."



WITH the dedication of its new radio color tower, WBT Charlotte has advanced another step in its assault on new electronic frontiers. Forsaking steel and chromium trappings for Tarheel ingenuity, WBT was able to adapt an old windmill as its radio color transmitter. The equipment and site were donated by a listener after he heard disc jockey Owen Spann (mounting tower) announce plans for broadcasting fights in black and blue, royal broadcasts in purple and hillbilly music in tobacco brown. Charlotte Mayor Jim Smith (right) officially dedicates the new gear as local newspaper reporters cover the event.

KBET-TV Promotes MGM Films

A cocktail party was sponsored June 12 by KBET-TV Sacramento, Calif., to promote the station's new MGM film package. Models were used to display the original costumes used in five of the films and three-color brochures were distributed, playing up the station's twin markets, plus the titles and stars of the films in the new package. Guests were given bags of popcorn imprinted with "MGM-KBET" and were then shown a twenty-minute film that included scenes from some of the hits in the new package. Over 200 agency people, advertisers and newspapermen reportedly were present at the affair.

Motorola's 'Sports-for-Youth'

MOTOROLA Inc. has announced a plan for bringing the coveted Davis Cup of tennis back to America, as part of its Sports-For-Youth program. The firm has enlisted the services of Billy Talbert, U. S. cup team captain, to counsel youth in an advisory capacity. Sparked by Robert W. Galvin, Motorola president, the plan calls for co-sponsorship of the U. S. Junior Chamber of Commerce fourth annual nationwide tennis tournaments in Santa Monica, culminating with the finals Aug. 6. Mr. Talbert will visit state tournaments to encourage teenagers who show unusual promise.

ABC-TV Plugs Videotape

ABC-TV has sent advertising agency executives throughout the country a promotion piece, to which it attached a piece of Videotape, along with an explanation of how it works. The brochure makes the point that since ABC-TV installed three Ampex television recorders at its studio in Chicago on April 28, the network is in a position to facilitate Daylight Saving Time rebroadcasts and permit them to be carried in the same period during the summer as in the remainder of the year.

Stations Send Guests Scurrying

WNBC and WKNB Hartford conducted a giveaway contest which reportedly sent 200 guests scrambling around the grounds of the Hartford Advertising Club. Sets of eight matchbooks with different messages on the covers were printed by the stations and guests had to find them. When they arrived, guests were given a set of four, but the rest of the matchbooks were dropped to the ground from a plane. The first to complete the set won an RCA tv set and the second one to find them, won a portable RCA radio.

KBIG Goes to Catalina

KBIG Avalon, Catalina, Calif., celebrated its fifth anniversary uniquely and appropriately by chartering a 119-ft. ocean-going yacht, *S. S. Hyding,* and taking groups of clients and agencies who have done business with the station on one-day cruises to Catalina Island. Eight cruises of about 50 people each were held over a two-week period.

B·T TELESTATUS

A QUARTERLY SITUATION REPORT ON PRESENT AND PLANNED TV STATIONS
Published in first issue of each quarter

July 1957

Total U. S. Stations on Air: 500
(Commercial: 477; Educational: 23)
Total Cities with Tv Stations: 317

Total Tv Homes: 38,700,000
(B·T Estimate as of Jan. 1, 1957)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives, and station's highest one-time hourly rate.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
► **WAIQ (*2)**
BIRMINGHAM—
► WABT (13) NBC, ABC; Harrington, Righter, Parsons; N, LF, LS; $800
► **WBIQ (*10)**
► WBRC-TV (6) CBS; Katz; N; $850
WBMG (42) 11/29/56-Unknown
DECATUR—
► **WMSL-TV (23) NBC, CBS, ABC; McGillvra; N; $150**
DOTHAN—
► WTVY (9) CBS, ABC; Young; N; $150
FLORENCE—
WOWL-TV (41) 1/30/57-September; Rambeau
MOBILE—
► WALA-TV (10) NBC, ABC; H-R; N; $450
► WKRG-TV (5) CBS; Avery-Knodel; N; $450
MONTGOMERY—
► WCOV-TV (20) CBS, ABC; Young, N; $200
► WSFA-TV (12) NBC, ABC; Katz; N; $450
MUNFORD†—
► WTIQ (*7)
SELMA†—
WSLA (8) 2/52/54-Unknown

ARIZONA

FLAGSTAFF—
KOLF-TV (9) 5/29/56-Unknown
MESA (PHOENIX)—
► KVAR (12) NBC; Raymer; N; $450
PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; N; $550
► KPHO-TV (5) Katz; N; $450
► KTVK (3) ABC; Weed; N, LF, LS; $400
TUCSON—
► KGUN-TV (9) ABC; Headley-Reed; N, LF, LS; $300
► KOLD-TV (13) CBS; Hollingbery; $300
► KVOA-TV (4) NBC; Branham; N; $300
YUMA—
► KIVA (11) CBS, NBC, ABC; Raymer; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
► KRBB (10) NBC; (ABC, CBS per program basis); O'Connell; $200
FORT SMITH—
► KFSA-TV (22) NBC, ABC; Pearson; $200
► KNAC-TV (5) CBS; H-R; $250
HOT SPRINGS—
KSPS (9) 2/16/56-Unknown
JONESBORO†—
KBTM-TV (4) 1/12/55-Unknown (Satellite of KATV Pine Bluff)
LITTLE ROCK—
► KARK-TV (4) NBC; Petry; N; $450
► KTHV (11) CBS; Branham; N; $450
► **KATV (7) (See Pine Bluff)**
PINE BLUFF—
► KATV (7) ABC; Avery-Knodel; N; $450
TEXARKANA—
► **KCMC-TV (6) (See Texarkana, Tex.)**

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) CBS, ABC; Weed; $350
► KERO-TV (10) NBC; Petry; N; $500
BERKELEY (SAN FRANCISCO)—
► **KQED (*9)**
CHICO—
► KHSL-TV (12) CBS, ABC; Avery-Knodel; N; $250
EUREKA
► KIEM-TV (3) CBS, ABC, NBC; Blair Tv Assoc.; $250
KHUM-TV (13) 1/16/56-Unknown
FRESNO—
► KFRE-TV (12) CBS; Blair; N, LF, LS; $650
► KJEO (47) ABC; Branham; N, LL, LS; $500
► KMJ-TV (24) NBC; Raymer; N, LF, LS; $550
► **KVVG (27) (See Tulare, Calif.)**
KBID-TV (53) See footnote
LOS ANGELES
► KABC-TV (7) ABC; Katz; $2,600
► KCOP (13) Petry; $1,250
► KHJ-TV (9) H-R; N; $1,750
► KNXT (2) CBS; CBS Spot Sls.; N, LS, LF, LL; $3,500
► KRCA (4) NBC; NBC Spot Sls.; N, LL, LS, LF; $3,600
► KTLA (5) Raymer; N, LS, LF, LL; $1,500
► KTTV (11) Blair; $2,000
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
OAKLAND (SAN FRANCISCO)—
Channel Two Inc. (2) Initial Decision 6/20/56
REDDING—
► KVIP (7) NBC, ABC; Hollingbery; N; $225
SACRAMENTO
► KBET-TV (10) CBS; H-R; N, LF, LS; $850
► KCRA-TV (3) NBC; Petry; N, LF, LS; $800
KGMS-TV (46) 3/2/56-Unknown
KCCC-TV (40) (See footnote)
SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; N; $425
SAN DIEGO—
► KFMB-TV (8) CBS; Petry; N; $900
► KFSD-TV (10) NBC; Katz; N; $850
SAN FRANCISCO—
► KGO-TV (7) ABC; Blair; $1,700
► KPIX-TV (5) CBS; Katz; N, LF, LS; $1,700
► **KRON-TV (4) NBC; Peters, Griffin, Woodward;** N, LL, LF, LS; $1,700
► KSAN-TV (32) Stars National; $115
KBAY-TV (20) 3/11/53-Unknown
KPRT (26) 12/20/56-Unknown
SAN JOSE†—
► KNTV (11) ABC, CBS, NBC; Weed; $250
SAN LUIS OBISPO—
► KSBY-TV (6) ABC, CBS; H-R; $200
SANTA BARBARA—
► KEYT (3) NBC, ABC, CBS; Hollingbery; $450
STOCKTON†—
► KOVR (13) ABC, CBS; Hollingbery; $650
TULARE—
► KVVG (27) Bernard; $325

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; $250
► KRDO-TV (13) NBC; Pearson; $175
DENVER—
► **KBTV (9) ABC; Peters, Griffin, Woodward;** N; $650
► KLZ-TV (7) CBS; Katz; N; $750
► KOA-TV (4) NBC; NBC Spot Sls.; N; $750
► **KRMA-TV (*6)**
► KTVR (2) Blair Tv Assoc.; $500
GRAND JUNCTION†—
► KREX-TV (5) NBC, CBS, ABC; Holman; $120
MONTROSE—
► KFXJ-TV (10) (Satellite of KREX-TV)
PUEBLO—
► KCSJ-TV (5) NBC; Pearson; $155

CONNECTICUT

BRIDGEPORT—
► WICC-TV (43) ABC; Young; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
► WHCT (18) CBS; CBS Spot Sls.; $650
WCHF (*24) 1/29/53-Unknown
WTIC-TV (3) 7/25/56-September

Beginning with this report, TELESTATUS and Comparative Network Showsheets for radio and television will appear quarterly, in the first issues of January, April, July and October. THE EDITORS

NEW BRITAIN—
► WNBC (30) NBC; NBC Spot Sales; N; $600
NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
► WATR-TV (53) ABC; Stuart; $200

DELAWARE

WILMINGTON—
► WPFH (12) Katz; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► **WMAL-TV (7) ABC; H-R; $1,200**
► WRC-TV (4) NBC; NBC Spot Sls.; N; $1,750
► WTOP-TV (9) CBS; CBS Spot Sls.; N, LF, LS; $1,800
► WTTG (5) Weed; $720
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
► WESH-TV (2) Petry; N; $200
FORT LAUDERDALE—
► WITV (17) ABC; Forjoe; $500
FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
► WJHP-TV (36) NBC, ABC; Petry; N; $300
► **WMBR-TV (4) CBS, ABC; CBS Spot Sls.;** N; $850
WJCT (*7) 2/28/57-October
WFGA-TV (12) 8/31/56-Unknown
WQIK-TV (30) 8/12/53—Unknown
MIAMI—
► WCKT (7) NBC; NBC Spot Sls.; N, LF, LS; $950
► **WTHS-TV (*2)**
► **WTVJ (4) CBS; Peters, Griffin, Woodward;** N, LL, LF, LS; $1,000
► **WITV (17) See Fort Lauderdale**
WMFL (33) 12/9/53-Unknown
WPST-TV (10) 2/8/57-August; ABC; H-R; N; $825
WGBS-TV (23) (See footnote)
ORLANDO—
► **WDBO-TV (6) CBS, ABC, NBC; Blair Tv Assoc.;** N; $450
WEAL-TV (18) 9/21/55-Unknown
WLOF-TV (9) 6/7/57-Unknown
PANAMA CITY—
► WJDM (7) ABC, CBS, NBC; Hollingbery; $150
PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; N; $300
WPFA-TV (15) See footnote
ST. PETERSBURG—
► WSUN-TV (38) ABC; Venard; $400
TALLAHASSEE—
► **WCTV (6) See Thomasville, Ga.**
TAMPA—
► WFLA-TV (8) NBC; Blair; N, LF, LS; $850
► WTVT (13) CBS; Katz; N, LF, LS; $850
WEST PALM BEACH—
► WEAT-TV (12) ABC, CBS; Venard; $250
► WPTV (5) NBC, CBS; Blair Tv Assoc.; N; $275

GEORGIA

ALBANY†—
► WALB-TV (10) NBC, ABC; Venard; $250
ATHENS†—
WGTV (*8) 9/5/56-November
ATLANTA—
► WAGA-TV (5) CBS; Katz; N, LS, LF; $1,000
► WLWA (11) ABC; Crosley; N; $900
► WSB-TV (2) NBC; Petry; N, LS, LF; $1,000
WETV (*30) 3/21/56-Unknown
WATL-TV (36) See footnote
AUGUSTA—
► WJBF (6) ABC, NBC; Hollingbery; N; $350
► WRDW-TV (12) CBS; Branham; $350
COLUMBUS—
► WRBL-TV (4) CBS, ABC; Hollingbery; N; $400
► WTVM (28) NBC; Headley-Reed; N; $300
MACON—
► **WMAZ-TV (13) CBS, ABC; NBC** (per program basis); Avery-Knodel; N; $360
SAVANNAH—
► **WSAV-TV (3) NBC, ABC; Blair Tv Assoc.;** N; $275

► WTOC-TV (11) CBS, ABC; Avery-Knodel; N; $300

THOMASVILLE—
► WCTV (6) NBC, CBS, ABC; Blair Tv Assoc.; $300

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Peters, Griffin, Woodward; $250
► KIDO-TV (7) ABC, NBC; Blair Tv Assoc.; N; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC: Gill-Perna; $225

LEWISTON†—
► KLEW-TV (3) CBS, ABC, NBC; Weed; $150 (satellite of KIMA-TV Yakima, Wash.)

POCATELLO†—
KSEI-TV (6) 4/25/56-Unknown

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; $175
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
WBLN (15) See footnote

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; N; $900

CHICAGO—
► WBBM-TV (2) CBS; CBS Spot Sls.; N; $3,900
► WBKB (7) ABC; Blair; $2,400
► WGN-TV (9) Petry; N, LL, LF, LS; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; $150

DECATUR—
► WTVP (17) ABC; Gill-Perna; $350

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC, NBC; Walker; $150

LASALLE
WEEQ-TV (35) 2/13/57-Unknown (satellite of WEEK-TV Peoria)

PEKIN—
WPKN (69) 2/13/57-Unknown

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; N; $475
► WTVH (19) CBS, ABC; Petry; N; $550
WIRL-TV (8) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.)

QUINCY (HANNIBAL, MO.)—
► WGEM-TV (10) NBC, ABC; Young; N; $350
► KHQA-TV (7) See Hannibal, Mo.

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; N; $800

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; N, LF, LS; $450
► WTVO (39) NBC; Headley-Reed; N; $300

SPRINGFIELD—
► WICS (20) ABC, NBC; Young; $250
WMAY-TV (2) 6/27/56 (Ordered to show cause why station should not operate on ch. 36).

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown

BLOOMINGTON—
► WTTV (4) ABC; Meeker; N; $1,000

ELKHART (SOUTH BEND)—
► WSJV (52) ABC; H-R; $300

EVANSVILLE—
► WFIE-TV (14) NBC; Venard; N; $350
► WEHT (50) See Henderson, Ky.
► WTVW (7) ABC; Hollingbery; N, LF, LS; $350

FORT WAYNE—
► WANE-TV (15) CBS, ABC; Petry; N; $400
► WKJG-TV (33) NBC; Raymer; N; $450

HATFIELD—
WVSJ-TV (9) Initial Decision-2/18/57

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; N, LL, LF, LS; $1,200
► WISH-TV (8) CBS; Bolling; N, LF, LS; $1,300
► WTTV (4) See Bloomington
WLWI (13) 3/8/57-September; ABC; Crosley

LAFAYETTE—
► WFAM-TV (59) CBS, NBC; Rambeau; N; $200

MUNCIE—
► WLBC-TV (49) NBC, ABC, CBS; Holman; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

ROANOKE—
WPTA (21) 9/6/56-August; Meeker

SOUTH BEND (ELKHART)—
► WNDU-TV (46) NBC; Petry; N; $500
► WSBT-TV (34) CBS; Raymer; N; $500

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; N; $500

IOWA

AMES—
► WOI-TV (5) ABC; Weed; N; $500

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Weed; N; $425
► WMT-TV (2) CBS; Katz; N; $625

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $700
► WHO-TV (13) NBC; Peters, Griffin, Woodward; N, LF, LS; $700
KDPS-TV (11*) 12/12/56-Unknown
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC, CBS; Pearson; $150

MASON CITY—
► KGLO-TV (3) CBS; Weed; $350

OTTUMWA—
► KTVO (3) See Kirksville, Mo.

SIOUX CITY—
► KTIV (4) NBC; Hollingbery; N; $350
► KVTV (9) CBS, ABC; Katz; N; $425

WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; N; $625

KANSAS

ENSIGN—
KTVC (6) 1/25/56-July; ABC, CBS; $100 (satellite of KAKE-TV Wichita)

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GARDEN CITY—
Central Kansas Tv Inc. (11) 6/14/57-Unknown; (satellite of KCKT Great Bend)

GREAT BEND—
► KCKT (2) NBC, ABC; Bolling; N, LS; $250

HAYS—
KAYS-TV (7) 5/29/57-Unknown

HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; N; $575
► KAKE-TV (10) See Wichita
► KARD-TV (3) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; N; $360

TOPEKA—
► WIBW-TV (13) CBS, ABC; Avery-Knodel; N; $550

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; N; $600
► KARD-TV (3) NBC; Petry; N, LL, LF, LS; $650
► KTVH (12) See Hutchinson

KENTUCKY

ASHLAND†—
WALN-TV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Young; N; $400

LEXINGTON—
► WLEX-TV (18) NBC, ABC, CBS; Bolling; N; $218.50
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; N; $1,025
► WHAS-TV (11) CBS; Harrington, Righter & Parsons; N; $1,000
WQXL-TV (41) Forjoe; 1/15/53-Unknown
WKLO-TV (21) See footnote

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

OWENSBORO—
WKYT (14) 3/14/56-Unknown

PADUCAH†—
► WPSD-TV (6) NBC; Pearson; $400

LOUISIANA

ALEXANDRIA—
► KALB-TV (5) NBC, ABC, CBS; Weed; $250

BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Blair Tv Assoc.; $250

NEW TV STATIONS

THE following tv stations started regular programming within the past two months: WLBR-TV (ch. 15) Lebanon, Pa.; WPSD-TV (ch. 6) Paducah, Ky.; KBTX-TV (ch. 3) Bryan, Tex.; KHVH-TV (ch. 13) Honolulu, T. H., and CJOX-TV (ch. 10) Argentia, Nfld.

► WBRZ (2) NBC, ABC; Hollingbery; N; $300
WCNS (40) 7/19/56-September

LAFAYETTE—
► KLFY-TV (10) CBS; Young; N; $250

LAKE CHARLES
► KPLC-TV (7) NBC, ABC; Weed; $250
► KTAG (25) CBS; Raymer; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; N; $400
KLSE (*13) 12/14/56-Unknown

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; N, LF, LS; $900
► WJMR-TV (20) CBS, ABC; Weed; N; $300
► WYES (*8)
WCKG (26) 4/2/53-Unknown; Gill-Perna
WWEZ-TV (32) 9/26/56-Unknown
WWL-TV (4) 7/13/56-August; CBS; Katz

SHREVEPORT—
► KSLA-TV (12) CBS, ABC; Raymer; N; $500
► KTBS-TV (3) NBC, ABC; Petry; N; $500

MAINE

AUGUSTA—
WPTT (10) 11/14/56-Unknown

BANGOR—
► WABI-TV (5) NBC, ABC; Hollingbery; N; $325
► WTWO (2) CBS; Venard; $300

POLAND SPRING—
► WMTW (8) CBS, ABC; Harrington, Righter & Parsons; $400

PORTLAND—
► WCSH-TV (6) NBC; Weed; N; $500
► WGAN-TV (13) CBS; Avery-Knodel; N; $400

PRESQUE ISLE—
► WAGM-TV (8) CBS; Venard; $150

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Blair Tv; N; $1,275
► WBAL-TV (11) NBC; Petry; N, LL, LS, LF; $1,500
► WMAR-TV (2) CBS; Katz; N, LF, LS; $1,500
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY—
► WBOC-TV (16) ABC, CBS; Headley-Reed; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward; N, LS, LF; $2,400
► WGBH-TV (*2) N, LL, LF, LS
► WNAC-TV (7) CBS, ABC; H-R; N; $3,000
► WMUR-TV (9) (See Manchester, N. H.)
WHDH-TV (5) 4/26/57-Unknown
WXEL (38) 10/12/55-Unknown
WJDW (44) 3/12/53-Unknown

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
WTAO-TV (56) See footnote

GREENFIELD—
WRLP (32) 7/5/56-Unknown (Satellite of WWLP Springfield, Mass.)

PITTSFIELD†—
► WCDC (19) Harrington, Righter & Parsons (Satellite of WCDA Albany, N. Y.)

SPRINGFIELD—
► WHYN-TV (55) CBS; Branham; N; $600
► WWLP (22) NBC, ABC; Hollingbery; N, LS; $600

WORCESTER—
WWOR-TV (14) See footnote

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW, FLINT)—
► WNEM-TV (5) NBC, ABC; Petry; N, LF, LS; $800

CADILLAC—
► WWTV (13) CBS, ABC; Weed; $350

CHEBOYGAN—
WTCM-TV (4) Initial Decision-6/21/57

DETROIT—
► WJBK-TV (2) CBS; Katz; N, LL, LF, LS; $2,600
► WTVS (*56)
► WWJ-TV (4) NBC; Peters, Griffin, Woodward; N, LF, LS; $2,400
► WXYZ-TV (7) ABC; Blair; N; $2,200
► CKLW-TV (9) CBC; Young; $1,200 (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown

EAST LANSING†—
► WKAR-TV (*60)

FLINT†—
WJRT (12) 5/12/54-Unknown

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; N; $1,175
WMCM (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; N; $1,300

LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Peters, Griffin, Woodward; N; $1,000
WTOM-TV (54) See footnote

B·T TELESTATUS

MARQUETTE†—
► WDMJ-TV (6) CBS; Weed; $200
ONONDAGO—
State Board of Agriculture and Tv Corp. of Mich. (sharetime) (10) Initial Decision—3/6/57
PORT HURON—
WHLS-TV (34) 11/14/56-Unknown
SAGINAW (BAY CITY, MIDLAND)
► WKNX-TV (57) CBS; Gill-Perna; N; $375
TRAVERSE CITY—
► WBPN-TV (7) NBC; Holman; N; $144

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; $200
DULUTH (SUPERIOR, WIS.)—
► **KDAL-TV (3) CBS, ABC; Avery-Knodel;** $400
► **WDSM-TV (6) See Superior, Wis.**
WFTV (38) See footnote
MINNEAPOLIS-ST. PAUL—
► KMGM-TV (9) Branham; $1,500
► KSTP-TV (5) NBC; Petry; N, LS, LF; $1,640
► WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,600
► WTCN-TV (11) ABC; Katz; $1,200
KTCA-TV (*2) 6/20/56-Unknown
ROCHESTER—
► KROC-TV (10) NBC; Meeker; N; $250

MISSISSIPPI

BILOXI†—
WVMI (13) Initial Decision 6/5/56
COLUMBUS—
► WCBI-TV (4) CBS, NBC, ABC; Everett-McKinney; $180
HATTIESBURG—
► WDAM-TV (9) NBC; Pearson; N; $187.50
JACKSON—
► WJTV (12) CBS, ABC; Katz; $360
► WLBT (3) NBC, ABC; Hollingbery; N; $360
LAUREL—
WTLM (7) 2/21/57-Unknown
MERIDIAN—
► WTOK-TV (11) CBS, ABC, NBC; Headley-Reed; N; $250
WCOC-TV (30) See footnote
TUPELO—
► WTWV (9) NBC; $150

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS; Headley-Reed; N; $600
COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; $250
HANNIBAL (QUINCY, ILL.)
► KHQA-TV (7) CBS; Weed; N; $350
► **WGEM-TV (10) See Quincy, Ill.**
JEFFERSON CITY—
► KRCG (13) CBS, ABC; Blair Tv Assoc.; $250
JOPLIN—
► KODE-TV (12) CBS, ABC; Avery-Knodel; N; $300
KANSAS CITY—
► KCMO-TV (5) CBS; Katz; N, LL, LF, LS; $1,350
► KMBC-TV (9) ABC; Peters, Griffin, Woodward; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; N, LS, LF; $1,060
KIRKSVILLE—
► KTVO (3) CBS, NBC; Bolling; $300
ST. JOSEPH—
► KFEQ-TV (2) CBS, ABC; Blair Tv Assoc.; $400
ST. LOUIS—
► **KETC (*9)**
► KSD-TV (5) NBC; NBC Spot Sls.; N, LS, LF; $1,200
► KTVI (2) ABC; Blair Tv Assoc.; $1,000 (operating temporarily on ch. 2)
► KWK-TV (4) CBS, ABC; Katz; N; $1,500
KMOX-TV (11) 3/29/57-December; CBS; CBS Spot Sales
SEDALIA†—
► KDRO-TV (6) Pearson; $200
SPRINGFIELD—
► KTTS-TV (10) CBS; Weed; N; $325
► KYTV (3) NBC, ABC; Hollingbery; N; $325

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC; Headley-Reed; $200
KGHL-TV (8) 11/23/55-Unknown
BUTTE†—
► KXLF-TV (4) ABC; $100
GLENDIVE—
KXGN-TV (5) 3/13/57-Unknown
GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC; Blair Tv Assoc.; $150
Cascade Broadcasting Co. (3) 5/29/57-Unknown
HELENA
KABL-TV (10) 2/13/57-Unknown
KXLJ-TV (12) 2/13/57-Unknown (Satellite of KXLF-TV Butte, Mont.)
KALISPELL†—
KGEZ-TV (9) Cooke; 7/19/56-Unknown
MISSOULA—
► KMSO-TV (13) CBS, ABC, NBC; Gill-Perna; $150
HASTINGS—

NEBRASKA

► KHAS-TV (5) NBC; Weed; N; $250
HAYES CENTER—
► **KHPL-TV (6) (Satellite of KHOL-TV Holdrege)**
KEARNEY (HOLDREDGE)—
► KHOL-TV (13) CBS, ABC; Meeker; N; $300
LINCOLN—
► KOLN-TV (10) CBS, ABC; Avery-Knodel; $450
► **KUON-TV (*12)**
OMAHA—
► KMTV (3) NBC, ABC; Petry; N, LL, LS, LF; $900
► WOW-TV (6) CBS; Blair; N; $900
KETV (7) 4/27/56-September; ABC; H-R
SCOTTSBLUFF†—
► KSTF (10) (Satellite KFBC-TV Cheyenne)

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Avery-Knodel; N, LL, LF, LS; $225
LAS VEGAS—
► KLAS-TV (8) CBS; Weed; N; $250
► **KLRJ-TV (2) See Henderson**
► KSHO-TV (13) Forjoe; $200
RENO—
► KOLO-TV (8) CBS, ABC, NBC; Pearson; $300
KAKJ (4) 4/19/55-Unknown
KEENE†—

NEW HAMPSHIRE

WKNE-TV (45) 4/22/53-Unknown
MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC (CBS, NBC per program basis); Forjoe; $700
MT. WASHINGTON†—
► **WMTW (8) See Poland Spring, Me.**

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote
ATLANTIC CITY—
WOCN (52) 1/8/53-Unknown
WHTO-TV (46) See footnote
CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown
NEWARK (NEW YORK CITY)—
► WATV (13) Forjoe; $2,000
NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; N; $300
► KOAT-TV (7) ABC; Hollingbery; N; $300
► KOB-TV (4) NBC; Petry; N; $410
CARLSBAD—
► KAVE-TV (6) CBS, NBC; Branham; $150
CLOVIS—
► KICA-TV (12) CBS; Pearson; $150
ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker; $250
SANTA FE—
KVIT (2) 1/25/56-Unknown

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► **WCDA (41) CBS; Harrington, Righter & Parsons;** N; $400
► WTRI (35) ABC; Venard; $400
WPTR-TV (23) 6/10/53-Unknown
WTVZ (*17) 7/24/52-Unknown
BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; N; $1,000
WINR-TV (40) 9/29/54-September; Hollingbery
WQTV (*46) 8/14/52-Unknown
BUFFALO—
► **WBEN-TV (4) CBS; Harrington, Righter &** Parsons; N, LS, LF, LL; $1,050
► WBUF (17) NBC; NBC Spot Sls.; N; $650
► WGR-TV (2) ABC; Peters, Griffin, Woodward; N; $1,025
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52-Unknown
Great Lakes Tv Inc. (7) Initial Decision 1/31/56
CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC (NBC per program basis); Weed; $200
ELMIRA—
► WSYE-TV (18) NBC, ABC; Harrington, Righter & Parsons; N; $100 (Satellite WSYR-TV Syracuse)
WTVE (24) See footnote
HAGAMAN—
► WCDB (29) (Satellite WCDA Albany, N. Y.)
ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
LAKE PLACID (PLATTSBURG)—
► WPTZ (5) NBC, ABC; Blair Tv Assoc.; $300
NEW YORK—
► WABC-TV (7) ABC; Blair; $4,150
► WABD-TV (5) Weed; N, LL, LF, LS; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; N, LS, LF, LL; $8,000
► WOR-TV (9) H-R; $3,000
► WPIX (11) Peters, Griffin, Woodward; $2,000
► WRCA-TV (4) NBC; NBC Spot Sls.; N, LS, LF, LL; $9,200
► **WATV (13) See Newark, N. J.**
WREG (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
POUGHKEEPSIE—
WKNY-TV (66) See footnote
ROCHESTER—
► WROC-TV (5) NBC, ABC; Peters, Griffin, Woodward; N; $700
► WHEC-TV (10) CBS, ABC; Everett-McKinney; N; $700
► WVET-TV (10) CBS, ABC; Bolling; N, LF, LS; $800
WCBF-TV (15) 5/10/53-Unknown
WROH (*21) 7/24/52-Unknown
SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; N; $1,350
SYRACUSE—
► WHEN-TV (8) CBS, ABC; Katz; N; $1,000
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; N, LS, LF; $900
WHTV (*43) 9/18/52-Unknown
UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; N; $550

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) NBC, CBS; Bolling; $150
► WLOS-TV (13) ABC; Venard; N; $400
CHAPEL HILL†—
► WUNC-TV (*4)
CHARLOTTE—
► WBTV (3) CBS, ABC; CBS Spot Sls.; N, LL, LS, LF; $1,000
► WSOC-TV (9) NBC; H-R; $900
WQMC (36) See footnote
DURHAM—
► WTVD (11) ABC, CBS; Petry; N; $550
FAYETTEVILLE†—
► WFLB-TV (18) ABC, CBS, NBC; Biern-Smith; $120
GASTONIA†—
WTVX (48) 4/7/54-Unknown
GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; N, LF, LS; $650
GREENVILLE—
► WNCT (9) CBS, ABC; Hollingbery; N; $400
NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown
RALEIGH—
► WNAO-TV (28) CBS; Forjoe; N; $325
► WRAL-TV (5) NBC; H-R; N, LF, LS; $600
WASHINGTON—
► WITN (7) NBC; Headley-Reed; N; $325
WILMINGTON—
► WFMD-TV (6) NBC, ABC, CBS; Wagner-Smith Assoc.; $250
WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; N; $600
WTOB-TV (26) see footnote

NORTH DAKOTA

BISMARCK—
► KBMB-TV (12) CBS; Weed; N; $150
► KFYR-TV (5) NBC, ABC; Blair Tv Assoc.; $275
DICKINSON—
► KDIX-TV (2) CBS, ABC, NBC; Holman; $150
FARGO—
► **WDAY-TV (6) NBC, ABC; Peters, Griffin,** Woodward; N; $450
GRAND FORKS†—
► KNOX-TV (10) NBC; Rambeau; $200
MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; $250
KMOT (10) 10/5/55-Unknown
VALLEY CITY—
► KXJB-TV (4) CBS; Weed; N, LF, LS; $500
WILLISTON—
► KUMV-TV (8) (satellite of KFYR-TV Bismarck)

OHIO

AKRON—
► WAKR-TV (49) ABC; Burke-Stuart; $300
ASHTABULA†—
WICA-TV (15) See footnote
CANTON†—
WTLC (29) 3/22/56-Unknown
CINCINNATI—
► WCET (*48)
► WCPO-TV (9) ABC; Blair; N; $1,200
► WKRC-TV (12) CBS; Katz; N; $1,000
► WLWT (5) NBC; WLW Sls.; N, LL, LF, LS; $800
WQXN-TV (54) 5/14/53-Unknown; Forjoe
CLEVELAND—
► WEWS (5) ABC; Blair; N; $1,650
► KYW-TV (3) NBC; Peters, Griffin, Woodward; N; $1,950
► WJW-TV (8) CBS; Katz; N; $2,000
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COMPARATIVE NETWORK SHOWSHEET

SUNDAY

AFTERNOON	ABC	CBS	NBC
Noon		*Let's Take A Trip*	
12:15			
12:30		Kellogg Wild Bill Hickok F	
12:45			
1:00		*Heckle and Jeckle Show* F	
1:15			
1:30			
1:45			
2:00			
2:15			
2:30			
2:45			
3:00			
3:15			
3:30			*Watch Mr. Wizard* F
3:45			
4:00			*American Youth Forum* L
4:15			
4:30			*Zoo Parade* L&F
4:45			
5:00	*College News Conference* L	*Face the Nation*	*Frontiers of Faith* L
5:15			
5:30	*Open Hearing* L	*World News Roundup*	*Outlook* F
5:45			
EVENING			
6:00		*The Last Word*	Meet the Press L
6:15			
6:30		Prudential Your Are There T	
6:45			*Cowboy Theatre* F
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup Lassie F	
7:15			
7:30		Am. Tob. My Favorite Husband F	Reynolds Metals Circus Boy F
7:45			
8:00	Participating Hollywood Film Theatre F	Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	Greyhound S. C. Johnson Steve Allen Show L
8:15			
8:30			
8:45			
9:00	*Flight Number Seven* F	Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L (5-5)
9:15			
9:30	*Industries for America* F	Bristol-Myers Hitchcock Theatre F	
9:45			
10:00	Philip Morris Mike Wallace L	P. Lorillard (Alt. wks.) Revlon The $64.000 Challenge	P&G The Web F
10:15			
10:30		Helene Curtis (Alt. wks.) Remington What's My Line L	
10:45			

MONDAY

ABC	CBS	NBC
	Valiant Lady Amer. Home Products Love of Life	*Tic Tac Dough* L
	P&G Search for Tomorrow	
	P&G Guiding Light L	*It Could Be You* L
	W. Cronkite	
	1:10 *Standup & Be Counted* S	Close-Up L
	P&G As The World Turns	
		Club 60 L
	Our Miss Brooks F	
	Art Linkletter's House Party (See Footnotes)	
		Bride & Groom L
	Colgate Big Payoff	
	Bob Crosby (See Footnotes)	NBC Matinee Theatre (Participating) Color L
	P&G The Brighter Day	
	Am. Home Pr. Secret Storm	Queen For A Day Participating L
	P&G and Standard Brands The Edge of Night	
		Modern Romances L
		Comedy Time F
Afternoon Film Festival F&L Participating		
Mickey Mouse Club (See Footnote) F		
	B. & Wm'son News L	
Gordon Bkg. Kukla, Fran & Ollie		
Daly-News	B. & Wm'son News L	
	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	*Georgia Gibbs*
R. J. Reynolds Wire Service F	B.F.Goodrich (Alt. wks.) Carnation Burns & Allen F	Amer. Can News Caravan
	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	Whitehall Charles Farrell Show F
Ralston-Purina Bold Journey F	Max Factor (Alt. wks.) Gen. Foods Those Whiting Girls F	Amer. Tobac. (Alt.) Action Tonight F
Corn Prods. Press Conference	Gen'l Foods R. Diamond Private Detective (start 7/1) F	Pharmctcls. Twenty-One
Dodge Plymouth Lawrence Welk	Westinghouse Studio One Summer Theatre L	Bristol Myers Arthur Murray Party L
Top Tunes and New Talent (L)		Hazel Bishop Ted Mack L

TUESDAY

ABC	CBS	NBC
	Wesson Oil Valiant Lady Amer. Home Products Love of Life	*Tic Tac Dough* L
	P&G Search for Tomorrow	
	P&G Guiding Light L	*It Could Be You* L
	W. Cronkite	
	1:10 *Standup & Be Counted* S	Close-Up L
	P&G As The World Turns	
		Club 60 L
	Best Foods (alt. wks.) Our Miss Brooks F	
	Art Linkletter's House Party (See Footnote)	
		Bride & Groom L
	Colgate Big Payoff	
	Bob Crosby (See Footnotes)	NBC Matinee Theatre (Participating) Color L
	P&G The Brighter Day	
	Am. Home Pr. Secret Storm	Queen For A Day Participating L
	P&G The Edge of Night	
		Modern Romances L
		Comedy Time F
Afternoon Film Festival F&L Participating		
Mickey Mouse Club (see footnote) F		
	Whitehall News L	
Gordon Bkg. Kukla, Fran & Ollie		
Daly-News	Whitehall News L	
	Whitehall (Alt. wks.) Kellogg Name That Tune	*A. Williams June Valli Show* L
Gen. Electric Cheyenne (Alt. wks.) Chesebrough Pond's Conflict (Alt. wks.) F	R.J. Reynolds P&G, Phil Silvers F	News L
		Speidel Purex Festival of Stars F
Gen. Mills P & G (Alt. wks.) Wyatt Earp F	Lever (Alt. wks.) Sheaffer Prvt. Sec'try F	L & Myers Max Factor Panic! F
Miles Labs (Alt. wks.) Assoc. Prod's Broken Arrow F	Pharmaceu. To Tell The Truth L	P&G Meet McGraw F
Bell System Telephone Time F	S.C. Johnson (Alt. wks.) Pet Milk Spotlight Playhouse F	Armstrong Cork Summer Playhouse L
Co-op It's Polka Time L	Revlon The $64,000 Question L	*Nat King Cole* L
	Playhouse of Mystery (start 7/2) F	

WEDNESDAY

ABC	CBS	NBC
	Valiant Lady Amer. Home Products Love of Life	*Tic Tac Dough* L
	P&G Search for Tomorrow	
	P&G Guiding Light L	*It Could Be You* F
	W. Cronkite	
	1:10 *Standup & Be Counted*	Close-Up L
	P&G As The World Turns	
		Club 60 L
	(Alt.) Gerber 15 Min. Our Miss Brooks F	
	Art Linkletter's House Party (See Footnote)	
		Bride & Groom L
	Colgate Big Payoff	
	Bob Crosby (See Footnotes)	NBC Matinee Theatre (Participating) Color L
	P&G The Brighter Day	
	Am. Home Pr. Secret Storm	Queen For A Day Participating L
	P&G and Pet Milk The Edge of Night	
		Modern Romances L
		Comedy Time F
Afternoon Film Festival F&L Participating		
Mickey Mouse Club (see footnote) F		
	B. & Wm'son News L	
Gordon Bkg. Kukla, Fran & Ollie		
Daly-News	B. & Wm'son News L	
American Motors American Dairy Derby Foods Disneyland F	*My Friend Flicka* F	*Helen O'Connell* L
	Kellogg (alt. wks.) Gen. Motors Vic Damone Show (start 7/10) (sust. 8-8:30)	Time Inc. Miles Lab News Caravan L
Am. Tobacco U. S. Rubber Navy Log (F)		Assoc. Prod Max Factor Masquerad Party
Eastman Kodak Adv. of Ozzie & Harriet F	Colgate The Millionaire F	Scott Father Knows Best F
Ford Ford Theatre F	R. J. Reynolds I've Got A Secret L	Kraft Foods Television Theatre L
Miles Labs. Mennen Co. Wednesday Night Fights L	Revlon 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	P&G This Is Your Life

	THURSDAY			FRIDAY			SATURDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
AFTERNOON		Toni (Alt. wks.) Valiant Lady Amer. Home Products Love of Life P&G Search for Tomorrow P&G Guiding Light L W. Cronkite 1:10 *Standup & Be Counted* P&G As The World Turns Nestle 15 Min. (Alt. wks.) Our Miss Brooks F Art Linkletter's House Party (See Footnotes)	*Tic Tac Dough* L *It Could Be You* L Close-Up L Club 60 L *Bride & Groom* L NBC Matinee Theatre (Participating) Color L Queen For A Day Participating L *Modern Romances* L *Comedy Time* F		*Valiant Lady* Amer. Home Products Love of Life P&G Search for Tomorrow P&G Guiding Light L W. Cronkite 1:10 *Standup & Be Counted S* P&G As The World Turns J'son & J'son 15 Min. (alt wks.) General Mills Our Miss Brooks F Art Linkletter's House Party (See Footnotes)	*Tic Tac Dough* L *It Could Be You* L Close-Up L Club 60 L *Bride & Groom* L NBC Matinee Theatre (Participating) Color L Queen For A Day Participating L *Modern Romances* L *Comedy Time* F		*The Big Top* Gen. Mills (Alt.) Nestle Co., The Lone Ranger F Co-op Dizzy Dean Show	Sterling Drug True Story L Sterling Drug Detective's Diary L L.Durocher's *Warmup* L
Noon									
12:15									
12:30									
12:45									
1:00									
1:15									
1:30									
1:45									
2:00									
2:15									
2:30		Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L		Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L		Co-op Falstaff Amer. Safety Razor Philip Morris Baseball Game of the Week (1:55 p.m. to concl.)	R. J. Reynolds Co-op Major League Baseball (1:30 to conclusion)
2:45									
3:00									
3:15									
3:30	Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)		Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)				
3:45									
4:00		P&G The Brighter Day Am. Home Pr. Secret Storm	Queen For A Day Participating L		P&G The Brighter Day Am. Home Pr. Secret Storm	Queen For A Day Participating L			
4:15									
4:30		P&G The Edge of Night	*Modern Romances* L		P&G The Edge of Night	*Modern Romances* L			
4:45			*Comedy Time* F			*Comedy Time* F			
5:00	Mickey Mouse Club (See Footnote) F			Mickey Mouse Club (see footnote) F			Joe Lowe Corp. Five Star Comedy Party L&F		
5:15									
5:30									
5:45									
EVENING									
6:00									
6:15									
6:30		Whitehall News L			B&W, H. Bishop News L				
6:45									
7:00	Gordon Bkg. Kukla, Fran & Ollie			Gordon Bkg. Kukla, Fran & Ollie			Skippy Peanut Butter This Is Galen Drake L		
7:15	Daly-News	Whitehall News L	Chevrolet Dinah Shore Show L	Daly-News	B&W, H. Bishop News L	*Helen O'Connell* L	*Famous Film Festival*	Sylvania The Buccaneers F	R. J. Reynolds Toni People Are Funny F
7:30	Gen. Mills Swift & Co. The Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	Sperry-Rand News Caravan L	National Biscuit Rin Tin Tin F	Hazel Bishop (alt. wks.) Beat the Clock	Miles News Caravan L			
7:45									
8:00	*The Big Picture* F	Reynolds Bob Cummings Show F	Toni (Alt.) DeSoto-Plymouth You Bet Your Life F	Chesebrough Pond's Am. Chicle Jim Bowie F	Gen. Foods West Point F	Nestle (Alt.) Bobbi & Pamper Blondie F	Graham Billy Graham's New York Crusade L	Jimmy Durante Show P. Lorillard F	Sunbeam Gold Seal Noxzema Kleenex RCA S&H Green Stamps Julius LaRosa L
8:15									
8:30	*Enterprise*	Chrysler Motors Climax* L	Schick Chesterfield Draguet F	Chevrolet Crossroads F	Gen. Foods (Alt. wks.) Ford Motor Destiny F	Lever Life of Riley F		*Two For The Money* L	
8:45									
9:00	Armour Int. Cellucotton Danny Thomas F		P&G alt. Borden Co. The People's Choice F	Mogen David Key Club Playhouse L	R.J.Reynolds (Alt. wks.) C'gate P'olive Mr. Adams and Eve F	Campbell Lever On Trial F	Dodge Div. The Lawrence Welk Show L	Nestle (Alt. wks.) Helene Curtis Gale Storm Show	Pabst George Sanders Mystery Theatre F
9:15									
9:30	*Compass* F	Bristol Myers (Alt. wks.) Amer. Gas Philip Morris (Alt. wks.) Bristol Myrs.	Ford High-Low	Plymouth Date with the Angels F	Schlitz Brewing The Schlitz Playhouse F	Am. Tobacco Ralston-Purina The Big Moment F		Curtis (alt. wks.) Whitehall S.R.O. Playhouse F	*Dollars a Second* L
9:45									
10:00	*Focus* F	Sustaining 10:30-11			Brown & Williamson Undercurrent (st. 7/19) F (Alt. wks.) P&G (last 7/12) Line Up F	Gillette Cavalcade of Sports L	American Chicle Williamson-Dickie Ozark Jubilee L	L&M Gunsmoke F	Armour (alt.) Quaker Oats Encore Theatre F
10:15									
10:30		Playhouse 90 L	Lever Bros. Lux Video Theatre L	*The Big Beat* L	Amer. Oil Hamm Time Pantomime Quiz	State Farm Red Barber's Corner L		Hazel Bishop Jimmy Dean Show L	Am. Tobacco Warner Lambert *Adventure Theatre*
10:45									

MORNING

SATURDAY AM

CBS: Capt. Kangaroo, sust. Mighty Mouse Playhouse, 10:30-11 a.m., General Foods, alt. weeks; Colgate; Susan's Show, sust. 11-11:30 a.m.; It's A Hit, sust. 11:30-12 noon.

SUNDAY AM

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Eye on New York 11-11:30 a.m.; Camera Three, 11:30-12 noon.

MONDAY-FRIDAY AM

CBS: Jimmy Dean Show, 7-7:45 a.m.; CBS Morning News, 7:45-8 a.m.; Captain Kangaroo, 8-8:45 a.m.; CBS Morning News 8:45-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:30-12 noon.

NBC: Today, 7-10 a.m. (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

ABC — Mickey Mouse Club Mon.-Fri. 5-6. Am. Par., Armour, Bristol-Myers, Carnation, Coca-Cola, Gen. Mills, Mattel, Miles Labs, Minnesota Mining, SOS, Pillsbury Mills, Peter Shoe Co.

CBS—Garry Moore M.-Fri. 15 min. segments sponsored by Campbell Soup, Lever Bros., Toni, Yardley, Staley, Swift & Co. Hoover, off after 7/2, Nestle, Bird & Son, off after 7/29, California Packing Co.

Arthur Godfrey M.-Thurs. 15 min. segments sponsored by Bristol Myers, Standard Brands, Simoniz, General Foods, Scott Paper, Sherwin Williams, Mutual of Omaha, Bauer & Black st. 7/4, Florida Citrus Commission start 6/6.

House Party—15 min. segments sponsored by Kellogg, Lever, Pillsbury, Swift, Campbell Soup, Simoniz, Standard Brands.

Bob Crosby—15 min. segments sponsored by Gerber Prod., General Mills, Wesson Oil, Toni, Swift & Co.

SPECIAL PROGRAMS

**NBC—Chevy Show, 9-10 p.m.,

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BROADCASTING TELECASTING

July 1, 1957

B•T TELESTATUS

COLUMBUS—
► WBNS-TV (10) CBS; Blair; N; $825
► WLWC (4) NBC; WLW Sls.; N; $800
► WOSU-TV (*34)
► WTVN-TV (6) ABC; Katz; $600

DAYTON—
► WHIO-TV (7) CBS; Hollingbery; N; $1,100
► WLWD (2) NBC, ABC; WLW Sls.; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; N; $200

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) 9/4/52-Unknown; Petry

OXFORD—
WMUB-TV (*14) 7/19/56-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; N; $500
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; N; $1,000
WTOH-TV (79) 10/20/54-Unknown
Great Lakes Bcstg. Co. (11) Initial Decision-3/21/57

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; N; $400
► WKBN-TV (27) CBS, ABC; Raymer; N; $450
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) NBC, ABC, CBS; Pearson; $150

OKLAHOMA

ADA—
► KTEN (10) ABC (CBS, NBC per program basis); Venard; N; $225

ARDMORE—
► KVSO-TV (12) NBC; Pearson; N; $150

ENID—
► KGEO-TV (5) ABC; Blair Tv Assoc.; N; $600

LAWTON—
► KSWO-TV (7) ABC; Pearson; $150

MUSKOGEE—
► KTVX (8) ABC; Avery-Knodel; $600

OKLAHOMA CITY—
► KETA (*13)
► KGEO-TV (5) See Enid, Okla.
► KWTV (9) CBS; Avery-Knodel; N; $900
► WKY-TV (4) NBC; Katz; N, LL, LF, LS; $950
KTVQ (25) See footnote

TULSA—
► KOTV (6) CBS; Petry; N; $825
► KTVX (8) See Muskogee
► KVOO-TV (2) NBC; Blair; N, LF, LS; $750
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown
KCEB (23) See footnote

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC (CBS per program basis); Hollingbery; N; $382.50

KLAMATH FALLS†—
► KOTI (2) CBS, ABC, NBC; Blair Tv Assoc.; $150

COOS BAY—
KOOS-TV (16) 9/4/56-Unknown

CORVALLIS—
KOAC-TV (*7) 5/2/57-October

MEDFORD—
► KBES-TV (5) CBS, ABC, NBC; Blair Tv Assoc.; $250

PORTLAND—
► KGW-TV (8) ABC; Blair; $700
► KOIN-TV (6) CBS; CBS Spot Sls.; N; $700
► KPTV (12) NBC; Hollingbery; N; $700

ROSEBURG—
► KPIC (4) NBC, ABC, CBS; Hollingbery; $150 (satellite of KVAL-TV Eugene, Ore.)

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WQCY (39) 8/12/53-Unknown; Weed
WFMZ-TV (67) See footnote

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; Blair; $750

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; N, LF, LS; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; $175

ERIE—
► WICU (12) NBC, ABC; Petry; N; $700
► WSEE (35) CBS; Young; $300

HARRISBURG—
► WHP-TV (55) CBS; Bolling; N; $325
► WTPA (27) ABC; Harrington, Righter & Parsons; N; $350
WCMB-TV (71) See footnote

HAZLETON†—
WAZL-TV (63) 12/18/52-Unknown; Meeker

JOHNSTOWN—
► WARD-TV (19) CBS; Weed; $200
► WJAC-TV (6) NBC; Katz; N, LL, LS, LF; $1,000

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; N, LS, LF; $1,200
WLAN-TV (21) 11/8/56-Unknown

LEBANON†—
► WLBR-TV (15) Blair Tv Assoc.

LOCK HAVEN—
WBPZ-TV (32) 5/8/56-Unknown

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; N, LF, LS; $3,250
► WFIL-TV (6) ABC; Blair; N, LL, LS, LF; $3,200
► WRCV-TV (3) NBC; NBC Spot Sls.; N, LL, LF, LS; $3,200
WHYY-TV (*35) 3/28/56-Unknown
WPHD (23) 9/28/55-Unknown
WSES (29) 3/28/56-Unknown

PITTSBURGH—
► KDKA-TV (2) NBC, CBS, ABC; Peters, Griffin, Woodward; N; $2,000
► WENS (16) ABC; Branham; $450
► WQED (*13)
WIIC (11) 7/20/55-August; NBC; Blair; $1,800
WTVQ (47) 12/23/52-Unknown; Headley-Reed
WCAE-TV (4) Initial Decision 4/9/57
WKJF-TV (53) See footnote

READING—
WEEU-TV (33) See footnote
WHUM-TV (61) See footnote

SCRANTON—
► WARM-TV (16) ABC; Bolling; $225
► WDAU-TV (22) CBS; H-R; N; $500
WTVU (44) See footnote

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; N, LL, LS, LF; $575
► WILK-TV (34) ABC; Avery-Knodel; N; $300

WILLIAMSPORT†—
WRAK-TV (36) 11/32/52-Unknown; Meeker

YORK—
► WNOW-TV (49) Keller; $200
► WSBA-TV (43) ABC; Young; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Petry; N; $1,200
► WPRO-TV (12) CBS; Blair; $1,100
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) ABC; Headley-Reed; N; $150

CAMDEN†—
WACA-TV (14) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; N; $300
► WUSN-TV (2) NBC, ABC; Weed; N; $300

COLUMBIA—
► WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; N; $450
► WNOK-TV (67) CBS; Raymer; N; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; N; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; N; $450
WGVL (23) See footnote

SPARTANBURG—
► WSPA-TV (7) CBS; Hollingbery; N; $450

SOUTH DAKOTA

ABERDEEN†—
KDHS (9) 8/30/56-Unknown

DEADWOOD†—
KDSJ-TV (5) 8/8/56-Unknown

FLORENCE—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; $150
KRSD-TV (7) 12/20/56-Unknown

RELIANCE†—
KPLO-TV (6) 12/20/56-July 5 (Satellite of
► KELO-TV (11) NBC, ABC, CBS; H-R; $450

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; $450
KSOO-TV (13) Initial Decision—6/18/57

TENNESSEE

BRISTOL—
► WCYB-TV (5) (See Bristol, Va.)

CHATTANOOGA—
► WDEF-TV (12) CBS, ABC; Branham; N; $450
► WRGP-TV (3) NBC; H-R; N; $400
► WROM-TV (9) McGillvra; $150

JACKSON—
► WDXI-TV (7) CBS, ABC; Venard; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC; Pearson; $300

KNOXVILLE—
► WATE-TV (6) NBC; Avery-Knodel; N; $600
► WBIR-TV (10) CBS; Katz; N; $600
► WTVK (26) ABC; Pearson; N; $300

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; $900
► WKNO-TV (*10)
► WMCT (5) NBC; Blair; N; $900
► WREC-TV (3) CBS; Katz; $900

NASHVILLE—
► WLAC-TV (5) CBS; Katz; N; $750
► WSIX-TV (8) ABC; Hollingbery; $575
► WSM-TV (4) NBC; Petry; N, LF, LS; $825

TEXAS

ABILENE—
► KRBC-TV (9) NBC; Raymer; $225

ALPINE—
KAMT-TV (12) 8/30/56-Unknown

AMARILLO—
► KFDA-TV (10) CBS, ABC; Blair Tv Assoc.; $340
► KGNC-TV (4) NBC; Katz; N; $340

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; N; $525

BEAUMONT—
► KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; N; $350
KBMT (31) See footnote

BIG SPRING—
► KEDY-TV (4) CBS; Branham; $150 (satellite of KDUB-TV Lubbock)

BROWNWOOD—
KNBT-TV (19) 6/6/56-Unknown

BRYAN—
► KBTX-TV (3) ABC, CBS; Raymer; $150

CORPUS CHRISTI—
► KRIS-TV (6) NBC, ABC; Peters, Griffin, Woodward; N, LF, LS; $300
► KSIX-TV (10) CBS; H-R; $250
► KVDO-TV (22) Young; LS; $200

DALLAS—
► KRLD-TV (4) CBS; Branham; N, LF, LS; $1,100
► WFAA-TV (8) ABC, NBC; Petry; N; $1,000

EL PASO—
► KELP-TV (13) Young; $250
► KROD-TV (4) CBS; Branham; N; $450
► KTSM-TV (9) NBC; Hollingbery; N; $325

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Peters, Griffin, Woodward; N, LL, LF, LS; $1,000
► KFJZ-TV (11) Blair; $1,000

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; N; $1,000

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; $300

HOUSTON—
► KPRC-TV (2) NBC; Petry; N; $1,000
► KTRK (13) ABC; Hollingbery; N, LF, LS; $900
► KUHT (*8)
► KGUL-TV (11) See Galveston
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
► KHAD-TV (8) CBS, NBC, ABC; Pearson; $150

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; N; $350
► KDUB-TV (13) CBS; Branham; N, LS, LF; $630 (includes satellites KPAR-TV Sweetwater and KEDY-TV Big Spring)

LUFKIN—
► KTRE-TV (9) Venard; $225 (Station receives NBC shows from KPRC-TV Houston.)

MIDLAND—
► KMID-TV (2) NBC, ABC; Venard; N; $250

NACOGDOCHES—
East Texas Broadcasting Co. (19) 6/21/57-Unknown

ODESSA—
► KOSA-TV (7) CBS; Pearson; $300

PORT ARTHUR—
KPAC-TV (4) 3/20/57-Unknown

SAN ANGELO—
► KTXL-TV (8) CBS, NBC, ABC; Venard; $200
KVTX (3) 2/28/57-Unknown

SAN ANTONIO—
► KCOR-TV (41) O'Connell; $200
► KENS-TV (5) CBS; Peters, Griffin, Woodward; N; $700
► KONO-TV (12) ABC; H-R; N; $600
► WOAI-TV (4) NBC; Petry; N, LL, LS, LF; $700

SWEETWATER (ABILENE)—
► KPAR-TV (12) CBS; Branham; $200 (satellite of KDUB-TV Lubbock, Tex.)

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; N; $350

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC, NBC; Venard; N; $260

TYLER—
► KLTV (7) NBC, ABC, CBS; H-R; N; $300

VICTORIA—
Alkek Tv Co. (19) 5/2/57-Unknown

WACO (TEMPLE)—
► KWTX-TV (10) ABC, CBS; Raymer; N; $300

WESLACO (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Raymer; $250

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; N, LF, LS; $350
► KSYD-TV (6) CBS; Blair Tv Assoc.; N; $350

B·T TELESTATUS

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; N; $600
► KTVT (4) NBC; Katz; N, LS; $700
► KUTV (2) ABC; Avery-Knodel; N; $600
KUED (7*) 12/13/56-September

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS; Weed; $450

VIRGINIA

ARLINGTON—
WARL-TV (20) 10/10/56-Unknown
BRISTOL—
► WCYB-TV (5) NBC, ABC; Weed: N, LF, LS; $300
DANVILLE†—
WBTM-TV (24) See footnote
HAMPTON—
► WVEC-TV (15) See Norfolk
HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC; Peters, Griffin Woodward; $250
LYNCHBURG—
► WLVA-TV (13) ABC; Hollingbery; N; $300 (film)
NEWPORT NEWS—
WACH-TV (33) See footnote
NORFOLK—
► WTAR-TV (3) CBS, ABC; Petry; N, LS, LF; $875
► WTOV-TV (27) McGillvra; LL, LS; $380
► WVEC-TV (15) NBC; Avery-Knodel; N; $350
PETERSBURG—
► WXEX-TV (8) See Richmond
PORTSMOUTH—
WAVY-TV (10) 5/30/56-September; ABC; H-R; $700
RICHMOND—
► WRVA-TV (12) CBS; Harrington, Righter & Parsons; N, LF, LS; $700
► WTVR (6) ABC; Blair; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; N, LF, LS; $750
ROANOKE—
► WDBJ-TV (7) CBS; Peters, Griffin, Woodward; N, LF, LS; $600
► WSLS-TV (10) NBC, ABC; Avery-Knodel; N, LF, LS; $675

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe; $435
EPHRATA†—
► KBAS-TV (43) (Satellite of KIMA-TV Yakima, Wash.)
PASCO—
► KEPR-TV (19) CBS, ABC, NBC; Weed; N; $200 (Satellite of KIMA-TV Yakima)
SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC; Blair; N, LF, LS; $1,100
► KOMO-TV (4) NBC; NBC Spot Sls.; N, LL, LF, LS; $1,125
► KTNT-TV (11) CBS; Weed; N; $900
► KTVW (13) Hollingbery; $600
KIRO-TV (7) Initial Decision 4/5/55
SPOKANE—
► KHQ-TV (6) NBC; Katz; N, LL, LF, LS; $550
► KREM-TV (2) ABC; Petry; N, LF, LS; $600
► KXLY-TV (4) CBS; Avery-Knodel; N; $600
VANCOUVER†—
KVAN-TV (21) 9/25/53-Unknown; Bolling
WALLA WALLA—
KRTV (8) 10/24/56-Unknown (Satellite of KIMA-TV Yakima, Wash.)
YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; N; $500 (Includes satellites KEPR-TV Pasco, KLEW-TV Lewiston, Idaho, KBAS-TV Ephrata)

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC, ABC; Katz; N; $240
CHARLESTON—
► WCHS-TV (8) CBS; Branham; N, LF, LS; $650
WKNA-TV (49) See footnote
CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Unknown
FAIRMONT†—
► WJPB-TV (35) NBC; Gill-Perna; N; $200
HUNTINGTON—
► WHTN-TV (13) ABC; Petry; N; $600
► WSAZ-TV (3) NBC; KATZ; N, LL, LF, LS; $1,000
OAK HILL (BECKLEY)—
► WOAY-TV (4) ABC; Pearson; N; $200
PARKERSBURG—
► WTAP (15) NBC, ABC, CBS; Pearson; $150
WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; N; $600
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; N; $350
GREEN BAY—
► WBAY-TV (2) CBS; Weed; N; $500
► WFRV-TV (5) ABC, CBS; Headley-Reed; N; $400
► WMBV-TV (11) See Marinette
LA CROSSE—
► WKBT (8) CBS, NBC, ABC; H-R; $360
MADISON—
► WHA-TV (*21)
► WISC-TV (3) CBS; Peters, Griffin, Woodward; N, LF, LS; $550
► WKOW-TV (27) ABC; Headley-Reed; N; $250
► WMTV (33) NBC; Young; N; $280
MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; $250
MILWAUKEE—
► WISN-TV (12) ABC; Petry; N, LF, LS; $1,000
► WITI-TV (6) Branham; N, LL, LF, LS; $600
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; N, LL, LF, LS; $1,150
► WXIX (19) CBS; CBS Spot Sls.; N; $800
WFOX-TV (31) 5/4/5-Unknown
WMVS-TV (*10) 6/6/56-August
WCAN-TV (25) See footnote
SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) NBC; Peters, Griffin, Woodward; N; $400
► KDAL-TV (3) See Duluth, Minn.
WAUSAU—
► WSAU-TV (7) CBS, NBC, (ABC per program basis); Meeker; $350
WHITEFISH BAY—
► WITI-TV (6) See Milwaukee

WYOMING

CASPER—
► KTWO-TV (2) ABC, CBS, NBC; Meeker; $150
KSPR-TV (6) 1/30/57-July 15; Walker; $120
CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC; Hollingbery; $150
RIVERTON—
KWRB-TV (10) 9/26/56-September
SHERIDAN—
Harriscope Inc. (9) 5/8/57-Unknown

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher; $150
► KTVA (11) CBS; Alaska Radio-Tv Sls.; $150
FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; $150
► KTVF (11) CBS; Alaska Radio-Tv Sls.; $135
JUNEAU†—
► KINY-TV (8) CBS; Wagner-Smith; $60

GUAM

AGANA†—
► KUAM-TV (8) NBC, CBS; Young; $120

HAWAII

HILO†—
► KHBC-TV (9) (Satellite of KGMB-TV Honolulu)
HONOLULU†—
► KGMB-TV (9) CBS; Peters, Griffin, Woodward; $350 (Includes satellites KMAU-TV Wailuku, KHBC-TV Hilo.)
► KONA (2) NBC; NBC Spot Sls; $350
► KULA-TV (4) ABC; Young; $300
► KHVH-TV (13) Smith Assoc.; LL, LF, LS
WAILUKU†—
► KMAU-TV (3) (Satellite KGMB-TV Honolulu)
► KMVI-TV (12) (Satellite KONA Honolulu)

PUERTO RICO

CAGUAS†—
WSUR-TV (9) 4/25/56-November; Pan America Bcstg.; $150
MAYAGUEZ†—
► WORA-TV (5) CBS, ABC, NBC; Young; $150
PONCE†—
WKBM-TV (11) 5/3/36-Unknown
Ponce Tv Partnership (7) 6/20/57-Unknown
SAN JUAN†—
► WAPA-TV (4) NBC, ABC; Caribbean Networks; $250
► WKAQ-TV (2) CBS; Inter-American; $375
WIPR-TV (*6) 2/2/55-October

CANADA

ARGENTIA, NFLD.—
► CJOX-TV (10) (satellite of CJON-TV St. John's)
BARRIE, ONT.—
► CKVR-TV (3) Mulvihill, Canadian Ltd.
BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; $170
CALGARY, ALTA.†—
► CHCT-TV (2) CBC; All-Canada; $350
CHARLOTTETOWN, P.E.I.†—
► CFCY-TV (13) All-Canada, Weed; $190
EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Canadian Reps., Oakes; $425
HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; CBC; $300
HAMILTON, ONT.—
► CHCH-TV (11) CBC; All-Canada, Canadian Reps. $550
KINGSTON, ONT.—
► CKWS-TV (11) CBC; All-Canada; $280
KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; $450
LETHBRIDGE, ALTA†—
► CJLH-TV (7) CBC; All-Canada, Weed; $160
LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; $450
MONCTON, N. B.—
► CKCW-TV (2) CBC, ABC, CBS, NBC; Canadian Reps.; $250
MONTREAL, QUE.—
► CBFT (2) CBC (French); CBC; $1,000
► CBMT (6) CBC; CBC; $750
NORTH BAY, ONT.—
► CKGN-TV (10) CBC; Canadian Reps., Mulvihill, Hunt; $180
OTTAWA, ONT.—
► CBOFT (9) CBC (French); CBC; $300
► CBOT (4) CBC; CBC; $400
PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; $260
PORT ARTHUR, ONT.—
► CFPA-TV (2) CBC; All-Canada, Weed; $225
QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; $475
► CKMI-TV (5) CBC; Stovin, Weed; $250
REGINA, SASK.—
► CKCK-TV (2) CBC, CBS, NBC; All-Canada, Weed; $300
RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC (French); Stovin, Canadian Reps.; $260
ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC, ABC, CBS, NBC; All-Canada, Weed; $300
ST. JOHN'S, NFLD.†—
► CJON-TV (6) CBC, CBS, NBC, ABC; Weed; N; $230
SASKATOON, SASK.—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Canadian Reps., Tv Reps. Ltd.; $260
SAULT STE. MARIE, ONT.—
► CJIC-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; $260
SHERBROOKE, QUE.†—
► CHLT-TV (7) CBC; Canadian Reps.; $400
SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; $220
SYDNEY, N. S.†—
► CJCB-TV (4) CBC; All-Canada, Weed; $275
TIMMINS, ONT.—
► CFCL-TV (6) CBC; Mulvihill; $160
TORONTO, ONT.—
► CBLT (6) CBC; CBC; $1,000
VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; $580
VICTORIA, B. C.†—
► CHEK-TV (6) CBC; Tv-Reps. Ltd., Forjoe; $210
WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC; Young; $1,100
WINGHAM, ONT.—
► CKNX-TV (8) CBC; All-Canada, Young; $235
WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; $400

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Times Sales; $240
TIJUANA (SAN DIEGO)—
► XETV (6) ABC; Weed; $800

The following stations have suspended regular operation but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WTVE (TV) Elmira, N. Y.; WFTV (TV) Duluth; WCOC-TV Meridian, Miss.; WHTO-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WICA-TV Ashtabula, Ohio; WGVL (TV) Greenville, S. C.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WTOB-TV Winston-Salem, N. C.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WHUM-TV Reading, Pa.; WCAN-TV Milwaukee; WTAO-TV Cambridge, Mass.; KCCC-TV Sacramento, Calif.; WTVU (TV) Scranton, Pa.; WTOM-TV Lansing, Mich.; KMBT (TV) Beaumont, Tex.; WKNY (TV) Poughkeepsie, N. Y.; WATL-TV Atlanta, Ga.; WCMB-TV Harrisburg, Pa.; WGBS-TV Miami; WBLN (TV) Bloomington, Ill.

COMPARATIVE NETWORK AM SHOWSHEET

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SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Reynolds Norwich Weekend News	News Lorillard	News	Monitor
6:15	Paul Harvey News	F.B.I.	Around the World with the UN	Mutual of Omaha On the Line with Bob Considine
6:30	Quincy Howe	Dodge Gunsmoke (202)	Miles—News Keep Healthy	Monitor Meet the Press
6:45	George Sokolsky	News—Chevrolet Cowles	General Tire & R. Sports	
7:00	News* John Edwards	Jack Benny	Top Tunes News America's Top Tunes	
7:15	Overseas Assignment			
7:30	Sunday Music Hall	Lorillard Our Miss Brooks	News By the People	
7:45	News*			
8:00	Sp'kng of Sports	News—Chevrolet Lorillard	Hour of Decision Dr. Billy Graham	Monitor **
8:15	Sunday Music Hall	General Mills Mitch Miller		
8:30			Lutheran Hour	
8:45		Sports—Dodge		
9:00	News*	News—Lorillard	Hawaii Calls	
9:15	Sunday Music Hall	Lorillard World Tonight		
9:30	News* Sunday Music Hall	Face the World	Sports—Quaker Dean Clarence Manion	
9:45	The Unforeseen		Virgil Pinkley	
10:00	Erwin Canham	Sports CBS News	Wings of Healing	Billy Graham Evangel. Assoc. Hour of Decision (Split Network) and *Monitor
10:15	Travel Talk	Birdland		
10:30	The Assemblies of God "Revival Time"	Church of the Air S	John T. Flynn Amer. Future Inc.	American Forum or Youth Wants to Know
10:45			America's Top Tunes	
11:00	News*	News	Wings of Healing	Monitor **
11:15 PM	Late News	Dance Orchestra		

MONDAY

	ABC	CBS	MBS	NBC
		Allan Jackson Co-op Lanvin	News America's Top Tunes	News
	Teen Dance Party News**		Kraft—News	
	All State Mel Allen		America's Top Tunes	Sun Oil & Co-op 3-Star Extra (34)
	No Service	Delco Batteries Lowell Thomas (198) R		
	CIO-AFofL Edw. P. Morgan	Gh.Ponds-Sports Cowles	Fulton Lewis Jr.	News
	Co-op Quincy Howe	Amos 'n' Andy Music Hall	America's Top Tunes	Co-op Alex Drier
	Mysterytime	Grove Lab	News	News of World 166 **
	News***	Ed. R. Murrow Co-op	Reporter's Roundup	One Man's Family **
	The Louis Sobol Show	Robt. Q. Lewis	News True Detective	News
	News—Miller	News	Miles—News	Boston Pops Orchestra
	American Music Hall	Robt. Q. Lewis	Lives of Harry Lime	
	Camels—News	Chev. News (199)	Miles—News	News
	American Music Hall	The World Tonight	Music from Studio X	Classical Music for People Who Hate Classical Music
	Camels—News	Eric Sevareid S	News—Miles	
	Dancing Party	Capitol Gloakroom	Music from Studio X	Conversation **
	Camels—News		News	News
	Vandercook, CIO	Dance Orchestra	Music From Studio X	TBA
	News		Miles—News	World News
			Music from Studio X	One Man's Family
	ABC Late News	News	News	
		Dance Orchestra	Music From Studio X	
	Late News			

TUESDAY

	ABC	CBS	MBS	NBC
	Sports-Miller	Allan Jackson Co-op Lanvin	News America's Top Tunes	News
	Teen Dance Party News**	No Service	Kraft—News	
	All State Mel Allen	Delco Batteries Lowell Thomas (199)	America's Top Tunes	Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Reynolds Sports*	News	News
	Co-op Quincy Howe	Cowles Amos 'n' Andy Music Hall	America's Top Tunes	Co-op Alex Drier
	Unit 99	Grove Lab	News	News of World **
	News***	Ed. R. Murrow Co-op	Millie Considine	One Man's Family **
	The Louis Sobol Show	Robt. Q. Lewis	Coca-Cola Eddie Fisher	News
	News—Miller	Fla. Bureau	News	The Great Gildersleeve**
	Freedom Sings	News Rusty Draper	Treasury Agent	
	Camels—News	Chev. News (199)	Miles—News	Nightline **
	American Music Hall	The World Tonight	Adventures of the Scarlet Pimpernel	
	Camels—News	Eric Sevareid S	News	News
	Dancing Party	Do You Know	Music from Studio X	Nightline **
	Camels—News		News—Miles	
	Vandercook, CIO	CBS News	Music from Studio X	News
	News	Dance Orchestra	Music From Studio X	Operation Entertainment
			Miles—News	World News
	ABC Late News	News	Music from Studio X	One Man's Family
		Dance Orchestra	News	
	Late News		Music From Studio X	

WEDN

	ABC	CBS
	Sports-Miller	Allan Jackson Co-op Lanvin
	Teen Dance Party News**	
	All State Mel Allen	Delco Batteries Lowell Thomas (199)
	CIO-AFofL Edw. P. Morgan	Gh.PondsSports*
	Co-op Quincy Howe	Cowles Amos 'n' Andy Music Hall
	Mysterytime	Grove Lab
	News***	Ed. R. Murrow Co-op
	The Louis Sobol Show	Robt. Q. Lewis
	News—Miller	Fla. Bureau
	American Music Hall	News Robt. Q. Lewis
	News	Chev. News (199
	American Music Hall	Lorillard The World Tonight
	Camels—News	Eric Sevareid
	Dancing Party	Up Date
	Camels—News	
	Vandercook, CIO	CBS News
		Dance Orchestra
	ABC Late News	
		News
	Late News	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (308)	* News World News Round-Up Co-op
9:15	Great Moments Great Composers	Music Room		Art of Living
9:30	Prophecy Inc. Voice of Prophecy (99)	Church of the Air	Christian Ref. Church Back to God (268)	Voice of Prophecy
9:45				
10:00	Weekend News Message of Israel S	Chev. News (178) E. Power Biggs S	Radio Bible Class (291)	News National Radio Pulpit
10:15				
10:30	Weekend News Negro College Choirs S	Invitation to Learning S	Voice of Prophecy (307)	
10:45				
11:00	Sunday Melodies	News Lorillard Washington Week	Dawn Bible Frank & Ernest (362)	Monitor 10:30 a.m. Sun. Thru 12 Mid. Sun. (except as noted) ** 5 min. News every hour on the hour Commercial
11:15	Marines in Review	World Affairs	First Church How Christian Science Heals	
11:30	Weekend News		Miles—News	
11:45	The Christian In Action S	Salt Lake City Tabernacle S	America's Top Tunes	
12:00 N		Chev. News (170)	News	
12:15 PM		Sammy Kaye Orchestra	America's Top Tunes	
12:30	Moods in Melody	Freddy Martin Orchestra	Sports—Quaker America's Top Tunes	The Eternal Light
12:45		Weather	How Christian Science Heals	
1:00	As We See It	F. W. Woolworth 1-2 p m	Bill Cunningham	Monitor **
1:15	It's Your Business	Woolworth Hour (198)	Dawn Bible Top Tunes	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
		Co-op News	Co-op Robt. Hurleigh	* News
	Breakfast Club (Participating)		America's Top Tunes	Co-op News
			News—Kraft	
			America's Top Tunes	
	My True Story (Participating)	Amer. Home Fds Curtis, Amino Bristol-Myers Chun-King Hartz, Fla. Citrus General Foods Pillsbury, Scott Kendall Co. Sherwin-Wms. Simoniz, Shulton Reader's Digest Norwich, St. Brands, Staley Mutual Benefit Dr. West Arthur Godfrey (Participating)	News America's Top Tunes	* News Truth or Consequences
	When A Girl Marries (Participating)		News—Kraft America's Top Tunes	NBC Bandstand
	Whispering Streets (Participating)			
	Buddy Weed Show		News America's Top Tunes	* News
	ABC Late News		Miles—News	NBC Bandstand **
	Treasury Bandstand	Wrigley Howard Miller (144)	Queen for a Day	
		General Foods W. Warren (144)	News	* News
		Colgate Scott, Hearst Backstage Wife	America's Top Tunes	Truth or Consequences **
		Lever, Toni Scott H. Trent (186)	News—Kraft	NBC Bandstand **
		Colgate, Hearst Our Gal Sunday Pan Am. Coffee (194)	Music	
	Co-op Paul Harvey	Toni, Scott, Hrst Nora Drake	News	* News
	Co-op Ted Malone	Lever, Lipton Scott, Hearst Ma Perkins	America's Top Tunes	NBC Bandstand

SATURDAY

	ABC	CBS	MBS	NBC
		Co-op News	News	News
		St. Louis Melodies	America's Top Tunes	
	Co-op No School Today	Farm News	News	
		Garden Gate	America's Top Tunes	
		Chv.Jackson (192)	News	
		General Mills Magic Thread Clairol Hudson Toni	America's Top Tunes	Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
		Galen Drake	Kraft News	
	All-League Club House	Slenderella (110)	America's Top Tunes	
	News*	News	News	
	Carling—Block	Cowles Campana Dixie Cup Hudson General Mills Robt. Q. Lewis Vernell Lewis-Howe (198) Toni	America's Top Tunes	5 min. news every hour on the hour Commercial
	Speaking of Sports	Milner	News	
	Chautauqua Student Symphony	Chev., Jksn. (183) Lorillard	America's Top Tunes	
	News*	Amos 'n' Andy Music Hall	News	
	Carling—Block		America's Top Tunes	Allis Chalmers Farm & Home Hr
	Charlie Applewhite		Sports—Quaker	Drier
	Dow Red Foley Show	Dodge-Gen. Mills Gunsmoke (199)	Music	DeSoto You Bet Your Life (Split Network) Monitor *
	News*	Weather	Mary Margaret McBride	
	Carling—Block	Chev., Jksn. (185)	News	
	Navy Hour	Personal Angle Kathy Godfrey	America's Top Tunes	Monitor **
	Sports—Miller			

DA

	ABC
1:30 PM	News*
1:45	Pilgrimage
2:00	Healing Wat Inc. Dr. Oral Robe
2:15	
2:30	Herald of Truth
2:45	
3:00	News* Sp'kng of Sp
3:15	Sammy Kay Sunday Serenade
3:30	Dr. Billy Gra Hour of Dec (229)
3:45	
4:00	
4:15	Gospel Best Old-Fashi Revival Hr.
4:30	
4:45	
5:00	Speaking of S
5:15	Radio Bible Class
5:30	Weekend
5:45 PM	College News Conferen

TUESDAY

MBS	NBC
News	News
America's Top Tunes	
Kraft—News	Meet the Press
America's Top Tunes	Sun Oil & Co-op 3-Star Extra (34)
ton Lewis Jr.	News
America's Top Tunes	Co-op Alex Drier
News	News of World (158) **
Family Theatre	One Man's Family **
News	News
Bang Busters	People Are Funny **
Miles—News	Nightline **
Horatio Hornblower	
News	News
Music from Studio X	Nightline **
Miles—News	
Music from Studio X	
News	News
Music from Studio X	This Is Moscow
Miles—News	L. Pearson
Music from Studio X	World News
	One Man's Family
News	News
Studio X	

THURSDAY

ABC	CBS	MBS	NBC
Sports—Miller	Allan Jackson Co-op	News	News
	Lanvin	America's Top Tunes	
Teen Dance Party		Kraft—News	Meet the Press
News**		America's Top Tunes	Sun Oil & Co-op 3-Star Extra (34)
All State Mel Allen	Delco Batteries Lowell Thomas (199)	Fulton Lewis Jr.	News
CIO-AFofL Edw. P. Morgan	Reynolds Sports*	America's Top Tunes	Co-op Alex Drier
Co-op Quincy Howe	Cowles Amos 'n' Andy Music Hall Grove Lab	News	News of World (168) **
Unit 99		Millie Considine	One Man's Family **
News***	Ed. R. Murrow Co-op	Coca-Cola Eddie Fisher	News
The Louis Sobol Show	Lorillard Robt. Q. Lewis	News	X Minus One **
News—Miller	Fla. Bureau	Secrets of Scotland Yard	
American Music Hall	News—Simoniz	Miles—News	Nightline **
Camels—News	Robt. Q. Lewis	Theatre Royal	
American Music Hall	Chev. News (199)	News	News
Camels—News	Lorillard The World Tonight	Music from Studio X	Nightline **
Dancing Party	Sevareid-Simoniz	Miles—News	
Camels—News	Leading Question	Music from Studio X	
Vandercook, CIO	CBS News	News	News
	Stuart Foster Show	Music from Studio X	Family Living '57
ABC News		Miles—News	World News
	Dance Orchestra	Music from Studio X	One Man's Family
ABC Late News	News	News	News
	Dance Orchestra	Studio X	
Late News			

FRIDAY

ABC	CBS	MBS	NBC
	Allan Jackson Co-op	News	News
	Lanvin	America's Top Tunes	
TeenDanceParty	U.N. on the Record S	Kraft—News	Meet the Press
News**		America's Top Tunes	Sun Oil Co-op 3-Star Extra (34)
All State Mel Allen	Delco Batteries Lowell Thomas (199)	Fulton Lewis Jr.	News
CIO-AFofL Edw. P. Morgan	Ch-Pond Sports*	America's Top Tunes	Co-op Alex Drier
Co-op Quincy Howe	Lorillard	News	News of World (168) **
Mysterytime	General Mills Dodge Amos 'n' Andy Music Hall Grove Lab Cowles	Lombardoland USA	One Man's Family **
News***	Ed. R. Murrow Co-op	News	News
Carling—Block	Lorillard Robt. Q Lewis	Counter Spy	Monitor **
The Louis Sobol Show	News—Simoniz	Miles—News	
News—Miller	Robt. Q. Lewis	Queen's Men	
Carling—Block	Chev. News (199)	News	News
American Music Hall	Lorillard The World Tonight	Music from Studio X	Monitor **
Camels—News	Simoniz-Sevareid	Miles—News	
Carling—Block	So They Say	Music from Studio X	
American Music Hall	CBS News	News	News
News S		Music from Studio X	Gillette Boxing
Dancing Party	Philip Morris Country Music Show	Miles—News	Sports Digest
Camels—News		Music from Studio X	Sports Highlights
Carling—Block	News	News	World News
ABC News	Dance Orchestra	Studio X	One Man's Family
ABC Late News			
Late News			

SATURDAY

ABC	CBS	MBS	NBC
News*	News—Simoniz	News	Monitor **
Carling—Block	New Orleans Jazz Band	America's Top Tunes	
Pan American Union	Dodge General Mills Gunsmoke	Kraft—News	R. J. Reynolds Grand Ole Opry
Sports Kaleidescope		America's Top Tunes	
Science Editor	News—Reynolds	News	
News*	Lorillard Saturday Night Country Style	Wheel of Chance	
Carling—Block		Word of Life Hour	
At Ease		News	
Sports—Miller	Chev. News (192)	Bandstand USA	
Carling—Block	Entertainment U.S.A.	Miles—News	
Platter Brains		Brandstand USA	
World Tourist	The Last Word	News	
News*	Lorillard	Bandstand USA	
Carling—Block	Sports	Sports—Quaker State	
Vincent Lopez Show	News	Bandstand USA	
News*	World Tonight Lorillard	News	
American Music Hall	Philadelphia Orchestra	Music from Studio X	
News*		Miles—News	
Carling—Block	News S	Music from Studio X	Monitor **
Dancing Party	Henry Jerome Orchestra	News	
National Juke Box	Dance Orchestra	Music from Studio X	
News*		Miles—News	
Carling—Block		Music from Studio X	
Lawrence Welk Army Show		News	
Carling—Block	News—Simoniz	Studio X	
News*	Dance Orchestra		
Late News			

6:00 PM 6:15 6:30 6:45 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00 11:15 PM

IME

SUNDAY

CBS	MBS	NBC
Woolworth Hour (200)	Lutheran Hour	Lutheran's Layman's League "The Lutheran Hour"
Longines-Wittnauer Symphonette (70)	Marian Theatre	Monitor *
	News	
	America's Top Tunes	The Catholic Hour
	News	
New York Philharmonic Orchestra	America's Top Tunes	
	News	
	America's Top Tunes	
News (S)	News	
CBS Radio Workshop	America's Top Tunes	Monitor **
Suspense	News	
Lorillard	America's Top Tunes	
Crout (193) Idel News	News	
Lorillard	America's Top Tunes	
Edictment	News	
Lorillard	America's Top Tunes	
Johnny Dollar	News	
	America's Top Tunes	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	Lever, Scott Toni, Std. Brds. Dr. Malone	News	NBC Bandstand ** (R)
News—Miller	Hearst, Menthlm. Pan Am. C., Toni Road of Life	America's Top Tunes	* News
	News	News	True Confessions **
Man About Music	Toni, Hearst Right to H'piness	America's Top Tunes	Woman In My House **
News—Miller	Colgate, Hearst Pan Am. Coffee Mrs. Burton	Kraft—News	The Affairs of ** Dr. Gentry
Man About Music	Colgate Strike It Rich Pan Am. Coffee	America's Top Tunes	* News
	Just Entertainment (198) Wm. Wrigley	News	Five Star Matinee **
News—Miller	Houseparty† Sleep-Eze, Staley (183) R Coldene, Swift Simoniz, Lever Standard Brands	America's Top Tunes	"Hilltop House" **
Man About Music		News	"Pepper Young's Family" **
		America's Top Tunes	* News
ABC Late News	News	News	Truth or Consequences ** (R)
		America's Top Tunes	NBC Bandstand ** (R)
		News	* News
		America's Top Tunes	
		Miles—News	
		America's Top Tunes	Ralston-Purina R. Harkness

SATURDAY

ABC	CBS	MBS	NBC
Shake the Maracas	Man Around The House	Miles—News	Monitor *
News*	Adventure In Science	America's Top Tunes	
	News	News	
Sports—Miller	String Serenade	America's Top Tunes	
Festival	Peabody Orchestra	News	
	News	America's Top Tunes	
Sports—Miller	Army Show	News	
Festival	Dance Orchestra	America's Top Tunes	
	News	News	
Sports—Miller	Dance Orchestra	America's Top Tunes	
Festival	Dance Orchestra	News	
News*	Sports—Simoniz	America's Top Tunes	
Carling—Block	Steel Pier Orchestra	News	
Sp'kng of Sports		America's Top Tunes	
Pop Concerts Dinner At Sports—Miller The Green Room	Make Way For Youth	Sports—Quaker State	
		America's Top Tunes	

July 1, 1957

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EDT.

ABC—
7:55-8 p.m., Les Griffith & The News. (332).
* Camels—Norwich News
** Camels—Midas News
*** Camels—Hires News

CBS—
8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (8)
† Houseparty.
3-3:15 p.m. M.Th.—Coldene.
3:15-3:30 p.m., Wed., Simoniz, Swift.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
Amos 'n' Andy Music Hall
Brown & Williamson, M. F. S., Ted Bates
*Herman Hickman—Sports
Norelco, MWF; Camels, T, Th., 7-7:05 p.m.

MBS—
Series B—(8:05-8:30 p.m.) Kraft, Mon. thru Fri.; Aslum, Mon. thru Fri.; S-C Johnson & Con, Fri.

NBC—
Networks News on the Hour—starts at 8-8:05 a.m. on Sundays and is broadcast as follows: 10 a.m., 11 a.m., 12 noon, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 p.m., & 2 a.m. On Saturdays also as follows: 8 a.m., 9, 10, 11 a.m., 12 noon, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 p.m., 12 mid., 1 & 2 a.m.

**Monitor is broadcast on a network and local participation basis as are all other programs marked with **.

(R) programs are scheduled on a continuous basis by recorded repeats.

Service at thirty spots (1-minute) are scheduled on Mon.-Fri. starting at 10:30 a.m. and continuing through 11:30 p.m.

In the nation's Capital,



WRC IS THE NEW SPEAKER OF THE HOUSE!

Nielsen* proves most radios in Washington are tuned to WRC. For the total week, WRC wins a 33% share of the total station audience – a resounding 32% advantage over the second station! Balanced programming keeps the average high.

Starting off the noon-to-3 PM time period, for example, famous Washington reporter Bryson Rash far outstrips other broadcasters in his time period with a 32% share of audience. In a four-week period he reaches nearly a million homes an average of more than 5 times each. Personable Patty Cavin follows, winning a 29% share and reaching 857,000 homes an average of almost 5 times each in just four weeks.

And now, WRC's popular Gene Archer has begun a brand new 1-2 PM music show to round out local programming in this time segment.

In Washington's 17-radio-station market, you'll find this balanced programming of WRC's tips the scale in your product's favor. Have WRC Radio speak for you now in the nation's Capital.

*NSI Report—Washington, D. C., Area—January, 1957

WRC · 980

WASHINGTON, D. C. SOLD BY NBC SPOT SALES

from **EVELYN BARNES PEIRCE,** *tv casting commercial director, J. Walter Thompson Co.*

CASTING FOR YOUR COMMERCIAL HAS BECOME AN EXACTING JOB

TIME WAS, and not so long ago either, when anyone with a full set of teeth and hands steady enough to hold a boxtop could deliver a commercial. But times have changed. Now, the commercial, through a process of accelerated growth that defies description, has become the newest—maybe even the freshest—of the lively arts. Before our wondering eyes we have watched commercials become multi-dimensional as well as dynamic devices of such breadth, height, and depth that they sometimes seem, especially to the glazed eyes of a casting director, to possess dimensions not yet measured by science.

Time also was when commercials were more audio than video; we concentrated on words, in the main read by a competent announcer. But today words have taken their proper place as part of a battery of new techniques—techniques which make a greater demand upon the increasing number of creative agencies and performing talent. Our horizons have widened and today it truly "takes all kinds" to create a successful commercial.

It is with no small amount of pride that we present animations which run the gamut from a talking Tip Top brown n' serve roll to the prize winning "It's a Fooord" series. A current commercial may well include musical production numbers complete with expert choreography and highly trained singers; a filmed documentary may range the continent of North America with shots from land, sea, and air; and a locale may vary from a hospital operating room to an embassy hall.

THERE ARE NO LIMITATIONS ON MATERIAL

Our modern salesmen include sports figures beloved throughout the land and who may present, in quick succession, figure ice skaters or Olympic team swimmers; sometimes we even call upon the animal kingdom for four-footed or feathered actors who "have trainers—will travel." In short, the breadth and scope of the commercial today combines and makes use of more diverse elements than any other single performing art.

What, then, does casting entail for this lively new art? A number of things. For one, a familiarity with all of these diversified talents and, equally important, a knowledge of where to find the established performers, personalities, and models and how to unearth new ones. Also, the capacity to work with and adjust to personalities ranging from an infant barely able to gurgle to an actor whose name in lights is no stranger to Broadway. Actually, in order to cast modern commercials one should be all things to all people—the client, the agency, the talent, the agents, and the studios (be they live, film, or drawing board)!

The commercial casting director must be, by training and experience, familiar with all aspects of the entertainment world. Nor is it enough that he should have an intuitive feeling for the creative aspects of commercial casting. He must know the "market values" of name talent as well as of free lance beginners. And pacing this, of course, must be a detailed working knowledge of all of the union and professional rules which govern the business.

The demand, not only for variety but for amount of talent, keeps pace with the fast growth of commercial casting. It has need for every kind that show business and the model field have to offer.

Where does one find this diversity of talent? The most obvious haunts are, of course, films and the theatre—Broadway, off-Broadway, tryouts, national touring companies, summer stock—even the college and community theatre. (Faithful monitoring of the airwaves is taken for granted.) But there are other happy hunting grounds: the ballet, modern opera, night clubs, schools of the theatre and rehearsal groups. The open door policy of seeing every actor, announcer, singer, dancer, model, vaudeville and night club performer, child prodigy, circus performer and animal act owner who comes or writes in does pay off, for many a pearl emerges.

THE AGENT MUST KNOW YOUR NEEDS

Work with agents is of paramount value, but for best mutual results, you must first know what you want and then tell the agent in the greatest possible detail—the better to help him help you. I find that taking the time to let agents know your reaction to their "finds" pays dividends and that assuring him you are interested in new talent and will always be available to screen this talent can have real value.

Because of the complexity of this newest lively art, there is a constant scramble to keep up with its never ending demands. The pressures never let up and the challenge is never really met.

Of this demanding new lively art, can one say that working in it is easy? Never! Alive and vital? Endlessly! Satisfying? Deeply! Who wouldn't find it so, working with the widest range of talent our times have ever known and the greatest variety of techniques?



Evelyn Barnes Peirce; b. Chicago; educ. Wellesley College. Joined Compton Adv. 1943 becoming director of daytime radio. Turned to free lancing in 1948 and entered tv field. Served as associate producer with Wyllis Cooper on tv dramatic Volume One *until program's termination in 1949; directed summer theatre group 1950; directed shows for National Assn. of Mfrs. same year; was executive supervisor of* Showtime USA *(on ABC-TV for Dodge) for eight months; joined Kenyon & Eckhardt as talent buying and casting director in 1951; became a BBDO production director in 1952, and producer and casting director at Fuller & Smith & Ross later that year. Joined J. Walter Thompson as co-casting director in May 1955.*

Chairman Doerfer

ALTHOUGH it was all too long in coming, President Eisenhower did the natural and the logical in announcing his intention to elevate John C. Doerfer to the chairmanship of the FCC as of today, to succeed George C. McConnaughey who, as of today, hangs out his law shingle in Washington and Columbus.

A continuity of direction of the FCC thus is assured, regardless of who may be nominated for the seven-year term which became vacant with the expiration of Mr. McConnaughey's term June 30. A newcomer to the chairmanship could not have picked up the heavy chairmanship burden without inordinate delays in the handling of urgent business.

Mr. Doerfer has served on the FCC for four years, after having practiced law in Wisconsin and having served as chairman of the public service commission of that state. He learned the hard way during the last four years that there's a vast difference between public utility-common carrier regulation and that sensitive regulatory area which embodies broadcasting which, by law, is not a public utility and cannot be regulated as to program content or economic return.

The new chairman now knows the regulatory ropes and the Washington scene. What he may have lacked in knowledge of broadcasting (which consumes perhaps 80% of the FCC's time and budget) when he joined the Commission on April 15, 1953, is now second nature. He is not a docile man, as those who have tangled with him will attest. Once he makes up his mind, he isn't easily dissuaded.

The FCC, it now appears evident, will function as a six-man body for the foreseeable future. The White House has screened and eliminated perhaps a dozen prospects since it became known months ago that Mr. McConnaughey would not seek reappointment and would seek to retrieve family fortunes after years of public service at both the state and Federal levels. Even if the President nominated a seventh commissioner this week, Senate confirmation probably would not be forthcoming promptly, because of the loaded docket of the Senate Commerce Committee and the rush toward summer adjournment.

The least controversial appointment would be one on a merit basis. And the most logical promotion from within would be that of general counsel to commissionership. Warren E. Baker has been general counsel of the FCC since 1953. Previously, he had served as an examiner and as legal assistant to the chairman of the Civil Aeronautics Board. A Hoosier, he is young, vigorous and tough-minded. He knows the field.

Major Surgery or Aspirin

IRRESPECTIVE of what may eventuate legislatively, the staff report on television network practices released today (Monday) by the Senate Commerce Committee will set off atomic reverberations in all television quarters.

It did not receive the approval of the committee, despite herculean efforts by Chairman Magnuson (D-Wash.) and ranking Republican Sen. Bricker of Ohio, to have it published as the committee report. It was released as a "staff report"—primarily the work of a resolute young lawyer from Seattle, Kenneth A. Cox, who headed the special staff.

Because it has the endorsement of the two senior members of the committee, as well as certain other senators, it cannot be regarded as simply the opinion of one man.

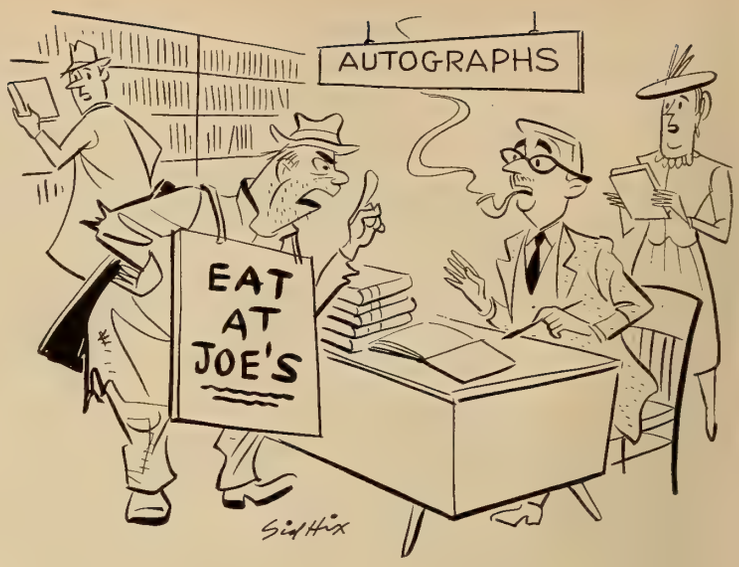
If adopted as proposed, the report would remake the whole network economic pattern. Option time, to all intents, would go out the window. Must-buys on networks would be set aside and minimum dollar purchase substituted.

It is evident that the testimony last year of Richard A. Moore, president-general manager of independent KTTV (TV) Los Angeles, made a deep impression upon Mr. Cox. In some respects the report goes even beyond Mr. Moore's recommendations.

There will be a breathing spell before the Senate Committee acts on the staff report. Comments are requested both from the FCC and the Dept. of Justice, in the light of their own investigations. The FCC is asked to submit its comments not later than 90 days after the completion of its special network study. Since the FCC special staff has until Sept. 30 to complete its work, it probably will be well into 1958 before the Senate Committee hears from the FCC. And 1958, it should be remembered, is an election year.

With so much going on involving television in so many areas, something eventually must happen legislatively. The existing law has given to this nation, through interplay of competition, the best broadcast service available anywhere in the world. This is not to say that some changes are not desirable.

The fact that the committee withheld its assent to the Cox report pending further study is commendable. The stakes are too big to risk major legislative surgery when a couple of aspirin might be sufficient.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"I resent some of the things your book has to say about us advertising men!"

Don't Discount Celler

ADVERTISING MEDIA, advertising agencies and, most of all, advertisers themselves are personally involved in the fate of the legislation introduced a fortnight ago by Rep. Emanuel Celler (D-N. Y.), chairman of the House Antitrust Subcommittee.

Rep. Celler introduced an amendment to the Robinson-Patman and Clayton acts that could outlaw most if not all quantity discount structures of national advertising media. If his bill were passed, the government could kill discounts if it showed that they were unrelated to reduced costs and that they tended to work to the advantage of big advertisers.

It is Mr. Celler's contention that the discount structures now in effect on television networks would be in violation of his law if it were adopted. The sale of several programs or time periods to Procter & Gamble does not reduce the cost of those programs or periods to the network. The fact that P&G, or any other large volume advertiser, earns a bigger discount than the advertiser who comes in for a small network buy penalizes the small advertiser, in Mr. Celler's view, and hence limits his ability to compete with big advertisers.

So far Mr. Celler has talked publicly only about the discounts given by television networks. But whether he says so or not, his legislation would apply with equal force to all media, including television stations, radio networks, radio stations, magazines and newspapers; for all media discounts are given as inducements to quantity purchase and not because the costs of advertising are reduced by volume buys.

There appears to be little chance that the Celler amendment will be acted on before the summer recess of Congress. But because Mr. Celler is a tenacious man who has a way of seeing his proposals converted into law, his amendment will reach a stage of active consideration eventually. Meanwhile, the advertising world had better be ready to fight to defend its discounts if it wants to keep them.

KRON is TV in SF



San Franciscans are sold on KRON-TV

POPEYE
Monday-Friday
6-6:30 P. M.
AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

WRCV IS #1 IN PHILADELPHIA!



TAKE IT FROM NIELSEN . . .

Sunday through Saturday, 6 a.m. to midnight, WRCV Radio averages *20.4% share-of-audience—first* in Philadelphia!

WRCV takes the play away from 16 rival stations through a program pattern that carefully balances established NBC Network shows with popular, *selling* local personalities . . . like Bill Mayer in the morning, Vince Lee in the afternoon and Bob Benson at night.

You can sell on Philadelphia's #1 radio station at an interestingly low cost-per-thousand —especially with WRCV's economical 20-50 Announcement Saturation Plan. A letter, wire or telephone call will bring you all the details . . . *fast!*

Source: Nielsen Station Index, Philadelphia Area, Total Station Audience, April, 1957

WRCV

PHILADELPHIA

50,000 WATTS

SOLD BY NBC SPOT SALES

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION JULY 8, 1957 35¢ PER COPY

IN THIS ISSUE COMPLETE INDEX PAGE 7

Plymouth shifts spot emphasis from tv to radio	Page 27
Stanton defends Khrushchev, Tito interviews	Page 48
Ford wins bid to FCC; Doerfer assumes chair	Page 52
What Westinghouse thinks of independent radio	Page 98

Plymouth picks radio

New lineup at the FCC

Independence at WBC Radio

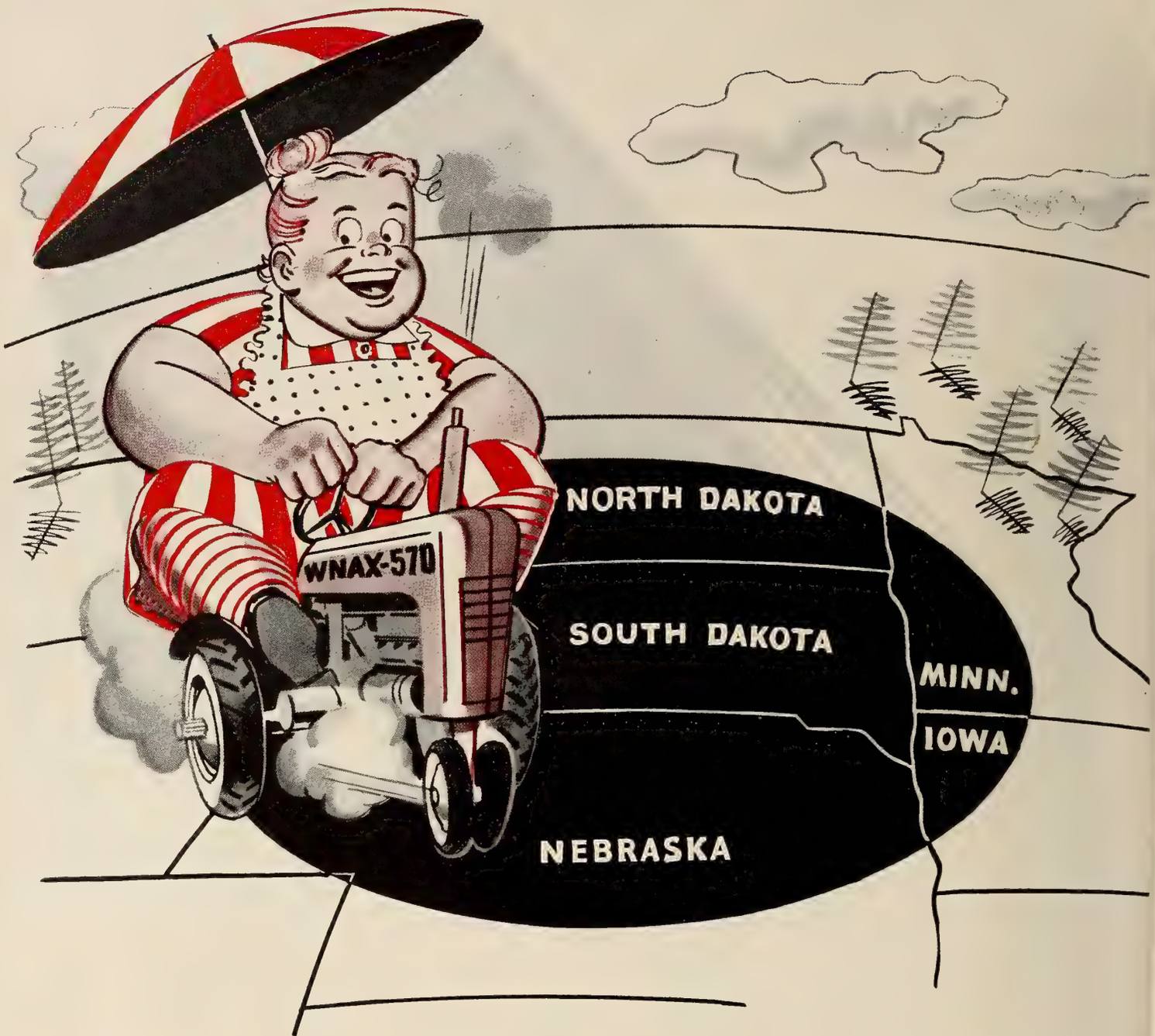
FULL POWER*

*Now with full 316,000 watts, KTVH, **Kansas' pioneer TV station**, blankets WICHITA and 14 other major Kansas communities—with diversified incomes from Oil, Cattle, Agriculture, and Industry! To sell Kansas . . . Buy KTVH—Exclusive CBS-TV coverage in this rich Central Kansas area.

KTVH KANSAS



D O PETERSON, GENERAL MANAGER • REPRESENTED NATIONALLY BY H R TELEVISION, INC. CBS BASIC • CHANNEL 12



Umbrella coverage of Big Aggie Land for 35 years

Big Aggie is 35 years old this year. And for all those 35 years she has carved out and delivered an important 175-county market in the farm-rich Middle West.

- 2¼ million people
- 600,000 families
- $2.8 billion spendable income

In spite of approaching middle age, Big Aggie is more popular today then she's ever been.

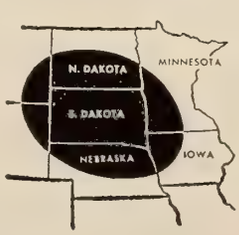
- 80% of Big Aggie families tune to WNAX-570 three to seven times a week.
- An over-all average of 66.4% share of audience.*

Any wonder Big Aggie is just as popular with National advertisers?

*Nielsen #2



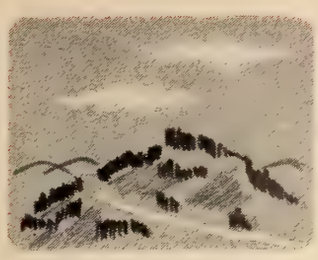
BIG AGGIE LAND



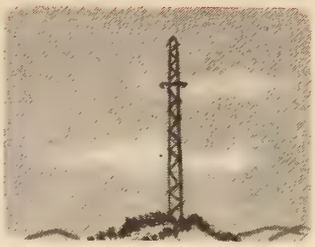
35th ANNIVERSARY OF WNAX — 1922 - 1957

WNAX-570

Yankton, South Dakota.
CBS Radio.
A Cowles Station.
Don D. Sullivan, General Manager



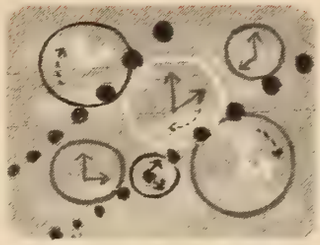
On top of Coal Mountain. . .



We've put a new tower. . .



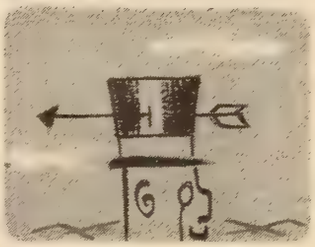
Here's your best signal. . .



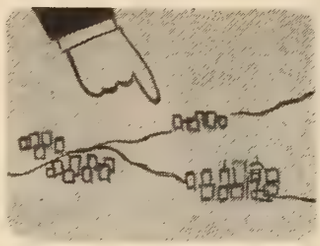
Hour after hour. . .



If a well-to-do area. . .



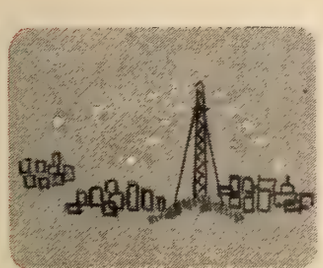
Is your primary target. . .



You'll find it here. . .



in this Tri-State market. . .





Charleston, Huntington, Ashland . . . WCHS-TV is best. . .





People, spending money, viewers . . . it exceeds the rest. . .

In shorthand or in longhand, it's very plain to see

More homes are fondest of **WCHS-TV!**

A 1,000′ tower on a 1,250′ mountain now provides blanket coverage in the Charleston-Huntington-Ashland market. WCHS-TV, the only TV station in Charleston, will give you bigger audiences in this well-to-do market, which is the heart of the great industrial expansion taking place in the Ohio valley.

In the February, 1957 Combined ARB for the Charleston-Huntington-Ashland area, WCHS-TV was first in total quarter hour wins over the COMBINED competition.

Get full details from your Branham man who can tell you why WCHS-TV is your best buy in this tri-state region.

WCHS·TV

Serving Charleston-Huntington-Ashland

. . . from the biggest market!

Charleston's only TV Station

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Coronado covered a vast territory . . .



Francisco Vasquez de Coronado, sixteenth-century Spanish explorer, ranged over thousands of miles in his search for the Seven Cities of Cibola and their golden treasure.

today WGAL-TV covers a vast MARKET territory

- 3½ million people
- in 1,015,655 families
- owning 917,320 TV sets
- earning $6¼ billion annually
- buying consumer goods that add up to $3¾ billion annually in retail sales

It's the coverage that makes WGAL-TV America's 10th TV Market!

CHANNEL 8 MULTI-CITY MARKET

WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

closed circuit®

BUILDING BLOCKED • Stop order on multi-million dollar expansion of CBS-TV Television City in Hollywood was issued quietly last week by CBS-TV President Merle S. Jones. Reason: preliminary report of Robert Heller & Assoc., Cleveland management-engineering firm, which underscored desirability of delaying construction in Hollywood in light of developments in New York phase of overall study. Project involves network's housing, space and traffic requirements and is projected into needs anticipated decade hence. It covers all phases of CBS Inc. activities.

B•T

FORTNIGHT ago [B•T, June 24] CBS-TV had announced start of construction of new facilities to be added to its present Television City in Hollywood. It involved 12-story office building, eight rehearsal halls and two new studios, with overall cost (including equipment) estimated at probably $10-12 million. It is presumed that upon receipt of final Heller report, expected this fall, Hollywood expansion plans may be revised to conform with new projections.

B•T

KOVR (TV) SOLD • Sale of ch. 13 KOVR Stockton for approximately $3.5 million to Lowell Thomas-Frank M. Smith, *et al*, interests has been agreed upon, with prospect that transfer applications will be filed with FCC within fortnight. Principal owner of ABC affiliated station is H. Leslie Hoffman, who heads Hoffman Electronics Corp. and is former president of RETMA. Thomas-Smith group owns WROW-AM and WCDA (TV) Albany, and recently acquired ch. 11 WTVD (TV) Durham for less than $1.5 million. Terry Lee, president-general manager of KOVR, along with present personnel, expected to be retained, although Mr. Lee disposes of his minority stock interest in transaction.

B•T

"ROTATION" system on chairmanship of administrative agencies, espoused by Eisenhower administration several years ago, to all intents has been dropped as far as FCC is concerned. Official commission certificate naming John C. Doerfer as chairman of FCC did not specify term. Same was true in case of George C. McConnaughey, who ended his two and a half year tenure last June 30.

B•T

CHANGING TIMES • KPRC-TV Houston has purchased 600 feature films of MGM 720-feature film package. While price was not disclosed, it was ascertained that film package alone cost more than what Hobby-owned *Houston Post* laid out for ch. 2 KPRC-TV in 1950. Purchase price was $743,000.

CONVERSATIONS were still in progress last week on merger of Television City Inc. (KQV principals) and WCAE Inc. (Hearst) on ch. 4 assignment in Pittsburgh area. It's understood that Earl F. Reed, president of TCI, and Charles McCabe, chairman of Hearst Corp.'s radio and television committee, have discussed down-middle-50-50 partnership, with understanding that other three applicants would be paid $50,000 each toward out-of-pocket expenses [B•T, July 1]. FCC had been deadlocked 3-3 (Comr. Craven not participating) on final decision, with votes divided between KQV and WCAE. Station, which would become Pittsburgh's third vhf, would become ABC-TV outlet.

B•T

MISSING MEASUREMENT • If Sindlinger & Co., weekly measurements of radio listening can be believed, rating services which don't measure out-of-home audience are grossly shortchanging medium. For week of June 23-29 Sindlinger found that 35.3% of all hours people spent listening to radio were spent listening to auto radios. Incidentally, in same week total radio listening almost pulled even with television viewing: 57.4% of people over 12 years of age listened to radio, 57.6% watched tv.

B•T

CH. 11 KIVA (TV) Yuma, Ariz., which has been in economic straits virtually since it began operation in 1953, is being acquired, subject to FCC approval, by Captain Harry C. Butcher, owner of KIST Santa Barbara and World War II Naval aide to General Eisenhower. Purchase price is $241,000 for all of common stock of property on debt-free basis. Seller is Valley Telecasting Co., including Donald Ellsworth, president. Ray C. Smucker, general manager, would continue in that capacity under Capt. Butcher's ownership. Station is affiliated with all three networks on extended market plan basis.

B•T

TURNABOUT • When Frederick W. Ford, now nominee for FCC vacancy, left FCC in 1953 to join Department of Justice, he had been candidate for general counselship of FCC. Post went to Warren E. Baker, then assistant to chairman of Civil Aeronautics Board. Mr. Baker was candidate for FCC vacancy which went to Mr. Ford.

B•T

VICTOR H. KRAMER, Justice Dept. trust-buster who has been key government attorney in broadcast cases (current suits against RCA-NBC on Westinghouse stations exchanges; motion picture producers-distributors for allegedly block booking practices; Philadelphia radio stations and association for allegedly conspiring to maintain rates) is resigning from government service in September to open own law office in Washington. Cincinnati-born (1913), Yale Law School graduate (1938), Mr. Kramer has participated in Lorain *(Ohio)* Journal, New Orleans *(La.)* Times-Picayune *and ANPA cases, among others.*

B•T

COURT CALENDAR • Government suit against RCA-NBC alleging coercion in persuading Westinghouse to swap its Philadelphia stations for NBC's Cleveland properties may get down to basics this fall. Philadelphia District Judge William H. Kirkpatrick told parties to get together on facts of law regarding Justice's right to bring suit after FCC had approved transfers (key defense by RCA-NBC). He has told litigants that he hopes to rule on this point following submission of joint legal memorandum in month.

B•T

GENERAL ELECTRIC will launch radio test campaign in seven major markets on "good music" stations for new am-fm receiver retailing at about $80. Test will run four to eight weeks, starting in October, with copy theme: good music sounds better on new GE set. There's this significance in GE test: (1) Company has been deliberating whether to use print or radio to introduce new model. (2) If test pans out, it could portend future radio spot buying for GE receivers. Agency is Maxon Inc., New York.

B•T

PEACE CONFERENCE • Bob Eastman, president of American Broadcasting Network, has invited some of severest critics of general network practices to lunch at ABN headquarters tomorrow (Tuesday). His guests will be members of Station Representatives Assn. who, individually and through their association, have repeatedly criticized network sales of spots instead of programs. Station representatives who are not SRA members will attend another Eastman lunch later this month. Though nature of intended luncheon talks has not been announced, it's assumed Mr. Eastman hopes for rapprochement between reps and network. He used to be rep himself (with John Blair).

B•T

CLEAR channel status at FCC remains at dead center. Commission bucked case back to staff two weeks ago for further analysis and evaluation, and staff is now waiting to get together with Comr. Craven for guidance. Indications are that some commissioners would like work-up relating to some duplication and higher powers; others seem to lean toward termination without decision of 12-year-old problem.



WHEN-TV

MEREDITH
SYRACUSE
TELEVISION CORP.

101 COURT STREET, SYRACUSE 8, NEW YORK

Know anybody who wants to trade a 12 bank cash register for a nine-year-old adding machine?

Ever since 1948 we have used the tabulator to total the number of television sets in our coverage area. All the time buyers seemed so vitally interested we couldn't help but get curious ourselves. After all the surveys it got so that we knew when a set was turned on before the electric company.

But those days are past and the adding machine is shelved. After all, there is very little more to add. Sets have become so saturated that now there are more than nine sets for every 10 families.

If just about everybody watches television and almost everybody watches it over our channel the question is no longer are our viewers ready to buy but, rather, how much are they going to buy.

That is why we need the big cash register. The last time we figured it out on paper the people in our service area had an annual effective buying income of $4,308,432,000.00 and spent annually nearly $750,000,000.00 for food, almost $90,000,000.00 for drug and over $600,000,000.00 for automotive purchases.

So, if you have a good buy in a 12 bank register help us out by calling either Fred Menzies, our commercial manager, or the Katz Agency. When it comes to good buys they are both quite accomplished.

Cordially,

Paul Adanti

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix

WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

THE WEEK IN BRIEF

LEAD STORY

Plymouth's Affection For Spot Radio—Chrysler Corp.'s Plymouth Div., whose copy proclaims that "suddenly . . . It's 1960" finds that in 1957, the swept-wing medium is radio. In an exclusive B•T interview, Louis T. Hagopian, Plymouth's advertising-sales promotion director, tells how and why the automaker rediscovered spot radio, and details Plymouth's broadcast strategy for the 1958 model. Page **27.**

ADVERTISERS & AGENCIES

Shulton Is Big-Time Tv And Happy About It—Firm puts $2.5 million of its yearly $5.5 million into network tv and isn't the least bit reticent to explain its sales strategy. Page **30.**

Redskins Invade Philharmonic Teepee—Amoco wants the Sunday afternoon CBS Radio time to extend its sponsorship of the pro football Redskins, but there are rumblings of opposition from those who don't want the present Carnegie Hall schedule disrupted. Page **37.**

Billing Rise at FC&B—More than $100 million billing estimated in the shop at Foote, Cone & Belding, as agency consolidates account gains that indicate even further spread among advertisers of diversified businesses. Sharpest climb among media at agency: television, an estimated $33.3 million worth. Page **29.**

They're Buying at a Different Stand—Hollywood may be finding new money making films for television, but when it comes to spending money to advertise its movie product, the choice is far and away radio. Page **35.**

High or Low Ratings—American Research Bureau reveals results of extensive tests showing why its Los Angeles daytime sets-in-use figure is below those of other services. Page **32.**

GOVERNMENT



NOMINEE FORD

Ford Fills FCC Vacancy—Former FCC attorney Frederick W. Ford nominated to be FCC commissioner, succeeding George C. McConnaughey; Mr. Ford represented Commission in major Richards and ABC merger cases. John C. Doerfer takes over as chairman, sets sights on "hands-off" policy on economics in broadcasting. Page **52.**

Right to Authorize Toll Tv Again Questioned—House Commerce Committee Chairman Oren Harris raises question of FCC's legal right to authorize toll tv. Expresses "amazement" at lack of written legal opinion; implies Commission should not move further until question is settled. Telemeter files first comments on test questions; urges immediate full-scale authorization. Page **61.**

Scope of FCC Probe—Rep. Moulder outlines areas to be scrutinized in his subcommittee's investigation of FCC. Staff begins preliminary work, with hearings targeted for October. Page **58.**

Hennings' Political Bill Clears One Hurdle—Sen. Hennings' "clean elections bill," relieving broadcasters of equal time demands by "splinter" candidates—and of libel responsibility for what aspirants say—clears Rules Committee. Page **60.**

'Leak-Influence' Antidotes Offered—Sen. Jackson introduces promised bill making "leaks" of information from FCC and other regulatory agencies a crime, also second bill providing criminal punishment for attempts to influence commissioners. Page **60.**

STATIONS



MR. McGANNON

How Westinghouse's Shift to Independent Radio Paid Off—President McGannon gives a facts-and-figures report on how prestige and earnings have grown in the past year. It's an exclusive B•T interview. Page **98.**

Station Sales Last Week—N. H. station group buying WNOW-AM-FM-TV York, Pa.; KOME Tulsa changes hands, and Kenyon Brown sells KLYN Amarillo. Page **74.**

PROGRAM SERVICES

Advertisers Look Weaver's Way—Several sponsors reportedly are ready to sign up with Sylvester L. (Pat) Weaver Jr.'s "Program Service" as DuMont's WABD (TV) New York and WTTG (TV) Washington are announced as "affiliates" in those two cities. Page **80.**

NETWORKS

Broadcasters And The News—President Frank Stanton, of CBS, discusses evolution of news and the responsibility of broadcasters to keep public informed. Defends uncensored Communist interviews. Page **48.**

MANUFACTURING

Something New in Color?—System using black-and-white film stock for color programs to be tested at WJAC-TV Johnstown, Pa. Bryg Inc., developer of plan, hints it may have important impact on live color, too. Page **73.**

OPINION

The Right Word Spells Sales Success—BBDO's Brower explains the fine line between outstanding and ordinary tv commercials. He tells what differentiates the smart copy from the run-of-the-mill species. Page **105.**

DEPARTMENTS

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AUDITED PAID CIRCULATION ABC BUSINESS PAPER LEADERSHIP ABP

WHEN KANSAS CITY GOES SHOPPING . . .

It's a WHB world

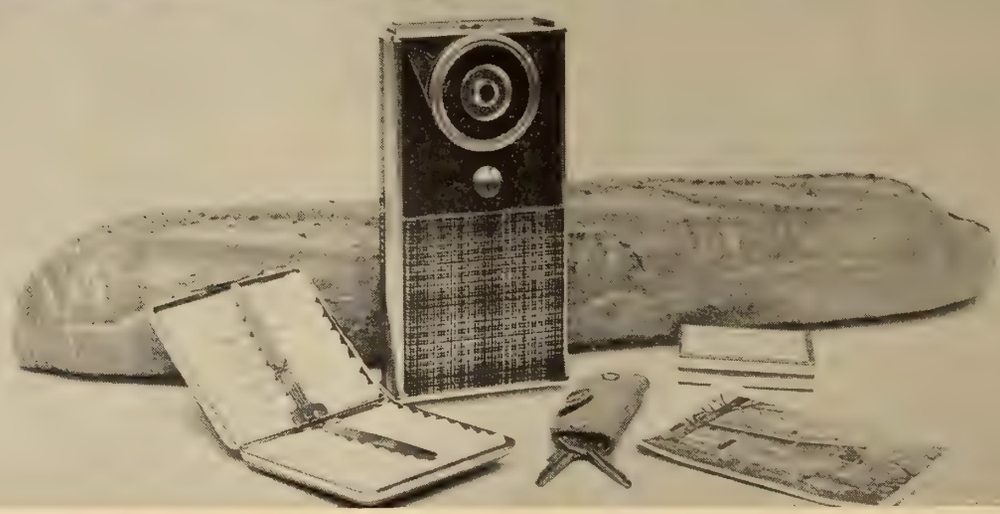
FOOD . . .
More national food product advertising is placed on WHB than on all other local radio stations combined. And locally, virtually all major food chains advertise consistently on WHB.

DRUGS . . .
National drug advertisers and local drug stores spend more money on WHB than on all other local radio stations combined.

AUTOMOTIVE . . .
WHB carries schedules for every major national automobile advertiser. Local car dealers buy more time on WHB than on all other local radio stations combined.

CIGARETTES . . .
Every cigarette brand buying spot radio in Kansas City in 1956 bought WHB.

NEW HOMES . . .
Kansas City home builders put more new-home advertising on WHB than any other Kansas City radio station.



. . . *and* **IT'S A WHB AUDIENCE . . .**

Whether it be *Metro* Pulse, Nielsen, Trendex or Hooper— whether it be *Area* Nielsen or Pulse — WHB is the dominant first among every important audience-type. That statement embraces the housewife, her husband, their teenagers — as well as the farm family. *Every* survey agrees. Whether it's *audience* or *advertising* it's a WHB world! *Talk to Blair or WHB GM George W. Armstrong.*

WHB 10,000 watts on 710 kc. Kansas City, Missouri

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

FCC FIRES ANSWER ON PAY TV AT HARRIS

IN strongly acidulous response Friday, FCC furnished Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, with copy of legal memorandum upholding its right to authorize subscription tv—if found in public intterest to do so. Rep Harris had registered "amazement" at fact Commission had not issued written, formal opinion on legality of its power to approve toll tv (see page 61).

Pay tv proceeding has not been concluded, FCC Chairman John C. Doerfer wrote, and, therefore, no requirement necessary that written, formal opinion on legalities be issued. However, in light of Mr. Harris' interest, copy of memo on law, adopted July 3, enclosed.

Memorandum holds that nothing specified in Communications Act or predecessor Radio Act forbids charge for receiving broadcast signals. Indeed, report maintains, during debate on 1927 Federal Radio Act, mention of charges brought up on floor of Congress were answered by Sens. Dill and White to indicate that no such bar was being imposed.

Commission analysis also points up fact that in several instances Congress has legislated specifically to prohibit FCC from taking certain actions; it has not done so about charges—in fact one proposal to prohibit charges died in committee.

Letter also alluded to Rep. Harris' questions regarding meaning of Commission's reference to possible need for statutory power to regulate pay tv. Commission meant, Mr. Doerfer said, that up to now it had not determined need for such legislation but was holding subject in abeyance until final decision made.

Meanwhile, ABC scheduled to tell FCC today that toll tv trials should not be authorized until basic questions are resolved. Tests now would be "meaningless," ABC to say. It also suggested that Congress decide vital issue, or that pay tv proponents seek special frequencies in current 25-890 mc and above 890 mc proceedings. Also scheduled for filing today was statement by Lou Poller, holder of grant for ch. 25 WCAN-TV Milwaukee, recommending that trials be limited to non-network-affiliated, uhf outlets; to only one station per market; to only one system in each market (but all systems should be tested); for three years; with stations limited to 15%-25% of yearly hours, but no daily, weekly or monthly limitation.

UA's Net on Post-'52 Films Reported Around $2.5 Million

THOUGH United Artists isn't ready yet to announce reaping harvest of cash on its newest film package of post-1952 films (some of which, like Bogart-Hepburn's "African Queen," Ferrer's "Moulin Rouge," were mentioned during abortive Kaiser-ABC-TV negotiations last month), UA last week was reported to have racked up net sales amounting to approximately $2.5 million.

UA doesn't necessarily sell package of 50 films as one; it lets stations buy as many as they want under "Name Your Number" plan. Among top-market stations who have consented to pay up to $10,000 per film are WBZ-TV Boston, WFAA-TV Dallas, WTOP-TV Washington, WTIC-TV Hartford, KNXT (TV) Los Angeles, WCAU-TV Philadelphia, and as-yet-unidentified Chicago outlet. Smaller market stations, e.g., WGUL-TV Galveston, have also snapped up films, but are paying average of $6,000 and up for each film purchased from UA package.

Fact that UA is selling fast and furiously to stations doesn't preclude signing with major advertiser for national coverage. Company has already had talks with Bymart-Tintair, Revlon, but both seem to have fallen through.

Ideal Toy Again Buys Parade Tv, Cites Sales Boom From Last Year

IDEAL Toy Corp., New York, will sponsor telecast of annual New York Thanksgiving Day parade for third successive year on NBC-TV, Benjamin F. Michtom, Ideal chairman of board, announced Friday. NBC-TV telecast will be on 85 stations Nov. 28 in hour-long program featuring floats, giant balloons and movie and tv personalities.

Local stores are identified with $100,000 program through two 10-second cut-ins which are made available to retailers in each city by Ideal. As result of last year's parade, Mr. Michtom said, Ideal sales jumped immediately and Ideal ended year with record $20 million in sales. Ideal placed order through Grey Adv., New York.

FREE REMINDER

AGENCY executives who had occasion to call Edward Petry & Co., station representative, in New York last week were given some good advice for long July 4 weekend. Best of all, it wasn't necessary to buy availability to obtain reminder. Operator at Petry answered the phone with: "Drive carefully this weekend. We want you to call us again."

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 27.

PHARMACO TO HIT 150 MARKETS • Pharmaco Inc., Kenilworth, N. J., planning spot radio campaign in about 150 markets, lasting for 29 to 33 weeks, starting in mid-September. Pharmaco is buying one-minute announcements, devoting 40 seconds to Feen-A-Mint and 20 seconds to Chooz, and scheduling spots on Monday-through-Friday basis in 7 a.m. through 7 p.m. periods. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

RINSO NINE-WEEK BARRAGE • Lever Bros. (Rinso Blue), N. Y., understood to be buying nine-week tv spot campaign in undetermined number of markets starting late this month. J. Walter Thompson, N. Y., is agency.

SUNSHINE CONSIDERING • Sunshine Biscuit Inc., N. Y., understood to be considering fall participation in *Garry Moore Show* on CBS-TV. Agency is Cunningham & Walsh, N. Y.

BUYS FOR BOY-AR-DEE • American Home Products, N. Y., for Chef-Boy-Ar-Dee products, placing radio-tv campaign for 26 weeks in 15 radio markets and five tv markets. Young & Rubicam, N. Y., is agency.

EVERSHARP CAMPAIGN • Eversharp Inc., for shaving instruments, understood to be lining up availabilities in medium sized radio campaign that will last about seven weeks starting after Aug. 5. Agency is Cunningham & Walsh, N. Y.

SUDS ACTIVITY • Colgate-Palmolive's Super Suds expected this Wednesday to enter such major markets as Atlanta, New Orleans and Omaha with newly orchestrated jingle for 20-week radio spot campaign. Cunningham & Walsh, N. Y., is agency. Super Suds has not been very active in broadcast media.

PLANS JELL • General Foods, N. Y., for its Sure-Jell, planning to use last flight of its radio schedule, mostly in northern section of country, effective July 15, for six weeks. Young & Rubicam, New York, is agency.

PENS POISED • Libby-Owens-Ford Glass Co., Toledo, Ohio, considering sponsoring second half of Perry Mason Show, alternate weeks, Saturdays 8-9 p.m. on CBS-TV. Signature on contract expected early this week. Fuller & Smith & Ross, N. Y., is agency.

at deadline

KBET-TV Sacramento to Help In Fall Earth Satellite Project

KBET-TV Sacramento, Calif., has become official "tracking station" for U. S. Navy Dept. of Research with plans to electronically follow earth satellite which scientists will launch in September. KBET-TV will begin construction, installation and operation of tracking station at its transmitter site in mountains near El Dorado. In this manner, CBS basic affiliate will determine height, position and speed of satellite as it passes over station's coverage area, which encompasses California's Central Valley. When launched, satellite is expected to pass over Sacramento area once every two hours.

"In volunteering to participate in this great project, we hope to give government scientists important data through the end of the International Geophysical Year, Dec. 31, 1958," said John H. Schacht, vice president and general manager of KBET-TV. Peter Onnigian, chief engineer, will supervise construction of project which station is undertaking at its own expense.

Orlando Ch. 9 Grant Appealed

WORZ Orlando, Fla., unsuccessful applicant for ch. 9 that city, on Friday asked U. S. Court of Appeals in Washington to reverse June 7 grant of ch. 9 to WLOF Orlando. WORZ claimed FCC did not answer all exceptions taken to examiner's initial decision (which favored grant to WORZ) and that Commission overemphasized WLOF preferences and minimized WORZ's good points. Commission granted vhf channel to WLOF largely on what it called indirect ownership in WORZ of William O. Murrell Sr.

Clyde Palmer Dies at 80

CLYDE E. PALMER, 80, broadcaster-publisher, died Thursday night at his Texarkana, Tex., home after suffering a stroke. Mr. Palmer and his wife had established Palmer Foundation to conduct educational research project, which is publishing new series of textbooks for grade schools. Palmer broadcasting interests include KCMC-AM-TV Texarkana; KWFC Hot Springs, KAMD Camden, KELD El Dorado and KFMA Magnolia, all Arkansas.

NL&B Adds Three

APPOINTMENT of Walter Daspit Jr. as business affairs manager of its radio-tv department and two other staff additions announced Friday by Needham, Louis & Brorby, Chicago. Mr. Daspit formerly was assistant radio-tv director at Ruthrauff & Ryan. Other new members are Ed McAuliff, previously vice president and creative staff member at Earle Ludgin & Co., to NL&B copy staff, and Gordon M. Keswick, U. of Illinois, to research department.

Oberfelder, Randell Buy WKIX; KUDU Purchase Filed at FCC

SALE of WKIX Raleigh, N. C. (850 kc, 10 kw) by Sir Walter Tv Co. (WNAO-TV Raleigh) to Ted Oberfelder and Lou Randell for $168,000, subject to FCC approval, was disclosed Friday. Mr. Oberfelder is former vice president of ABC and Burke Stewart & Co., representative. Sale was handled by Blackburn & Co.

Application for FCC approval has been filed for purchase of KUDU Ventura, Calif. (1590 kc, 1 kw) by Tri-Counties Public Service Inc., Beverly Hills, Calif. for $162,500 from William H. Haupt, president. Principal stockholders of Tri-Counties are: Mrs. Virginia Wallace, 50%; Robert and Jean Grettenberg, 30%; and William Rea Jr., 20%. Mr. Rea once owned CKNW New Westminister, B. C. Wilt Gunnzendorfer & Assoc. is broker.

Two More Dolcin Officers Fined

FINES of $1,000 and $750 have been levied by U. S. Court of Appeals, Washington, on Dolcin Corp. officers George Shimmerlik and Albert T. Wantz respectively. Punishment, latest court action in contempt proceedings, was levied when three-judge appeals court denied Messrs. Shimmerlik and Wantz petition for reconsideration and rehearing. Last April company and president, Victor Van Der Linde, were fined $15,000 and $2,500 respectively for contempt of court. Court ruled last December that firm and three executives failed to discontinue radio advertising on Dolcin pills (arthritis and rheumatism remedy) after ordered to do so by Federal Trade Commission, confirmed by appeals court.

Gray Seeks Closer Liaison

WIDER contact between government departments dealing with telecommunications matters is provided by new top-level procedure set up by Gordon Gray, director of Office of Defense Mobilization. Responsibility for work of Cabinet Committee on Telecommunications Policy & Organization now rests on ODM director, with committee being dissolved. Mr. Gray plans to consult with Telecommunications Advisory Board, whose members are at assistant secretary level. Board chairman is Maj. Gen. Jerry V. Matejka, assistant to director of ODM for telecommunications. ODM's telecommunications activity does not include radio and tv broadcasting.

UPCOMING

July 8-Aug. 2: Television Institute, U. of California, Los Angeles.
July 10: Hearing on NARBA, U. S.-Mexico post, Senate Foreign Relations subcommittee, Washington.

PEOPLE

EDMUND F. BURYAN, formerly marketing consultant with Booz, Allen & Hamilton, management consultant firm, named vice president in charge of marketing at W. A. Sheaffer Pen Co. He will supervise sales, merchandise, advertising and market research.

FRANK HOPKINS, tv-radio copy chief, Campbell-Ewald, Detroit, to N. W. Ayer & Son, Detroit, in radio-tv department. **STEPHEN W. MEADER,** associate director of Ayer copy department in Philadelphia, retires after 30 years with agency.

WALTER L. THRIFT, formerly with Television Programs of America, appointed southern sales representative of ABC Film Syndication, headquartering in Virginia Beach, Va., and covering Virginia, West Virginia, North Carolina and South Carolina.

IRVE TUNICK, radio-tv-film writer, signed by TNT Tele-Sessions Inc., N. Y., closed-circuit tv organization, to exclusive contract.

PHILIP WISE, account coordinator, promoted to assistant account executive on Instant Chase & Sanborn coffee for Compton Adv., N. Y.

Good Gets New RCA Post

APPOINTMENT of Lowell H. Good to newly-created post of director, engineering utilization, RCA, was to be announced over weekend by D. F. Schmit, vice president, product engineering, RCA staff. For past 18 months engineering executive in RCA's defense electronic products organization, Mr. Good now assumes responsibility for developing and executing comprehensive program for effective, economical coordination and utilization of engineering manpower and resources in all areas of RCA operations. He has been with RCA product and developmental engineering activities since 1941.

WRCV-TV Gets School Bell Award

WRCV-TV Philadelphia Friday said it was first local tv station to receive School Bell Award. Award was bestowed during centennial convention of National Education Assn. at Philadelphia. Award was for station's documentary series, *Progress,* in which New Jersey Education Assn. and Pennsylvania Education Assn. presented programs dealing with current problems in education. Series, which began October 1955, currently is seen in color. Lloyd E. Yoder, NBC vice president and general manager of WRCV-TV, accepted medallion award at special ceremonies at Convention Hall.

TPA Sells in Guatemala

TELEVISION programs of America made its first sale in Guatemala with *The Count of Monte Cristo* series which will be sponsored in Spanish version by Instrumentos Musicales S. A. on RAD-TV Guatemala City effective in August.



It's Crystal Clear!

OKLAHOMA CITY WATCHES 3 STATIONS

5 KGEO-TV

EXCLUSIVE abc FOR OKLAHOMA CITY

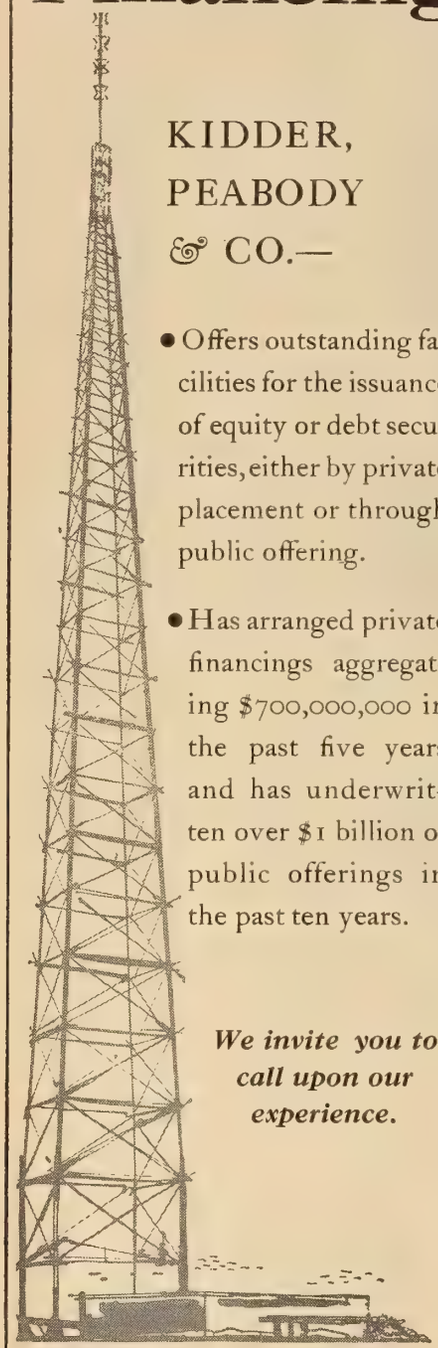
100,000 W. • 1,386 FT. ABOVE AVERAGE TERRAIN

GEORGE STREETS, STATION MANAGER

CHARLIE KEYS, SALES MANAGER

REPRESENTED BY BLAIR *Television* ASSOCIATES INC.

Financing



KIDDER, PEABODY & CO.—

- Offers outstanding facilities for the issuance of equity or debt securities, either by private placement or through public offering.
- Has arranged private financings aggregating $700,000,000 in the past five years and has underwritten over $1 billion of public offerings in the past ten years.

We invite you to call upon our experience.

KIDDER, PEABODY & CO.
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Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

Wants the P&G Story

EDITOR:

I would appreciate receiving seven copies of our very fine article, "How P&G Cleans Up With Television" [B•T, June 3]. Congratulations on the terrific service you are providing the broadcasting industry.

Jack Andrews Price
Director of Radio & Television
Russel T. Kelley Co. Ltd.
Hamilton, Ont., Canada

EDITOR:

My client, Procter & Gamble of Canada, tells me that your magazine has published a most excellent article on P&G [B•T, June 3]. Would it be possible for me to get either a tear sheet of this article, or the issue in which it appeared?

Jean-Francois Pelletier
Jean-Francois Pelletier Co.
Montreal, Que.

[EDITOR'S NOTE: TvB provides free single copies of the P&G story. Additional copies are available for 25c each.]

Says Kelley Exaggerated

EDITOR:

B•T June 17 quoted Dr. James B. Kelley, industrial research consultant for the New York State Commerce Department, as stating that the boosters widely used to brighten aging television picture tubes produce potentials of 30 to 40,000 volts thus causing more gamma radiation.

This is not true. The widely used boosters are small transformers that step the heater voltage to slightly above the normal value of 6.3 volts. These boosters have no effect whatever on the magnitude of the electron accelerating voltage and therefore cannot cause increased gamma radiation.

Louis A. Betros
Technical Writer
Central Technical Institute,
Kansas City, Mo.

Likes Analysis of Radio Today

EDITOR:

Please send me a copy of B•T, June 3. The story, "Radio Today—It Doubles As Companion and Servant" is one of the finest things on radio that has been written for a long time. It's short and to the point. It should be in the hands of every station manager and should be read every morning for two weeks. It's excellent.

Joe Milsop
Manager
WCPA Clearfield, Pa.

More Pepsi, Please

EDITOR:

I thoroughly enjoyed reading "Television Stamps Quality on Pepsi" [B•T, June 24].

I know that our local bottlers would be very interested in the article, and I would appreciate your sending me half a dozen reprints.

Robert I. Grossman
Production Manager
WXEX-TV, Petersburg, Va.

[EDITOR'S NOTE: Reprints are available at 15 cents each and $15 per 100.]

Nail on Noggin

EDITOR:

Adam Young surely hit the nail on the noggin when he said that radio stations, especially "powerhouses," fail to use highway billboards to acquaint car audiences with their dial locations [B•T, June 17].

We made same suggestion in B•T 10 years ago and on a recent trip through five southwestern states noted the situation hasn't improved to speak of. Conclusion: most radio stations don't believe in advertising . . . billboard, anyway.

E. J. (Bert) Haling
Internal Revenue Service
Dallas, Tex.

Wants Data on Tv Commercials

EDITOR:

We are looking for some research material pertaining to the saturation of commercials. We are particularly interested in the impact curve of commercials on sales as it pertains to the number of times a particular commercial is used, over what span of time or number of programs—or whatever else has been developed and reported in this field.

Ralph Carson
Carson-Roberts Advertising
Los Angeles, Calif.

[EDITOR'S NOTE: B•T references have been sent.]

What Is Spot Tv?

EDITOR:

We would like very much to have your definition of "Tv Spot" as you have used it in your article "1956 Tv Spot Spending by Brand" [B•T, April 8].

Do your figures include only "tv spots" (20-second, one-minute, etc.) or other tv expenditures?

Mrs. Wilda H. Wilson
Ratcliffe Adv. Agency
Dallas, Tex.

[EDITOR'S NOTE: Tv spot refers to all that business which is placed by national advertisers on television stations but not on national networks. It can refer to a 10-second spot commercial or to a sponsored program placed by the advertiser on individual stations.]

Prefers to See the 'C'

EDITOR:

As long as you're bent on rescuing me from the anonymity in which I had so long been comfortably ensconced [B•T, June 17], I thought I should advise you that in any future mentions you ought to add a "c" to my name.

Richard W. Jencks
Asst. Gen. Attorney
CBS-TV Hollywood, Calif.



ddy Bomar in Action

CHAMPIONSH

America's No. 1 TV Film Sport Seri

WE'VE GOT THE STARS

BRUNSWICK-BALKE-COLLENDER, the top name in Bowling, has America's leading Bowlers under exclusive contract. Seen only in "Championship Bowling."



DON CARTER
3 times All Star Champion



BILL LILLARD
Bowler of the Year, 1956-57



DICK HOOVER
ABC Masters Champion, 1957



JOE WILMAN
Hall of Fame. Winner of 4 ABC Championships



BUZZ FAZIO
ABC Masters Champion, 1955



STEVE NAGY
National Match Game Champion, 1954-55



ANDY VARIPAPA
All-Time Bowling Great ABC Hall of Fame



JIM SPAULDING
ABC 1957 All-Events Champion

SEE — Lou Campi, Buddy Bomar, Ned Day, Tom Hennessey, Pete Carter, Thurman Gibson, Ray Bluth, Stan Gifford, and all the other famous Brunswick stars in action

WE'VE GOT THE RATINGS

Look at this typical cross-section of recent ratings coast-to-coast; and remember, these are all in fringe time periods.

CINCINNATI	MILWAUKEE	FORT WAYNE	MINNEAPOLIS	LOUISVILLE	ROCHESTER
WKRC-TV	WTMJ-TV	WKJG-TV	WCCO-TV	WAVE-TV	WROC-TV
28.9	15.7	40.4	22.6	22.7	30.0

"CHAMPIONSHIP BOWLING" GETS AND HOLDS THE TOP RATINGS. Regular Pulse audience studies in BILLBOARD show "Championship Bowling" is No. 1 with the men among syndicated film shows; No. 8 with women and No. 8 with children.

Twice winner of the Billboard Poll as America's No. 1 TV fil

IP BOWLING

..Now going into its 4th BIG year!



WE'VE GOT THE WORLD'S No. 1 BOWLING SPORTSCASTER...



Fred Wolf

Since 1945, as a result of his Detroit (WXYZ-TV) bowling telecasts, coast-to-coast bowling sportscasts, and his bowling movie shorts—Wolf has taken his place as the No. 1 man in the field.

FLASH! WILDROOT HAS JUST BOUGHT "CHAMPIONSHIP BOWLING" IN 73 MARKETS*

New York, N. Y.	Minneapolis, Minn.	Omaha, Nebr.	Charlotte, N. C.
Chicago, Ill.	San Diego, Calif.	Miami, Fla.	Fort Wayne, Ind.
Los Angeles, Calif.	Cincinnati, Ohio	Providence, R. I.	Knoxville, Tenn.
Philadelphia, Pa.	San Antonio, Texas	Tampa, Fla.	Lubbock-Abilene, Tex.
Detroit, Mich.	Kansas City, Mo.	Richmond, Va.	Little Rock, Ark.
Baltimore, Md.	Denver, Colo.	Tulsa, Okla.	Fresno, Calif.
Cleveland, Ohio	Atlanta, Georgia	Wichita, Kan.	Columbia, S. C.
Washington, D. C.	Memphis, Tenn.	Jacksonville, Fla.	Schenectady, N. Y.
Boston, Mass.	Indianapolis, Ind.	Syracuse, New York	Roanoke, Va.
St. Louis, Mo.	Columbus, Ohio	Salt Lake City, Utah	Lansing, Mich.
San Francisco, Calif.	Louisville, Ky.	Davenport, Iowa	Topeka, Kan.
Houston, Texas	Norfolk, Va.	Nashville, Tenn.	Huntington-Charleston, W. Va.
Milwaukee, Wisc.	Portland, Ore.	Grand Rapids, Mich.	Greensboro, N. C.
Pittsburgh, Pa.	Birmingham, Ala.	Des Moines, Iowa	Binghamton, N. Y.
New Orleans, La.	Rochester, N. Y.	Hartford, Conn.	Springfield, Mo.
Buffalo, N. Y.	Toledo, Ohio	Phoenix, Ariz.	Raleigh, N. C.
Dallas, Texas	Dayton, Ohio	Sacramento, Calif.	Lancaster, Pa.
Seattle, Wash.	Oklahoma City, Okla.	Shreveport, La.	Johnstown, Pa.
			Evansville, Ind.

*Co-sponsorship with Wildroot in the above markets is available, as well as sponsorship in other important U. S. markets — get in touch with us for an outstanding "deal."

Sport Series!

WALTER SCHWIMMER CO.

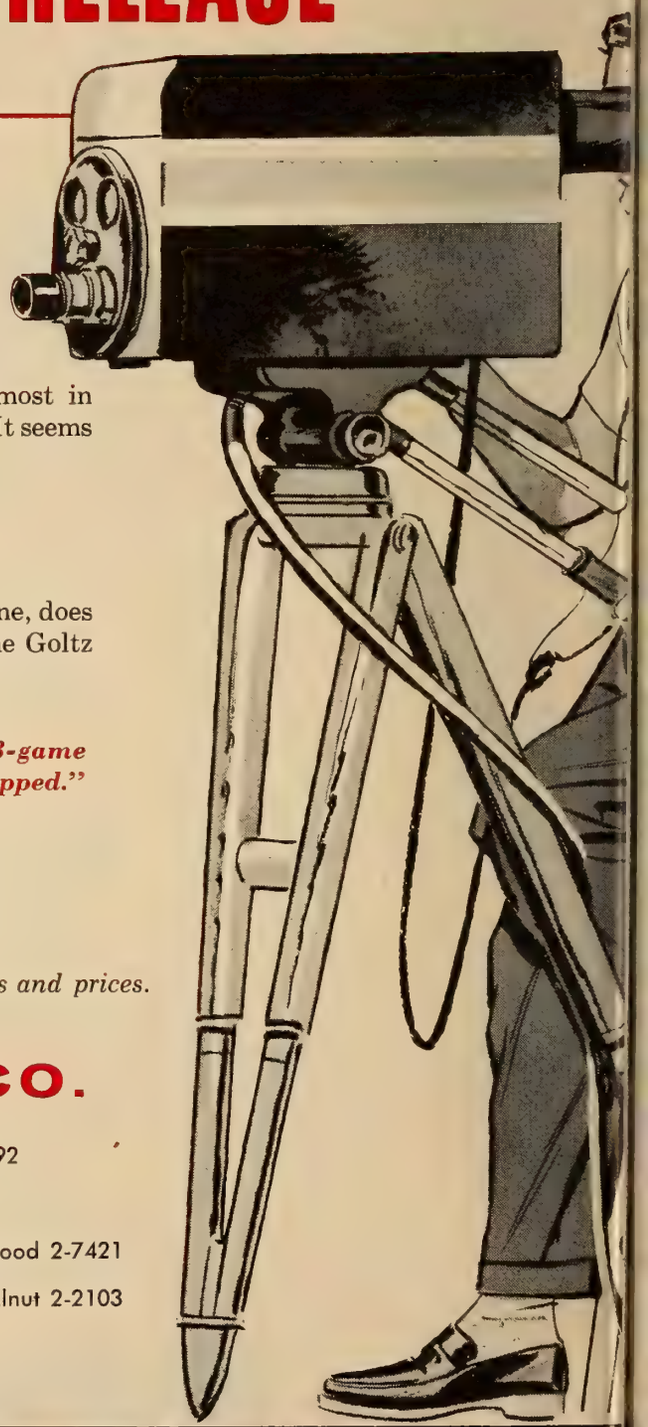
CHICAGO — MAIN OFFICE — 75 E. Wacker Drive 1 • FRanklin 2-4392

NEW YORK — 527 Madison Ave. 22 • ELdorado 5-4616

HOLLYWOOD — Haan Tyler & Assoc. • 5746 Hollywood Blvd. • HOllywood 2-7421

CANADA — S. W. Caldwell, Ltd. • 447 Jarvis St. • Toronto, Ont. • WAlnut 2-2103

"CHAMPIONSHIP BOWLING" NOW HAS 26 BRAND NEW FULL-HOUR FILM SHOWS JUST COMPLETED AND AVAILABLE FOR FALL RELEASE



A Production Masterpiece by Peter Demet

6-Camera "Live Action" technique extracts the utmost in excitement and thrills—gives you a perfect "picture." It seems like you are right there, watching in person.

Directed by Sid Goltz

Television's No. 1 Sports film expert. No one, but no one, does the painstaking frame-by-frame editing job that is the Goltz trademark.

Only "Championship Bowling" film series gives you a complete 3-game bowling match in one hour. Nothing telescoped. Nothing "recapped." Nothing omitted.

write
wire
phone — *for audition prints and prices.*

WALTER SCHWIMMER CO.

CHICAGO — MAIN OFFICE — 75 East Wacker Drive 1 • FRanklin 2-4392

NEW YORK — 527 Madison Ave. 22 • ELdorado 5-4616

HOLLYWOOD — Haan Tyler & Assoc. • 5746 Hollywood Blvd. • HOllywood 2-7421

CANADA — S. W. Caldwell Ltd. • 447 Jarvis St. • Toronto, Ont. • WAlnut 2-2103

"CHAMPIONSHIP BOWLING" is the Quality "Blue Chip" film series for America's top TV stations and advertisers

OUR RESPECTS

to Philip Feldman



IN television, the word "creative" usually is linked with the writing-directing-producing aspects of programming. Sometimes it may be extended to cover such auxiliary arts as scenery, costuming and lighting, but the term seldom gets as far away from the area of sets, cameras and lights as the business office.

Yet Philip Feldman, CBS Television vice president and business manager of talent and contract properties, Hollywood, maintains that the activities of his staff are every bit as creative as those of the program department.

"Our job," Mr. Feldman said last week, "is to negotiate deals for talent and package programs which CBS buys from others or which CBS itself packages for its network programming and deals with advertisers and advertising agencies for the sponsorship of these program properties, to administer contracts and to prepare and administer program budgets.

"To me," he commented, "this is a creative assignment, with all the challenge, the headaches and—when things work out right—the satisfaction of making a business decision that will make possible the production or sale of a program. When we put together the financial details of a business deal so that both parties find it interesting and profitable—when we can interest a star in a series and as a result can turn a program that would not otherwise be available over to the network's program and sales departments, we feel we've done a job that is truly creative.

"Some deals are simple and straightforward," Mr. Feldman said, "but many are not. The tax situation enters into most of them; no one wants to work for the tax collector and it's a real challenge to find a way to make the job attractive financially as well as artistically and to persuade a star to come to work for CBS on our program instead of doing his own package. It's challenging because we can lose deals as well as make them and it's satisfying when we make them and see them get on the air under CBS auspices."

Youngest and newest CBS-TV vice president, Philip Feldman (he disclaims any middle name or initial) was born in Boston on Jan. 22, 1922. He attended Boston Latin School and Harvard College, winning his A.B. degree in 1942 with a major in economics. A few months later Mr. Feldman, who had filled the interval by returning to Harvard to study Japanese, became a member of the Army Security Agency (now Central Intelligence), with which he served as a first lieutenant. Stationed in Washington, he attended the Georgetown U. Law School, getting his LL.B. and being admitted to the District of Columbia Bar in 1946, just about the same time he was discharged from the army.

From Washington, he returned to Boston and to Harvard for a year at the Graduate School of Business Administration, which he left to start his own business in the war surplus field. A year later, he was back on campus again, this time at Harvard Law School, which awarded him an LL.B. degree in 1949. That same year, he moved to Southern California, partly because this rapidly growing area seemed to offer a better economic opportunity for an ambitious young lawyer, but chiefly because he felt it offered a more healthy environment for his wife and family.

Attorney Feldman was admitted to the California Bar in 1949 and spent the next two years in private law practice. Then came another two years as legal counsel for Famous Artists Agency and Charles K. Feldman (no relation) Group Productions. This was when he made his first professional contact with television and, more important, with CBS. It was after he had negotiated a contract for Joan Caulfield with CBS Television that he was offered a position with the network, which he joined in September 1953 as associate director of the business affairs department, Hollywood. In October 1954, Mr. Feldman was advanced to director of business affairs and in May 1957 was appointed vice president in charge of the department.

Phil Feldman lives in Beverly Hills with his wife, the former Ruthe Bergstein, and their four sons: Dennis, 11; Kenneth, 8; Gary, 6, and Randy, 2. He prefers tennis to golf, reading to bridge.

Recounting his career at CBS, Mr. Feldman reminisces briefly on the contract bargaining successes he enjoyed before joining the network and makes one concluding comment: "The kind of deal I made for Joan Caulfield is now taboo in this department."

WILS

114% MORE audience than Station B ALL DAY!*

5000 LIVELY WATTS

Mar.-Apr. '57 Hooper In Lansing Shows

MONDAY THRU FRIDAY

	WILS	Station B
7:00 a.m.-12 noon	61.4	23.5
12 noon-6:00 p.m.	53.7	30.1

LANSING

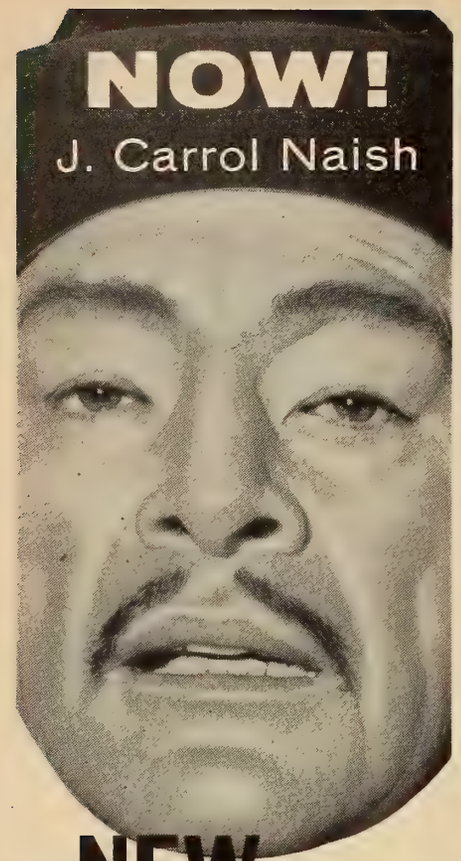
MORE listeners than all other stations heard in Lansing combined.*

* Mar. thru Apr. average C. E. Hooper, Inc.



WILS music news sports

Represented Nationally by Venard, Rintoul & McConnell, Inc.



The **NEW** adventures of

CHARLIE CHAN

Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carrol Naish, makes Charlie Chan live and breathe. James Hong is the Number One Son. Beloved by millions, who've paid out their dollars to match their cleverness with Earl Derr Biggers' most famous detective! Wire or phone collect today to reserve your market before some other quick-thinking advertiser snaps it up.



Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

RICHARD DIAMOND, PRIVATE DETECTIVE

EVIDENTLY it's kismet among private-eye scripters that the police department must be a collecton of bumbling Irish dolts, perpetually destined to be rescued from embarrassment by the intrepid private investigator.

That's the stereotype way it was July 1 when *Richard Diamond, Private Detective* strolled onto the scene. This newest hero has the usual private-eye attributes of handsomeness, a glib tongue and a penchant for rough slapping when occasion demands. It also appears that he will have the familiar scripts of his many fellow private eyes.

In this first program, sleuth Diamond goes through the expected motions of disdaining police help and even withholding information from the law in his search for a bank robber. There's the usual rap on the noggin before he finally traps his quarry. Even the good photography of this first film show couldn't help the lacklustre story line.

Advance publicity may have betrayed the age of the plot in describing the fleeing mobster who held a "child" as hostage. In the actual telecast, the hostage turned out to be a nice, grey-haired lady well over sixty.

Production costs: Approximately $35,000.

Sponsored by Instant Maxwell House Coffee, through Benton & Bowles, on CBS-TV, Mon., July 1, 9:30-10 p.m. EDT, as summer replacement for December Bride. *Program on film.*

Writer & Producer: Richard Carr.

Director: Del Ruth.

Cast: Richard Janssen in title role, Regis Toomey, William Erwin, Lou Charles, others.

THE ANDY WILLIAMS-JUNE VALLI SHOW

JUNE VALLI is an entertainer that can take a song—no matter how trite the music or inane the lyrics—and make it sound like the proverbial "million bucks." Miss Valli was not called on to do so Tuesday night, however, when she debuted with Andy Williams on their new fifteen minute bi-weekly musical show. Backed up with a series of fine old Gershwin tunes, Miss Valli and her affable young partner Andy Williams provided what was probably one of the most charming musical quarter-hours to be seen in many a moon.

Although Mr. Williams is not exactly a "baritone profundo," he more than makes up for the lack of voice with his easy-going style and off-hand delivery. Teaming him with the rich-voiced Miss Valli, provided just the right combination energetic personality and relaxation to set the show apart from others of this type.

Alvy West provided excellent orchestral background for the singers, keeping his arrangements subtle, rather than following the lead of so many contemporary conductors who insist on deluging the vocalist in sound.

Production costs:

Telecast sustaining on NBC-TV, July 2, Tues., 7:30-7:45 p.m. EDT.

Designer: Ted Cooper.

Writer: Earl Hamner.

Producer-Director: Barry Shear.

Cast: June Valli, Andy Williams, Alvy West and his orchestra.

GEORGIA GIBBS MILLION RECORD SHOW

HER NIBS, Miss Georgia Gibbs, is shining her sunny personality on NBC-TV, these Monday nights, with a rather standard, but nevertheless pleasant quarter-hour musical show. Miss Gibbs' show takes the form of a "salute" to the big hits of the music industry, each week featuring two songs that have sold over a million records. Assisting the bouncy Miss Gibbs for the first show, was a vocal group, The Lane Brothers.

The show will doubtlessly prove a delight to the many Georgia Gibbs fans, and a rather pleasing light-weight early evening viewing vehicle for the general public as well.

Production Costs: About $8,000.

Telecast sustaining on NBC-TV, Mon., July 1, 7:30-7:45 p.m. EDT.

Producer & Director: Tom Naud.

Writer: Bill Welch.

Principals: Georgia Gibbs and guest star each week.

MEET McGRAW

ANOTHER addition to one of the staples of American fiction—the mystery-adventure story with the outwardly hard-boiled, yet-so-soft-and-gentle-on-the-inside hero—is this Tuesday night half-hour drama on NBC-TV. With Frank Lovejoy as a wandering trouble-shooter known simply as McGraw, the July 2 plot revolved about the posioning of a pretty young woman during the New Orleans Mardi Gras.

McGraw had only met the woman ten minutes before her death but he was certain it couldn't be a suicide case as the police surmised. Sure enough, McGraw's intuition and detective-work pay-off, as the dead woman's prospective brother-in-law turns out to be the killer, who murdered to cover his own thievery.

All told, this first show of the series proved to be good viewing, with competent performances by Mr. Lovejoy, Judith Braun and James Edwards, who played Ray Follett, a philosophical piano-player. Indeed, Mr. Edwards' crisp comments on time, quiet and love were most entertaining.

Production Costs: Approximately $36,000.

Sponsored by Procter and Gamble, through Benton and Bowles, on NBC-TV, Tues., July 2, 9-9:30 p.m. EDT.

Star: Frank Lovejoy.

Writers (Alternately): Blake Edwards, Frederic Brady, E. Jack Newman, Lowell Barrington.

Directors (Alternately): John Peyser, Harold Schuster, Anton Leader.

Producer: Warren Lewis.

Coming! United's superior new low-cost service . . .

DC-7 CUSTOM COACH



NONSTOP LOS ANGELES-NEW YORK

Starts June 9, fare only $99*

LOS ANGELES-CHICAGO-NEW YORK

Starts July 11, fare Los Angeles-Chicago only $76*, Chicago-New York only $33*



UNITED AIR LINES ®

DC-7 CUSTOM COACH



It's air travel's newest treat! United's DC-7 CUSTOM COACH, featuring —

- HOT meals (optional at nominal price). They're full-course and they're delicious, served to you on convenient fold-down tables.
- Specially reserved seats (choose your own at check-in time!).
- Exclusive new comfort arrangement, with plenty of stretch-room for 6-footers, increased aisle space, extra comfort for everyone. Colorful new interiors.
- Nation's fastest airliner, the DC-7, with 6-mile-a-minute service at economy fares.

For reservations or information, just call United or an authorized travel agent.

*Fares plus tax. Local times quoted.

STARTS JUNE 9

Nonstop service lv Los Angeles 8 p.m., arr New York 6:45 a.m.

STARTS JULY 11

Lv Los Angeles 11:35 a.m., lv Chicago 8 p.m., arr New York 11:37 p.m.



. . . . . EACH PEARL A MEMORY

President Coolidge had just made the *first* Presidential broadcast from the floor of Congress; the *first* Federal Radio Commission had been recently appointed; Columbia Phonograph Broadcasting System, Inc. came into existence; and Secretary of Commerce Herbert Hoover spoke from Washington to New York in the *first* demonstration of television . . .

Lindbergh flew into the hearts of America; Commander Richard E. Byrd crashed into the sea off France; Tunney retained his championship, although Dempsey claimed a "long count," and the immortal "Babe" hit sixty home runs . . .

"Talking" pictures became a reality when Al Jolson in "The Jazz Singer" scored an instant success; Henry Ford unveiled the Model A; ground was broken for the George Washington Bridge in New York . . .

Broadway presented Show Boat, My Maryland, Connecticut Yankee, Hit the Deck, and Good News; Tin Pan Alley gave us Chloe, Me and My Shadow, Just a Memory, At Sundown, Blue Skies, and many others.

This was the wonderful year of 1927—and on July 11th of that year Storer Broadcasting Company started.

Only the old and tired stop counting birthdays. Storer Broadcasting Company, being neither, is proud and happy to celebrate its *30th anniversary*. Proud, too, of its *thirty* years' service in the public interest and happy that our advertisers find Storer stations a most effective sales medium.

Yes, each year has been a pearl—and each pearl a memory.



STORER BROADCASTING COMPANY

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WPFH-TV
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga.	Wilmington, Del.

WSPD	WJW	WJBK	WAGA	WIBG	WWVA	WGBS
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga.	Philadelphia, Pa.	Wheeling, W. Va.	Miami, Fla.

SALES OFFICES
NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940
CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689





You can keep "calm, cool" and collect sales when WBNS Radio carries your message to folks who are jittery to spend $2,739,749,000.00. But there's nothing nervous about Pulse rating us first during any quarter-hour, Monday-thru-Friday, day and/or night. Ask John Blair.

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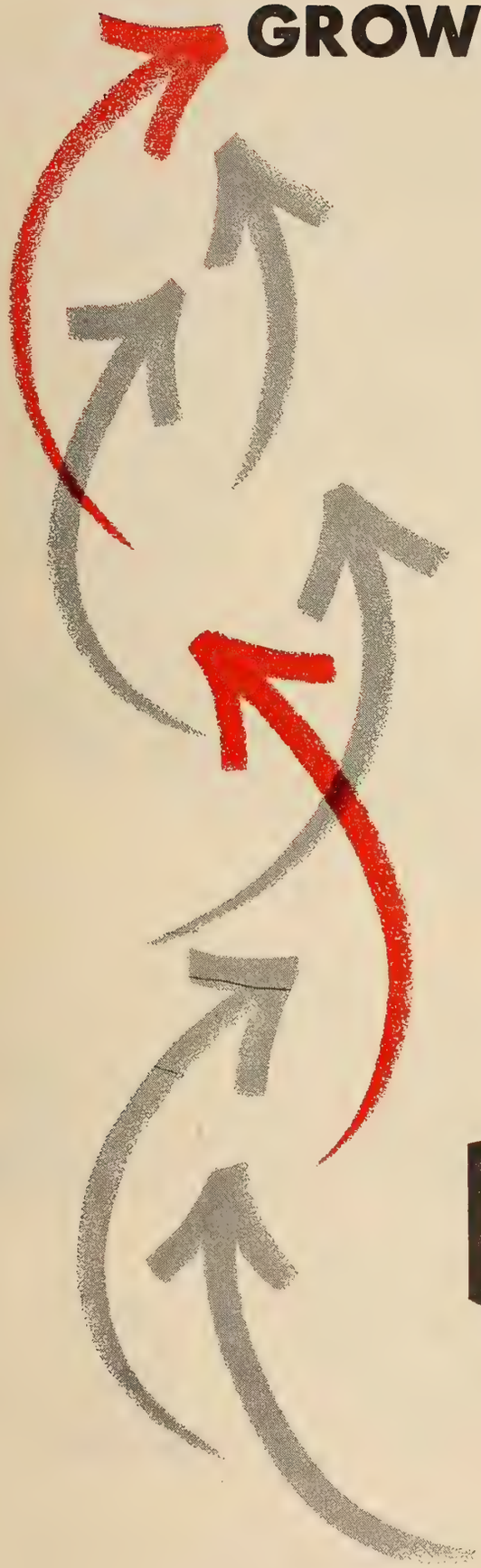
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*Reg. U. S. Patent Office

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GROWTH 89*%

That's just **77%** *more than the country as a whole.*

Honestly, it was the result of our move to full power—100,000 watts . . . to our new high tower—1,175 feet above ground. But it's a healthy growth for the healthiest TV station in one of the South's richest markets.

244,072 TV homes are now delivered by Channel 4 in Little Rock, Arkansas!

KARK-TV is the only TV station that delivers the *entire* Little Rock regional market. Sell the *full* Little Rock market . . . get the *facts* from Petry.

KARK·TV

CHANNEL 4 NBC Affiliate

Represented by

Edward Petry & Co., Inc.

NEW YORK · CHICAGO · ATLANTA · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS


SOME
PEOPLE
NEVER
LEARN!

"Once bitten, twice shy," goes the old saw. But every year, Summer's bright promise puts a silencer on the maxims. And all over again, forgetful baseball fans are firmly convinced that their seventh-place stalwarts are a shoo-in for the pennant.

In television, it's a sure sign of Summer when the talk in the trade press is all about Fall. A favorite theme, of course, is always the unprecedented variety of programs waiting in the wings. Programs skillfully designed to please all tastes, all ages. Westerns! Mysteries! Comedies! Adventures! They're all *coming*—all you have to do is wait till Fall.

However, more and more local and regional advertisers are learning they don't have to deal in futures. Variety and balance of programs? That's exactly what non-network advertisers have had to choose from, and *can* choose from *right now*, in the CNP catalogue of prime syndicated TV film products. Variety and balance like this:

The crunchy goodness of charter-boat adventure in rolling Caribbean waters.
The toothsome hilarity of a landlocked Water Commissioner's misadventures.
Gripping episodes of undercover espionage with a real bird of a secret agent.
Blazing six-gun action by a thunder-browed Marshal with a lightning draw.
Spine-tingling tales with chilling plots that always hinge on narrow squeaks.
Stirring stories of pioneers whose exploits set Conestoga tongues to waggin'.
Smashing dramas of police versus underworld that prove those prison cells are busting up that old gang of crime.

This, as they say, is only a partial listing. To give you a clearer idea: In New York City alone, 14 different CNP shows are currently being programmed every week.

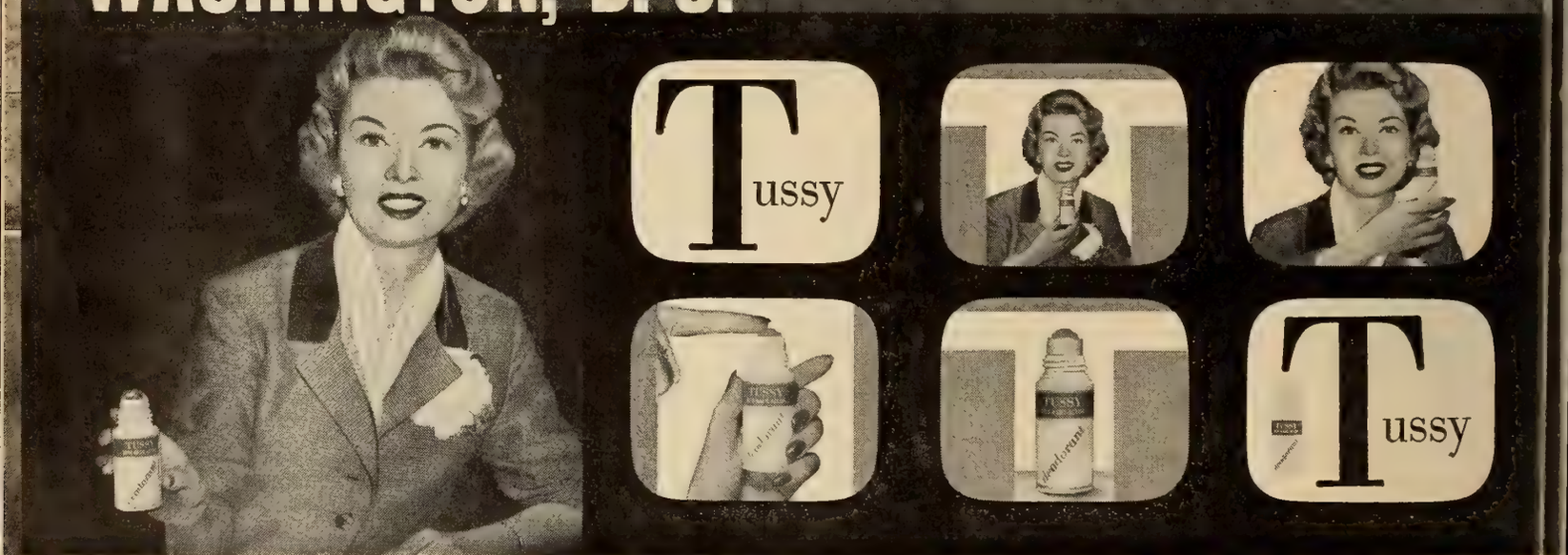
Want a real run for your money? Or a profitable *re*-run for your money? We probably have exactly the program type you're looking for. Not "coming next Fall," but now. Don't phone, wire or write. One of our sales representatives will call on you in the near future. If he doesn't, let us know.

NBC TELEVISION FILMS a division of

CALIFORNIA NATIONAL PRODUCTIONS, INC.

REVOLUTIONARY DEVELOPMENT FOR SPOT COMMERCIALS EXCLUSIVE ON WRC-TV IN WASHINGTON, D. C.





WRC-TV's new "Magic Lens technique" brings to local *live* TV in Washington the eye-catching effects of expensive filmed commercials. Now you can get network-calibre production values for your live spot commercial—*at no extra cost.* Whirls, wipes and split screens, and unlimited types of intricate dissolves, make this new effects generator one of the most pronounced advances in local TV. Your trademark, for example, can now become the focal point of a *live* dissolve into your commercial message!

WRC-TV can also be your testing ground for new commercial ideas and forms — without costly pilot films and extra technical expenses. All you have to do is send your script. The WRC-TV *Commercial Production Service* does the rest.

The "Magic Lens technique" is the latest service developed at WRC-TV, both for advertisers and viewers. Another major contribution will come this Fall with the opening of WRC-TV's new $4 million color plant. For then, the "Magic Lens technique" will radiate your message in color as well as black-and-white. Find out now how WRC-TV's "Magic Lens technique" can work sales wonders for *you* in the nation's 9th largest market!

WASHINGTON, D. C.

SOLD BY NBC SPOT SALES

WRC-TV·4

BROADCASTING
TELECASTING

Vol. 53, No. 2 JULY 8, 1957

PLYMOUTH'S HOT FOR RADIO SPOT

- **Hagopian feels local radio can catch young, outdoor audience**
- **Firm to use network tv, ask bigger budget, use new ad plan**

THERE's a Plymouth in radio's future—and a lot more radio in Plymouth's.

In fact, toward the end of October, when the 1958 swept-wing Plymouths begin rolling off Detroit's assembly lines and into dealers' showrooms, *no* television spot will be used although network tv continues. Instead of tv spot Plymouth will step up—to a considerable degree—its use of local radio spot. It will do so by instituting its own dealer advertising program instead of relying on co-op plans (page 28); it also will ask parent Chrysler Corp. for a 15% increase in the 1957-58 ad budget.

So says Louis T. Hagopian, the fast-moving, 32-year-old director of Plymouth's advertising and sales promotion activities. In an exclusive B•T interview Tuesday, Mr. Hagopian—in New York to discuss network television with representatives of ABC-TV, N. W. Ayer & Son and Grant Adv.—detailed the substance of the automaker's broadcast strategy next fall, but not the sum. Broadcasting will account for approximately 35% of Plymouth's total budget, he said—declining to discuss numerical terms—but radio seems destined for the driver's seat. Here's why. Plymouth has:

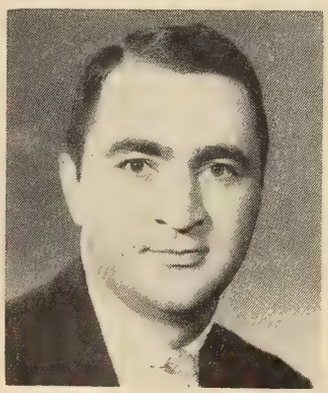
- Concluded that only radio can penetrate its prospect list of customers in the 20-39 age bracket.
- Seen Ford and Chevrolet put this realization to work through their combined purchases on CBS Radio, concentrating their barrages on weeknight and weekend program blocks.
- Decided it can get twice or three times the mileage out of the radio dollar as it can from tv.
- Determined that tv spot—because of its expense and short duration, i.e., seconds—cannot sell a car as well as a live presentation on network; Plymouth believes radio can best be utilized by backing up network tv.

Enlarging on these points, Mr. Hagopian said Plymouth has overcome its basic "marketing problem," that of purging itself of the familiar public image of Plymouth as the "staid . . . dependable . . . safe family car that gets you from here to there." While General Motors and Ford bypassed Plymouth with racy copy highlighting boldness, speed and "adventure," Plymouth, he said, "lacked excitement." Thanks to chief Chrysler stylist Virgin Exner and his "1960 swept-wing bold look," Plymouth now seems destined to give its two competitors a run for their money—and looks. But in its concerted efforts to "sell" Young America on the 1957 Plymonth (through such tv shows as the Lawrence Welk and Ray Anthony band programs, both on ABC-TV), Plymouth somehow felt it was missing the green light with what it calls the "togetherness crowd." These are consumers Mr. Hagopian describes as "the ones who do things together—date, live, play—the ones who don't stay home weekends to watch television."

However, this is not to say "that we are scrapping television," Mr. Hagopian says. "We are merely re-evaluating the matter of emphasis." So far as Plymouth is concerned, television is still "a very excellent way" of introducing a new car to the public. But because a tv spot must—by necessity—be short and filmed and since Plymouth "most emphatically" believes in "the live approach to salesmanship," it will drop tv spot altogether. (This past season, 96% of Plymouth's tv commercials were live, and "successfully so." A live pitch, Plymouth feels, matches the pace of the show, and it's "human and friendly," according to Jack W. Minor, Plymouth's sales vice president. "Furthermore," adds Mr. Hagopian, "live spots on tv afford the same flexibility in regard to changing copy at the last minute as radio spots do.")

Last year for 1957 cars, Plymouth used tv spot through its two co-op plans in some 20-30 top markets; its dealers used co-op funds to go into an estimated 400 additional markets using both radio-tv, but much of this was "wasted," according to its agency, N. W. Ayer & Son. People there explain that in one instance, 20 markets were serviced by something like 40 radio stations when, say, four "powerhouse" radio stations could have "done the trick as well." This year for 1958 cars, Plymouth will concentrate its radio in markets numbering over 100 (what the dealers do in way of spot is "their business, not ours") but there'll be more money spent than ever before.

Plymouth will use its tv network programs to "show off" the car, then shift into radio to "sell it." (It may be assumed, too, that by limiting visual exposure of the new Plymouth to a handful of network programs, the auto firm hopes to attract to its network audiences those viewers who normally would have gotten their first few looks at Plymouth through tv spot.)



WHY RADIO FOR PLYMOUTH?

THERE ARE many reasons given for Plymouth's switch from spot tv to spot radio in its campaign for the 1958 models, as described by advertising-sales promotion chief Louis T. Hagopian in the accompanying B•T exclusive. Among them:

- Radio penetrates the 20-39 age bracket
- Radio beats spot tv mileage three-to-one
- Radio is the best medium to back network tv
- Radio can sell cars after tv shows them off

The carmaker, number one in Chrysler's shop, now has a total of two hours weekly in network tv and does not intend to enlarge its exposure there. Fridays, it has Don Fedderson's *Date With the Angels* (147 ABC-TV stations); Mondays, *Lawrence Welk's Top Tunes and New Faces* (166 ABC-TV stations as against 202 for Dodge's Saturday night *Lawrence Welk Show*), and effective with the June 13 telecast it has taken over every fourth *Climax!* program (173 CBS-TV stations). *Climax!* is Chrysler Corp.'s institutional program, but for the past year the bulk of Chrysler's ads highlighted Plymouth. This move on behalf of Chrysler in relinquishing one of its programs merely formalized the obvious, Mr. Hagopian asserted.

(Last year, Plymouth had two shows on the air, the Welk and Anthony programs, both of which were bought for Plymouth at the time Jack Minor was with Dodge Divi-

PLYMOUTH'S PRIDE

THE "forward look" at Plymouth not only holds true in styling, but also in advertising. The average age of the men who plan Plymouth's advertising campaign is 33—"Young enough," says a representative of N. W. Ayer & Son, "to appreciate the impact of broadcasting. They grew up with radio, matured with tv." Sales Vice President Jack W. Minor is 37; his advertising-sales promotion director, Lou Hagopian, is 32. Sales Promotion Manager Jim Wangers is 31, and Bill Hammond, the most recent addition as advertising manager, is 34.

sion. For the Welk show, Plymouth has nothing but raves; it would prefer to forget about the latter. "It was a dud," Mr. Hagopian confesses. "We shot for the wrong audience and the less said the better.")

According to ABC-TV and Plymouth, *Angels* is doing surprisingly well in rating. ("Considering it's just another situation comedy," one network official said privately, "it's all the more surprising.") Formerly seen at 10-10:30 p.m. Fridays, the Elizabeth White-Bill Williams series was shunted back to 9:30 p.m. this past Friday in order to be in the position of scooping up the audience of the upcoming Frank Sinatra show which ABC-TV has scheduled for 9-9:30 p.m. (Some will be one-hour shows.) Plymouth also has ordered an expansion of the station lineup to 175; conversely, it also will enlarge the Welk lineup from 166 to 216 stations.

With the weekend "nicely bracketed" with two top-rated programs, Plymouth intends to fire its radio "spotgun" into the weekend time periods when auto traffic is at its peak. Although it cannot afford to "lock up prime radio availabilities at this time," Plymouth hopes to be able to squirm its way into early morning and late afternoon time slots.

"We want to catch our people coming and going," Mr. Hagopian says. "There's no better way of selling cars than through car radio. We want to make him—the consumer —thoroughly dissatisfied with the car he is now driving. We want to catch him as he is driving past or near the local Plymouth dealer. Once we get him into the dealer's hands, the car will sell itself."

What of network radio? Mr. Hagopian thinks Plymouth isn't ready—budget-wise—to emulate Ford or Chevy. "There would be no question of our using network," he says, "if our budget were as big as theirs." (Ford's total advertising budget, it is estimated by automotive trade sources, is more than double that of Plymouth's, while Chevy's is reportedly three times Plymouth's.)

Its radio spot campaign will be conducted on a "continuous basis," but will taper off through the deep winter months, picking up again in spring. The only trouble with radio, Mr. Hagopian feels, is the fact that so many auto advertisers are crowding the airlanes now, consequently much of the impact is lost due to triple-spotting, that is running spots for cars X, Y and Z practically next to one another. "However," he adds, "I can't complain. I'm as guilty as the next fellow for allowing this situation to continue."

Will Plymouth's request for an increased ad budget and intended emphasis on radio affect other media, notably print? No, says Mr. Hagopian, print is still Plymouth's "biggest buy" of all media. A breakdown of its ad budget last year shows newspapers, 50%; television, 30%; magazines, 10%; radio, 5%, and outdoor (and miscellaneous), 5%.

But, he adds, "it's incredible to realize just how much time in work hours that 30% in television requires of us." He reports that he and a staff of 40 must look over (plan with the agency, advise, suggest, correct, approve, etc.) every single advertisement in each medium. This coming year (1957-58), there will be 50 different newspaper ads, 20 in magazines, 12 in outdoor, and some 15-20 radio announcements. Television, on the other hand, will require a total of 256 different commercials, live and film. The *Welk* and *Angels* shows account for 208 (predicted at four commercials per tv hour). *Climax!* will require 48 (estimated at four times 12). "Though we occasionally shuffle the same ad from show to show so far as basic copy theme goes," Mr. Hagopian remarks, "the fact remains that it's television that requires most of our time."

PLYMOUTH HAPPY WITH AYER DESPITE GRANT TV BILLINGS

BILLING, BILLING—who gets the billing on Plymouth's tv shows?

Causing no end of confusion (and launching sporadic Madison Avenue rumors of Plymouth's "unhappiness" with its present agency, N. W. Ayer & Sons) is the fact that Grant Adv. is the billing agency for *Welk, Angels,* and in part, *Climax!* Does this mean Ayer's days are numbered?

Far from it, replies Lou Hagopian, director of advertising and sales promotion for Plymouth. "We are delighted with Ayer and certainly do not intend to resign that very fine agency. But we never refuse to see another agency's presentation. To quote Jack Minor, 'No one agency has a corner on creative talent.' "

Mr. Minor, sales vice president, joined Chrysler's Dodge division late in 1953 after having serviced Dodge at Grant for several years [OUR RESPECTS, B•T, Sept. 17, 1956]. While sales vice president of Dodge, he purchased — through Grant — both the (Monday) Welk and Anthony shows (the latter's time period now is occupied by *Angels*). Ostensibly, these shows were purchased for Dodge, but when Mr. Minor switched to Plymouth in July last year, he placed Plymouth on both shows. "It's most confusing to have two agencies handling one show," Mr. Hagopian explains.

Ayer admittedly isn't too happy about being deprived of 30% of its commission on the Plymouth account, but, says Mr. Hagopian, "they understand the situation." Ayer, of course, gets the full commission on the balance of Plymouth's advertising.

And what of McCann-Erickson, the agency for the *Climax!* program? All McCann has lost—billing-wise—is the time. Grant gets 15% of the time charges, but McCann, continuing as producing agency, retains 15% commission on talent.

'UNWISE' DEALER TIMEBUYING KILLED CO-OP TV PROGRAM

WHY did Plymouth eliminate its two dealer co-op advertising programs and how will this move aid the broadcast industry?

Up to midnight, Dec. 31, 1957, a local Plymouth dealer would receive a Detroit invoice for a car—hypothetically—$1,980 complete, FOB. Plymouth would add to this bill $20 to cover "co-op advertising." In turn, the dealer would pass the $20 on to the consumer. To this $20, Plymouth in Detroit would add another $10 and receive an option to pick the ad medium in which it would be spent.

This meant, Plymouth Advertising Director Lou Hagopian explained to B•T, that $30 per car would be spent in the dealer's territory. "In New York or the other major markets," he said, "this would work out to our mutual advantage, but what of the small town in upper Michigan lacking radio-tv facilities and, say, a newspaper?"

He felt that not only would the dollar in some cases "lie dormant," but in many cases, dealers spent the money "unwisely," that is, in local media when regional media (e.g. "powerhouse" stations) would do the job better. "Nobody got any use out of it —neither the dealer, Plymouth, nor the media salesmen."

Now, Plymouth assumes the entire cost of local dealer advertising. Through Chrysler Corp.'s recently-established marketing subsidiary, Chrysler Motors Corp., Plymouth lines up campaigns that formerly were handled locally. The dealer still is invoiced a straight $2,000, which means neither dealer nor consumer need feel the pinch. But in getting $20 per car that formerly might have been wasted, Plymouth will be able to spot its broadcast buys "more sensibly by entering markets where radio has a definite plus value."

The dealer, he adds, still may buy broadcasting locally—but out of his own pocket.

'EXTRA-ORDINARY'

ADVERTISING agency executives may well ponder the implication of the following anecdote carried (apparently with tongue-in-cheek) in the June issue of the Schwerin Research Corp. *Bulletin.* A businessman is considering plans to start a firm called the Ordinary Brand Co., reasoning that he's bound to benefit from all the tv commercial demonstrations that compared the advertised brand with "ordinary brand." The businessman acknowledges the comparisons are unflattering but figures that (a) some viewers won't pay attention and will just remember the name "ordinary" and (b) others will conclude that "ordinary must be pretty good or its rivals wouldn't devote so much time to knocking it."

FC&B IS HAVING MID-YEAR BOOM

- **Latest acquisition: Tidewater's $4-5 million account**
- **Agency's billings up $8-10 million more than year ago**

THERE'S a burst of activity at Foote, Cone & Belding at mid-year. It can be measured by an increased billing and by acquisition of accounts which are bringing in additional diverse blue chip advertisers.

The pace at FC&B can be illustrated by Tidewater Oil Co., a $4-5 million account, moving into the agency's camp two weeks ago [B•T, July 1]. This was a sudden shift from Buchanan & Co., Tidewater appointing FC&B only two weeks after the agency had made its presentation.

Foote, Cone & Belding yearly places among the first 10 agencies in total billing. It currently is handling an advertising billing that represents more than $100 million—that is $8-10 million above its level of a year ago.

Of this figure, approximately 40% is radio-tv, television actually representing about a third of the total billing. In dollars, this translates to slightly over $40 million in radio-tv, $33.3 million in television. B•T estimated last December that FC&B last year handled about $32.5 million in broadcasting, $25.5 million in tv alone.

These figures point up tv's imprint at the agency: an approximate pickup in total billing of $8-10 million in a year's time with tv alone swelled by $7.8 million.

FC&B's increased billing will bolster the agency's already high-ranking position among the top 10 U. S. agencies. In that listing, the agency has jockeyed from year to year in fifth, sixth or seventh place.

More than its immediate position is at stake, however. FC&B is looking far ahead, aiming by its expanding spread of accounts, to gain entry in still many more different phases of U. S. business.

The fact that tv happens to be playing a bigger role at FC&B is a testimonial to the medium as an advertising vehicle. In rolling ahead, the agency is finding more of its tracks made in television. It's not that the agency is searching out the medium, but tv of necessity is playing an ever increasing part in its clients' plans.

An Edsel account, for example, must consider tv in its overall ad budget. Only a few weeks ago [B•T, June 24], FC&B announced that the first Edsel car spectacular will be on CBS-TV this fall, using for one week in the fall the slot held by *The Ed Sullivan Show*.

Newly-handled major accounts at FC&B include Edsel Div. of Ford Motor Co., expected to be a dynamic advertiser by the very nature of its product still to be introduced in the hotly competitive auto field; Tidewater, in the throes of a huge expansion program; TWA, also in a highly competitive field; Hawaiian Pineapple, a major in its product category; Savarin coffee and Shulton's Pharmaceutical Div., two very active advertisers.

Tv, and radio, too, are important to every one of these advertisers, all acquired as accounts by FC&B within the past year, most of them only in the last few months.

While FC&B has felt the usual "attrition" from some accounts moving elsewhere, the last such switch that could be considered serious was the sudden parting with Frigidaire Div. of General Motors. But that was in 1955 and the agency since then has more than weathered out the storm.

The "older" major accounts at FC&B are extremely active in competitiveness and broadcast media use. A sample: Lever Bros. (Pepsodent—"where the yellow went" success in spot radio—and Imperial margarine), Rheingold Beer, General Foods, Kraft Foods, Kimberly-Clark, Armour & Co., Sunkist (most active on the West Coast), Hallmark (a network tv veteran) and S. C. Johnson & Son.

FC&B's "entry" in diverse fields is illustrated by Tidewater, a petroleum account, and Edsel, the agency's first and only automotive client.

Both Tidewater and Edsel decided FC&B could offer depth in servicing, the agency being able to handle the accounts through its loose-knit and autonomous offices.

At FC&B, there is emphasis on maturity, creativeness and servicing. Each of the agency offices is geared to supply individual attention to the account. For example, Edsel is handled via Chicago and Detroit; Tidewater (Western Div.) through San Francisco and Los Angeles and Tidewater (Eastern Div.) through New York; Hawaiian Pineapple via the West Coast as is Sunkist, another primarily West Coast advertiser.

Much of FC&B's business is handled in its Chicago office. This is particularly true with network tv activity of its clients. Among the sponsorships next season handled there are Armour (*The Big Record* on CBS-TV), S. C. Johnson (Red Skelton on CBS-TV), Hallmark's specials, Kimberly-Clark (*Perry Como Show* on NBC TV), and Sunkist Growers (*Queen for a Day* on NBC-TV).

Chicago has a marginal edge on the other offices in total volume, followed by New York, Los Angeles, Detroit and San Francisco in that order. FC&B maintains Portland, Ore., and Houston service offices. FC&B follows a pattern of assigning the account to the office that is located nearest to the client.

Unlike many other agencies, FC&B does not maintain "branch offices" in the accepted sense. Instead, the various offices act virtually autonomously. This multiple-city creation may have some disadvantages, but the agency is quite satisfied with it in that it does away with the handicap of having to clear every action with headquarters. This permits a freer hand for account executives and creative people. The agency believes its multiple-office arrangement encourages individual treatment for each of its clients. An interchange of data—for example, one office often calls upon another for aid in research, marketing information etc.—is practiced, thus adding depth and making use of all of FC&B's resources.

As it has been expressed at FC&B, the multiple-office system does not require a "second team" to be assigned to a west coast account, because for example, an



FOOTE, CONE & BELDING *has no "home office" in the accepted sense, but operates a multiple-office agency. A group of eight executives direct FC&B's top policy. These include (l to r) Robert F. Carney, chairman of the board; Rolland W. Taylor, vice chairman of the board; Fairfax Cone, president; Roy Campbell; Charles S. Winston, vice president, and (not pictured) William R. Forrest, a senior vice president; John R. Little, and A. Edward Rood, senior vice president in charge of finance. Messrs. Cone and Fred Ludekens, a member of FC&B's board of directors, are not associated with any single one of the agency's offices but spend a certain amount of time in each. They operate as a roving, two-man creative team. Messrs. Carney and Taylor are based in New York; Forrest and Rood in Chicago; Winston in Detroit; Little in San Francisco, and Campbell in Los Angeles.*



HEADING *FC&B's radio-tv team are these vice presidents: Roger Pryor in New York, John B. Simpson in Chicago and Edmund Cashman, Hollywood. These three offices handle most of the radio-tv business for the agency and are located in the chief broadcast centers of the country.*

agency's headquarters is located 3,000 miles away in New York.

This method of handling accounts was "serious plus" in favor of FC&B receiving the entire Hawaiian Pineapple account (FC&B had handled only the concentrate but recently has picked up all of the account including the heavier Dole portion). Hawaiian considered FC&B's strength in principal markets. This conderation also entered into Tidewater's thinking in its decision to move its account to FC&B.

Television, so far as FC&B is concerned, has opened a new avenue in advertising and one to which the advertising field (i.e., agencies) must adapt. Radio's volume is expected to increase, too, in step with the anticipated growth of the medium.

Billing at FC&B has gone only in one direction over the years: *up*—from $27 million in 1943 when FC&B was created officially, taking over from the old Lord & Thomas Agency—to its more-than-$100-million status of today.



SWEET SMELL OF SUCCESS

$2.2 million in radio, tv, pays off for Shulton

THE VIDEO VERSION OF SHULTON's "Sea Chantey" (above-left) by Herbert Austen Croom-Johnson and Eric Siday. In this still shot, the "ayes" have it, as the crew of the good ship Grand Turk prepares to hoist anchor and set out to sea with an extra load of Old Spice.

WHEN an estimated 104 million people watched Julie Andrews in Rodgers & Hammerstein's *Cinderella* on CBS-TV earlier this year, the happiest viewer to be found was a 38-year-old toiletries manufacturer named George L. Schultz.

Although he and his firm, Shulton Inc.—a $30 million (consolidated net sales for 1956) company—had just spent over $300,000 (time and talent only) in bringing the fairy tale to tv, Mr. Schultz couldn't have been more delighted with the co-sponsorship of a program that was claimed to have attracted the greatest number of viewers in the medium's history.

"George Schultz is radioactive material," is the way one Shulton official describes his boss. An amateur broadcaster since age 14 (he still operates ham station W2EJB from his Essex Falls, N. J., home), Mr. Schultz had been the one to urge his father, the late William Lightfoot Schultz, to consider radio spot announcements in various east coast markets. That was in 1940, the year George was graduated from Princeton U. with a B.S. in chemical engineering (he worked his way through college selling Shulton products). The firm's broadcast budget at that time: $10,000.

Today, Shulton's total advertising budget of approximately $5.5 million represents around a 20,000% increase over its 1937 allocation of $30,000 [see page 31]. The breakdown of this figure comes to $2.5 million in network tv, $700,000 in spot tv, network and spot radio (including also its new medicated Thylox line besides Old Spice, Bronztan, Desert Flower, Escapade and other consumer products). The remaining $2.3 million are allocated to "other media."

Shulton bases its broadcast strategy on a combination of circumstances. The first is a corporate credo of selling "aggressively . . . yet conservatively," the second is budgetary. "We don't believe in over-extending ourselves," Mr. Schultz says. "Big time television is for multi-multi million dollar corporations. We are not in that class." Nor does Shulton think it ever will be. "Our product is quality, not quantity," adds Mr. Schultz.

In spite of Mr. Schultz' disclaimers, Shulton Inc. is very much in "big-time television." Sponsorship of the Edward R. Murrow-Fred W. Friendly *See It Now* series or that of *Cinderella* isn't symbolic of an occasional tv advertiser. Next season, it will join Lever Bros. Co. in sponsoring (alternate weeks) a new CBS-TV film package titled *The Eve Arden Show*, formerly known by its working title of *It Gives Me Great Pleasure* [AT DEADLINE, June 17].

But there's more to Shulton's use of broadcast media than television. There's radio, for instance, of which the toiletries firm has made good and proper use.

"Radio," comments George Schultz, "is a particularly good buy for us when we want to reach the man's market." Thus, Shulton aims its "spot-gun" at the man as he arises (early morning disc-jockey programs) and when he relaxes (weekend d.j. shows and NBC Radio's *Monitor*). But, knowing too that it's often his spouse who buys that bottle of Bronztan sun lotion, Shulton also will buy segments of such morning network programs as CBS Radio's *Arthur Godfrey Show* as it did this past season.

But all this "know-how" didn't come easily to Shulton. Like so many other newcomers to broadcasting at a time when the choice was harder to make—radio or tv or both—Shulton bowed to necessity and picked the most economical buys it could get. It wanted radio initially because only radio could penetrate the confusion generated by an entirely



EVERY TUESDAY MORNING, *Shulton's "advertising committee" meets in New York to discuss strategy and approve new radio-tv-print advertisements. Discussing a new 30 second tv spot announcement for Old Spice brushless shave cream are Shulton president George L. Shultz (r), and (l to r), marketing vice president Frank N. Carpenter; Wesley Assoc. account executive Jay Perine; Shulton art director Adam J. Grodin, and advertising manager Maxine Rowland. Also a member of the committee but absent when this picture was taken: toiletries division sales manager Richard N. Parks.*

OF PRODUCTS AND PACKAGES

THESE are prime elements in the story of Shulton Inc., which started on Nov. 1, 1933 — when most business firms were facing what might at best have been a bleak future. Founded by soapmaker William Lightfoot Schultz after he had sold out his interest in Lightfoot Schultz Inc. to American Safety Razor Co., Shulton Inc. fought for survival for four years.

What kept Shulton going? An envious competitor at the time put it this way: "Bill Schultz didn't sell soap; he sold packaging." Mr. Schultz, aware of the dominance in the U. S. toiletries market of such foreign giants as Guerlain, Roger & Gallet and Houbigant, was convinced that after all was said and done, there wasn't that much difference between brands of soap and toilet water (they were either good or not so good), built Shulton on the strength of its boxes and bottles. Unlike its rivals, which placed their product in dazzling baubles, Shulton wrapped its goods in simple, plain but colorful packages. (It even went so far as to place its trademark on the bottom of the bottle, so as to further the feeling of personal ownership.)

Things remained more or less static (average yearly gross: $165,000) until 1937 when Bullock's department store in Los Angeles, cashing in on the then-booming "colonial trend" (started by the Rockefeller restoration of Colonial Williamsburg), went along with Schultz's idea for a product that would be as distinctly American as Yankee Doodle.

First Schultz and company came up with a package design—based on a New England spice box motif; second, it discovered—or re-discovered—an essence with an aroma of the American past: brittle, spicy and distinctively Colonial. This was "Early American Old Spice."

Though Bullock's later withdrew from the project ("too much money," its executive decided), advertising executive Leland G. Wesley persuaded Mr. Schultz to take his idea "on the road." The first stop was Chicago's Marshall Field, which took one look at the dummy soap package and Mr. Schultz's solid reputation as a smart businessman, and agreed to order Old Spice. So did other emporiums—Wanamaker's in Philadelphia, Pogue's in Cincinnati, Lord & Taylor in New York. Soon, Shulton had drummed up $50,000 of orders from 28 stores. The future looked rich—on paper. Adman Wesley thereupon placed $30,000 worth of advertising—on credit, of course—and though Old Spice only went on sale the last four months of 1937, it grossed $77,000 out of a total $326,000. (Soapmaker, bottler, carton-manufacturer, printer—all agreed to work on credit, knowing full well that if Old Spice clicked, their future would be secure. It did, and many of the suppliers are still around to this day).

In 1938, Shulton branched out into the Old Spice men's line, introduced the now-famous shaving mug bearing the mark of the sailing ship "Grand Turk." Of $982,000 grossed that year, $770,000 came from the Old Spice line. In 1939, sales jumped to $3.1 million, of which the men's line accounted for $700,000 or 22% of the gross. The hottest item then —as now: Old Spice after-shave lotion, accounting for 26% of the gross.

The importance of Old Spice is not to be sniffed at. At Shulton's New York sales office, employes advise visitors catching a whiff of the distinct spicy odor, "Stick around a while and you'll smell like we do!" They might well be referring to the sweet smell of success.



A PICTURE WITH A THOUSAND WORDS UNSAID: *This white-on-white photo-mural hanging in Shulton headquarters symbolically details the integrated operations of the toiletries house. (L to r): It manufactures its own packaging; creates its own essences (see flowers); maintains its own fine chemicals division (see molecular construction), pharmaceutical division (morter & pestle), and art department (coloring tray). The mural reiterates George L. Schultz's contention that his is "one of the most self-sufficient companies in the industry."*

new concept in toiletries merchandising. With troops returning home from battlefronts after V-E Day, U. S. toiletries manufacturers were in for a rude shock: after years of training and fighting during which the Army Medical Corps placed great stress on cleanliness and good grooming, men from all walks of life were toilet goods-starved.

Shaving lotions, talcums, deodorants, shampoos and the like were no longer the artifices of gentility, and what better medium to break through all strata of society than radio?

After experimenting with "sketchy spot," George Schultz, by this time second-in-command (he took over the presidency in 1950 after the death of his father), got together with the people at Wesley Assoc., Shulton's agency since its inception in 1933, and bought its first network program. It was a dramatic series produced by Bob Monroe titled *High Adventure* and was placed first on Mutual, then on NBC Radio. Earmarked for the project was $65,000 (out of a 1948 ad budget of $523,000). It didn't quite "flop," but neither did it do the things Shulton expected it to do. "It did teach us how *not* to use radio," recalls Mr. Schultz. "We tried to run before we'd learned how to walk."

Thus, Shulton crawled out of network radio and began learning how to walk via spot radio. Inspired by the "Grand Turk" ship design on the Old Spice product line, Maxine Rowland, Shulton's advertising manager, commissioned Herbert Austen (Ginger) Croom-Johnson (of the famous Johnson-Kent jingle team which helped Pepsi-Cola hit the spot) to produce a ditty that would do for Old Spice what the jingle had done for Pepsi [B•T, June 24]. Mr. Croom-Johnson, by then "divorced" from Allan Kent, joined with Eric Siday to fashion the Old Spice "sea chanty." This tune serves today not only Shulton's spot radio campaigns, but also as the background music for its tv commercials. A variation of this theme now is employed for Bronztan, too.

In 1950, it was decided to test tv spot. With $160,000 allocated (out of a $500,000 total ad budget), the agency later dramatized the sea chanty through the use of live dancing sailors, animated cartoons (see cut) and a mermaid. The latter was an agency afterthought: "We decided to inject a bit of sex," one official says.

By 1951, sold on spot, Shulton began looking for a way to elevate itself out of announcement campaigns and into "prestige programming." For the next few years—still somewhat undecided over just what constituted a "prestige program"—it looked at two dozen filmed series up for syndication before settling on the European-made *Paris Precinct* programs starring France's Louis Jourdan and Claude Dauphin. This subsequently was placed in 20 major metropolitan markets in 1955.

The year it launched *Paris Precinct,* Shulton's thoughts also turned to live tv. But the thoughts came slowly and deliberately. When Shulton people talked about tv's "expensiveness," they weren't referring to any

particular lack of ready cash; they just didn't want to plunge into tv by "sacrificing" their budget devoted to "class print campaigns," e.g. *Vogue, Harper's Bazaar*. "We were looking for that one program synonymous with integrity and prestige," George Schultz recalls.

They found it in Ed Murrow's filmed interview with jazzman Louis Armstrong and painter Grandma Moses, titled "An American Portrait." The one-shot *See It Now* cost Shulton well over $125,000, but, according to Miss Rowland, "it was worth every cent; here we had that rare combination of personalities—both of whom were as American as Old Spice." Aired in the Christmas buying spree of 1955, "An American Portrait" accounted for a "sizeable increase in our sales for that time of year."

The following year, Shulton signed for more *See It Now:* the two-part "Report From Africa," the exclusive interviews with Egyptian strongman Gamal Abdel Nasser and Israeli Premier David Ben-Gurion; the Peabody Award-winning *Secret Life of Danny Kaye;* additionally, it sponsored the two Victor Borge "one-man shows," the first just before Father's Day, the second, just before Christmas. It also relieved General Foods Corp. of a brace of *December Bride* filmed situation comedies, bringing its total 1956 broadcast budget to $1.7 million, or equal to Shulton's 1938 gross sales.

Shortly after the turn of the year, CBS-TV's sales heads journeyed to Clifton, N. J., where Shulton makes its home, to solicit the firm's interest in the projected *Cinderella* spectacular. "They asked us to sponsor the whole program," Mr. Schultz remembers. With a trace of a smile, he adds, "we decided to be generous—to another advertiser—and accept only half." Pepsi joined Shulton in the fairy godmother's magic pumpkin which Wesley Account Executive Jay Perine now looks back upon as "the most happy example of Shulton's hard sell in a soft shell."

But does Shulton really believe in "hard sell"? No, says Mr. Schultz, who insists that his company's advertising should be as distinctive as the product it sells. Hard sell, maintains Mr. Schultz, is incompatible with the firm's belief in quality. He feels that too many of Shulton's competitors are playing with the harpstrings of the buying public's deep-felt insecurity when placing undue emphasis on their body odors, their dandruff, their peeling skin, and that in the final analysis, this "scare copy" may well boomerang.

Typical of the way Shulton sells itself was the commercial seen last year on the Borge and Murrow programs. Chief "pitchman" was none other than George L. Schultz himself. After Schultz' introduction to "the plant that Shulton built"—40 acres of landscaped New Jersey countryside on which lie Shulton's self-contained operations—announcer Nelson Case (a soft-sell specialist) took the viewers on a "guided tour" (by film) of Shulton's various divisions. They not only saw how Old Spice shaving mugs are filled, or how deodorant sticks are pressed into shape, but they also listened to an unobstrusive announcement about a new line of medicated products, Thylox. Most pharmaceutical houses, a Shulton executive remarked recently, will "hit you over the head" with a new product, rhapsodically claiming this one—and only this one—will save you from "eternal damnation as a social outcast."

(Thylox, now handled by Foote, Cone, & Belding, New York, after being switched there from Brudno & Bailey, Westfield, N. J., is now testing spot tv [AT DEADLINE, June 3].)

Shulton is in tv to stay. Its first use of color tv (*Cinderella*) was "very promising," notes Mr. Schultz, and agencyman Perine thanks his lucky stars that Shulton is so very package-conscious. So does Shulton's art director, Adam J. Grodin, who spends his working days dreaming up new ways to make Shulton's products more attractive than they now are. Says Mr. Grodin: "Only slight corrections in color values have been necessary to ready the product for the camera."

It had planned to purchase additional Murrow-Friendly shows, but with Pan-American World Airways signed as a regular sponsor, Shulton was forced out. "Revolution in the Navy," seen earlier this year, was the firm's last *See It Now*. But although Shulton recently signed for Miss Arden's new series, "our purchase does not preclude possible sponsorship of other shows"—notably one-shots—"as they come along."

Indicative of its increasing tv-radio activity as Shulton waxes corporately fatter (its domestic toiletries sales, 75% of total volume, are already up 12% over 1956; it expects to spend $1.3 million just on expansion and diversification, has recently opened a $360,000 addition to its Clifton headquarters) was last month's appointment of John L. (Jack) Zimmer to the post of Wesley's radio-tv director—the agency's first such executive in 29 years of operations [CLOSED CIRCUIT, June 17]. Mr. Zimmer, former executive tv producer at Cunningham & Walsh, will be charged with enlarging the agency's broadcast department, thus taking some of the workload off media director Joseph D. Knap Jr. It's possible that from that time Jack Zimmer's will be a most important voice at the joint agency-client advertising strategy meetings held each Tuesday morning at Shulton's New York sales offices.

RATINGS IN L. A. INFLATED—ARB

- **Seiler raps high figures**
- **Asks for 'truthful' data**

THE Los Angeles rating imbroglio took on another new aspect last week, complicating a dispute that has been going on for months [B•T, June 24].

American Research Bureau, whose Los Angeles station clients had been deserting the service for research firms showing much higher daytime tv sets-in-use, came out with results of "the most extensive investigation ever carried out on this subject." Its results were sent last week to agencies, advertisers and stations.

These results, ARB President James W. Seiler said, "confirm ARB's belief that it is reporting the correct levels of daytime viewing in Los Angeles and other markets."

Using "the finest sampling technique available and sample sizes almost five times normal," ARB came up with figures showing that afternoon (2-5 p.m.) viewing in Los Angeles during the May 6-10 week averages 11.4% by the normal ARB diary formula; 12.7% by personal coincidental, described by Mr. Seiler as the finest known technique; 12.8% by telephone coincidental, and 21.6% by service and roster-recall (Pulse).

In a second major check, ARB found a four-week (April 28-May 25) daytime tv viewing comparison revealed an 8.5% tune-in by personal coincidental, 11.3% by telephone coincidental and 17.1% by four-week diary (described as Nielsen).

Battered by competitive sales tactics aimed at ARB's lower tune-in figures, Mr. Seiler said.

"It is ARB's belief that the industry as a whole is best served by audience measurement figures nearest to the truth. In view of the above experiments and many, many more conducted by other organizations and not publicly released, the conclusion seems inescapable that the ARB daytime sets-in-use figures in Los Angeles are the only ones that can be supported by actual experimental evidence. It is our hope that these comments will lead to further experimentation by other interested parties and to serious questioning of any services which appear to be inflating daytime television sets-in-use beyond all reasonable levels, to the ultimate harm of both the advertiser and the station."

Mr. Seiler said "the issue is clear" and poses a question of "tremendous importance to both buyers and sellers of television time. This question is whether or not economic forces may eventually dictate the size of the research figures reporting on the television audience and whether emphasis should be on the high figure or the correct figure."

ARB noted that Trendex Inc. was commissioned last winter to conduct field measurements in several markets for Television Bureau of Advertising. "Members of the TvB board have indicated that these tests show results similar to the ARB field tests though never publicly released," an ARB spokesman said.

Summing it up, ARB said it hoped its May checkup would lead users of rating services "to serious questioning of any services which appear to be inflating daytime tv sets-in-use beyond all reasonable levels, to the ultimate harm of both the advertiser and the station."

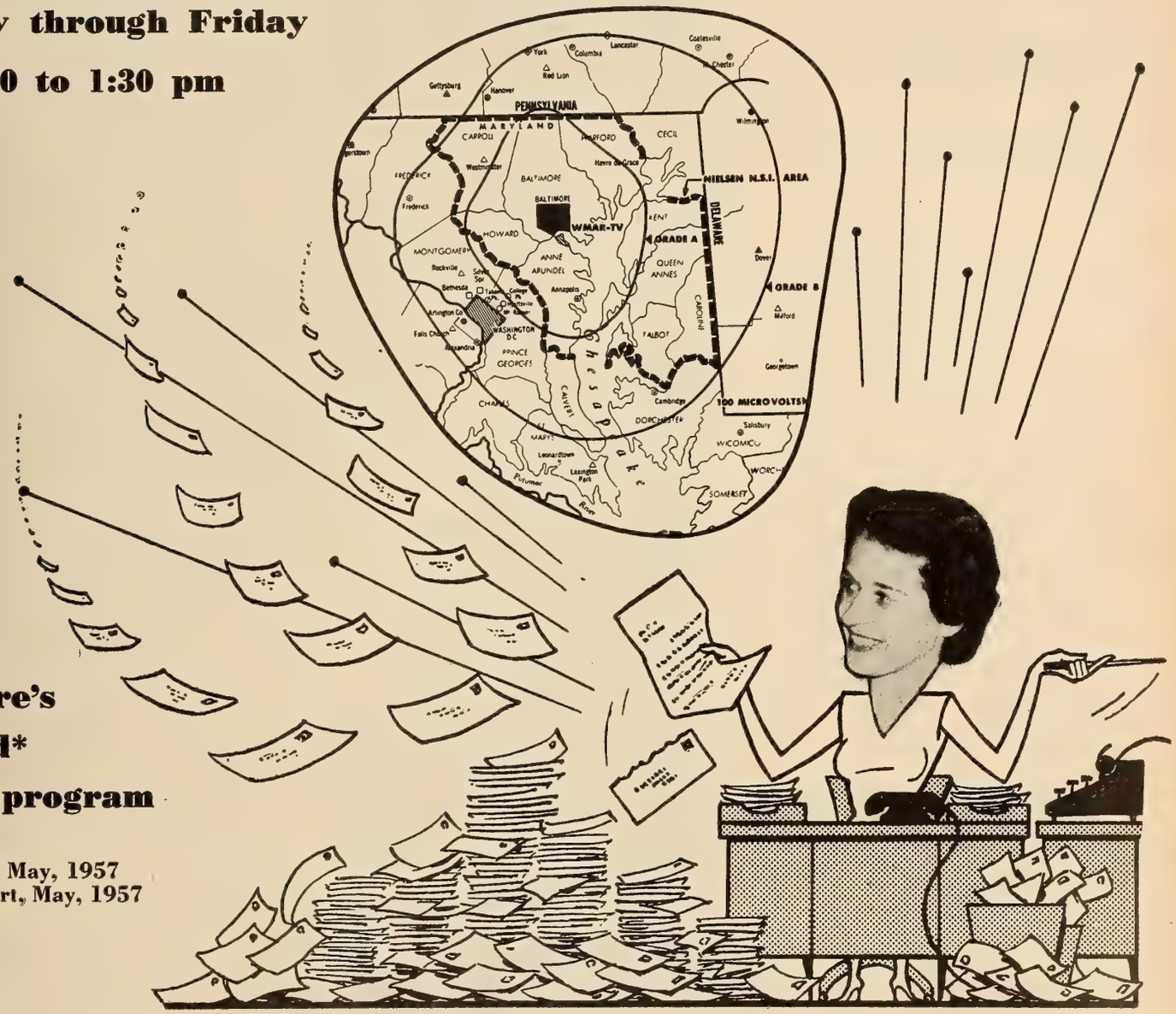
ARB's personal coincidental interviews covered over 6,900 tv homes, interviewers certifying in writing the condition of each tv set in each home during the time of the visit, ARB said.

ARB's data shows a much lower afternoon tune-in around the five county Los Angeles area than most other U. S. cities. It offered no explanation of this indication, noted also in New York City.

from far and near...
they're watching Ann Mar on
The Woman's Angle

Monday through Friday

1:00 to 1:30 pm



Baltimore's top-rated* cooking program

*ARB Report, May, 1957
Nielsen Report, May, 1957

mail proves coverage

During a recent 30-day period, Ann Mar received mail from 121 Maryland postoffices outside of Baltimore, including the Eastern Shore, Virginia, Pennsylvania and Delaware. May Nielsen Report indicates Ann's program reaches an average of 108,500 homes per telecast.

The Woman's Angle

Ann Mar, a super saleswoman, offers wanted tips for homemakers, as she prepares tempting, economical dishes from unique recipes she has culled from famous East Coast restaurants. Stage, screen, TV stars; gardening, culinary, fashion authorities are also featured.

In Maryland, most people watch WMAR-TV

CBS TELEVISION

CHANNEL 2 · SUNPAPERS TELEVISION · BALTIMORE, MARYLAND

Telephone Mulberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

Know Charlotte by the company it keeps

Bank debits "a dependable indication of business activity," show Charlotte keeps company with many "first fifty" cities.* For major results, give Charlotte a major appropriation. And, of course, spend it on WBT Radio which exceeds the next largest Charlotte radio station in total weekly coverage (NCS #2) by 894.9%.

*Standard Metropolitan Area Population

Providence $1,571,397,000 • San Antonio $1,462,297,000 • Charlotte $1,326,042,000 • Phoenix $1,262,642,000 • New Haven $1,103,819,000

Represented Nationally by CBS Radio Spot Sales



WBT Radio
CHARLOTTE, N. C.

JEFFERSON STANDARD BROADCASTING COMPANY



RADIO GETTING BIGGER SHARE OF MOVIES' PROMOTION DOLLAR

- **Networks play minor role in film exploitation**
- **Industry feels tv isn't worth its price tag**

THE motion picture industry, having revived itself following its recent embrace of television, is casting loving eyes at radio. And radio, once looked upon as an unglamorous step-sister, but now radiant with a commercial beauty that Hollywood finds irresistible, appears to be making the most of this new attention.

A B•T check last week of the major studios and their advertising agencies reveals that the studios—on a whole—are spending more money in radio today than ever before, and not because of the increased rate card. They are spending more because they are ordering more.

Out of the "vest pocket survey," this much can be ascertained:

• Radio, with its automotive and resort audience, is a "must-buy" for any studio introducing a new film this summer.

• Network radio now plays—and will continue to play—a small part in the overall exploitation campaigns planned by the major studios. However, local radio will receive only that share of the exhibitor's dollar it is willing to fight for.

• Network radio nonetheless will continue to receive that share of the exhibitor's dollar allocated to "pre-selling." But local radio will get the cream of the "point-of-sale" dollar, especially this summer from the drive-in theatre owners.

• Television is getting less of the exhibitor's dollar, but will continue to get its share of revenue allocated to plugging horror films."

What has happened over the past two years is that exhibitors, studios, producers, and agencies servicing motion picture companies have begun to realize that tv's expense doesn't justify the results. One agency executive, who prefers anonymity, quotes the Sindlinger research organization's conclusion about plugging movies on tv. He says, "The more scenes of a film people see in tv trailers, the less they want to see the film." He feels—and many of his colleagues agree—that the smallness of the television screen cannot "put across" the scope of a million dollar production.

Then, too, the agency people will point to radio's flexibility. Recalls an executive of Donahue & Coe, the agency servicing the Capitol Theatre in New York, "The reviews for Stanley Kramer's *The Pride and the Passion* came out on a Friday night around 10 or so. By seven the next morning, our radio spots carried excerpts from these reviews."

The spot campaign for *Pride* exemplifies the growing use of radio: $23,000 worth in the greater New York area alone. United Artists, the distributors for *Pride*, two weeks ago set aside $23,000 for the New York premiere, bombarded 9 million New Yorkers with a saturation schedule of 10-, 20-, 30-second and one-minute spots on 11 radio stations, including two foreign language and one fm-only station. In Los Angeles UA is allocating $6,000 to radio; in Chicago, $5,000. UA also plans to enter a total of 60 markets between now and the end of August with campaigns on behalf of *Pride*, Hecht-Hill & Lancaster's *The Sweet Smell of Success* and Otto Preminger's *St. Joan*, spending well over $800,000 in radio alone. UA's national director of advertising-publicity-exploitation, Roger H. Lewis, announced last week that for *Sweet Smell of Success* the firm had scheduled 4,600 radio announcements in 25 markets to back July 4 weekend openings. The five-day, 113-station campaign was described by Mr. Lewis as "the heaviest ever set by UA."

In major metropolitan markets, there is a decided rise in radio announcements for what movie-makers call "subsequent run campaigns," i. e., films that have left the big houses and are ready for the Loew's, Schine or RKO circuits. The agencies know too well that they cannot "buck" television (except perhaps in the summer), thus concentrate the bulk of their "radioactivity" on daytime or late evening listening. A great many of them save their ammunition for weekends.

With air-conditioning now being offered by most film houses, the industry feels there's a shift away from the tried-and-true formula of going after the moviegoer only in fall and wintertime. In fact, the Council of Motion Picture Organizations has become so interested in radio's ability to "get around" that it has taken the unprecedented step of launching an eight-week radio spot campaign on disc-jockey shows in two cities this past Monday [AT DEADLINE, June 24]. It wants to see if radio can really do the job it claims. If so, the COMPO plans to step up its radio activity in other cities this fall. The test run is being jointly financed by Motion Picture Assn. of America (MPAA) and the Theatre Owners of America (TOA).

Here's how some of the studios feel about radio:

• Columbia Pictures Corp., whose wholly-owned subsidiary Screen Gems is already a tv "giant" of sorts, follows no set pattern in its radio use. It will spend a sizable portion in radio for one film, e. g. $35,000 for a three-week NBC Radio spread on *Monitor*, etc., for the new Rita Hayworth-Robert Mitchum film, *Fire Down Below*. On the other hand, it intends to spend little in radio for the forthcoming Kim Novak bio of Jeanne Eagels, go in heavy for print. Explains a Columbia representative: "We have a tendency to use but one or two media at a time . . . we don't like to stretch ourselves thin."

• Metro-Goldwyn-Mayer, also knee-deep in television (MGM-TV), disagrees with Columbia in principle, uses little if any network radio. But it uses local announcement campaigns that may be "routine" or "frenzied," e. g., 60 spots in the course of four days. An example of "frenzied" campaigning might be that for MGM's new musical, *Silk Stockings*. The film is slated for the gala treatment due to its stars, Fred Astaire and Cyd Charisse. MGM also likes 10-second "quickies," as in the case of *Something of Value*. The entire commercial went as follows: "Something to see . . . *Something of Value*." Metro doesn't care for network radio because it can't work in a local theatre plug, whereas local radio is just that—a plug paid for entirely or in part by the film company, with the local exhibitor often sharing the costs.

• Warner Bros. doesn't buy nationally at all. Blaine-Thompson Co., its agency, leaves all the buying up to the exhibitor because, it feels that the very nature of film openings (on a staggered basis throughout the country) makes network radio a waste. Executives at Blaine-Thompson say that radio sets the pace, and that the print ads in national magazines act as "umbrellas," covering the picture as a whole, and presenting details.

• Twentieth Century-Fox Film Corp. is another studio that has made the most out of television, e.g., TCF Productions, a wholly-owned subsidiary producing tv films *My Friend Flicka, You Are There)*, and its tie-in with National Telefilm Assoc. Yet, when it comes right down to promoting its theatre product, it will use principally radio. Says a representative of 20th Century: "You can have television—it's no bargain." Radio appears to be: In New York, for example, 20th Century spent no less than $11,000

FIGHTING THE TREND

THE shift to radio of movie companies and exhibitors is definitely being felt by tv stations in the top markets. One station that seems to be doing something about it is WRCA-TV New York, located in the nation's number one "movie market."

Six weeks ago, WRCA-TV Sales Manager James Barry and his boss, Sales Director Jay Heiten, instituted the "Gotham Film Festival," a special discount package plan for movie advertisers. Under the "GFF," exhibitors get a basic unit of 10 spots (ranging from class AA to D) varying from 10 to 20 seconds in length. Total price: $1,500. One advertiser, 20th Century-Fox, told B•T that on paper, the 10 spots would be worth "close to $5,000."

Mr. Heiten frankly admits that the "GFF" is designed to attract those advertisers who have "gone astray," that is, into radio. He reports that among the various clients "GFF" has attracted, there were "several" who had no intention whatsoever of going into tv, but who "couldn't resist" WRCA-TV's offer.



PREVIEW:

AIRBORNE REPORTER LIGHTS UP A CAMEL

MARGUERITE HIGGINS, Pulitzer-prize winning correspondent, is the key figure in the new 60-second tv commercial for Camel cigarettes. Transfilm Inc., New York, produced it for William Esty Co., R. J. Reynolds Tobacco Co. agency. It is scheduled for use on the CBS-TV *Mr. Adams and Eve* and *The Phil Silvers Show* as well as the ABC-TV *Wire Service*. Here's how the commercial runs:

VIDEO	*AUDIO*
Open on shot of plane in flight. Optical to plane interior. MS Higgins typing on her portable. Super title: *MARGUERITE HIGGINS PULITZER PRIZE WINNER*	Anncr.: (V.O.) Sky-hopping from crisis to crisis, the lady at the typewriter holds down a man's job. Marguerite Higgins won a Pulitzer Prize for her foreign news reporting.
Higgins looks out window of plane. Optical to aerial view of the Pentagon. Cut to shot of plane landing and taxiing down runway.	Miss Higgins lives in Washington, D. C., where part of her beat is the Pentagon. When the plane touches down, another part of the trip begins. Have to get the story to the office.
Optical to Higgins coming down ramp from airport and getting into car. Follow car pulling away from airport building.	Outside the airport the car waits. The news *won't*. It grows old in a hurry. When the pressure's on, it's good to relax and get caught up on the local scene.
Cut to interior of car as Higgins is talking. She reaches for a Camel, lights it, begins to smoke. Hold this footage till end title.	On the way to the office, Marguerite Higgins sits back and takes life easy. Good time to have a *real* cigarette—*Camel*. She knows the difference between "just smoking"—and *Camels!* No fads or fancy stuff for this gal—simply the finest taste in smoking. Real smokers *know* why Camels are the largest-selling cigarette in America today! How about *you?*
Cut to end title.	Have a *real* cigarette—have a Camel!
Hold above over final line.	They've really got it!

the first week to promote *Island in the Sun* —all in radio. The second week (after the film had opened), radio got $7,000; the third week, $4,000. Admits the agency for 20th Century, Charles Schlaifer & Co.: These are radio budgets designed primarily to pull audiences into movie palaces charging $1.50 and up for admission. For out of town theatres whose box office prices are considerably less, and where the traffic is less congested, 20th Century, and most other studios, won't spend more than $750 per film in the initial stages. 20th Century uses network radio from time to time in promoting a simultaneous opening. This was the case this past July 4 weekend when singer Pat Boone's *Bernardine* opened in all major markets. The studio, which had ordered extra prints of the film made to accommodate a hoped-for teenage tidal wave, plugged the film two weeks running on NBC's *Monitor*. Comments the studio: "When it comes to recording stars like Pat Boone and Belafonte *(Island in the Sun)*, radio's a natural."

A sidelight to this renewed radio business is the matter of billing: who gets it, and why? For instance, the agency for studio X may not necessarily be the agency placing the campaign for theatre Y. It will do all of the "hard work," say officials of studio X's agency, such as hire the talent, record the commercial, edit and process same; but theatre Y's agency places the spot on a local station and promptly gets the billing. All Y's agency has done for the 15%, says agency X, is to buy time and insert the name of theatre Y. The situation, B•T was told, is getting more serious as radio expenditures become more lush. The unhappy irony of it all is that the process—whether it be "unfair" or "unethical"—is "strictly legal."

Tv has its place in the overall scheme of ballyhoo, particularly when it comes to the matter of "gratis" plugs. Mr. Sindlinger notwithstanding, the movie companies like television—for free. The Ed Sullivans or Steve Allens need only let it be known that they'd be "interested" in a given picture, ere the studio exploitation men descend en masse on the networks. The studio people declare there is "nothing hypocritical" about this attitude. They explain: "The magazines give us free space—why not television? The industry answer: "Yes, but you also take out ads in magazines."

The studios are more conservative with paid tv. Paramount's *Ten Commandments*, said to be the most expensive production in recent Hollywood history, didn't bother with tv. Last November, when the De Mille spectacular opened, Paramount plunged into about 100 markets with radio.

But Hollywood likes tv for a certain product: horror films. Allied Artists, whose last two "prestige films" were Billy Wilder's *Friendly Persuasion* and the about-to-be-released Audrey Hepburn-Maurice Chevalier *Love in the Afternoon*, did not use tv for the first, nor does it intend to use it for the second. But it will make good use of tv in plugging its science fiction films. Paramount, whose 11th commandment seems to be "Thou shalt not use tv," did so in promoting its *Naked Jungle*. Explains exploitation director Herb Steinberg: "How else can you convey the image of an army of marching ants?" and Warner Bros. is all agog about what tv will do for its *Curse of Frankenstein*.

At present, the industry's eyes are focusing on Aug. 31 or thereabouts. At that time, COMPO will have completed its two-city test, and should it feel satisfied with the campaign, the use of spot radio may be taken out of the "limited run" category. As things stand now, most major film companies and exhibitors believe in radio as a short-term weapon to whet the audience's initial interest, to move it into the theatre the first week of a film's opening, letting the film ride—after the first week—on word-of-mouth publicity. (An exception to this rule is in the so-called "art houses," specializing in foreign films. As an example: the Trans-Lux in New York, which has been showing—and repeatedly using radio to plug—the Italian-made *La Strada* for something like seven straight months.

COMPO officials profess to have great faith in local disc jockeys. Its Denver-Rochester test is being conducted by local d.j.'s ad-libbing off a basic copy platform. They don't mention specific movies nor theatres; all they say is "go movie." In the final analysis, the test rests with the local exhibitor. If he is impressed by the campaign, he may want to take some of his advertising funds out of newspapers and put them where broadcasters feel they'll do the most good—in radio.

AMOCO COVETS 'LIMITED' CBS SLOT

- **Oil firm wants to use pro football on regional basis**
- **But radio network retains 'Philharmonic' for 'good will'**

THE Washington Redskins' war whoops aren't exactly music to the discerning ears of the Philharmonic Orchestra Society of New York.

Cause of the cacophony: American Oil Co.'s desire to sponsor Redskin football games next fall on a "limited" CBS Radio network—i.e. Washington south to Miami and west to Texas. The trouble is that Amoco would like the 2-4:30 p.m. slot of which 90 minutes (2:30-4 p.m.) are devoted to the weekly Philharmonic broadcasts direct from New York's Carnegie Hall.

Ordinarily, when an irresistible force (potential advertiser) meets an immovable object (sustaining program), something—namely the program—has to give. In this case it appears Amoco must do the "giving."

Not since Oct. 5, 1930, when CBS first brought the Philharmonic to radio, has any program other than classical music been heard in that time period. This is not to say that CBS has found Shostakovitch and "sponsor" to be incompatible. Far from it. But in the past 27 years, such advertisers as U. S. Rubber, Standard Oil Co. (N. J.) and Willys Motors have sponsored a total of only seven and a half seasons (Willys backing only part of the 1952-53 season), with losses in revenue to both CBS and the Philharmonic considerable.

It is no secret that CBS officials are still "selling" the Philharmonic broadcasts to "interested advertisers," but the network is most insistent on the point it is selling a program, not a time slot. "We are not in business to tinker with the public good will," is the way one network official sums it up.

Executives at Amoco's agency, Joseph Katz Co., New York and Baltimore, reply that all they ask is that CBS meet the advertiser half-way. "Our aim," one Katz adman said, "is not to deprive 10 million Americans of their musical heritage, but to give double that number something they want to hear Sunday afternoons—pro football." They suggest that CBS tape-record the Philharmonic broadcasts for playback at a later time and point to the network's summer replacement for the symphony, *World Music Festival,* as a case-in-point.

(The *Festivals,* recorded in Europe each summer by CBS classical music head Jim Fassett, tape the cream of the continent's symphonic aggregations, such as Amsterdam Concertgebouw, L'Orchestre de la Suisse Romande, London's Philharmonia, at such world-renowned events at the Salzburg Music Festival; they are taped at least a week or two weeks in advance and shipped back to New York for rebroadcast. They, too, are sponsored.)

But, maintains CBS, the loyal Philharmonic audience has—like Pavlov's dogs—developed conditioned reflexes. Tape recorded Philharmonic broadcasts are considered "phony" by some and an "insult" by others. And should this audience turn on CBS Radio at that exact time Sunday and *not* find the Philharmonic tuning up, there'll be an explosion, says the network. Its executives recall too well that only a few years ago an effort was made to juggle the Philharmonic to what was thought to be a "better time." Several mail onslaughts later, the Philharmonic was back at 2:30. (They also declare the "Phil" is more than just a program, it's a historical milestone. It was during the orchestra's program the afternoon of Dec. 7, 1941, that many Americans first heard of the Pearl Harbor disaster.)

It's not, says CBS, that Amoco is "sponsoro non grata"; to be sure, Amoco and CBS Radio are old friends, witness its past long-term sponsorship of Ed Murrow's newscasts, and its present CBS-TV contract for *Person to Person* and its summer replacement, Mike Stokey's *Pantomime Quiz.* It's just that brawn and brain are incompatible Sunday afternoons. Amoco's executives indicate they'd be most amenable to the suggestion that they sponsor the Philharmonic's weekly concert, but add that the budget wouldn't feel so easily disposed.

The people at Katz haven't quite tossed in their oil-stained sponges yet, but neither are they wasting any time in lining up a network of their own choosing. [AT DEADLINE, July 1]. With 51 tv stations already signed (28 in "Amoco territory," the rest in the Louisiana-Texas area serviced by Amoco's affiliate Pan-Am Southern Div.), Katz has sent out "letters of intent" to 65 stations, a third of them CBS affiliates.

According to Katz officials, local stations in the South-Southwest are "hot" for the Redskin games because of their ratings; it has even been suggested that some stations, judging from past performances in which they have tossed out regularly regional sponsored programs to make way for Amoco, might mute the Philharmonic next season. (Amoco's kickoff is Sept. 29.)

"But," a Katz executive said last week, "we are still somewhat hopeful of getting a CBS network."

CBS Radio Sales Vice President John Karol appears to have dashed these hopes. Agreed, he said, the Philharmonic broadcasts are sustainers; thus, they fall into "station time." Nonetheless, CBS is obliged to feed the symphony broadcasts to its affiliates. What they do with them once "received," he said, "is their business."

And their business might be Amoco's business.

3 Sponsors Sign With NBC-TV For Shirley Temple 'Fairy Tales'

SEALTEST ice cream and dairy products division of National Dairy Products Corp., John H. Breck Inc. and Hills Brothers coffee will sponsor a series of 16 special one-hour presentations based on classic fairy tales, with Shirley Temple as hostess and narrator [B•T, June 24], it was announced officially last week by Manie Sacks, vice president of NBC-TV. *Fairy Tales* will start Sunday, Jan. 12, 8-9 p.m.

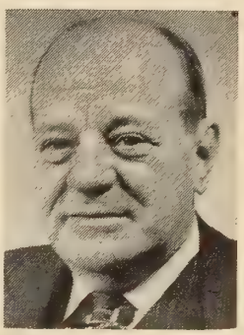
The programs will be produced by Henry Jaffe Enterprises, either live or on film, depending on which medium is best suited to the individual show, Mr. Sacks said. The filmed programs will be produced in association with Screen Gems. William Phillipson will be executive producer.

Programs for the series will include "Hansel and Gretel", "Gulliver's Travels," "Ali Baba and the Forty Thieves," "Robinson Crusoe" and a Mother Goose musical revue, among others.

N. W. Ayer & Son, New York, is the agency for all three sponsors.

Percy Orthwein, D'Arcy Head, Dies After Long Illness

FUNERAL services for Percy J. Orthwein, 68, president of D'Arcy Adv., St. Louis, were held Friday in Huntleigh Village, Mo. Mr. Orthwein died at his home in Huntleigh Village last Tuesday after a long illness.



MR. ORTHWEIN

With three partners—the late W. C. D'Arcy and Archie Lee, and the now retired J. F. Oberwinder — Mr. Orthwein helped build D'Arcy Adv. from a small local agency into a national organization with offices in principal cities and in Mexico and Canada.

Mr. Orthwein was an accomplished artist and won recognition in the field of pictorial advertising, principally for posters and magazines. He was named a director of D'Arcy in 1928, chairman of the board in 1951, chairman of the executive committee in 1953 and president in 1955.

Too Much of a Good Thing May Strain Revlon Budget

REVLON Inc., which is trying very hard to hold onto one of its properties, Hal March (see story, p. 42), is trying equally hard to get rid of another, singer Guy Mitchell. It's not that it doesn't like Mr. Mitchell; it's just that it likes Walter Winchell better.

Two months ago, when the cosmetics firm purchased the Desilu package, *Walter Winchell File,* starring the Hearst columnist, it asked ABC-TV to let it back out of half of the Mitchell program, to which it had committed itself at the beginning of the year. ABC-TV agreed to do so, but has as yet not found an alternate sponsor.

But now Revlon wants to drop the Mitchell show altogether. Revlon officials declare that they may have over-extended themselves, "budget-wise," but add that should ABC-TV not succeed in pulling Revlon out of its self-made hole, then they will be obliged to go through with sponsoring (alternately) the musical series which begins Sept. 21 at 10 p.m. "We like Guy and we

like the show," one Revlon spokesman said. "But had we seen the pilot of the Winchell show before that of Guy Mitchell's, we wouldn't have considered the latter." Revlon admitted that financially, purchasing the Winchell show in addition to the Mitchell program perhaps wasn't the wisest course of action, but on the same hand, having let go such "a potentially hot" program as Mr. Winchell's in default would not have been wise.

The Winchell show will premiere under Revlon sponsorship on Oct. 2, 9:30-10 p.m.

Although ABC-TV "officially" had nothing to say on the matter, one of the network's key executives said, "We've already agreed to relieve Revlon of half the show. They're in love with Winchell and we're glad they are. But if they want to drop the Mitchell show entirely, I'm afraid it'll be up to them—not us—to find an advertiser replacement." But Revlon's contention is that ABC-TV has agreed to help the cosmetics firm in locating a successor.

In both the Hal March and Guy Mitchell "cases," the crucial time slot is Saturday, 10-10:30 p.m.—and on both NBC-TV and ABC-TV.

Shirriff-Horsey Buys Salada, Creating $50 Million Business

SHIRRIFF-HORSEY Corp. of Toronto and Plant City, Fla., has bought Salada Tea Co., Boston, and Salada Tea Co. of Canada Ltd., creating a food organization with combined annual sales of $50 million. Grant Horsey, president of Shirriff-Horsey, announced the acquisition last week. Terms were not revealed.

Proposed name for the consolidated firm is Salada-Sherriff-Horsey Ltd. The firm, founded in 1883, is considered the largest tea distributor of Canada. Salada Tea was founded in 1892 by the late Peter Larkin, whose son, Gerald, head of the companies in the U. S. and Canada, will retire, it was announced. Shirriff-Horsey operated a Southern Division in Florida supplying citrus products under the Horsey brand in this country, Canada and Europe. Other divisions market a number of products under Shirriff and Lushus brands. Subsidiary companies deal in frozen shrimp, candy, soda fountain and ice cream products.

Salada, through Sullivan, Stauffer, Colwell & Bayles, New York, currently spends nearly $2 million annually in spot television. Fall tv plans will not be affected by sale of the firm, it was reported last week. McKim Adv. Ltd. of Toronto is agency for Shirriff-Horsey.

Ross Roy Holds Open House

ROSS ROY INC., Detroit advertising agency, rolled out a 900-foot red carpet to welcome some 2,000 media-client-agency visitors during an open house June 26-29. The four-day event was themed "Advertising With Follow-Through," and the red carpet led past exhibits of ad and marketing functions of the firm. Ross Roy Inc. was founded in June 1926 and has offices in Hollywood and Windsor, Ont.



EDGAR F. KAISER *(c), president of Kaiser Industries, signs a contract that will bring* Maverick, *purportedly a 7 million-dollar package (in production and time charges) under his firm's sponsorship on ABC-TV next September. Present at the signing were Leonard H. Goldensen (l), president of American Broadcasting-Paramount Theatres, Inc., and Oliver Treyz, ABC vice president in charge of television.*

ABC-TV Signs Kaiser To Sponsor 'Maverick'

SIGNING of Kaiser Industries Corp. and Kaiser Aluminum Chemical Corp. to sponsor *Maverick,* Warner Bros. western-adventure film series on ABC-TV (Sun. 7:30-8:30 p.m. EDT), starting Sept. 22, was announced jointly last week by Edgar F. Kaiser, president of Kaiser Industries, and Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc. The agency is Young & Rubicam, New York. Kaiser reportedly will spend more than $7 million in production and time charges.

A feature of the Kaiser sponsorship, described as "unprecedented," is the establishment of a new corporation held jointly by Kaiser Industries, Warner Bros. and AB-PT, which will own the television properties to be produced by Warner under Kaiser sponsorship.

Mr. Kaiser stated his company is "highly enthusiastic about joining forces with this dynamic organization [ABC-TV]," and added:

"Through our association with ABC-TV, we will immeasurably strengthen the effort already started last year on tv to promote products to the consumer. This will give Kaiser Aluminum a new and broader opportunity to serve our customers by helping them expand their markets and stimulate the development of new uses for aluminum.

"Equally important, we will also be able for the first time to use this great medium with all its versatility to expand further the markets of each of the affiliated Kaiser companies which serve the nation. . . . "

ABC-TV claimed that Kaiser's one-hour program "marks the largest new program under single sponsorship in the television medium for the past two years." Jack L. Warner, president of Warner Bros., took note of this sponsorship move when he commented that "at this time, when national advertisers seem to be cutting their sponsorship efforts into smaller pieces, it is refreshing to note the bold, rugged approach and the vision of the Kaiser organization to win a major audience in television's most challenging and rewarding time period."

The program probably represents ABC-TV's most formidable bid to cut into the Sunday evening "powerhouse" programming of both CBS-TV and NBC-TV next fall. CBS-TV has the *Ed Sullivan Show* in the 8-9 p.m. slot and *General Electric Theatre* (9-9:30 p.m.) and *Alfred Hitchcock Presents* (9:30-10 p.m.); NBC-TV has *Steve Allen Show* (8-9 p.m.) and the *Chevy Show* (9-10 p.m.).

Henry J. Kaiser is 50% owner of KHVH, and 75% owner of KHVH-TV Honolulu.

SAAA Picks Finn As President; Two New Members Announced

THE Southwestern Assn. of Advertising Agencies, in its annual convention this year in Galveston, Tex., elected William Finn, William Finn & Assoc., Tyler, Tex., as president for 1957-58. He succeeds Thomas L. Yates, who termed this year's SAAA gathering with representatives of over 30 agencies "a grand success."

Other officers for the new year include vice president, R. J. Burke, R. J. Burke Advertising Inc., Dallas; and new board directors, elected for two year terms, Claude Aniol of Claude Aniol & Assoc., San Antonio; Jack Hamilton of Alert Advertising Agency, Galveston, and R. J. Burke, and Bob Aylin of Aylin Advertising, Houston.

New members in SAAA, announced at the convention were Rittenhouse & Co., Houston, and Read-Petty-Poland Inc., Fort Worth. Dallas was selected as the host city for the 1958 SAAA convention which will be held jointly in February with the Southwestern group of AAAA. It was agreed this joint session would eliminate a duplication of southwestern conventions since practically all southwest AAAA members are affiliated with SAAA.

American Safety Razor Change

BECAUSE of diversification and increased growth, American Safety Razor Corp., has officially changed its corporate name to A. S. R. Products Corp., it was announced

Famous on the Georgia Scene



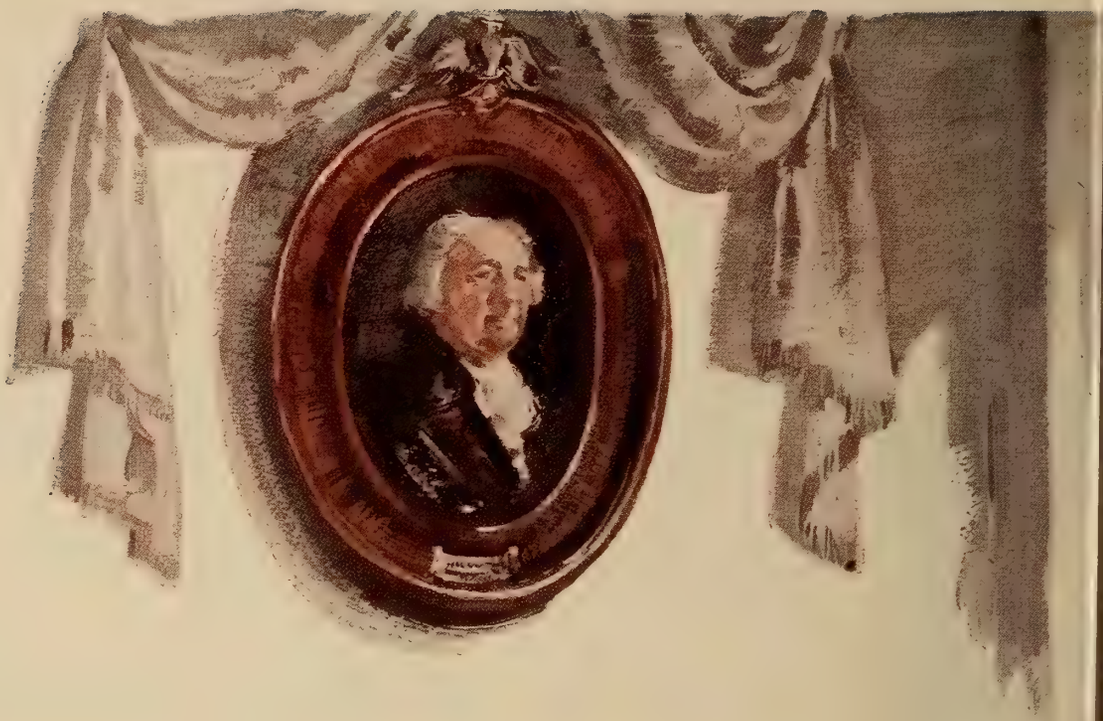
IDA CASON GARDENS, attracting thousands to the world's largest man-made beach, lies near Chipley, Georgia. This is the heart of the state's rich textile and agricultural section—an area fully covered by WAGA-TV, also famous on the Georgia scene. Full power, tallest tower and top ARB and Pulse ratings give WAGA-TV first place in the Southeast's No. 1 market.

CHANNEL 5 ATLANTA
waga·tv
CBS

A STORER STATION

STORER BROADCASTING COMPANY SALES OFFICES
NEW YORK—625 Madison Ave. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

Represented Nationally by THE KATZ AGENCY, Inc.



Leadership is a family affair

John Quincy Adams, newly elected President, gazed reflectively at the portrait on the wall. How proud he must have felt following the footsteps of his illustrious father, John Adams, into the White House!

Just as leadership was a tradition of the Adams family, so it is of the WKY Television System family of stations. This leadership has produced stations outstanding in their markets—the logical choice for your advertising.

THE WKY TELEVISION SYSTEM, INC.



WKY-TV Oklahoma City
WKY Radio Oklahoma City
WSFA-TV Montgomery
WTVT Tampa-St. Petersburg

Represented by the Katz Agency



last week by Milton Dammann, company chairman. Sold in 42 countries, the company's products include: Gem and Pal razors; razor blades marked under the brand names, Gem, Pal, Personna, Blue Star, Silver Star, Treet, Ever-Ready shaving brushes, hair preparations, creams, lotion and several other products.

Fuller & Smith & Ross Absorbs Orr Associates

ROBERT W. ORR Associates Inc., with approximately $2 million worth of accounts, joined the 50-year-old Fuller & Smith & Ross, New York and Cleveland, as a separate division, effective July 1. The arrangement came about after the loss of the $4 million advertising budget of the Andrew Jergens Co. account by Orr, several weeks ago.

In making the announcement Mr. Orr said he believed the new arrangement will "work to the advantage of our clients who will not only have the specialized service which we have always provided but the added research, marketing and television staffs for which FSR is well-known."

Robert E. Allen, FSR president, said that Mr. Orr would continue to assist personally in serving his accounts and that overall responsibility for operations and account handling would become FSR's.

"I believe that the Robert W. Orr division of our agency will provide our clients with an added advantage in increased experience in the packaged and consumer fields," Mr. Allen said.

Key personnel of Mr. Orr's firm will continue to service Orr accounts. The Washington, D. C., office of Orr will be maintained unchanged to handle the National Guard Bureau account, which was renewed several months ago for another year.

Among the ten accounts with billings of approximately $2 million which will be added to FSR clients will be Pan-American Coffee Bureau, the Fuller Brush Co., the American International Underwriters Insurance groups, Munshon G. Shaw and F. R. Tripler & Co.

Revlon Tells Hal March He's Violating Contract

ENTERTAINMENT PRODUCTIONS Inc.'s forthcoming panel quiz, *What's The Use?* might well be Hal March's philosophy of life. Mr. March, closely identified with Revlon Inc.'s *$64,000 Question* and mentioned as the possible m. c. of the new EPI package scheduled for NBC-TV on Saturday, 10 p.m. next fall, has been notified by his sponsor that taking over the new show will be tantamount to breach of contract.

The contract, signed back in 1955 around the time Walter Craig, Norman, Craig & Kummel radio-tv vice president, sold the *$64,000 Question* to Revlon, forbits Mr. March from partaking in any other quiz show. He is allowed to do tv musicals *(The Bachelor)* or dramatic shows *(Studio One)* and movies (he is currently "shooting" in a new Paramount film in Hollywood), but cannot do anything that might be construed as "competitive" to the big-money quiz by Revlon.

According to one of Revlon's top-echelon executives, EPI's new show is "too much like *I've Got a Secret.*" The Revlon official admitted there is a "hairline difference" between an audience participation quiz and a panel quiz, but added that in the final analysis, "there is very little difference between questioning guests or questioning panelists."

What's The Use? will be sponsored by Pharmaceuticals Inc.; although the firm that manufactures Geritol, R-D-X and Sominex cannot be considered a product competitor of Revlon, the fact remains that Mr. March presently is identified with a manufacturer of beauty aids. According to Revlon officials, "it would not help our

VIDEODEX

Tv Report for June 1-7, 1957

TOP 10 NETWORK SHOWS

Program	# of Cities	% Tv Homes
1. *The $64,000 Question*	172	33.2
2. *Perry Como*	153	32.3
3. *Ed Sullivan*	173	31.7
4. *Twenty-One*	143	30.7
5. *I Love Lucy*	156	30.4
6. *Playhouse 90*	129	30.2
7. *Chevy Show—Pat Boone*	136	29.8
8. *Dragnet*	167	28.9
9. *Cavalcade of Sports (Gillette fights)*	171	28.6
10. *Climax*	169	28.0

Program	# of Cities	# Tv Homes (000's)
1. *The $64,000 Question*	172	11,285
2. *Perry Como*	153	10,713
3. *Ed Sullivan*	173	10,705
4. *I Love Lucy*	156	10,113
5. *Twenty-One*	143	10,037
6. *Dragnet*	167	9,684
7. *Chevy Show—Pat Boone*	136	9,516
8. *Playhouse 90*	129	9,505
9. *Cavalcade of Sports (Gillette fights)*	171	9,490
10. *Climax*	169	9,273

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NIELSEN

Tv Report for May 26-June 8, 1957

TOP TV NETWORK SHOWS

Total Audience†—Homes (000)

1. *Chevy Show—Pat Boone*	15,072
2. *Sat. Color Carnival*	14,186
3. *Gunsmoke*	13,904
4. *I Love Lucy*	13,742
5. *Ed Sullivan Show*	13,460
6. *Producers Showcase*	13,057
7. *Perry Como Show*	12,533
8. *Playhouse 90*	12,493
9. *$64,000 Question*	12,372
10. *I've Got A Secret*	12,251

Total Audience—%*

1. *Chevy Show—Pat Boone*	38.7
2. *Sat. Color Carnival*	36.4
3. *Gunsmoke*	35.7
4. *I Love Lucy*	35.2
5. *Ed Sullivan Show*	34.3
6. *Producers Showcase*	33.7
7. *Playhouse 90*	32.6
8. *Perry Como Show*	32.1
9. *$64,000 Question*	31.5
10. *I've Got A Secret*	31.3

Average Audience‡—Homes (000)

1. *Gunsmoke*	12,775
2. *Chevy Show—Pat Boone*	12,372
3. *I Love Lucy*	12,211
4. *$64,000 Question*	11,284
5. *Sat. Color Carnival*	11,203
6. *I've Got A Secret*	11,203
7. *December Bride*	10,962
8. *Loretta Young*	10,921
9. *Ford Show*	10,438
10. *The Lineup*	10,317

Average Audience—%

1. *Gunsmoke*	32.8
2. *Chevy Show—Pat Boone*	31.8
3. *I Love Lucy*	31.2
4. *$64,000 Question*	28.7
5. *Sat. Color Carnival*	28.7
6. *I've Got A Secret*	28.6
7. *December Bride*	28.1
8. *Loretta Young Show*	27.6
9. *Alfred Hitchcock Presents*	26.6
10. *The Lineup*	26.4

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the program.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

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BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor(s), agency(s), day and time.

Cavalcade of Sports (NBC-171): Gillette (Maxon), Fri., 10 p.m. to conclusion.
Chevy Show — Pat Boone (NBC-151): Chevrolet (Campbell-Ewald), Sun., June 2, 9-10 p.m.
Climax (CBS-173): Chrysler (M-E), Thurs. 8:30-9:30 p.m.
Perry Como Show (NBC-150): participating sponsors, Sat. 8-9 p.m.
December Bride (CBS-185): General Foods (Benton & Bowles), Mon. 9:30-10 p.m.
Dragnet (NBC-167): Schick (Warwick & Legler), alternating with Liggett & Myers (M-E), Thurs. 8:30-9 p.m.
Ford Show (NBC-172): Ford (JWT), Thurs. 9:30-10 p.m.
Gunsmoke (CBS-162): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.
Alfred Hitchcock Presents (CBS-138): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.
I Love Lucy (CBS-162): General Foods Corp. (Y&R), alternating with Procter & Gamble (Grey), Mon. 9-9:30 p.m.
I've Got A Secret (CBS-190): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.
The Lineup (CBS-153): Brown & Williamson Tobacco Corp. (Bates), alternating with Procter & Gamble (Y&R), Fri. 10-10:30 p.m.
Playhouse 90 (CBS-134): American Gas Assn. (Lennen & Newell), Bristol-Myers (BBDO), Philip Morris (Burnett), Thurs. 9:30-11 p.m.
Producers Showcase (NBC-105): RCA-RCA Whirlpool (K&E), John Hancock (M-E), Mon. 8-9:30 p.m.
Saturday Color Carnival (NBC-126): RCA-RCA Whirlpool (K&E), Oldsmobile (D. P. Brother), every fourth Sat. 9-10:30 p.m.
$64.000 Question (CBS-178): Revlon (BBDO), Tues. 10-10:30 p.m.
Ed Sullivan Show (CBS-174): Lincoln-Mercury (K&E). Sun. 8-9 p.m.
Twenty-One (NBC-144): Pharmaceuticals Inc. (Ed Kletter), Mon. 9-9:30 p.m.
Loretta Young Show (NBC-163): Procter & Gamble (Benton & Bowles), Sun. 10-10:30 p.m.



*Colgate-Palmolive presents "The Big Payoff" on KCMC-TV and CBS Television Monday through Friday, 1-1:30 P.M. CST.

...there's more than one

*BIG PAYOFF

in

daytime television

on

KCMC-TV

Look at the amazing increase in daytime viewing, as measured in three consecutive Area Telepulse surveys . . .

AVERAGE ¼ HR. SETS-IN-USE — SIGN-ON 6 P.M.		
SEPT. 1955	FEB. 1956	FEB. 1957
15.7%	21.2%	33.5%
26 COUNTIES	26 COUNTIES	29 COUNTIES

. . . and, in the same 1957 survey, **KCMC-TV** registers **73%** **total weekly share of audience throughout** its 100-microvolt area!

POWER---PROGRAMMING---PROMOTION

KCMC-TV

CHANNEL 6 / 100,000 WATTS
TEXARKANA, TEXAS-ARKANSAS

WALTER M. WINDSOR
General Manager

RICHARD M. PETERS
Commercial Manager

Represented by Venard, Rintoul & McConnell

cause to have Hal March selling health aids."

Hal March, in Hollywood making a movie for Paramount, said Wednesday as he understands his contract with Revlon, he is prohibited from participating in any other quiz show, but since *What's the Use?* is a panel show and not a quiz show there is no legal reason why he should not appear on this program if he so desires. "If my understanding is correct, then I'm free to work on *What's the Use?* and there's no problem," he said. "If I'm wrong and it is found to be a violation of my contract for *$64,000 Question,* then of course I can't do it."

Although no impasse has been reached, the matter has been placed in the hands of Revlon attorneys for "arbitration." It was learned the matter first was brought to Revlon's attention by MCA Ltd., rivals of William Morris, agents for Mr. March.

B&H Reorganizing in Chicago

BEAUMONT & HOHMAN INC., which lost the Greyhound bus account some weeks ago and whose Chicago office subsequently evolved a working agreement with Cunningham & Walsh, that city, is now reorganizing and plans to continue as an advertising agency.

H. A. Hohman, B & H president, said the agency will maintain offices in Chicago and continue operations in San Francisco and Seattle. Its Kansas City office is affiliated with Galvin-Farris Adv. agency. In the B & H and C & W agreement, a few key staffers joined the latter agency.

NETWORK BUSINESS

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., announces renewal of weekday-weekend newscasts on American Broadcasting Network, through William Esty Co. Renewal involves co-sponsorship of Mon.-Fri., 5:30-35 p.m. (CDT) with Midas Inc.; 6:55-7 p.m. with Charles E. Hires Co. and 7:55-8 p.m. and 8:55-9 p.m., along with 18 weekend newscasts with Norwich Pharmacal Co. Accent Div., International Minerals & Chemicals Corp., through BBDO, renews effective July 3 one weekly segment of Don McNeill's *Breakfast Club* and Bridgeport Brass Co., effective July 2, four weekly segments of *When a Girl Marries,* through Hazard Adv. Co. N. Y. Three renewals, plus renewals for Radio Bible Class and new Ekco business for *Breakfast Club* and network dramatic strip, represents over $725,000 in net billings for ABN past week.

Alberto-Culver Co. (hair and scalp preparations), Chicago, signed for alternate Thursdays, 2:45-3 p.m. period on NBC-TV *Bride and Groom* starting Oct. 10. Agency: Geoffrey Wade Adv., Chicago.

Quaker Oats Co., Chicago, Ken-L-Products Div. is reportedly near completion of negotiations for another network tv property this fall. Its agency, Needham, Louis & Broby Inc., same city, has been discussing alternate sponsorship of *The Jane Wyman*



THESE STANDOUT AIR SALESMEN are typical of hundreds the advertiser employs through Spot Radio. They speak the language of the communities they serve. When live, your sales message reaches listeners with the persuasive warmth of a voice they like, in whose words they believe. When recorded, your message is presented with the implied endorsement of and direct association with a local personality whom listeners regard as a trusted friend.

Elements that make Radio Pay-off

and these major-market stations excel in putting your sales-message across

The advertiser who measures radio by quantity —whether in chunks of time or sheer numbers of commercial "exposures"—just doesn't understand what makes radio move merchandise.

When TV virtually pre-empted big-time network names, those radio stations depending primarily on networks to attract listeners, suddenly saw the listeners disappear during certain hours.

Yet many major-market stations held their listener-ratings, and kept increasing them. Why? Because those stations, through applied audience-research, developed and intensified the elements that give radio its real selling-power—elements only Spot Radio can provide:

1. *Local interest programming*, which serves listeners throughout the station's own area in a personal way no distant program-source can duplicate.

2. *Local selling personalities*, who speak the language of the area they serve, and endow your commercial message with believability that converts ratings into cash-register results.

Over 40 stations in these major markets are represented by John Blair & Company—by far the most important group of markets and stations served by one representative firm.

So when you're thinking about radio, as most advertisers are, think about the type of radio that Sells—Spot Radio. And talk with your John Blair man, who represents stations giving you a full measure of the elements that make radio pay off.

JOHN BLAIR & COMPANY

JOHN BLAIR & COMPANY

OFFICES: NEW YORK • CHICAGO • BOSTON • DETROIT • ST. LOUIS
ATLANTA • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE

Exclusive National Representatives for

New York.....WABC
Chicago.....WLS
Philadelphia.....WFIL
Detroit.....WXYZ
Boston.....WHDH
San Francisco.....KGO
Pittsburgh.....WWSW
St. Louis.....KXOK
Washington.....WWDC
Baltimore.....WFBR
Dallas-Ft. Worth.....KLIF-KFJZ

Minneapolis-St. Paul...WDGY
Providence.....WPRO
Seattle.....KING
Houston.....KTRH
Cincinnati.....WCPO
Kansas City.....WHB
Miami.....WQAM
New Orleans.....WDSU
Portland, Ore.....KGW
Louisville.....WKLO
Indianapolis.....WIBC

Columbus.....WBNS
San Antonio.....KTSA
Tampa.....WFLA
Albany-Schenectady-Troy.....WTRY
Memphis.....WMC
Phoenix.....KOY
Omaha.....WOW
Jacksonville.....WJAX
Knoxville.....WNOX

Wheeling.....WWVA
Nashville.....WSM
Binghamton.....WNBF
Fresno.....KFRE
Wichita.....KFH
Tulsa.....KRMG
Orlando.....WDBO
Savannah.....WSAV
Wichita Falls-Amarillo.....KWFT-KLYN
Bismarck.....KFYR



HOUSTON'S BEST BUY
KTRK-TV
CHANNEL 13

THE CHRONICLE STATION, CHANNEL 13
P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES: Geo. P. Hollingbery Co.
500 Fifth Avenue, New York 36, New York

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,818,000 people in the U. S. over 12 years of age during the week June 23-July 5. This is how they spent their time:*

57.6%	(70,743,000)	spent	1,465.8 million hours	WATCHING TELEVISION
57.4%	(70,497,000)	spent	1,036.3 million hours	LISTENING TO RADIO
81.1%	(99,605,000)	spent	406.7 million hours	READING NEWSPAPERS
26.9%	(33,038,000)	spent	142.6 million hours	READING MAGAZINES
24.4%	(29,968,000)	spent	367.1 million hours	WATCHING MOVIES ON TV
39.7%	(48,760,000)	spent	204.0 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

Show, carried past season on NBC-TV Tues., 9-9:30 p.m. Quaker Div. is already set for alternate weeks of NBC-TV film rerun series, *Encore Theatre*, Sat., 10-10:30 p.m. until September after picking up two *George Gobel Show* programs June 1 and 22.

Wash. State Potato Commission announces series of spot commercials on NBC-TV's *Today* program, starting July 25 and running into fall. Agency: H. J. Ryan & Son, Seattle.

SPOT BUSINESS

Falstaff Brewing Corp., St. Louis, will sponsor MCA-TV's half hour adventure series *State Trooper* for second successive year in more than 70 markets for full 52 weeks during 1957. To meet needs of Falstaff and other regional and local sponsors, MCA-TV will begin shooting second series of 39 half hours of *State Trooper* in July. Agency: Dancer-Fitzgerald-Sample, N. Y.

Coca-Cola Bottling Co., Chicago, and **Cities Service Co.,** N. Y., announce purchase of radio coverage of all Northwestern U. football games on WIND Chicago. Agencies: McCann-Erickson, N. Y., for Coca-Cola and Ellington & Co., same city, for Cities Service.

Southern Biscuit Co., N. Y., buying three-week radio spot announcement campaign, effective July 3 in four markets. Agency: Hilton & Riggio, N. Y.

Western Air Lines is sponsoring radio saturation campaign on 41 stations in 12 western cities through BBDO, L. A. New series of musical and dramatic spots produced by Song Ads being used in campaign which will run through July and first half of August.

Biggie Furniture Co., San Francisco, Oakland and Richmond, has signed with KGO-TV San Francisco for over 300 commercial spot announcements monthly.

A&A APPOINTMENTS

Max Factor & Co., Hollywood, appoints Guild, Bascom & Bonfigli Inc., for Sof-Set and Dri-Mist.

General Telephone System, N. Y., appoints Kudner Agency Inc., same city.

Standard Radio Transcription Services Inc., Chicago, appoints Allen Becker Adv., same city.

French Government Tourist Office, North America appoints Grey Adv., N. Y.

Don Fedderson Productions, Hollywood, appoints David O. Alber Assoc.

Volvo Imports Inc. (Swedish automobile), Detroit, appoints Advertising Agencies Inc., Studio City, Calif.

Lever Bros., N. Y., switches advertising for Breeze detergent from BBDO, N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, effective next month. SSC&B handles Lifebuoy and Silver Dust for Lever.



WITH Arpege perfume by Lanvin "it could have happened sooner," according to the new 10-second cartoon spot, which Playhouse Pictures, Hollywood, has produced for North Advertising, Chicago agency for Lanvin. The wedding spot is part of a $1.5 million saturation spot campaign North is placing. Playhouse artists involved are Bill Melendez, director; Sterling Sturtevant, layout and design; Dean Spille, background, and Bill Higgins, animator.



coverage



If you want radio coverage in New Jersey—we're the boy with the pail.

WVNJ delivers more listeners than any other radio station broadcasting from New Jersey. Almost twice as many as the next 2 stations combined.*

*Source – Hooper – Jan. Feb.

WVNJ delivers this audience for less money than any radio station in either New York or New Jersey. No other metropolitan station comes anywhere near it.

(31c per 1000 homes)

WVNJ is your safest advertising buy because not only does it have superb programming (it plays only Great Albums of Music from sign on to sign off) but it backs that programming with the heaviest promotional schedule of any independent radio station in America.

Check its impressive list of national and local advertisers. There's no better proof of a station's power to produce.

WVNJ

Newark, New Jersey

RADIO STATION OF The Newark News

Represented by:
Broadcast Times Sales
New York OX 7-1696

KHRUSHCHEV, TITO AND TELEVISION

Stanton defends uncensored—albeit controversial—news coverage

CBS is convinced television must bring world figures and events to its audience, President Frank Stanton said last week as several developments strengthened the medium's role in international reporting.

Dr. Stanton examined television's changing news role in a speech to the National Press Club in Washington. Addressing the news group Tuesday, he said:

• Commercialism is necessary to a free press.

• The public must be informed if its judgment is to be correct.

• The Madden resolution to require advance government check of radio-tv questions for Communist interviews would be "abhorrent" to the public. (See Madden story page 62).

President Eisenhower in effect tempered his earlier implied criticism of CBS Khrushchev interview Wednesday by saying the Madden censorship plan would align the United States with nations not permitting freedom of the press.

Dr. Stanton told the Tuesday Press Club luncheon, in answer to a question, that he wished now he had issued a reply to President Eisenhower's news conference observation that the Khrushchev broadcast was a commercial performance.

Besides outlining the ways CBS is developing its news techniques, Dr. Stanton summarized the industry's opposition to pay tv, wired or broadcast. He termed it a form of hi-jacking that would burden those least able to afford the service and doubted if the programming would include costly public service features now provided by the networks.

In his prepared remarks at the news luncheon, Dr. Stanton said he didn't feel there was anything wrong with being commercial in this country, adding, "You can't have a free press if you don't have free, commercial enterprise."

As to the Khrushchev telecast, he said the network feels "duty-bound to bring the most important men and ideas of our times to the American people." He cited Jefferson's statement that the people "may be safely trusted to hear everything true and false and to form a correct judgment between them." He added, "If we do not believe this, there is no hope for a free press. Indeed there will be no use for it, because there will be no free society for it to serve."

Dr. Stanton defended the broadcaster's right to editorialize, noting the need to maintain fairness and balance in the presentation of controversial ideas.

Following is a condensed text of the question-answer session that followed Dr. Stanton's formal talk:

Q: "When newspapers and magazines are made up by members of this club, they could not care less whether their news judgment meets with the approval of the government. Why was CBS so concerned over whether the President approved or disapproved of its presentation of an interview with Khrushchev?"

A: I think I would say exactly the same thing. I am sure that the members of the CBS news staff would endorse this particular statement because certainly that is the attitude of management of CBS.

I don't think that CBS was abnormally concerned. I think it proper that some concern should be shown (for the President's remarks), but if you are convinced of the wisdom of your course of action, that is it.

Last Sunday, four weeks after the Khrushchev interview, we did the Tito interview. Certainly I don't think that that is a demonstation of concern.

Q: Why did not CBS issue an answer to President Eisenhower's press conference remarks regarding the Khrushchev interview on *Face the Nation*?

A: I would like to give a two-part answer to that. First I had some difficulty myself in understanding exactly what the President had said in his news conference. By now I think it has dawned on me what he was saying, and if I had had the vision then that I think I have got now, we would have answered him.

Q: What is your opinion of having President Eisenhower give Russian tv reporters a telecast interview to Russia similar to the Khrushchev interview? Do you think the Soviet government would permit such a telecast to its people?

A: I can't answer the last part. As to the first part, I am all for it. I think that free exchange is a thing that is very much needed, and we offered facilities to the White House in the week between the initial Khrushchev broadcast and the panel discussion the following week for the President or anyone he wanted to designate to be put on film to be sent to Russia. I want to make it perfectly clear that we were not in any way taking the position of negotiating with the Russians about the release of the program, but we wanted to make our facilities available. We believe in the free exchange of information.

Q: Does CBS have any plans to do a Tito type interview in Red China?

A: No, we have no such plans.



Q: Would CBS comply with Rep. Madden's resolution to require that all questions in broadcast interviews with Iron Curtain leaders be screened by Secretary Dulles?

A: Mr. Madden's resolution came to me by way of the press service late last night and I haven't had an opportunity to study it. I think I understand the intent and I think a dark day is outside the door if this comes to pass. I think the concept would be abhorrent to the government. I certainly think it would be abhorrent to the public. I know that we will do everything we can do to make sure it doesn't come to pass. It is just one step from doing it in radio and television to doing it in the press, and I think that it would be a very dark day indeed if we came to this kind of reporting in the free United States.

Q: Aren't you splitting hairs when you draw a distinction between editorial opinion on one hand and analysis on the other?

A: I suppose the answer is that on some occasions yes, but we still feel that it is better to have the objective and to try to hew to the line than to be too concerned about the infrequent merging of the two. It is difficult on occasion, but . . . it is the attitude or the intent as you approach the analysis or approach the job, and I think that the thing is very clear in 99% of the cases.

Q: What would you have said in answer to the President?

A: This would have taken a lot of thinking to have found the right words, and I would prefer not to try to do that as an ad lib statement. . . . I think on the question of the commercial enterprise that you can't have a free press unless you have commercial enterprise. There has to be someone that provides the oil for the lamps of the journalist, and I didn't think that there was anything wrong with being commercial, if you will. . . . I only say I'm sorry I didn't say

it because in retrospect it has taken on much more significance than I thought it had when I first read the statement that was made at the news conference.

Q: Would you care to comment on the rumor that CBS and Westinghouse are merging?

A: One of you called me in New York when that story broke in one of the trade papers. . . . I commented at that time that there was nothing to it, there had been no conversations of any kind, and there has been no change since the date of that statement.

Q: Radio and tv fought hard for their right to film and record the Presidential news conferences. Yet rarely are they broadcast in full on the networks. Why?

A: A matter of news judgment.

Q: What is the matter with pay tv?

A: That is a loaded question. Well, there are two kinds of pay tv that have been talked about. One is the kind that would use the free wave lengths that have been specified for broadcasting as we know it in this country today, and then there is another kind of pay tv that is getting more and more attention these days and that is a form of wired pay tv.

On the former, I have some serious questions about it and on the latter I think it is a matter of a competitive form of service. I think that the public would be short changed if we had pay tv.

I am not at all persuaded in my own mind that if we had pay tv on the air today that the public would go for it, but if the public did go for it, I think they would soon discover that they were then only beginning to pay for what they had been getting free up until that time. I have searched the pleadings of the proponents for the kinds of things that they would bring to the public that the public is not now getting, and I think with the occasional heavy-weight fight and new and special movies not yet made, which might be released through this medium, I can't find anything in the schedule that would change from what they are now getting free.

In other words, I think that the promoters would be hijacking the public into paying for what they are now getting, and to show you how simple this would be from an arithmetic or money point of view, if just one-tenth of the families in this country paid 50¢ each, that is one-tenth of the audience that now views Ed Sullivan every Sunday night paid 50¢ each to see the Sullivan show, this would amount to about four to five times as much income for the show and all the things behind the show as the sponsor is now paying to put on that program, so that you would have in effect one-tenth of the regular viewers of Sullivan tipping the scales completely over to the side of pay television, and the people who could best afford to pay would be setting the pace for the other 90% of the audience, and that in effect would begin to siphon off writers and producers, talent over to the side of pay television, and I think it would be only a very short time before most of your big shows that are now coming to the public free would be on the pay tv schedule if it works. If that happens and your networks as you now know them and your free stations as you now know them are converted, you will have a different kind of service in this country.

I don't think it will be any better and I don't think it necessarily will be any worse except for one thing. I don't know who will step into the breach of the coast-to-coast public affairs and news area. Certainly pay television won't. The operation of the CBS news and public affairs department is about a $7 million bill a year. Now that money has to come from some place. I don't think people are going to pay to see Khrushchev and Tito and *Face the Nation* and *Meet the Press* and the other programs that go on in that general area of programming.

I think that they will not pay for them, that there won't be any networks because I don't know who is going to pay the $14 million a year to keep the lines hot, and in that case then I think something will be taken out of the fabric of our set, which I think is very important at this particular time in our history, and the serious sociological problem that I see is that I think you threaten the network structure. You take something out that we have had and have used beneficially. I am not now talking about the advertising side, I am only talking about the news and public affairs side. This, I think, is a serious loss to the public, but from the standpoint of the entertainment shows, they will be roughly the same, I would guess, except that you will have to pay for them, and the average family uses its set about five hours a day.

The promoters of pay television are talking about 50¢ a half-hour or 25¢ a half-hour, 50¢ an hour. This is a big bill to foist on the public when they are now getting it for free. And when you talk about getting more culture. I can't think of a promoter who if he had his choice between putting on Sadlers Wells Ballet and Jane Mansfield or Monroe, is there any doubt in your mind what he is going to do? I don't think you are going to get any more culture than you are getting now.

I think you stand a better chance of getting more through the present system, but I speak as a biased spokesman.

Q. Do you think people would pay to see Khrushchev on television?

A: I already answered that. No, I think you would have a small percentage of people who would pay, but more importantly, I don't know how many stations would even accept the program for airing, because if they had their choice between that and putting on some sporting event or some class B movie or even a class A movie where they could make more money, I think the choice is just as plain as the day we were born. They would go for the high circulation show and you would not have this kind of programming.

Q: What is the future of color tv?

A. I hesitate to speak on that because I had my face on the cover of the *Time* magazine, I think, in 1951 predicting it was just around the corner. I think the future is very bright but I hesitate to put the date on the future. Most of you men in this room have seen color shows. When color is good it adds a lot to a program, but it is no substitute for good writing, good production and good ideas. I think eventually we will have most of our programs in color, but the timing is something that I don't think I would care to predict, but just as sure as we are here, some day you are going to have the majority of your schedule, your live schedule at least, in color, and I think you will get more out of it and more information because in many fields of broadcasting or telecasting you can pass more information with color than you can in black-and-white.

This is particularly true in the field of sports because you have the extra identifying characteristic of color. I don't think it will make a great deal of difference in certain kinds of shows, but I think that eventually the major part of your schedule will be in color.

Evinrude's 'Monitor' Tie-ins Prompt Sales Boom—Culligan

BY COMBINING the impact of network commercials on NBC Radio's *Monitor* with tie-ins sponsored by local retailers on NBC Radio Network affiliate stations, Evinrude dealers in all parts of the country "have substantially increased their sales of outboard motors," Matthew J. Culligan, vice president in charge of the NBC Radio Network, reported Thursday.

Commenting on a dealer survey conducted by the affiliates, Mr. Culligan said: "the unusual success of the Evinrude campaign further emphasizes the potency of the radio medium in boosting sales, especially when there is an energetic merchandising tie-in between the sponsor and the network."

For a 13-week period that started April 12, Evinrude has broadcast five one-minute commercials per week in the fishing roundup segments on *Monitor*, NBC Radio's weekend service. The segments consisted of interviews with fishing experts at lakes and streams in various parts of the country. The company encouraged its local outlets to purchase commercials in adjacent time periods. These local messages described area fishing conditions and told listeners where Evinrude motors were available locally.

Evinrude dealers across the nation expressed their enthusiasm for the advantages of placing their local commercials adjacent to the network's fishing roundup segments. A San Francisco dealer reported "tremendous results from the tie-in announcements." From Richmond, Va., came the statement that "the program was a definite success and considerably boosted sales."

Eight Sponsors Sign New MBS Sales Plan

EIGHT national sponsors have signed time purchase contracts with MBS within the three-week period following release of the network's "Triple Advantage Plan" based on its new, expanded news programming schedule.

Wendell B. Campbell, RKO Teleradio Pictures Inc. vice president in charge of MBS sales, said last week these clients are the Beltone Hearing Aid Co., the Equitable Life Assurance Society of the U. S., Florists Telegraphic Delivery Service, GMC Truck Division of General Motors Inc. [B•T, July 1], Liggett & Myers Tobacco Co., S. C. Johnson & Son, Sleep-Eze Co. and Tee-Pak Inc.

The first two contracts to become effective are those for Tee-Pak and Liggett & Myers. The latter, through Dancer-Fitzgerald-Sample, New York, has ordered a weekend saturation campaign via network chain breaks, news programs and participations in the Friday evening top-rated *Counter Spy* network adventure feature, in behalf of L&M filter tip cigarette products. The campaign got underway Wednesday and extends through Aug. 26 with options for renewals.

L&M purchased network break periods following MBS news programs at 7:30 p.m., Fridays; at 8:30 a.m., 9:30 a.m. and 1:30 p.m., Saturdays and at 5:30, 6:30 and 7:30 p.m., Sundays. In addition, the sponsor obtained the network break periods Monday, Wednesday and Friday following the 11:30 a.m. weekday morning news feature and preceding the network's *Queen For A Day* broadcasts. Weekend programs for L&M will be 4:30 p.m. Saturday and 3:30 and 4:30 p.m. Sunday newscasts.

Tee-Pak, Chicago manufacturer of casings for packaged meats, ordered a 30-spot campaign throughout this month in behalf of national hot dog month. Wilson, Saylon, Ware Inc., Chicago, is the agency.

Also starting last week was a campaign by S. C. Johnson & Son for 40 twenty-second identification spots following newscasts on five consecutive weekends, starting Friday. The product to be advertised is Johnson's new insect repellent, "Off." The Johnson agency on this product is Foote, Cone & Belding, Chicago.

A saturation campaign involving 100 eight-second identification spots each week following newscasts has been ordered by Equitable Life Assurance to start Aug. 31. This campaign is set for an initial six-week run with options for renewals. Equitable's agency is Kenyon & Eckhardt, New York.

Florists Telegraphic Delivery Service, through its agency, Grant Adv., New York, has ordered 20-second network chain break spots following newscasts on a one-week-per-month basis. The campaign starts Monday (July 15).

Beltone Hearing Aid Co., through Olian & Bronner, Chicago, again has placed a long-time order for sponsorship of the Gabriel Heatter newscasts. This one, for 26 weeks with options for renewals, covers the Heatter evening programs (7:30-7:35 p.m., NYT) on Tuesdays starting Sept. 10. Also covering Heatter programming is an order from the Sleep-Eze Co., long-time user of MBS air time, for a new Heatter news feature to be initiated on the network's Sunday schedule this fall. Exact air times and starting date of this program are to be announced. Milton Carlson Co., Los Angeles, is the Sleep-Eze agency.

Mutual's "Triple Advantage Plan" is predicated on its new network pre-clearance structure for the newscasts on the half-hour. These are followed by 20- and eight-second network chain break spots. In addition a flexible arrangement has been patterned to permit the sponsor to purchase month-long as well as seasonal promotional campaigns in behalf of its products.

NBC Radio Net Billings Hit $1.5 Million During Week

NEW orders totaling about $1.5 million in net billings have been placed by 14 advertisers on NBC Radio during the last week, it was announced over the weekend by William K. McDaniel, vice president, NBC Radio Network Sales.

Heading the new business was an order from Grove Labs Inc., St. Louis, through Gardner Adv., St. Louis, for its Bromo Quinine tablets, covering 12 one-minute and 18 thirty-second announcements on *Monitor* and other programs over a 26-week period starting Sept. 30, and for its Fitch hair products, covering 10 five-minute musical segments per weekend on *Monitor* for 20 weeks, starting Sept. 6 [AT DEADLINE, July 1]. Other advertisers buying time on the network were Vicks Chemical Co., Sterling Drug Inc., Ruberoid Co., Pan-American Coffee Bureau, Black & Decker Mfg. Co., General Motors Corp. (trucks), Gillette Safety Razor Co., Rexall Drug Co., Buick Motor Div., American Oil Co., Mutual Benefit Health & Accident Assn. of Omaha, the Evangelical Assn. Inc. and R. J. Reynolds Tobacco Co.

Fisher, Gobel Teamed by NBC-TV For New Show Starting Sept. 24

EDDIE FISHER and George Gobel will be teamed in a new full-hour weekly variety series, with the two stars alternating as host and guest star on each program, to be telecast over NBC-TV Tuesday nights, 8 to 9 p.m. EDT, starting Sept. 24. The new series was announced last week by Manie Sacks, NBC vice president, television network programs.

To be called alternately *The Show of Eddie Fisher* and *The Show of George Gobel,* the program will get underway when the latter program kicks off the series Sept. 24.

Sponsors of *The Show of George Gobel* will be RCA and the Whirlpool Corp. Liggett & Myers Tobacco Co. will sponsor *The Show of Eddie Fisher,* which begins Oct. 1.

The format for the series calls for comedy, variety and music, augmented by guest performers. *The Show of George Gobel* will be a Gomalco Inc. production with Alan Handley as producer-director. Ramrod Productions Inc. will produce *The Show of Eddie Fisher.* Kenyon & Eckhardt is agency for RCA and Whirlpool. McCann-Erickson represents Liggett & Myers.

CBS Fall Sales $3.7 Million Over and Above Ford Order

OUTSIDE of the $5.5 million gross (52-week) order from the Ford Motor Co., CBS Radio already has booked $3.7 million worth of fall business, it was reported last week by John Karol, vice president in charge of network sales.

The orders include purchases by Seeman Bros. through Norman, Craig & Kummel, New York, and Angostura-Wupperman Corp. (aromatic bitters) through Ruthrauff & Ryan, New York, of weekly quarter-hour segments of *Arthur Godfrey Time,* starting in September; Ralston-Purina Co. through Guild, Bascom & Bonfigli, San Francisco, an alternate week schedule of five weekly 7½-minute units of daytime dramas and six 7½-minute segments of the serial units for 13 weeks, starting Sept. 30.

Other signed advertisers for the fall are Best Foods, Aluminum Co. of America and Pharma-Craft Co. for sponsorship of various daytime segments; General Foods Corp., Sarah Lee Kitchens and Armour & Co. for quarter-hour broadcasts of *Arthur Godfrey Time* and Grove Labs and Best Foods for "Impact" segments.

ABC, Television Affiliates Plan L. A. Sessions July 16-19

A SERIES of meetings of ABC executives and television affiliates has been set for July 16-19 in Los Angeles.

Executives of the network and its owned and operated stations will confer July 16-17 at the Beverly Hills Hotel. The board of governors of the ABC Television Affiliates Assn. will meet July 17 at the Beverly Wilshire Hotel. The affiliates' board and network executives will meet jointly July 18.

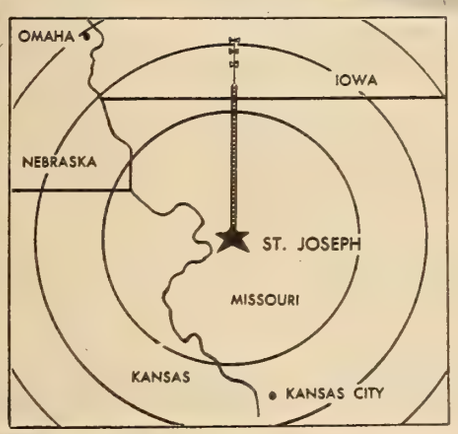
The general managers and promotion managers of all ABC-TV affiliates carrying the new Kaiser Industries' *Maverick* program (see story, page 38) have been invited to a July 19 conference at the Warner Bros. studios in Burbank, Calif. Kaiser and Warner Bros. will be hosts.

WHDH-TV Signs For ABC-TV

ABC-TV next November expects to have "live vhf coverage" in the top 20 tv markets. The network made this claim last week in announcing that WHDH-TV Boston will join ABC-TV as a primary affiliate in late fall when WHDH-TV goes on the air (probably in November). Next season ABC-TV anticipates it will have live vhf primary affiliate coverage in the top 25 retail markets, representing more than 25.1 million homes, or 62.3% of U. S. tv homes. WHDH-TV is licensed to WHDH Inc., owned by the *Boston Herald-Traveler.*

NOW TELECASTING ON

FULL POWER 100,000 WATTS



IN ST. JOSEPH, MISSOURI

It's the biggest news for the St. Joseph, Missouri, 37 county area since the Pony Express . . . KFEQ-TV, St. Joseph's only television station, has now completed television's unbeatable combination . . . 100,000 watts maximum power, television's most efficient channel 2, and an 810 foot tower.

Over 888,100 people will *now* receive KFEQ-TV's stronger, clearer picture. This superior picture plus a programming powerhouse that includes three great networks . . . CBS-TV, ABC-TV and NTA Film, popular local shows, top syndicated programs and famous feature films. It all adds up to increased selling power for you in this four state market. See your Blair representative for further details.

CHANNEL 2 — CBS — ABC — NTA

KFEQ-TV 2

ST. JOSEPH, MISSOURI

A KENYON BROWN STATION

Blair Television Associates Rep.

FORD WINS NOMINATION TO FCC, DOERFER STEPS IN AS CHAIRMAN

PRESIDENT Eisenhower last week nominated a former FCC career lawyer to be the seventh member of the FCC, replacing retired FCC Chairman George C. McConnaughey, and at the same time named Comr. John C. Doerfer as the new chairman.

Federick W. Ford is the former chief of the FCC hearing division, who resigned in 1953 to join the Dept. of Justice. He was nominated for a full seven-year term, running to 1964.

In assuming the chairman's role last week, Mr. Doerfer said he proposed to let the free play of competition reign in broadcasting, warning that broadcasters cannot be for free enterprise one day and for government protection the next.

COMMISSIONER-TO-BE IS OLD HAND AT FCC

FREDERICK W. FORD, a career FCC lawyer who carried the ball for the Commission in two notable cases—the G. A. Richards case and the ABC-United Paramount Theatres Inc. merger—was nominated to a commissionership by President Eisenhower last week.

The nomination, submitted to the Senate Tuesday, is expected to be the subject of early hearings before the Senate Commerce Committee. At week's end no date had been set for the 48-year-old native of West Virginia to appear.

Confirmation is expected without trouble, according to Washington sources, since Mr. Ford has the backing of his Congressional delegation and Republican party headquarters.

Mr. Ford, who served in various legal capacities in the FCC from 1947 to 1953, since January has been Assistant Deputy Attorney General, serving under Deputy Attorney General William P. Rogers. He has worked mainly in the field of Congressional liaison. Before that he was first assistant to the Assistant Attorney General in charge of the Office of Legal Counsel, serving under J. Lee Rankin, now Solicitor General of the United States.

Mr. Ford left the Commission in 1953 for the Dept. of Justice. At that time he was chief of the Hearing Division of the Broadcast Bureau, having been the first appointee to that post with the reorganization of the FCC in 1951.

He left several months after FCC General Counsel Benedict P. Cottone had resigned and before Warren E. Baker, the present FCC general counsel, was named to the post. Mr. Baker had been mentioned prominently in recent weeks for the FCC vacancy.

The genial, soft-spoken Mr. Ford—whose name has been submitted for the seven-year term beginning July 1, succeeding Mr. McConnaughey now in private practice—was born in 1909 in Bluefield, W. Va., the son of George M. Ford, state superintendent of schools. He received an A.B. degree from W. Virginia U. in 1931, and an LL.B. degree in 1934. After serving for five years as a junior partner in the Clarksburg, W. Va., law firm of Stathers & Crantrall, he joined the Federal Security Administration in Washington in 1939 in the office of the general counsel, specializing in old age and survivor's insurance work. In February 1942 Mr. Ford joined the Office of Price Administration, engaging in legal work in connection with suspension proceedings. In September of that year he joined the U. S. Army Air Corps, serving in the Air Force Training Command as chief of enlisted personnel in Montgomery, Ala., and Fort Worth, Tex. He was demobilized in 1946 as a major, returning to OPA.

Mr. Ford's FCC career began as an attorney in the review section of the General Counsel's office. He noted last week that during this period, the Commission was not reversed even once by the courts. In 1950 he was assigned to be Commission counsel in the Richards case. This involved FCC charges that Mr. Richards' licenses should be revoked because of his broadcasting of allegedly biased news. The proceedings took three years and were terminated when Mr. Richards died in 1951.

Mr. Ford was named first chief of the Hearing Division of the newly formed Broadcast Bureau in 1951. In 1952 he became responsible for representing the Bureau in the 18-month ABC-UPT merger proceeding. That case is considered an historic milestone in FCC policy history in the sense that the Commission held, as a matter of policy, that prior antitrust violations do not automatically bar an applicant from broadcast licenses.

Mr. Ford lives with his wife, the former Virginia Lee Carter, and 12-year-old daughter, Mary Carter, in a remodeled Colonial house in the old port section of Alexandria, Va. Mr. Ford's single, consuming hobby is restoring this house to its 18th Century appearance. This interest in colonial architecture and history includes membership in the Alexandria Assn. (an historical society), of which he was president for three years, and the Alexandria Old Town Civic Assn. He also is an active member of the Alexandria Little Theatre and is a vestryman of Christ Church, Alexandria.

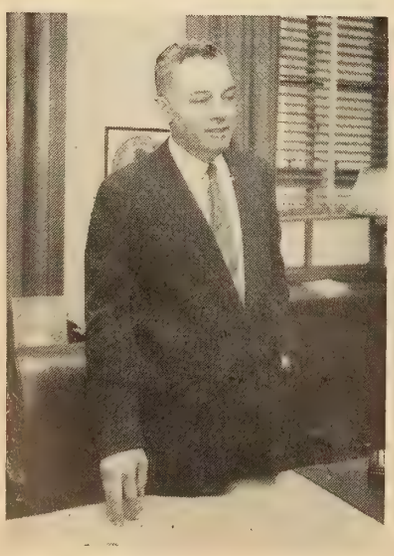
He is a member of Sigma Chi social fraternity; Phi Delta Phi, legal fraternity, and Scabbard & Blade (ROTC honor society). He was a member of the editorial staff of the *Law Reivew* at law school. He is a member of the American Law Institute,

NO TIME LIMIT

CHAIRMAN Doerfer's commission as chairman has no tenure. The order, a simple scroll, reads:

"Order pursuant to the provisions of the Communications Act of 1934, I hereby designate John C. Doerfer as chairman of the Federal Communications Commission.

s/ Dwight D. Eisenhower"



THE NEW CHAIRMAN ►

John C. Doerfer. Born: Nov. 30, 1904, in Milwaukee, Wis. Educated: U. of Wisconsin, 1928; Marquette U. Law School, 1934. Business: accountant; law practice in West Allis, Wis.; city attorney, West Allis, 1940-49; chairman, Wisconsin Public Service Commission, 1949-53; FCC since 1953. Salary as chairman: $20,500.

◄ THE NEW COMMISSIONER

Frederick W. Ford. Born: Sept. 17, 1909, in Bluefield, W. Va. Educated: West Virginia U., 1931; West Virginia U. Law School, 1934. Business: Stathers & Crantrall, Clarksburg, W. Va., 1934-39; Federal Security Agency, 1939-42; Office of Price Administration, 1942 and 1946-47. U. S. Army Air Corps, 1942-46; FCC 1947-53; Dept. of Justice, 1953-57. Salary as Commissioner: $20,000.



include WJAC-TV



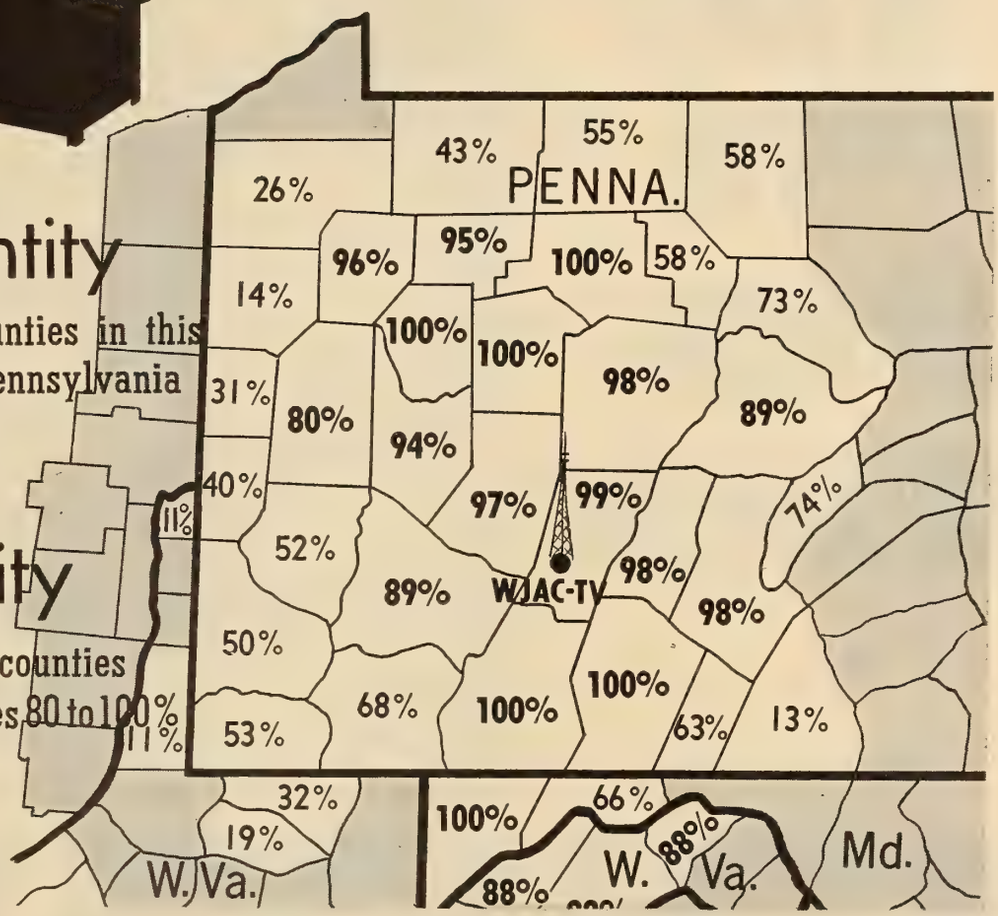
if you want a schedule with a top "Hi-Q"

Hi-Quantity

with 41 key counties in this Southwestern Pennsylvania Marketing Area

Hi-Quality

in 20 of these 41 counties WJAC-TV reaches 80 to 100% of TV homes



The one key to Pennsylvania's 3rd TV Market

OVER A MILLION TV HOMES . . . and WJAC-TV is the one station that can deliver maximum coverage of this vital marketing area. WJAC-TV reaches into 63% of these TV homes . . . and holds viewer preference with outstanding programming. Latest ARB study in the Johnstown-Altoona area alone shows WJAC-TV with 24 out of the 25 top night-time shows. If you have something to sell, in Southwestern Pennsylvania . . . showcase it on WJAC-TV . . . the station with that remarkable Hi-Q!

call your KATZ man for full information about

SERVING MILLIONS FROM ATOP THE ALLEGHENIES

WJAC-TV

JOHNSTOWN · CHANNEL 6

DO YOU WANT TO REACH WOMEN?



WCK

*And at a lower cost per thousand Women listeners!



Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day seven days a week

ONLY WCKY GIVES YOU ALL 4

★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER

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THE *L.B. Wilson* STATION

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Eastern Sales Mgr.
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Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
950 California St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

WCKY is your best buy!

Winner takes (almost) all...

21 of the 24 top Pulse Rated radio shows in Los Angeles are heard on KNX.* That's another reason why Southern California's #1 radio station is the CBS 50,000 watt

KNX, LOS ANGELES



REPRESENTED BY CBS RADIO SPOT SALES

* Pulse: March-April, 1957

the West Virginia Bar, the Federal Bar Assn. and the American Bar Assn.

Mr. Ford was most active in Republican politics in his West Virginia days when he served as president of the Harrison County Young Republican Club and on the executive committee of the Harrison County Repubican Club.

NEW CHAIRMAN STRESSES FCC's ROLE AS REFEREE

JOHN C. DOERFER, an FCC commissioner since 1953—and the first appointed by President Eisenhower—took over as the eighth chairman of the Federal Communications Commission last Monday and reiterated his determination to keep the FCC out of the economics of broadcasting.

"The FCC was set up to insure that radio and tv stations don't interfere with each other," Mr. Doerfer stated last week. "The government should not put its heavy finger on the scale of economic forces to save a broadcasting facility."

Mr. Doerfer is credited with being the author of the Commission's March report in the Cleveland, Tenn., case. This held that the FCC does not have the authority to weigh economic factors in determining whether or not to grant a broadcast application [B•T, March 25].

It is this attitude, also, which is understood to be the basis for Mr. Doerfer's opposition to deintermixture. It is the Wisconsin Republican's position that the Commission's deintermixture moves are based on protection to uhf statons. This is wrong, Mr. Doerfer feels—although he quickly added that he doesn't think any actions will be reversed just because he is chairman. "I have only one vote just the same as any other commissioner," he explained.

The FCC earlier this year moved to delete the single vhf channel in Peoria and Springfield, Ill.; Evansville, Ind., and Fresno, Calif. It also proposed to delete the two vhf channels in the Albany-Schenectady-Troy, N. Y., area, but two weeks ago it proposed further rule-making to place an additional vhf in the area to make it predominantly vhf.

Mr. Doerfer has maintained that the removal of vhf channels will result in the loss of tv service to people outside the main community. This is because, he has declared, uhf does not extend coverage as far as vhf does.

Mr. Doerfer expressed the hope that the courts would "speedily" determine the legality of the deintermixture moves.

There will be no startling innovations under his chairmanship, Mr. Doerfer declared. He expressed the desire to carry out the "intent" of the Communications Act, and to let the "forces of competition" rule.

"It is free competition that has made this country great," he said. "Free enterprise and freedom of speech have given the American people the highest standard of living and made them the best informed in the world."

The new chairman sounded one note of warning: "You can't be for free enterprise one day and pine for government controls the next. Free enterprise is a 24-hour-per-day job. My feeling is that there should be as little regulation as possible and to let the genius of the American businessman come to the fore."

As to Congress and its mounting interest in broadcasting and the FCC, Mr. Doerfer said:

"We owe proper deference to congressmen and the committees of Congress, but we owe a greater allegiance to the law and to the whole of Congress. If there are questions regarding what we have or have not done, let Congress change the law."

Mr. Doerfer was reluctant to discuss the NBC-Westinghouse exchange of stations case—which is the subject of an antitrust suit by the government against RCA-NBC.

"The courts will decide whether this is monopolistic or not," he said. "It's a difficult matter; broadcasting is not the same as a commodity; the circumstances vary from case to case." It was Mr. Doerfer who wrote a forceful justification for the Commission's approval of the station swap, insisting among other things that the Commission's action did not bar the Justice Department from acting if it felt an antitrust violation was involved.

Chairman Doerfer's staff will consist of those who worked with him as a commissioner plus the addition of an administrative assistant, not yet chosen.

The chairman's office will comprise the following: Evelyn F. Eppley, legal assistant; James B. McElroy, engineering assistant; Patricia C. Siemien, confidential assistant; Mary L. Moose and Mattie P. Henderson, secretaries.

KUDOS FOR EX-CHAIRMAN

FORMER FCC Chairman George C. McConnaughey, who retired June 30 from government service, was on the receiving end of commendations last week by Congressional well-wishers. Fellow-Ohioans, Sen. John O. Bricker (R) and Rep. Clarence Brown (R) lauded their fellow-Buckeye; Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, expressed best wishes.

Appropriations Bill Signed Giving FCC $8.3 Million

THE PRESIDENT last Saturday signed into public law the Independent Offices Appropriation Bill containing FCC and Federal Trade Commission funds for the forthcoming fiscal year which are slightly more than those approved last year, but less than what the Administration wanted.

The FCC got $8,300,000 instead of the $8,950,000 requested. The Commission also will, for the first time, have to spend $455,000 of its total appropriation on a new employee retirement fund. Besides, it is obliged to finance the special network study authorized last year with this year's monies.

The Trade Commission got $5,950,000 for fiscal 1958 instead of a requested $6,250,000.



Top-drawer advertisers buy WGN-radio in Chicago

You're in good company when you join the nation's smartest time-buyers who confidently select WGN to sell millions of dollars worth of goods for top-drawer clients.

1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

meet Sam



prolific even for television

Sam symbolizes a new concept in big market television — Combining a vast area of scattered population into one big market via micro-wave network.

In this way KDUB-TV, Lubbock, Texas; KPAR-TV, Abilene - Sweetwater, Texas, and KEDY-TV, Big Spring, Texas, all telecast a simultaneous picture to 270,000 sets. The advertiser may select an individual station or an economical combination since all stations have complete production facilities.

ASK YOUR BRANHAM MAN



President and Gen. Mgr. W. D. "Dub" Rogers
Nat'l. Sales Mgr. E. A. "Buzz" Hassett

FCC, RADIO-TV DRAW HILL INTEREST

- **Moulder charts probe of FCC as Harris criticizes agency**
- **Potshots rap coverage on Khrushchev-Tito, civil rights**

RADIO, television and the FCC were prominently featured in activities on Capitol Hill last week as Congress stepped up its actions with adjournment near. Among the developments:

• Rep. Morgan Moulder told B•T the areas his subcommittee plans to look into in its investigation of the FCC—which will be first on the list (this page).

• Sen. Hennings' "clean elections bill," which provides broadcasters relief from demands of "splinter" candidates for equal time, was approved by the Senate Rules Committee (page 60).

• Sen. Jackson introduced his promised "leak" legislation, plus a bill making it a crime to try to influence commissioners (page 60).

• Rep. Harris expressed "amazement" at the FCC's toll tv stand (page 61).

• Congressmen took CBS to task for presenting Communist leaders on U. S. radio and television. Rep. Madden proposed a resolution to require State Dept. pre-screening of interview questions (page 62).

• Sen. Russell accused radio-tv of a campaign of deception in reporting civil rights legislation (page 61).

REP. MOULDER OUTLINES FCC INQUIRY HIGH SPOTS

THE FCC and its commissioners, blasted in recent weeks by members and committees of Congress and on the frying pan generally for over two years, can brace for a "complete and thorough" investigation to start almost immediately, with hearings targeted for October.

Rep. Morgan M. Moulder, chairman of a House Subcommittee (of the Commerce Committee) on Legislative Oversight, said last week that the FCC would definitely be the first order of business for his group (which will investigate all government regulatory agencies), with an active organization working "within three weeks." He emphasized that the FCC will be first "not because we are singling it out, but because we have to start somewhere."

Work of the subcommittee promises to make national headlines, observers who are close to the committee feel. Some of the FCC activities which the subcommittee definitely will look into, Rep. Moulder indicated, are:

• The grant of ch. 5 in Boston to WHDH-Herald-Traveler "very thoroughly." This case is "certainly one that we will look into," he said.

• Leaks of information about how the Commission has voted in contested cases. (The FCC feels that it has solved this problem by announcing staff instructions immediately after a vote is taken).

• Swap of the NBC stations in Cleveland for Westinghouse radio-tv stations in Philadelphia (presently the subject of a government antitrust suit).

• Discrimination in the grant of scarce facilities.

• Practicability of laws protecting locally-owned tv stations from "coercion" in negotiating new contracts with networks.

• Possible use of political influence, or political friendships, to gain favorable action.

• The long-standing bid of daytime stations to gain longer and more definite broadcast hours.

• Rules of the FCC, which in effect, grant "monopolies" to manufacturers of specified broadcast equipment.

• FCC plans regarding the authorization of pay tv (Rep. Moulder feels that under present laws the FCC does not have the authority to authorize even a test for pay tv).

• Protection granted to clear channel stations at, Rep. Moulder feels, "the expense of local outlets."

• Independence and bi-partisanship of the Commission.

• Relationships of the Commissioners with members of the industry.

Undoubtedly many other FCC policies, actions and lack of action will come to the attention of the committee during its investigation and the subsequent hearing. The investigators are expected to consider these matters as they arise.

Rep. Moulder expressed concern over the FCC's "alleged" failure to thoroughly investigate charges of political and financial influence brought to bear in the Boston case. He feels it is the function of the FCC to carry out "behind the scenes" investigations of such matters.

The Congressman hinted at one reason why the FCC is number one on the committee's list when he stated: "Radio and television have far more impact and influence over the American public's way of thinking, opinions and life than the movies ever had. They are very important to our country in shaping public opinion."

The committee has received far more complaints concerning the FCC than any of the other agencies it plans to investigate. "There seems to be more public interest in the complaints that we have received regarding the FCC than those involving other agencies," Congressman Moulder admitted.

Among the Congressmen who have called on the Oversight Subcommittee to investigate the FCC are Rep. John D. Dingell (D-Mich.), an outspoken critic of the Commission and several of its members [B•T, June 3], Rep. Henry S. Reuss (D-Wis.) and Rep. William Bray (R-Ind.) [B•T, June 10], Rep. Emanuel Celler (D-N. Y.) [B•T, June 24] and Rep. Harris. Rep. Dingell said he has a "stack of files" to turn over to Mr. Moulder, which the committee has not received, as yet.

The committee already has secured from the FCC and other agencies complete sets of

laws, rules, regulations and policies governing their functions.

Rep. Moulder admitted that he is a stranger to the communications industry. "I'm not very well informed yet, but we [committee members] are going to be," he said. He plans to write letters to other members of Congress, networks, stations and all attorneys practicing before the FCC for suggestions, complaints, praise and/or any help they can offer the committee. He also is seeking suggestions from other interested parties.

"Politics? None whatsoever, absolutely not," Rep. Moulder emphasized in stating his subcommittee is definitely not a "political voyage." He indicated there is a strong possibility the Subcommittee on Legislative Oversight eventually will become a standing committee of the House if the present venture is successful.

Rep. Moulder's subcommittee was established last March at the suggestion of House Speaker Sam Rayburn (D-Tex.), former chairman of the parent Commerce Committee. The Speaker requested an investigation of all government regulatory agencies to determine "whether or not the law as we intended it is being carried out or whether a great many of these laws are being repealed or revamped by those who administer them."

Rep. Oren Harris (D-Ark.), chairman of the parent committee, appointed the subcommittee members last March and the House voted $250,000 for the investigation in April. In addition to Chairman Moulder, other members of the subcommittee are Democrats John Bell Williams (Miss.), Peter F. Mack Jr. (Ill.), John J. Flynt Jr. (Ga.) and John E. Moss (Calif.); Republicans Joseph P. O'Hara (Minn.), Robert Hale (Me.), John W. Heselton (Mass.) and John B. Bennett (Mich.). In addition, Rep. Harris and Charles A. Wolverton (R-N. J.) are ex-officio members with voting privileges.

Members of the subcommittee staff who already have been selected are Baron J. Shacklette, chief investigator and formerly compliance enforcement chief for the now-defunct War Assets Administration; Herman Beasley, now with the parent Commerce Committee, staff coordinator; Henry St. John Fitzgerald, assistant U. S. District Attorney for Virginia; Mary Louise Ramsey, legal analyst for the Library of Congress and considered an expert in the drafting of legislation; Joseph T. Colon Jr., recent Harvard graduate, and Helen Kayser, clerical assistant to the subcommittee.

Announced earlier was the appointment

BACKGROUND ON MOULDER

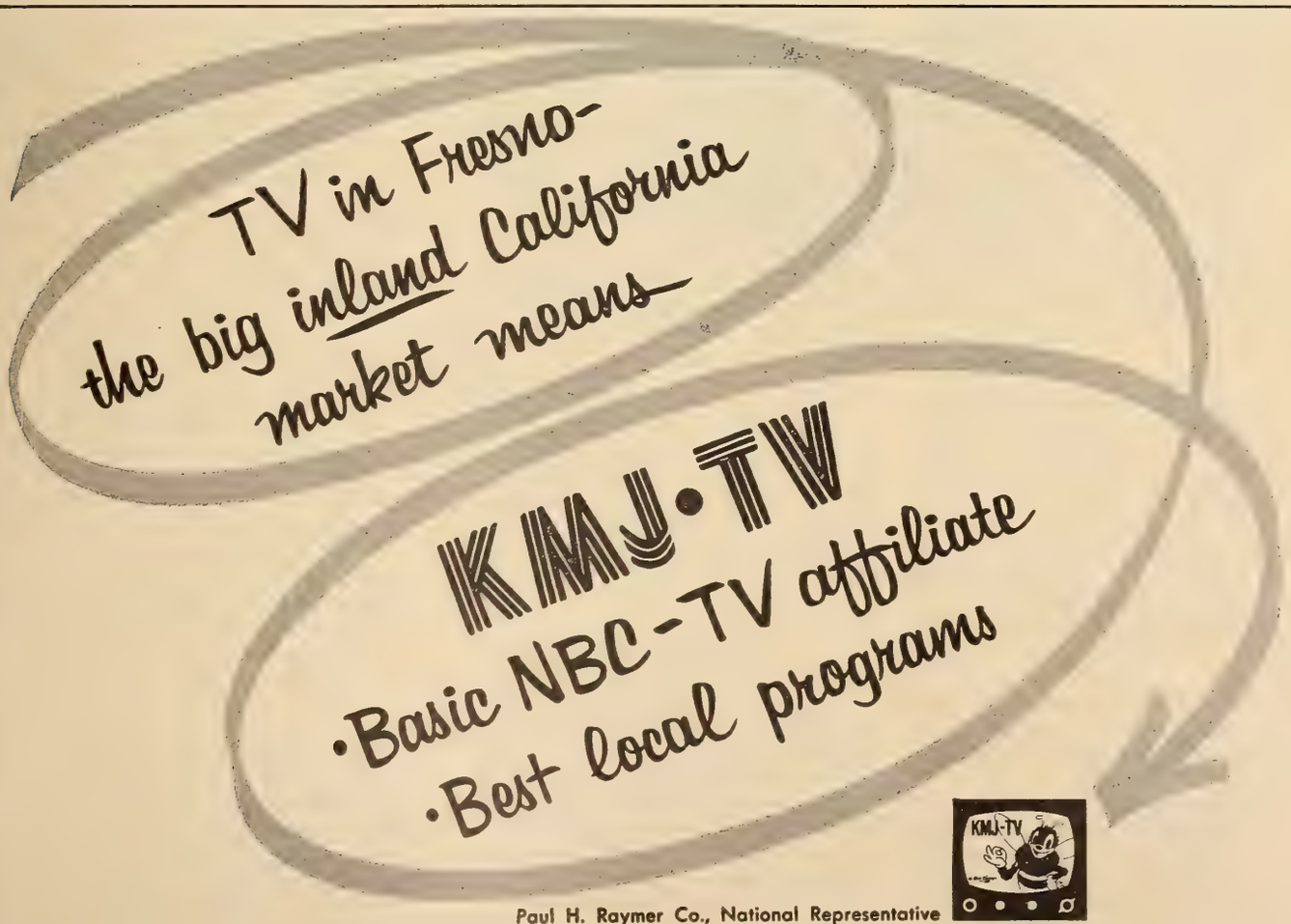
FIFTY-THREE-year-old Rep. Moulder is serving his fifth term in Congress as representative of Missouri's 11th district. He is from the rural area of Camdenton, Mo., attended Missouri U. and holds an LL.B. degree from Cumberland U., Lebanon, Tenn. He served four terms as prosecuting attorney for Camden (Co.) Missouri and 3½ years as special assistant to the U. S. District Attorney for Missouri's western district. When elected to Congress, he was a circuit court judge for Missouri's 18th judicial district.



REP. MOULDER

Perhaps Rep. Moulder is best known for his work on Rep. Francis Walter's (D-Pa.) House Un-American Activities Committee. In legislative endeavors, the Missouri congressman favors the natural gas bill now under consideration by the Commerce Committee; "vigorously opposes" foreign aid; has introduced veterans security bills during the past three sessions of Congress; introduced a bill to lower social security age for women to 60; favors coverage of House hearings by radio-tv.

However, as head of the first Congressional committee to investigate the FCC since 1943, all of his past accomplishments in Congress are likely to be overshadowed.



of Dr. Walter M. W. Splawn, former Interstate Commerce Commission chairman and at one time president of Texas U., as chief consultant. Rep. Moulder said that he hoped to appoint a chief counsel this week and also still to be hired are three lawyers, three investigators and an engineer. Offices have been established at 4 Independence Ave., Washington.

One of the first reactions of Mr. Shacklette was: "Will we ever get to the bottom of the complaints [regarding the FCC]?" He said that in fairness to the agency under investigation, his job would be easier without so many complaints, which makes it hard to be objective. Also a newcomer to the radio-tv business, Mr. Shacklette feels that if all the complaints are thoroughly investigated, the subcommittee will run out of time and money.

The last Congressional investigation of the FCC, in 1953, was headed by when Rep. Eugene Cox (D-Ga.), who later resigned and was replaced by Rep. Clarence F. Lea (R-Calif.). James L. Fly, chairman of the Commission at that time, charged the investigation was the work of the "radio monopoly and Wall Street interests."

LIBEL, EQUAL TIME RELIEF APPROVED BY SENATE UNIT

RELIEF for broadcasters from the equal time and libel responsibility requirements of Sec. 315 of the Communications Act is provided in an elections bill approved last week by a 7-2 vote of the Senate Rules Committee.

The bill, approved by the committee but not scheduled to be reported out to the Senate for two weeks, frees networks and stations from demands for time by splinter or minority candidates for President and Vice President. To be eligible for equal time, candidates or their parties must have received a minimum number of votes in the last general election.

[As the bill is an amendment of Sen. Thomas C. Hennings (D-Mo.) "clean elections bill" (S 2150) and incorporates several features of other similar bills, the minimum number of votes required for equal time was not announced. However, Sen. Hennings' bill required that, for a candidate to be eligible for equal time, he must (1) be the nominee of a political party which received at least 4% of the popular vote in the last election; (2) be supported by petitions signed by at least 1% of the total popular votes cast in the preceding Presidential election, or 200,000, whichever is smaller; (3) be an incumbent of any elective federal or statewide office; (4) be a former nominee for President or Vice President at any prior convention of his party].

[The amended bill is reported to follow these same requirements for a Presidential candidate to meet the equal time requirement.]

The bill also would amend Sec. 315 by granting immunity to the broadcaster from either civil or criminal action resulting from a defamatory statement made by a legally-qualified candidate during a political broadcast. The immunity, however, ceases if the broadcaster, his agent or employe participates in the broadcast "willfully, knowingly and with intent to defame."

An overall increase in the amount of money a party or candidate for federal office may spend in an election is included in the bill and it would provide a closer check on funds collected and spent. The bill would:

(1) Permit national committees to spend approximately $12 million a year (present maximum is $3 million) under a formula based on 20 cents a vote multiplied by th number of votes cast in the last Presidential election.

(2) Permit candidates for senator or representative-at-large to spend $50,000, or an amount equal to 20 cents a vote for all votes cast for that particular office in the preceding general election, plus 10 cents a vote for all votes in excess of 1 million. The present ceiling for senators and representatives-at-large is $25,000.

(3) Permits candidates for the House, now limited to $5,000, to spend $12,500 or an amount based on the same formula for senators.

The ceilings would be revised regularly on the basis of total votes at succeeding elections. Public disclosure of all campaign contributions and expenditures in races for federal offices would be required. The Comptroller General would be responsibile for screening campaign financial reports and reporting law violations.

Sen. Hennings, chairman of the Rules Committee, said that he was not entirely pleased with the bill. "In my view, it is too weak in several respects," he said, without elaborating. However, the chairman had requested an overall limit of a $10,000 contribution from a single individual. Instead, the provision adopted is the same as existing law—a $5,000 contribution to any one candidate or committee, but no limit on the number to which such contribution might be made. The bill also provides a credit for income tax purposes up to one half of the amount contributed.

The bill's author said that if civil rights legislation, scheduled to be considered this week by the Senate, prevents action on the election bill during this session of Congress, he will press for early action next January.

The senator said that the committee approved the measure, despite differences within the group over some provisions, as the best measure that could presently be drafted. He said it would go a long way toward eliminating the "evils" in the present "archaic" election law. Primary elections—as well as general elections—are covered by provisions of the bill.

Sen. Hennings did not give a breakdown of how the individual committee members voted on the bill, but Sen. Carl T. Curtis has been active in legislation to curb the campaign activity of labor unions—a subject not covered by the amended legislation. The other dissenter reportedly was Democrat Sen. Herman Talmadge (Ga.).

Other members of the committee are Democrats Carl Hayden (Ariz.), Theodore Green (R. I.), Mike Mansfield (Mont.) and Republicans John Sherman Cooper (Ky.), Jacob Javits (N. Y.) and Clifford P. Case (N. J.), a replacement for the late Sen. Joseph McCarthy of Wisconsin.

BILLS BY JACKSON HIT AT LEAKS, INFLUENCE

TWO bills were introduced in the Senate last week—both affecting the FCC—by Sen. Henry M. Jackson (D-Wash.) as a direct result of a subcommittee investigation of leaks in federal regulatory agencies.

The first bill (S 2461) would make unauthorized disclosure of how members of federal agencies have voted, or are planning to vote, or recommendations made by staff members a crime. Under the second bill (S 2462), attempts to "influence any adjudication" without notifying all parties involved in the case also would be made a crime. Penalty for violation of either would be up to a year in jail and a $500 fine.



SEN. JACKSON

Sen. Jackson is chairman of the Senate Subcommittee on Investigations which investigated the leak of a Civil Aeronautics Board grant of airline service from New York to Miami. In addition to the FCC and CAB, the bills also would apply to the Federal Trade Commission, Interstate Commerce Commission, Securities & Exchange Commission and Federal Power Commission.

The heads of all these agencies testified before Sen. Jackson's group and none of them expressed an objection to the legislation [B•T, June 10]. All of the agencies have administrative rules prohibiting the advance disclosure of information or decisons, but only the FTC provides a criminal penalty for disclosure of "leaks."

"I feel very strongly that the rules and regulations in these various agencies are not adequate," Sen. Jackson said in introducing the two bills. He said that although the agencies have rules which attempt to prohibit an individual from attempting to influence decisions in adjudicatory matters, "there are no criminal penalties protecting the commissioners from [these] attempts."

Sen. Jackson said that "in the exercise of their judicial functions, the members of these regulatory agencies are entitled to the same immunity which, by long established custom and tradition, is given to the judiciary. This immunity will provide a better climate for these officers in reaching fair and just decisions.

"The second bill I am introducing merely prohibits anyone, with intent to influence any adjudication, from making any oral or written presentation on any question of law or fact to any member, officer or employe, without giving notice to all interested parties. The bill in no way curtails any interested party from presenting his views to the commission and to the board, providing that all parties are first advised. It is only fair and just because it relieves the

commissioners from undue influence."

After the hearings on the CAB leak closed early last month, Sen. Jackson promised to propose the legislation he introduced last week. All of the agencies involved reportedly helped in drafting the bills. The senator's committee expects them to reach the Senate floor before the present session of Congress adjourns (sometime in August) with little opposition anticipated.

Co-sponsor of the bill regarding leaks was Sen. John L. McClellan (D-Ark.) and Sen. Lyle Yarborough (D-Tex.) joined the two in sponsoring the second bill. They were referred to the Committee on Judiciary.

RUSSELL CHARGES RADIO-TV, PRESS WITH BIASED REPORTS

SEN. RICHARD B. RUSSELL (D-Ga.) last Wednesday accused radio, television and newspapers of "abuse of the constitutional guarantee of freedom of the press" through a "campaign of deception" about the real effects of pending civil rights legislation.

The Senate's second-ranking member in length of service charged the true purpose of the bill has been clouded under a "smoke screen" of "propaganda." "The press, the radio and television consistently parroted this propaganda line [that the bill is designed to insure Negro voting rights]," he charged.

REP. HARRIS 'AMAZED' AT FCC TOLL TV STAND

AN "amazed" House Commerce Committee chairman last week asked the FCC what it meant by stating that it has decided it has authority to authorize pay tv without a formal opinion.

In July 1 letter to FCC Chairman John C. Doerfer, Rep. Oren Harris (D-Ark.), chairman of the powerful House Commerce Committee, virtually told the FCC not to do anything further on toll tv until it has set down once and for all its powers to appprove such a service under the broadcasting provisions of the Communications Act.

Coincidentally, International Telemeter Corp. told the FCC last week—in the first response to the Commission's May 23 further notice questions—that it is starting a wired toll tv service and is actively seeking franchises (see story, page 80). It also claimed that tests are not required; that the Commission should immediately authorize pay tv on broadcast frequencies so that the public can decide.

Deadline for comments on the FCC's questions regarding proposed authority to conduct tests of the various systems of pay tv is today (Monday). July 22 is the deadline for replies.

Last week the FCC again turned down requests for extensions of the July 8 deadline. It denied petitions by WMAL-TV Washington and by KTRV-TV Little Rock.

The target of Rep. Harris' letter last week was that part of recently-departed Chairman McConnaughey's June 18 reply to an earlier inquiry by Mr. Harris which stated that the Commission has decided on the basis of material submitted that it has legal power to authorize pay tv. But, the letter continued, there was no formal opinion and the FCC had not prepared a legal conclusion in writing.

Referring to this paragraph, and that included in the May 23 Notice of Further Rule Making, Mr. Harris said it seems to him a "shocking disregard of the rights of interested parties and the rights of the general public as well."

He said it seems to violate the Administrative Procedure Act.

It is understood that the FCC does have a staff legal memorandum on the legal aspects of this situation, but felt it was not necessary to issue it since the hearing is not yet concluded.

ITC, in its pleading in answer to the FCC's May notice, held that the Commission should forthwith approve broadcast toll tv. "In the final analysis, it said, "there is only one true test as to public acceptability of a new product or service—the test of the market place."

On the basis of its present plans, ITC said, it estimates it can provide a total wired service at a cost of $100 per home. This will include a three-channel service, it noted. Where communities already are served by community tv services, ITC said, it has developed a pay-as-you-see attachment which can be installed at a cost of $50 per home.

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CBS-TV UNDER FIRE FOR RED INTERVIEWS

- **Madden proposes screening**
- **Ike, broadcasters say 'no'**

CONGRESSIONAL criticism was the order of the day for CBS and Edward R. Murrow last week as Rep. Ray J. Madden (D-Ind.) introduced a resolution in the House stating that in the sense of the House "no radio or television broadcast should be permitted . . . if such broadcast consists of an interview with any official of the Union of Soviet Socialist Republics or any other Communist or Communist-dominated government, unless, prior to such broadcast, the questions to be propounded to such official representatives have been submitted to, and approved by, the Secretary of State."

The resolution, which was referred to the Committee on Interstate & Foreign Commerce, was accompanied by a speech in which Rep. Madden denounced the CBS interviews of Russian Communist Boss Khrushchev and Yugoslavian Communist Boss Tito [B•T, July 1] as "a well prepared effort to mislead the people of the world concerning the real truth of the Communist menace." Khrushchev appeared over CBS-TV's *Face the Nation* June 2, while Tito was interviewed by Edward R. Murrow on *See It Now* June 30.

Other Congressmen took the opportunity of the Madden resolution to hit at CBS and Mr. Murrow. Rep. Thomas P. O'Neill (D-Mass.) declared that though the Russians jam the Voice of America ". . . CBS allows these Communists to come into this country, through their leaders, and speak before 20 million of our people." Rep. Steven B. Derounian (R-N. Y.) asked whether Rep. Madden's resolution might not put Mr. Murrow "out of business . . . [he] seems so proud of his Communist dictator firsts on television."

At his Wednesday press conference President Eisenhower refused to support the concept of government clearance for tv interview questions. Mr. Eisenhower felt that such restrictions could serve no useful purpose. He stated that such restrictions would align us with those governments in which there are no democratic processes as we know them. Mr. Eisenhower pointed out that our free press and access to knowledge is guaranteed by the Constitution.

NARTB President Harold E. Fellows last week termed the Madden proposal "a gratuitous insult to broadcasters" and a "threat to free speech." He said radio and tv newsmen have a responsibility to keep the American people informed and have repeatedly shown their ability to discharge this responsibility in the best traditions of American journalism. "The idea of any kind of government pre-censorship of news in peacetime is repugnant to the most fundamental American concepts," Mr. Fellows added.

At his National Press Club talk the day following the introduction of the Madden Resolution CBS President Frank Stanton also attacked the idea, saying "a dark day" is imminent if any such resolution is adopted.

Meanwhile, CBS reported a brisk sale for the film of the Murrow interview with Marshall Tito. Leslie T. Harris, vice president and general manager of CBS-TV Film Sales, announced that the *See It Now* production has been sold for retelecast to WPIX (TV) New York and six foreign stations or networks.

Hearings Set to Open Thursday On NARBA, Mexican Agreement

PUBLIC hearings on the North American Regional Broadcasting Agreement and a separate broadcasting treaty with Mexico are scheduled for a Senate Foreign Relations subcommittee on Thursday with Sens. J. W. Fulbright (D-Ark.) chairman, Mike Mansfield (D-Mont.), Wayne Morse (D-Ore.), William F. Knowland (R-Calif.), and George D. Aiken (R-Vt.).

Hearings were held on NARBA in 1953, but no action was taken. The Mexican agreement was transmitted to the Senate last March.

Testimony is expected to come from Comr. Rosel H. Hyde; Hollis Seavey, executive director, Clear Channel Broadcasting Service; a representative of KFMB San Diego, Calif. (540 kc); Ray Livesay, WLBH Mattoon, Ill., chairman of the Daytime Broadcasters Assn., and Ben Cottone, DBA counsel.

Meanwhile, the FCC finally replied to Sen. Morse's lengthy letter of last May in which, among other queries, he asked why the Commission had failed to make a decision on whether to permit daytimers to broadcast from dawn to dusk, or five a.m. to seven p.m., whichever is earlier or later [B•T, May 27]. The Commission's 20 page response pointed out that it was desirable first to resolve the clear channel proceedings.

14 Transfers Authorized

FCC last Wednesday authorized 14 transfers of control and license assignments.

The biggest was the assignment of WILD Birmingham, Ala. (850 kc with 10 kw daytime), to Bartell Broadcasters Inc. for $335,000. Bartell operates WOKY Milwaukee, KRUX Glendale Ariz., WBMS Boston, KCBQ San Diego, and WAKE Atlanta. Bartell recently sold WAPL Appleton, Wis. Comr. Bartley dissented against the latest acquisition and recommended a hearing letter.

Another sale involved the transfer of control of WNAV-AM-FM Annapolis (1430 kc with 1 kw) to the Washington Broadcasting Co. for $91,000. Washington Broadcasting also owns WOL-AM-FM Washington.

Miami Protest Dismissed

PROTEST against a transmitter move of ch. 10 WPST-TV Miami to North Miami, filed by WKAT Inc. (unsuccessful applicant for that vhf channel) was dismissed by the FCC June 24, with Comr. Hyde abstaining and Comrs. Bartley and Craven dissenting. The Commission granted the move May 1.

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AT&T Procrastination Scored by John Boler

JOHN W. BOLER, president of North Dakota Broadcasting Inc. (KBMB-TV Bismarck, KXJB Fargo-Valley City, and KCJB Minot, all North Dakota, in "a statement of proposed evidence" last week told the FCC that American Telephone & Telegraph Co. in 1953 stalled on replying to his letter requesting confirmation of the firm's lack of plans to build program transmission facilities between Minneapolis and Fargo.

Because of this, he said, North Dakota Broadcasting was subsequently unable to convince the FCC of its need for private microwave facilities, lost money and time for those already planned, and ultimately paid some $364,000 in a two and a half year period for last minute AT&T services. He added that equivalent private microwave services, had they been set up by North Dakota Broadcasting, would have only cost the firm some $90,000 for the same two and a half years.

Furthermore, he noted that since last May AT&T finally offered new tariffs which are far less than those first written. Specifically, Mr. Boler said the new charges cost his company an estimated $54,000 on a 24-hour day basis instead of about $136,000 per year on an eight hour day basis.

This was one of the strongest statements yet filed for the record of the Commission's continuing hearing on use of the spectrum above 890 mc. [B•T, May 27]. Testimony and sworn statements from a wide variety of broadcasting and non-broadcasting interests remains scheduled through this month, and also next autumn.

Rep. Mills Would Tighten Tax Law on Station Sales

THE FCC's new policy in tightening its requirements for tax relief certificates in the sale of radio-tv stations will be incorporated into law if a bill introduced by Rep. Wilbur D. Mills (D-Ark.) is passed by Congress.

The bill (HR 8381), which amends several sections of the Internal Revenue Code, would close a tax loophole which has aided multiple owners in the sale of stations.

Rep. Mills, who heads a House Ways & Means subcommittee, has led the investigation into Sec. 1071 of the Internal Revenue Code. Sec. 1071 permitted the FCC to issue tax relief certificates to multiple owners who sold facilities to comply with the Commission's multiple ownership regulations. This permitted recipients to defer capital gain tax payments.

The FCC late last September [B•T, Oct. 1, 1956] initiated a policy to issue these relief certificates only when a station is required to be sold by a change in the Commission's regulations. The bill is scheduled to be reported today (Monday).

Fargo Ch. 11 Sought by N.D.

NORTH DAKOTA Broadcasting Co. has filed with the FCC for ch. 11 in Fargo, N. D.

North Dakota has asked for 29.05 kw visual and 14.55 kw aural power, with antenna 392 ft. above average terrain. Construction cost was estimated at $53,450, and first year operating cost at $96,000. KCJB-AM-TV Minot, KXJB-TV Valley City, KBMB-TV Bismarck and KSJB Jamestown, all N. D., are licensed to North Dakota Broadcasting. John Boler is principal stockholder.

NO TAKERS

THE STALLED Seattle ch. 7 case—becalmed at the FCC for almost a month—took a new tack two weeks ago. KXA offered to reimburse the other two applicants, KIRO and KVI, up to $115,000 apiece if they would withdraw. The June 24 offer called for an answer by 4 p.m. the next day. It was declined by one party; the other did not reply. The offer was disclosed when KIRO's attorney, Paul A. Porter, forwarded the KXA offer to the FCC to be associated with the case. Informally, it is understood, the Commission is at an impasse on the Seattle case; at the last consideration three weeks ago, there were three commissioners favoring KXA, three favoring KIRO and one favoring KVI.

Hernreich Gets Half of KNAC-TV After KFSA-TV Drops Protest

SOUTHWESTERN Publishing Co. (ch. 22 KFSA-TV Ft. Smith, Ark.) last week withdrew its protest to a previously FCC-approved sale of 50% of KNAC-TV Ft. Smith to George T. Hernreich and thus removed any further obstacles to the transaction.

KFSA-TV had claimed the existence of an option on the outlet prior to the death of its owner, Hiram S. Nakdimen, in December 1955. But his widow, Salome S. Nakdimen, subsequently agreed to sell 50% to Mr. Hernreich and became involved in litigation with KFSA-TV, which said there had been a conspiracy to breach the alleged agreement. Then last week the station moved to withdraw its complaint without explanation.

The FCC approved the sale of the other half of KNAC-TV to Harry Pollock and The Harry Newton Co. for $61,500 two weeks ago [B•T, July 1].

Fletchers Take Over KSEI

HENRY H. and Ruthe A. Fletcher, for 21 years minority stockholder - operators of KSEI Pocatello, Idaho, filed an application with the FCC to have the station's control transferred to them from Florence M. Gardner for about $220,000.

The sales agreement calls for the post transfer liquidation of Radio Service Corp., the present operating company, and the assignment of all its stock to the recently formed Pioneer Broadcasting Corp. which will become the licensee of KSEI. According to the Fletchers, the station then will be a home-owned operation. Mrs. Gardner will continue to control KTFI Twin Falls. Idaho.

Western Writers Guild Asks For Reports on All Re-runs

PLANS for creating a new service to be known as Television Policing Reports and designed to supply monthly statements of all re-runs of tv programs telecast in the country are underway at Writers Guild of America, West.

Culminating a year's work by Erna Lazarus, residual policing chairman of WGAW's tv-radio branch, TPR would in effect extend nationally a local pattern set up in cooperation with KTTV (TV) Los Angeles which, in agreement with the tv distributors, agreed to furnish a monthly re-run report to WGAW. The KTTV reports give not only the titles of the tv programs but also the production number of each show in a series, from which the union can calculate residual earnings of participating talent.

Expansion is planned on a step-by-step basis, starting with a few eastern stations and gradually spreading to all key cities in the nation. The plan has already been approved by MCA and Alliance of Television Film Producers, WGAW reported. All unions whose members receive residual payments are being invited to share the expense of setting up TPR.

Question Of Rosenbaum Control Goes to California Top Court

JURISDICTION of California Courts over Samuel R. Rosenbaum, trustee of Music Performance Trust Funds, who resides in New York, will be argued before the California Supreme Court. The question has already been debated in the Los Angeles Superior Court, which found itself lacking in jurisdiction, and in the State Court of Appeals, which reversed the Superior Court ruling.

The question arose from a petition for an injunction to prevent companies employing musicians for work on recordings and motion pictures in Hollywood from making payments into the trust funds as required by their contracts with the American Federation of Musicians. A petition was filed by a group of Hollywood musicians employed by the recording and motion picture companies as a preliminary move in four suits asking damages of more than $18 million filed against the parent AFM.

Plaintiffs are members of AFM Local 47. The federation appealed the ruling of the California Appellate Court that the State Superior Court does have jurisdiction over Mr. Rosenbaum, and the California Supreme Court has agreed to hear argument on that appeal, probably during the fall term.

SAG Gets Tv Re-run Information

SCREEN ACTORS GUILD, which has distributed to members $1,321,363.34 in re-run payments from Nov. 1, 1956, to date, announced completion of arrangements last week with the principal distributors of tv motion pictures to secure accurate information about the commencement of each re-run

of every episode of television series in syndication. The distribution companies which have agreed to furnish this information on a regular and continuing basis are CBS Tv Film Sales; California National Productions Inc., a subsidiary of NBC; ABC Tv Film Syndication Inc.; MCA Tv Films Ltd., and Screen Gems Inc.

N. Y. IBEW Local Enjoined From WCBS-TV Interference

A TEMPORARY injunction against Local 1212 of International Brotherhood of Electrical Workers, New York, was issued Monday by federal district Judge Archie O. Dawson. The injunction, asked by Charles T. Douds, regional director of the National Labor Relations Board's 3d region, stems from Local 1212's action last April 21 in keeping off the air a scheduled WCBS-TV New York remote telecast [B•T, April 29, *et. seq.*].

The injunction restrains the IBEW local from using "any means" (picketing appealing, ordering, etc.) to induce or force CBS to assign lighting duties to others but representatives of Local 1, International Alliance of Theatrical Stage Employes. In issuing the injuction, Judge Dawson concluded that IBEW "has engaged in and is engaging in an unfair labor practice" within the meaning of the NLRB act, and that to allow the electricians union to continue to pressure CBS would be in direct violation of the act.

The judicial action follows by one week the ending of NLRB's preliminary hearing into the jurisdictional dispute between the two unions. Although an original deadline of July 3 was set by the board by which time both unions (IATSE entered the hearing by its own request last month) were to have submitted their briefs to the board sitting in Washington, a two-week extension was granted. The new deadline is July 17.

L. A. IBEW Group Elects Pearce

HOLLINGSWORTH PEARCE, video engineer at KNXT (TV) Los Angeles, has been elected president of Local 45, IBEW Broadcast and Recording Engineers. Other officers are: Maurice Schmitz, KHJ Los Angeles, vice president; William Workman, KHJ-TV, recording secretary; Willard Davis, CBS Radio, treasurer; Andrew Draghi, KCOP (TV) Los Angeles, business agent. Officers will be installed at the local's next membership meeting, July 24.

Film Directors Retain Feldman

ERWIN FELDMAN, attorney in the entertainment field, has been retained by the New York Film Directors Organizing Committee for the completion of its organizational activities and its future negotiations with film producers in the New York area. The committee plans to establish a union in New York, covering directors engaged in television, documentary, theatrical, industrial and educational films.

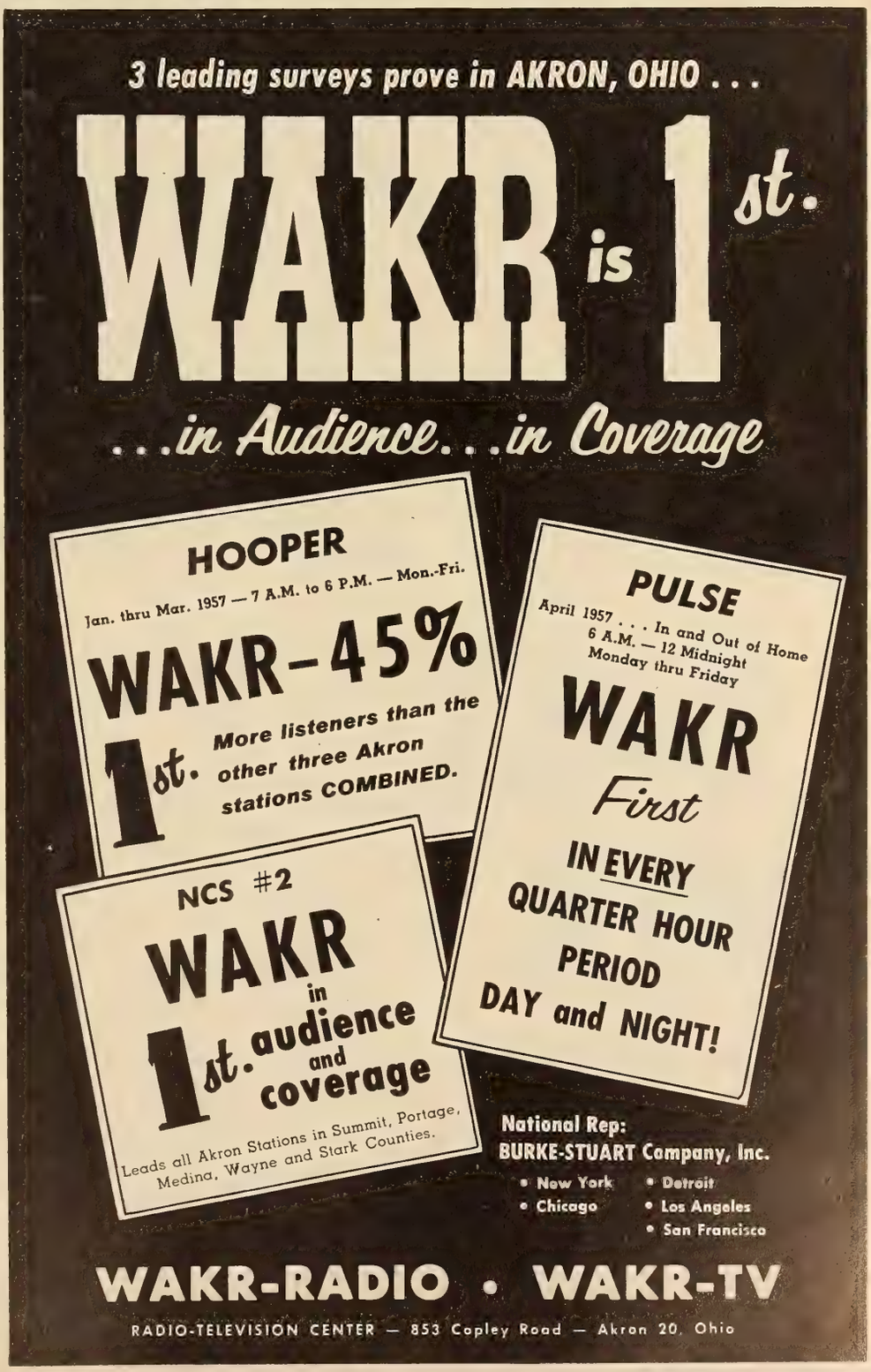
Robins, Agency off AFTRA List

LOS ANGELES chapter of AFTRA has taken Action in Advertising and Leonard Robins off its unfair list after the Los Angeles agency paid the union $7,500 in settlement of alleged underpayments to AFTRA members it employed. When the agency was put on the union's unfair list, AFTRA asserted that in 30 months Action in Advertising had underpaid actors and announcers used in tv commercials by more than $10,000 [B•T, June 24].

PERSONNEL RELATIONS SHORTS

Radio & Tv Technicians Local 202, Intl. Brotherhood of Electrical Workers, chosen to represent employes of KERO-TV Bakersfield, Calif., by vote of 14 to 12 in election held May 28 by National Labor Relations Board.

American Federation of Musicians Local 47, Hollywood, announces new rates for orchestrating and copying music for phonograph records, electrical transcriptions and recorded jingles will go into effect July 1, instead of June 15 as originally announced, "in order that recording companies, orchestrators and copyists would receive proper notification," local's president, Eliot H. Daniel, announced. Base rate for orchestrating rises from $3.99 to $5 a page, while base rate for copying goes up from $.81 to $.90 per page.



"We're feeling your Station!"

— That's what New England's LARGEST appliance dealer* has to say about us! They say more, too:

"Your station sounds like a happy station. *This makes more difference in the selling power of a station than even you may realize.* We are currently concerning ourselves with building a happy, relaxed feeling in our stores, and we know that a happy store comes from a "happy" management. I would guess that your management atmosphere is as relaxed as your announcers . . .

"Most important, we're feeling your station. It takes quite a while for our continuous media survey to turn up information, but our salesmen feel the stronger trends immediately; AND THEY SAY THEY ARE FEELING W O R L."

*MAGEE'S INC., Boston, in letter dated May 6, 1957,(and they've used all other major Boston Stations and Television too!)

AND THAT'S HOW ADVERTISERS FEEL ABOUT

WORL

BOSTON

5000 watts 950 on your dial

Represented nationally by HEADLEY-REED COMPANY

Guild Films Sets Up Subsidiary To Take Over Activities Abroad

ESTABLISHMENT of Guild Television Internacional, S. A., at Panama City, Panama, as the international subsidiary of Guild Films Co., New York, was announced last week by R. R. Kaufman, president of Guild Films. Arthur Gross, assistant to the president of Guild, will take over additional responsibilities of managing director of the new unit, headquartering in New York.

Mr. Kaufman reported that offices for Guild Television Internacional will be set up in Mexico City, London, Rome, and Dusseldorf, in addition to those in New York and Panama City. He said the subsidiary plans to produce, distribute and sell tv film programs and commercials and motion pictures.

Solow Thinks Hollywood Film Better for Technical Quality

"THERE'S no place like Hollywood for getting good technical quality into your tv film commercials," Sidney Solow, vice president and general manager, Consolidated Film Industries, declared Monday in a talk to the Hollywood Advertising Club.

The reason for this pre-eminence, Mr. Solow said, is because in Hollywood the producers, cameramen, film editors, engineers and advertising agency executives are all experienced and all demand the highest quality. This means, he explained, that they demand one so-called original negative (really a duplicate negative, he said, since it is made by photographing a lot of bits and pieces with an optical printer) for each use. These experts, he said, will not permit further duplication, which would result in loss of quality in the reproduction of the commercial on the tv screen.

When commercials are filmed elsewhere, he said, subsequently identifying "elsewhere" as New York, "double dupes give poor quality reproduction."

Advertising Assn. of the West awards for the best tv commercials of the past year [B•T, July 1], selected by a Hollywood Ad Club committee, were presented to the winners by Phil Seitz, committee chairman.

'Sinatra' Production Begins

PRODUCTION of ABC-TV's *Frank Sinatra Show* begins today (Monday) at Samuel Goldwyn Studios, Hollywood, in preparation for the weekly series which will hit the air Oct. 18 as a Friday, 9-9:30 p.m., series. The production schedule calls for 12 half-hour musicals to be done first, each to be rehearsed one day and filmed the next. The musicals written by Bill Murrow, will be produced in July and the first week of August with Jack Donahue as director and Nelson Riddle as musical director. During the rest of August and September half-hour dramas will be filmed. In addition to the half-hour weekly shows there will be two hour-long programs, the Oct. 18 premiere and a second one on Feb. 15, 1958. William Self is producer of the series for Hobart Productions, Sinatra-owned tv company; Dam Leavitt is cameraman and Serge Krizman is art director.



LEAVE IT to press-agents to arrange a rip-snortin' and squealing good time in honor of the birthday of one of their colleagues Jerry Franken, publicity director of Television Programs of America, New York. New York tv film publicists are banded together into an informal luncheon group, called the "156 Market Club" (all film series are sold in at least 156 markets, the press agents say) and fortnight ago the group honored Mr. Franken at Sardi's and presented him with the small pig (above) because he is the club's "chief hog-caller." Joining in general melee is Jean Hurvins of the promotion department of Television Programs of America.

FILM DISTRIBUTION SHORTS

Permafilm Inc., N. Y., announces availability for free distribution to non-members of Society of Motion Picture & Television Engineers, copies of paper entitled "A Method of Protecting Film and Lengthening Its Serviceable Life," which was delivered by Paul N. Robins, executive vice president, Permafilm, at the spring convention of SMPTE in Washington. Requests may be sent to company at 117 W. 48th St., N. Y. 36.

FILM PRODUCTION

Transfilm Inc., N. Y., has completed production on four-minute newsfilm showing firing of Vanguard Rocket from which will be ejected first earth satellite.

David Peil Inc., N. Y., film producer, announces production of 18 one-minute film commercials for Monsanto Chemical Co., Plastics Div., through Needham, Louis & Brorby, for company's line of plastic toys, and also is filming series of combined animation and live action commercials for Dutch Masters Cigars, through Erwin Wasey & Co., N. Y., featuring wash drawings by Parisian illustrator Francois.

Filmcraft Productions, L. A., announces filming of Groucho Marx program, *You Bet Your Life,* for NBC-TV. Filming will start in September, with Robert Guedel producing and Robert Dwan and Bernie Smith as directors.

Derel Producing Assoc., N. Y., announces production on series of 39 half-hour color films for tv designed primarily to reflect "great surge" to outdoors taking place all over U. S.



THIS SUMMER, PLAN ALSO TO

see America the BOUNTIFUL

VISIT BUTTE, MONTANA—"THE RICHEST HILL ON EARTH"—AND SEE HOW THE ANACONDA COMPANY MINES THE METALS SO ESSENTIAL TO THE NATION'S ECONOMIC STRENGTH.

The Anaconda Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

Seeing the America that's *Bountiful* as well as Beautiful can be an interesting part of your vacation itinerary. This summer if you plan to take in the scenic spectacle of Yellowstone Park, you will be within easy driving distance of Butte—home of The Anaconda Company and for over 70 years one of the world's most spectacular producers of copper and other important metals.

Butte sits atop a veritable honeycomb of tunnels, shafts and passageways totaling some 2700 miles in length. More than 6500 of its residents are employed by Anaconda in extracting the seemingly inexhaustible mineral wealth of a 32 square-mile area whose output increases year after year.

On guided tours you can go underground in the Kelley Mine and see how 15,000 tons of ore a day are mined by the ingenious block-caving method. You can stand on a ledge 500 feet above the floor of the new Berkeley "canyon," illustrated above. This is a giant open pit operation now nearing an output of 17,500 tons of ore daily. Or, if you wish, you can "do" Butte, the city and its mines, on your own schedule. The Anaconda Company will be glad to send you a do-it-yourself map and guide to a memorable tour of the famed "Copper Trail." Simply write the Company at Butte, Montana.

The Anaconda Company extends a cordial invitation to inspect "The Richest Hill on Earth" and believes your stay will give you a new pride and appreciation of your America the Bountiful. 57273-A

RAB Names Winners In 'Radio Results'

TEN RADIO stations were cited last week as first-place winners in the fifth annual "Radio Gets Results" contests, sponsored by the Radio Advertising Bureau. Winners were selected on the basis of success stories they reported in ten classifications of local retail businesses.

Plaques are being presented by RAB to the winning station in each classification, with an identical award going to the local advertisers whose successful use of radio formed the bases for the prize-winning station presentations. The complete list of winners, together with the name of their advertisers in the then classifications, follows:

Department, dry goods and variety stores —first place, KGWA Enid, Okla. (Coldiron's); second, WCSH Portland, Me. (Owen Moore Co.); third WSOY Decatur, Ill. (Linn & Scruggs).

Home furnishings—first place, KTLN Denver (Snow furniture); WTXL Springfield, Mass. (Elton R. Turner Assoc.); third, KGWA Enid, Okla. (Ernie's Trading Post).

Automotive—first place, KYW Cleveland (Earl Davis Buick); second, WWDC Washington (Montgomery-Stubbs Motors Inc.); third, WCUE Akron (Mort Leeper's Factory Tire Warehouse Inc.).

Drug and food stores—first place, KFRU Columbia, Mo. (Wyatt's Supermarket); second, KBIG Los Angeles (Von's Grocery Co.); third, WTAX Springfield, Ill. (Clearlake Superway).

Drug and food products—first place, WWDC Washington (Washington Coca-Cola Bottling Works Inc.); second, KBIG Los Angeles (Scudder Food Products Inc.); third, WMIK Middlesboro, Ky. (Chappell's Dairy).

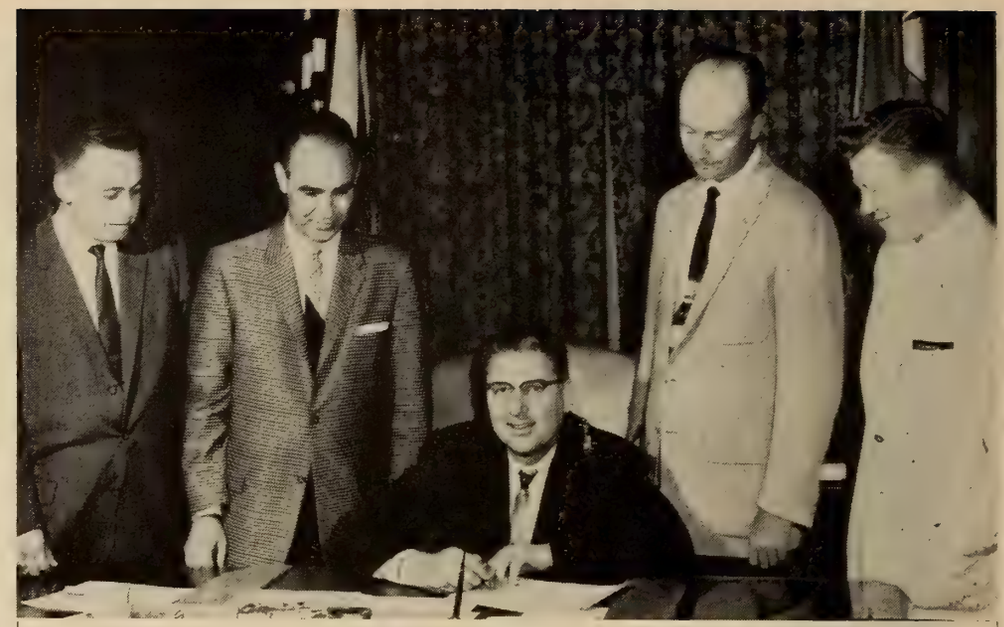
Apparel (men's and women's)—first place, WIDE Biddeford, Me. (A. H. Benoit & Co.); second, KCMJ Palm Springs, Calif. (Ted Lane, feminine footwear); third, KGWA Enid, Okla. (Gray's Men's Wear).

Financial—first place, KCMJ Palm Springs, Calif. (Coachella Valley Savings & Loan Assn.); second, WMIK Middlesboro, Ky. (Middlesboro Federal Savings & Loan Assn.); third, KBIG Los Angeles (Avalon Savings & Loan Assn.).

Housing materials & suppliers—first place, WJTN Jamestown, N. Y. (Dudley Waters Hardware); second, WCSH Portland, Me. (Sherwin Williams Co.); third, WMIK Middlesboro, Ky. (England Hardware Co.).

Specialized services—first place, WGIL Galesburg, Ill. (The Huddle Drive-in Restaurant); second, WKY Oklahoma City (Hollie's Drive-in); third, WIRL Peoria, Ill. (Leo's Flowers).

Miscellaneous—first place, WEJL Scranton, Pa. (Moffat Coal Co.); second, KCMJ Palm Springs, Calif. (Economy Center); third, WMBD Peoria, Ill. (*Peoria Journal Star*).



NEW legislation protecting broadcasters from libel in political programs was signed by Oklahoma Gov. Raymond Gary (seated). Watching (l to r): Leo R. Morris, WBBZ Ponca City, president of Oklahoma Broadcasters Assn.; Eddie Peake, KTOW Oklahoma City, OBA legislative committee chairman; Bill Brubaker, KRHD Duncan, OBA secretary-treasurer, and John Mahoney, KVIN Vinita, OBA director.

TvB Opens Offices in S. F.

TELEVISION Bureau of Advertising's western division offices, 369 Pine St., San Francisco were opened formally last week, Norman E. Cash, TvB president, announced.

Walter McNiff, newly named TvB western division director, was honored at a reception jointly hosted by TvB and member stations in San Francisco. Otto Brandt, general manager of KING-TV Seattle and TvB board member, was chairman for the occasion. Mr. Brandt outlined the growth and activities of TvB which led to the formation of the western division offices to serve the bureau's members in the 11 western states and western agencies and advertisers.

Broadcasters Club Founded In Capital for Executives

FORMATION of a Broadcasters Club in Washington for resident and non-resident executives has been announced by a 21-man organization committee.

The club, to be limited in membership to executives in the broadcasting and manufacturing industries and in allied professions and business associations, will headquarter on the second floor of Washington's Colony Building, 1737 DeSales Street. Food services and the bar will be operated by the Colony Restaurant. Resident membership will be limited to 150 and non-resident to 250 in the charter group.

Initiation fees are $60 for non-residents, $120 for residents. Dues for charter members have been set at $100 a year for residents and $50 a year, non-residents. Howard Lane of KOIN-TV Portland, Ore., is chairman of the non-resident membership committee, and attorney Leonard H. Marks, Cafritz Building, Washington, is resident membership chairman. Applications for membership are available through them.

Mr. Marks is chairman of the organization committee. Committeemen are consultant Earl H. Gammons, public relations executive Robert K. Richards, Ralph W. Hardy, CBS; NARTB President Harold E. Fellows; Thad H. Brown Jr., NARTB tv vice president; James D. Secrest, executive vice president, Radio-Electronics-Television Manufacturers Assn.; George O. Sutton, attorney; Ben Strouse, WWDC-AM-FM Washington; John S. Hayes, WTOP-AM-FM-TV Washington; Everett L. Dillard, consulting engineer; Carleton D. Smith, WRC-AM-FM-TV Washington; Fred S. Houwink, WMAL-AM-FM-TV Washington; attorney Neville Miller; James W. Seiler, American Research Bureau; J. E. Baudino, Westinghouse Broadcasting Co.; Sol Taishoff, B•T; Theodore Koop, CBS; broker J. W. Blackburn; Maury Long, B•T, and John F. Meagher, NARTB radio vice president.

TASO Studying New Method Of Computing Tv Coverage

A NEW method of computing tv coverage is being explored by the Television Allocations Study Organization, it was learned last week. A decision may be forthcoming after the next meeting of Committee V (data presentation) scheduled to be held in Washington July 17.

The new system—which uses a radius plan of single measurements, compared to the radial plan of a number of measurements—is said to be more nearly accurate as a service concept than the contour system now used. In the proposed new method there would be three grades of service, I, II and III. The measure of service would be the recorded intensity of the signal related to thermal and man-made noise levels. A proposal to use this type of calculation has been suggested by the National Bureau of Standards (Technical Report 2129).

CBC Board Asks 5 New Tvs, 1 Am

FIVE new television stations and one new radio station were recommended for licensing by the board of governors of CBC at its June 25 meeting at Ottawa, Ont. A number of share transfers, ownership transfers and power increases also were recommended.

The new radio station will be one of the farthest north in Canada, at the new nickel mining area of Moak Lake in northern Manitoba. The station, licensed to Marlene Beaudoin, daughter of the former speaker of the Canadian House of Commons, L. R. Beaudoin, will be at the township of Thompson, in the government district of Mystery Lake. It will operate on 610 kc with 1 kw. It will be built when a railway is completed to the new nickel mining townsite, about 600 miles north of Winnipeg.

Three of the new tv stations are in western Canada. CHCA Television Ltd., has been recommended for a station at Red Deer, Alta., on ch. 6 with 4.15 kw video and 2.08 kw audio power, and antenna 714 feet above average terrain. CKBI Prince Albert, Sask., will have a tv station on ch. 5 with 61 kw video and 36.5 kw audio power. Antenna is to be 798 feet above average terrain. William D. Forst, with local financial support, will start a station at Swift Current, Sask., on ch. 5 with 9 kw video and 4.5 kw audio, with antenna 518 feet above average terrain.

The remaining two stations were recommended for Quebec province, one to CKBL Matane, on ch. 9 with 160 kw video and 95 kw audio power and antenna 621 feet above average terrain, and the second to Henri Audet at Three Rivers on ch. 13 with 3.07 kw video and 1.53 kw audio power and antenna 591 feet above average terrain.

CKCO-TV Kitchener, Ont., was denied in its application for an increase in power on ch. 13 from 31.4 to 275 kw video, and from 16.9 to 142 kw audio. The CBC board ruled such an increase would make for duplication of stations in the area. At least one station, CKNX-TV Wingham, had opposed the increase on grounds it would lose advertising revenue.

An application by CHOV Pembroke, Ont., for a tv station on ch. 5 was turned down because the CBC board was not satisfied as to the proposed financing of the station.

Share transfers were recommended for CHCT-TV Calgary, Alta., and CKGN-TV North Bay, Ont.

Power increases were recommended for CFGP Grande Prairie, Alta., from 5 kw on 1050 kc to 10 kw on that frequency; for CHLO St. Thomas, Ont., from 1 kw on 680 kc to 10 kw daytime and 1 kw nighttime; and for CHFI-FM Toronto, Ont., from 340 w on 98.1 mc to 9.45 kw on the same frequency with antenna 204 feet above average terrain. CJET Smiths Falls, Ont., was recommended for a frequency shift with 1 kw from 1070 kc to 630 kc and operation from daytime to full time on the new frequency.

Ownership control was recommended for CKOK Penticton, B. C., to M. Finnerty interests. CFOR Orillia, Ont., will change its licensee name from Gordon E. Smith to Radio Station CFOR Limited. CJBQ Belleville, Ont., has been licensed to operate a standby transmitter of 250 w. Seventeen stations were recommended for share transfers.



"Poor Olaf! He used to play the bull fiddle over KRIZ Phoenix!"

Early Action Seen in Canada On Second Tvs in Big Cities

EARLY ACTION on establishment of second tv stations in major Canadian cities is expected as a result of the recent change in Canadian government. The Progressive-Conservative party, while in opposition, led debate asking for more tv stations in Canada and for breaking CBC's monopoly in the six largest cities.

With the recent Royal Commission recommending competitive tv in major markets, the Progressive-Conservative government is expected to announce a change in government policy this autumn. Applications for tv stations, long in the hands of the Department of Transport, Ottawa, by radio stations at Montreal, Toronto, Winnipeg and Vancouver, likely will be subject to early review, following which a battle for station licenses will be aired before whatever regulatory body the new government establishes.

Western Group to Ask CARTB To Penalize Unethical Members

CANADIAN broadcasters at their annual convention next March will be asked to establish a new code of ethics providing penalties for infractions, following a recommendation to that effect at the annual meeting of the Western Assn. of Broadcasters at Jasper, Alta., on June 20.

Vern Dallin, CFQC-AM-TV Saskatoon, Sask., and president of the Canadian Assn. of Radio & Tv Broadcasters, outlined the code of ethics "designed not only to raise the level of programming and general operation of member stations, but to create an atmosphere in which any new governing body can be satisfied with minimum

WDBJ

for almost 33 years

OUTSTANDING

in

ROANOKE

and Western Virginia

RADIO

by any measurement!

N.C.S. No. 2

Spring, 1956

WDBJ has more than TWO TIMES the DAILY N. C. S. Circulation of Station "B"; more than THREE TIMES the circulations of Stations "C" and "D".

The one they listen to MOST is the one to BUY! Ask your Peters, Griffin, Woodward "Colonel" for the whole wonderful story!

WDBJ

AM • 960 Kc. • 5000 watts

FM • 94.9 Mc. • 14,000 watts

ROANOKE, VIRGINIA

regulation and perhaps think in terms of the industry ultimately regulating itself."

The WAB meeting also discussed possible creation of regional and national networks by private stations following recommendations by the recent Royal Commission on Broadcasting, with pooling of program and news material by private broadcasters and groups of stations, new research plans, improvement in public relations through better programming, advertising rates, bulk buying and the establishment of scholarships for the development of Canadian creative talent.

Bob Buss, CHAT Medicine Hat, Alberta, was re-elected president of the WAB, and these directors were elected: Don Dawson, CKCK Regina, Sask.; Norm Botterill, CJOC and CJLH-TV Lethbridge, Alta., and Jack O. Blick, CJOB Winnipeg, Man.

Abroad in Brief

SWEDISH SURVEY: A survey published in Stockholm gives these facts: Current tv set circulation 45,000. Manufacturers are tooling up for more tv. Expected set total five years from now is 500,000, of which a large share will be imported.

Completion of a planned network of transmitters which would cover 63% of the country's population is expected to take five years. About 50% of the 1962 Swedish tv set circulation is expected to be located in Stockholm. Swedish dealers already are reporting considerable demand for tv sets even outside Grade A coverage areas.

HOLLAND HAS 112,269: The latest official figures indicate there were 112,269 registered tv sets in Holland on February 1.

CYPRUS STATION PLANNED: Regular tv broadcasts are planned to start before the end of this year at this British colony in the Mediterranean. A small transmitter of 500 w is to be used.

CZECHS START 'COMMERCIAL' TV: Reports from Prague indicate the state-operated television stations in Prague and Ostrava have started "commercial" broadcasting. Operation is, for the time being, restricted to the showing of theatrical advertising films of 35mm. Introduction of 16mm films is planned, with maximum time for commercials set at six minutes per day. Future plans call for several advertising films with entertainment values to be shown in a magazine-type program. Actual operation is handled by Dr. Cabalko, Reklami Podnik Statniho Obschodo, Revolueni 25, Prague 1. Time costs about $132 per minute. Current tv set circulation in Czechoslovakia is given at 120,000, and plans call for another 100,000 set sales this year.

TV TOPS SCENERY: A closed-circuit tv excursion last month confirmed the popularity of the idea in the British Isles, where trial runs were introduced last year, it is reported. Railway officials noted enthusiastic approval of the Glasgow-to-London trips which featured musical entertainment, newscasts and other shows. The 500-passenger train is made up of 11 especially equipped cars with two cabooses, one for studios, equipment and talent, the other for an electric power generator. Tv sets are installed above doors of eight coaches, with microphone outlets provided for roving interviews. Riders' reactions to the trip justified several more tv excursions which reportedly are in the works.

MEDITERRANEAN ORIGINATION: Viewers on the continent saw what is believed to be the first undersea telecast in Europe, as the French television system followed divers off Marseilles in their explorations. The submarine show was carried by Eurovision network.

IBS Takes Over Renaud Clients

THE station representation business of Omer Renaud & Co. in Toronto and Montreal has been taken over by Interprovincial Broadcast Sales Ltd. following the death of Omer Renaud early in May.

The new representative firm starts with 13 French-language radio stations: CKAC Montreal; CKCV Quebec City; CKCH Hull, Que.; CJBR Rimouski, Que.; CJMT Chicoutimi, Que.; CJEM Edmundston, N. B.; CKRB St. Georges de Beauce, Que.; CFBR Sudbury, Ont.; CFCL Timmins, Ont.; CKSB St. Boniface, Man.; CFRJ Gravelbourg, Sask.; CFNS Saskatoon, Sask.; and CHFA Edmonton, Alberta.

Ken Davis, formerly manager of the Toronto office of Omer Renaud & Co., is general manager of the new firm and manager of the Toronto office. Lionel Morin, formerly manager of CJMS Montreal, is manager of the Montreal office.

Lord's Day Case Delayed

FURTHER delay in trial of CBC, Toronto, Ont., and CKEY Toronto, along with three Toronto newspapers, for violation of the Lord's Day Act on March 17, 1957, has been obtained by CBC to Oct. 16. CBC is appealing to the Ontario Court of Appeals at the Sept. 9 sitting at Toronto, a ruling of Ontario Chief Justice J. C. McRuer that the CBC, a government corporation, is liable under the Lord's Day Act.

Radio and television stations, and newspapers, are charged with gathering and disseminating news on Sunday contrary to the Lord's Day Act which permits only works of necessity and mercy on Sundays.

Clark to Retire From ITA

SIR KENNETH CLARK, chairman of the Independent Television Authority, supervisory body over commercial tv in Great Britain, has announced he will retire from that position in August when his three-year term of office expires. Although Aug. 2 officially marks the end of his term, it's expected Sir Kenneth will remain in office until the debut of commercial tv service in Scotland on Aug. 31 [B•T, June 17]. No decision on a successor has been made and a spokesman for the government indicated that such a selection was not expected for some time.



IT'S HERE!
WITH EXTRA BONUS FOR YOU

Our new maximum power and 1,000 foot tower is erected . . . delivering you a market of more than a quarter million TV families.

WEAU TV
EAU CLAIRE, WISCONSIN

See Your Hollingbery Man



A live one!

The Steel Hour continues to bring you top TV entertainment *all summer long*

Because good theater knows no season,
it's full schedule all through the summer on—

THE U.S. STEEL HOUR
produced by **THE THEATRE GUILD**

USS

DEVICE PRODUCES FLAT PANEL IMAGES

- **Sylvania develops 'Sylvatron'**
- **No immediate tv use seen**

THE production of images on flat panels, by combining the sciences of lighting and electronics, was announced Tuesday in New York by Sylvania Electric Products Inc. No immediate application to television is expected, although the development may be applied ultimately to tv.

Frank J. Healy, vice president in charge of Sylvania's lighting operations, said the new laboratory development called "Sylvatron" is believed to have many important possibilities in the future development of radio, air traffic control, computers, instrumentation and related devices. Sylvania officials said that with an investment of "four or five years and a few million dollars" the panels could be adapted for a thin, wall-hanging tv receiver.

Mr. Healy added that "we are concentrating our attention on national defense applications and relatively specialized industrial fields. Considerable work remains to be done before the device reaches the commercial production stage, especially insofar as commercial and consumer product applications are concerned."

The panels, according to Mr. Healy, are an outgrowth of Panelescent lighting which was introduced by Sylvania six years ago. The Panelescent "lamp" produces light by electroluminescence, or the production of light by direct excitation of certain phosphors in an electric field. The new image-producing panels utilize not only this principle of electroluminescence but also the principle of photo-conductance, which is the influence of light on the flow of electricity through a solid.

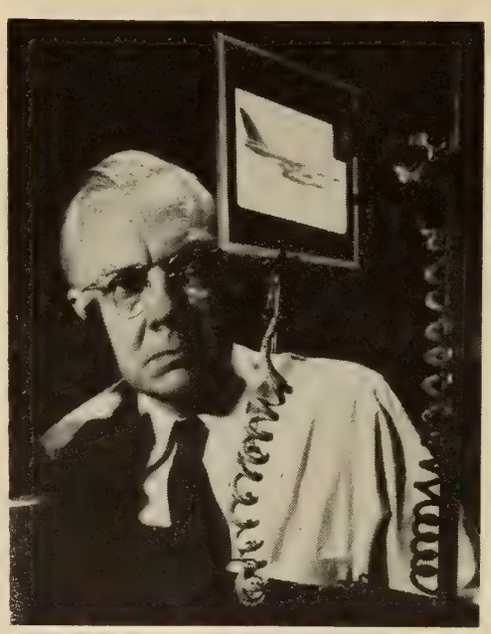
The devices consist of flat glass electroluminescent panels with various control layers. These control layers are thin coatings of photo-conductive and electro-conductive surfaces. When electrical or optical signals and a power source are applied to the Sylvatron, a visual display, or image, is produced.

This display could represent many things, depending upon the application of the device; and, therefore, the nature of the electrical or optical signals the Sylvatron receives. The Sylvatron panels are a family of image-forming components for complex electronic systems. As such, Mr. Healy said, their usefulness will be in equipment such as radar maps; area surveillance, including air and harbor defense applications; air traffic control systems; storage devices in electronic systems, and related applications.

Each of the three types produces a different image. They include: 1. an electroluminescent panel on which the position of a mobile dot of light can be manipulated electrically; 2. a display panel which reproduces optically the track of a mobile spot of light; the image thus created can then be held or "stored" indefinitely in visible form on the panel; 3. an electroluminescent panel which can reproduce optically a motion picture with good resolution and rapid response. The latter may be of application eventually in tv.

Mr. Healy also said that combinations of these three units are possible, including one on which a track of light can be produced electrically and retained until deliberately erased. Ultimately, another combination might convert electrical signals to produce pictures in motion.

Mr. Healy said a limited quantity of the Sylvatron devices would be made available to selected laboratories. "By making them available to such laboratories," he declared, "we hope to obtain guidance in the emphasis and direction of our further development work."



"SYLVATRON," the flat image-producing panel, is here shown being put through lab tests by Dr. Keith Butler, manager of the general engineering labs of Sylvania Electric Products Inc.'s Lighting Division in Salem, Mass., where Sylvatron was built.

'Iron Age' Sees Tv Set Rise

IMPROVED prospects for tv production in the next six months will provide "a hot market for metalworking products," according to *Iron Age*, metalworking weekly. The publication said tv set makers cut back production by 25% in the first five months of 1957, bringing low inventories. Sales were described as running only slightly behind the same 1956 period, with some factories already expanding production schedules.

Admiral Offers Am-Fm Sets

FOR the first time in several years, Admiral Corp. has gone to market with an fm-am table radio. The company reported its new model provides for external fm antenna connection, as well as rod antenna for am and loop antenna for fm, plus slide rule tuning. It includes seven tubes, with rectifier, to retail for $79.95 in the eastern U. S.

Radio Production, Sales Up; Tv Sales Steady, Output Down

PRODUCTION and sales of radio sets for the first five months of 1957 are running above 1956 levels, according to Radio-Electronics-Tv Mfrs. Assn. Tv sales are running even with last year but tv set output has dropped.

RETMA said radio output totaled 1,023,771 sets in May, including 396,151 auto receivers, compared to 1,115,813 in April, of which 380,452 were auto models. Cumulative radio production in five months of 1957 totaled 6,098,951, a marked increase over the 5,585,390 sets turned out in the same 1956 period.

Radio sales totaled 547,480 sets in May (not including auto sets which do not move through retail channels) compared to 543,092 in April. Cumulative radio sales in five months of 1957 totaled 2,909,548 compared to 2,551,272 in the same 1956 period.

Tv production totaled 342,386 sets in May compared to 361,246 in April. Of the May output, 41,596 sets had uhf tuners. Cumulative tv set output in the first five months of 1957 totaled 2,178,361 units compared to 2,862,177 in the same 1956 period.

Tv set sales totaled 399,757 in May compared to 337,965 in April. Cumulative tv sales totaled 2,420,633 sets in the first five months of 1957 compared to 2,428.888 in the same 1956 months.

General Instrument in Black

GENERAL INSTRUMENT Corp., "now on a steady upward course," will show a net profit for the first fiscal quarter (ended May 31) compared with a loss of $84,355 for the same period last year, according to Martin H. Benedek, board chairman, at the company's annual stockholders meeting in Newark June 27. Mr. Benedek stressed that GI will "continue to retain its important share of total components sales to tv and radio set makers," and added, "Our planning calls for maintaining the company's position in 'entertainment' electronics while diversifying strongly in other electronic fields."

Schriever to Address WESCON

MAJ. GEN. Bernard A. Schriever, commanding general of the Air Force Ballistic Missile Division of the Air Research and Development Command, will address the annual All-Industry luncheon of the Western Electronic Show and Convention on August 23, the closing day of WESCON's four-day gathering in San Francisco.

The luncheon, which each year attracts a wide following from executive and professional levels in the nation's electronics industry, will be held in the Gold Room of the Fairmont Hotel, atop San Francisco's Nob Hill.

Davis, RCA Pioneer, Dies

MANTON DAVIS, 80, retired vice president and general counsel of RCA, died at his summer home on Fishers Island, N. Y., last Monday. He joined RCA in 1923 and retired in 1941 because of ill health. As

general counsel for RCA, Mr. Davis in the late 1920's appeared at a congressional hearing which was considering a bill to abolish the then Federal Radio Commission and create a general commission on communications. Mr. Davis suggested that regulation of radio be vested in the Dept. of Commerce with the FRC retained as an appellate organization.

Color From B-W Film Claimed by Bryg Inc.

AN EXPERIMENTAL system of telecasting color film programs from black-and-white stock is being installed at WJAC-TV Johnstown, Pa., by Bryg Inc., Butler, Pa.

While the system has been demonstrated on a still basis over a Pittsburgh-New York closed circuit, the WJAC-TV tests will provide the first public showing of a technique that the backers believe eventually will have a "revolutionary" impact on live as well as film color.

Samuel H. Depew, executive vice president and general manager of Bryg, said the WJAC-TV equipment will be in operation within a month. He said the system promises proper color curve response and overcomes many difficulties described as inherent in current methods using color film.

An additive process, the Bryg system employs special lens equipment in an RCA 3V color chain. Normal panchromatic black-and-white film is used but double the average footage is employed.

At WJAC-TV the Bryg technical team will shoot film at news events and put them on the air in color within an hour. There is no need of producing a master print from originals. For indoor shots a slight increase in light will be required. Simplicity in developing and lack of fading in storage are described as advantages.

The Bryg-modified camera will break down the gray scale by electronic means, feeding into a "black box" which Mr. Depew refused to describe because the firm is involved in a patent-pending situation. Black-and-white reproduction on normal tv sets is described as superior to that of normal film service.

As to costs, Mr. Depew said the equipment installation is a "minor" cost item. Cost of film stock needed for a program is less than a third that of color film.

The Bryg electronic system was developed after earlier work with a mechanical scanner. In the mechanical system, a color wheel was used with the camera pickup.

Theodore E. Campbell, chief engineer of WJAC-TV, is cooperating with the Bryg crew in the color installation.



MANUFACTURING SHORTS

RCA, Camden, Components Div., announces issue of new 22-page brochure, titled "RCA Electronics Components," covering its complete line of electronics components and test equipment sold through distributors.

General Electric Co., N. Y., reported it shipped 5 kw used transmitter to WJCT (TV) Jacksonville, Fla.; 20 kw amplifier to KVIP (TV) Redding, Calif.; color scanner system to WRGB (TV) Schenectady, and all transmitter parts necessary for WFIE (TV) Evansville, Ind., to change from ch. 62 to ch. 14.

RCA, Camden, reports shipments of three live color studio cameras to Crosley Broadcasting Corp., Cincinnati, for use with color mobile truck; a color film camera to KFSD-TV San Diego; a 50-kw transmitter and an additional 10-kw transmitter to WPST-TV Miami, Fla.

Amplifier Corp. of America, N. Y., announces production of automatic volume control amplifier which reportedly maintains constant output within ±1 db with input changes of 30 db. Exceedingly rapid automatic gain reduction prevents syllable clipping and slow automatic gain increase avoids automatic control at syllabic frequencies.

Int'l. Telephone & Telegraph, N. Y., announces opening of new standards laboratory for testing and certifying master electrical and mechanical measuring devices in Clifton, N. J. Laboratory's electrical equipment reportedly permits accurate measurement of radio waves up to 600 million cycles per second and determination of electrical resistances as great as 5 quadrillion, (5,000,000,000,000,000) ohms and as small as one ohm to accuracy of one part in ten thousand.

RCA, Camden, N. J., reported shipments of six-section superturnstile antenna to WTIC-TV Hartford, 10-kw transmitter to KNTV (TV) San Jose; 50-kw amplifier to KOVR (TV) Stockton, Calif. and 25-kw amplifier to WLBR-TV Lebanon, Pa.

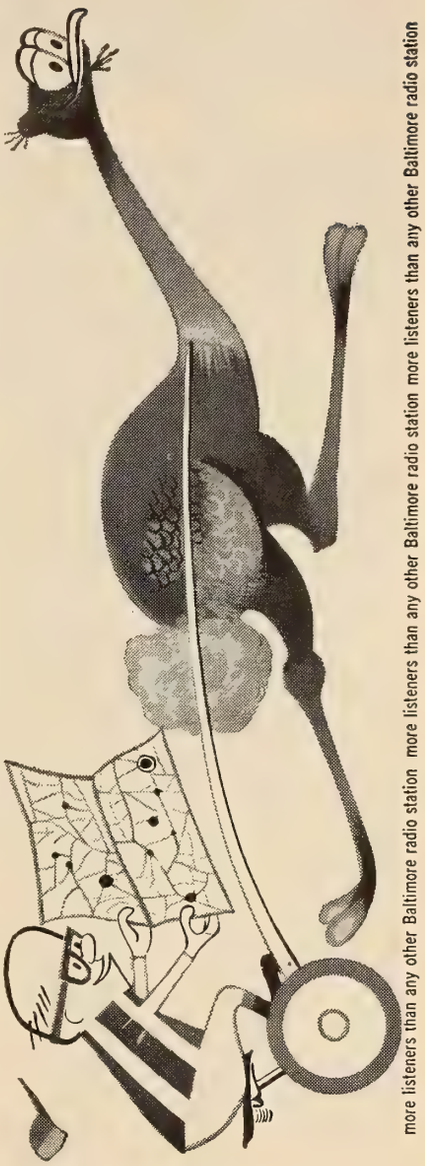
RCA components division's marketing department announces four new horizontal deflection systems for use with 110 degree type tv picture tubes now available to equipment manufacturers. Four systems have high voltages of approximately 14kv, 15kv, 16.5 kv and 18kv at zero beam current.

General Precision Labs., Pleasantville, N. Y., announces opening of 23,200 square foot environmental test building.

Dynamics Corp. of America, L. I., N. Y., announces acquisition of all outstanding stock of Radio Engineering Labs. Inc., same city.

Alexander Pawson, Brooklyn, announces patent of his refrigerator door to hold small radio where it will be "available for entertaining the housewife while she is about her chores in the kitchen."

Panduit Co., Chicago, announces two new low cost plastic wiring ducts for fast electrical control panel wiring.



BALTIMORE

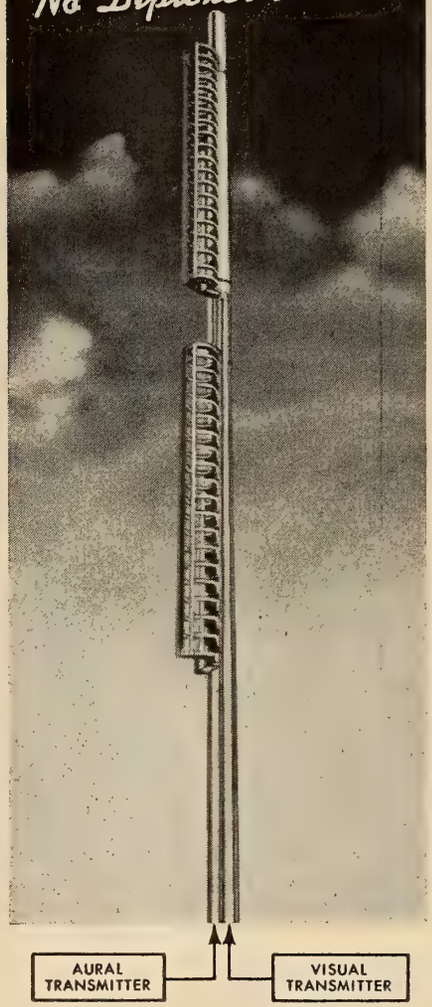
IS EASIER TO REACH WHEN YOU RIDE WITH

WFBR

REPRESENTED BY

JOHN BLAIR AND CO.

STAND-BY
TV TRANSMITTING
ANTENNAS
for channels 7-13
No Diplexer Needed



A simple, versatile and *economical* standby system consisting of two separate bays of the AMCI Type 1020 Antenna mounted on a mast or existing tower leg can be used with a 50 kw transmitter. No diplexer of any kind is needed. The aural and visual transmission lines need not be of equal lengths.

Write for Bulletin B-457.

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD *Manufacturing Co, Inc*
299 ATLANTIC AVE., BOSTON, MASS.

York, Tulsa, Amarillo Stations Change Hands

STATION sales last week totaling more than $500,000 were led by the WNOW-AM-FM-TV York, Pa., purchase for $255,000.

• Granite State Broadcasting Co. has bought the York stations from the Helm Coal Co. for $255,000. Granite owns WKBR-AM-FM Manchester, WTSV-AM-FM Claremont, WTSL Hanover-Lebanon and WTSN Dover, all New Hampshire. Purchase of WAEB Allentown, Pa., is pending FCC approval. Granite principals are W. F. Rust Jr. and Ralph Gottlieb. Mr. Rust is an electronic parts manufacturer and Mr. Gottlieb manages Granite.

• John W. Kluge has bought KOME Tulsa, Okla., from Oil Capital Sales Corp. for $165,000. Mr. Kluge has controlling interest in WILY Pittsburgh, WKDA Nashville, Tenn., KNOK Fort Worth-Dallas, Tex., WGAY Silver Spring, Md., and KXLW St. Louis, Mo. He also is the largest stockholder of WLOF-TV Orlando, Fla. Mark Evans, Washington radio-tv personality, is associated with Mr. Kluge in acquiring the Tulsa 5-kilowatter and has minority interests in KXLW and KNOK. Oil Capital is owned by the John Brown Schools, owners of KUOA-AM-FM Siloam Springs, Ark., and KGER Long Beach, Calif.

• Kenyon Brown has sold KLYN Amarillo, Tex., to Boyd Whitney for $110,000. Mr. Whitney is co-owner of KLOS Albuquerque, N. M. Mr. Brown owns KWFT Wichita Falls, Tex., 50% of KBYE Oklahoma City, 49% of KANS Wichita, Kan., and 33⅓% of KGLC Miami, Okla., also 33⅓% of KFEQ-AM-TV St. Joseph, Mo.

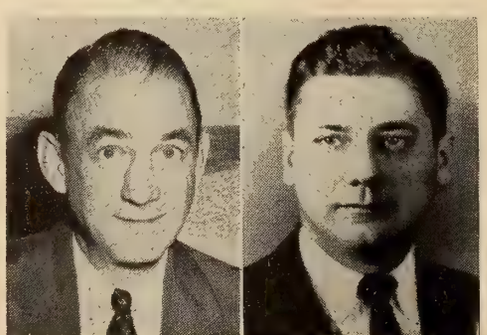
Hamilton, Stubblefield, Twining & Associates was broker for the KOME and KLYN sales.

New Storer Vice Presidents: WAGA's Frazier, WIBG's Baxter

THE board of directors of Storer Broadcasting Co. has elected Claude H. Frazier, managing director of WAGA Atlanta, and Lionel Baxter, managing director of WIBG Philadelphia, vice presidents of Storer, according to an announcement last Monday by Lee B. Wailes, executive vice president.

"The election of Frazier and Baxter as vice presidents of the parent company," said Mr. Wailes, "is not only in recognition of their outstanding achievements as managing directors, but, in addition, emphasizes the importance the local manager plays in our overall company plans."

Mr. Frazier, a native of Tennessee, is a veteran of 27 years in the broadcasting industry. He has been with WAGA nine years and has served the station in a number of positions. Mr. Baxter has been a broadcaster for 23 years. He was appointed manager of the new Storer station in Philadelphia last May. Mr. Baxter has been active in many civic organizations and in 1947 was honored by His Holiness Pope Pius XII as a Knight of St. Gregory the Great.



MR. FRAZIER MR. BAXTER

New WLWT (TV) Color Gear: RCA-Built 'Studio-on-Wheels'

WLWT (TV) Cincinnati last week became equipped to originate live, local color television programs from a $250,000 roving "studio-on-wheels." The color unit, a complete mobile tv control room developed by RCA, is a streamlined van outfitted with video, audio and other equipment. It carries three RCA live color television studio cameras that can be operated remotely from the van for program pickups. Programs originated by the van can be relayed to the station transmitter via cable or broadcast microwave equipment.

The RCA color mobile unit was delivered Monday afternoon to Crosley Broadcasting Corp. which owns and operates WLWT. Keys to the "studio-on-wheels" were turned over to R. E. Dunville, president of Crosley Broadcasting, by David Newborg, RCA-TV equipment representative, on a special WLWT television program which was carried also by Crosley stations in Columbus and Dayton, Ohio.

WLWT is believed to be the second independent station in the U. S. to have a mobile color studio. Several years ago the late Klaus Landsberg, vice president and general manager of KTLA (TV) Los Angeles, designed and built a custom mobile color studio still used by the west coast station for live color remotes.

WAVZ Editorials Help Secure Local Housing Code Amendments

EDITORIAL support by WAVZ New Haven, Conn., helped secure passage of amendments to the New Haven Housing Code, despite editorial opposition to the amendments by the city's largest newspaper, Daniel W. Kops, executive vice president of WAVZ, reported last week.

Mr. Kops said the New Haven Board of Aldermen passed amendments last week to the code which require such accommodations as a bath for every six people, minimum numbers of windows and minimum sanitary conditions. Leadership in the move to secure the housing code amendments came from a Citizens Action Commission appointed by the mayor and representing top management of industry, Yale U., organized labor and government, Mr. Kops said.

WAVZ supported the group with broadcast editorials urging approval of the amendments, which the station believed to be in the public interest, Mr. Kops said.



EXECUTIVES of Bartell Group radio stations look at Gerald Bartell's (l) figures testifying to success of the station's ten-year "family life" programming theme. Also to affect the business picture is a 15% nighttime rate increase announced at a five-day management conference in San Diego, Calif., last fortnight. At the conference table with President Gerald Bartell are (l to r) Lee Bartell, managing director of the group; John F. Box Jr., executive vice president in charge of KRUX Phoenix, Ariz.; Morton J. Wagner, vice president of Bartell's Eastern Division, and Joe Wolfman, vice president, KCBQ San Diego. Bartell stations are WOKY Milwaukee, KCBQ, KRUX, WAKE Atlanta, WBMS Boston and WILD Birmingham.

President Gerald Bartell, in a speech on the "family life" programming concept, condemned "rock and roll radio operators and the news and music Johnny-come-latelys." "We speak out . . . against the flagrant invalidity of the 'pulpy' sensational approach to news and music," he said. He described research which led to evolution of Bartell "family" programming and formally designated the outlets "family stations."

A copy control plan to enable an advertiser to switch copy in 15 minutes on the entire station group was adopted at the San Diego meeting on recommendation of Mr. Box of KRUX. Others at the meeting were Mel Bartell, vice president-general manager of WOKY, and David Bartell, legal counsel.

KACE on Air in Riverside, Calif.

KACE Riverside, Calif., devoted its entire first week on the air, beginning June 22, to saluting its home city. Riverside Mayor E. V. Dales issued a proclamation making the week of June 24-30 "KACE Week." Each day the 1 kw station broadcasting at 1570 kc spent time covering a different segment of the city, from its government through its educational facilities and churches.

WEJL in 'Congressional Record'

THE *Congressional Record* of July 2 carries a letter signed by Cecil Woodland, general manager of WEJL Scranton, Pa. The letter, addressed to Rep. Joseph L. Carrigg (R-Pa.) and inserted by the legislator, describes WEJL's coverage of Senate Select Committee hearings at the Capitol on teamster union activities in Scranton. Covering the April hearings represented, Mr. Woodland says in the *Record*, "the only live, direct coverage by am radio or television in Scranton" and meant canceling a large number of commercial programs and absorbing heavy extra expense.

Blossom Heads Crowell-Collier

CROWELL-COLLIER Pub. Co. (KFWB Los Angeles), which has been operating since early February without a president, last week elected Sumner Blossom, former editor of the defunct *American* magazine, to the presidency. At the same time, the board picked R. Carl Chandler, chairman of Standard Packaging Corp., to succeed Wilton D. Cole as C-C board chairman. Mr. Blossom, with Crowell-Collier for 29 years, succeeds former President-Editor-in-Chief Paul C. Smith. Mr. Smith resigned last February after the company folded its remaining two magazines, *Collier's* and *Woman's Home Companion*.

KOSI DENVER
SAN FRANCISCO KOBY
Number One RADIO BUY
HOOPER — PULSE NIELSEN
KOSI — See Forjoe
KOBY — See Petry

'WAY OUT IN FRONT!

ONLY WSAZ-TV COVERS THE HUNTINGTON-CHARLESTON MARKET

NIELSEN: NCS #2 1956
% PENETRATION OF COUNTIES IN COVERAGE

WSAZ-TV		STA. B	STA. C
100% COVERAGE COUNTIES	21	1	1
MORE THAN 75% COVERAGE COUNTIES	45	21	5
MORE THAN 50% COVERAGE COUNTIES	56	30	15
TOTAL COUNTIES COVERAGE	69	50	22

ARB: 8 out of TOP 12*
*February 1957

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

DATELINES

Newsworthy News Coverage
By Radio and Television

WASHINGTON—Radio's role in time of crisis was underscored by retiring Civil Defense Administrator Val Peterson in his report on the hurricane scene in Louisiana. Interviewed by newsmen after he had reported to President Eisenhower, Mr. Peterson described an electric device being developed by CDA to signal citizens to turn on their radios. The unit, resembling an electrical socket, would be plugged into outlets and triggered to make a noise by an impulse sent over power lines. Final tests have been scheduled for the device, which may be made available for $4-5.

LAKE CHARLES—On Tuesday, June 25, coastal Louisiana radio and television stations began broadcasting warnings of the storm that was to turn into one of this nation's more brutal weather disasters. Warnings and civil defense bulletins continued until Hurricane Audrey struck early Thursday, June 27, silencing most stations in its path.

KAOK Lake Charles made the switch to auxiliary power and weathered the storm. It stayed on the air through the emergency, broadcasting service messages and covering the devastation.

KTAG-TV Lake Charles broadcast Weather Bureau warnings from Tuesday until sign-off Wednesday. Although the station was unable to go on the air as the hurricane hit Thursday, staffers stayed on the job. News and cameramen mounted marsh buggies (amphibious ducks) and helicopters to film the devastation. Engineers made emergency repairs and had KTAG-TV back on the air by Friday morning, helping coordinate refugee services, telecasting bulletins, appeals and instructions from Civil Defense headquarters and the sheriff's office. KTAG-TV supplied CBS with more than 1,500 feet of film of the hurricane, showing it at its height and the aftermath.

Facilities of KLOU Lake Charles were placed at the disposal of Civil Defense, Red Cross and government during the hurricane emergency. Many missing persons were located through KLOU. The story was fed to 17 stations of the Texas State Network, Texas Quality stations, CBS through WCCC Hartford, Conn., and other stations in Texas, Colorado and other parts of the country. Reports were collected by frequent helicopter trips over Cameron, La., and other hard-hit areas and from refugees who had fled to Lake Charles. KLOU, like most Lake Charles stations, was without power during the hurricane's height. After the emergency KLOU General Manager Roger S. Davison said, "I heartily urge every radio station in the United States to invest in an auxiliary power unit. This is the key, during an extreme emergency, to get complete coverage." The only unit which might have been available to KLOU was needed at a hospital.

Warning bulletins began on KPLC-TV Lake Charles as early as Monday evening before the Thursday catastrophe, telecast in news and weather shows and spotted throughout the program schedule. KPLC-TV was on the air Thursday, even though 90% of its coverage area was without power. Early storm pictures were aired before noon that day.

Between the time of the disaster and July 4, when a special 30-minute film report was scheduled on KPLC-TV, the station telecast 5,000 feet of film, feeding parts to NBC, Movietone News and to stations in New Orleans, Dallas and elsewhere.

PORT ARTHUR—With what KPAC Port Arthur, Tex., claims as the area's only emergency generator and auxiliary power unit, that station alone was able to broadcast through the worst of Hurricane Audrey, when other communications were out.

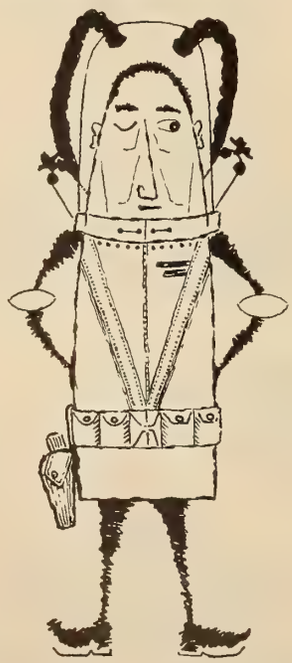
KPAC set up its hurricane watch a day before the full impact was felt. Staffers were spotted at critical points along the Gulf Coast area, ready to follow the storm's course. By 4 a.m. Thursday, June 27, the full KPAC staff was on duty. At 7 that morning, KPAC believes it was the only area station still able to operate. When local studio power failed, broadcasts were immediately switched to transmitter studios,



A THREE day series of management meetings were held at WOOD-AM-TV Grand Rapids, Mich., for TLF Broadcasters Inc., Time Inc.'s newly-established broadcasting subsidiary, and the heads of its radio-tv properties June 17-19. Pictured here at an informal session during the conference are (seated l to r): Hugh Terry, president and general manager of KLZ-AM-TV Denver; Weston C. Pullen Jr., Time Inc. vice president and executive vice president in charge of broadcasting operations for TLF Broadcasters Inc.; Willard Schroeder, president and general manager of WOOD-AM-TV; Eldon Campbell, vice president and general manager of WFBM-AM-TV Indianapolis, and Wayne Coy, president of Twin State Broadcasting Inc. Standing (l to r) are: Michael O. Lareau, WOOD radio sales manager; Phil Hoffman, vice president and general manager of WTCN-AM-TV Minneapolis, and G. Bennett Larson, president and general manager of KDYL-AM-FM and KTVT (TV) Salt Lake City.

SAM THE SATURNIAN SAYS,

"Lokndj yd mdkinhdi? Dkineg hk dmej 22 skrk 32."*



*Free Translation: "Who's a Martian? Best in view is Channel 22 also 32."

In Western New England Nearly Everyone Watches

WWLP Channel 22 Springfield-Holyoke, Mass.

WRLP Channel 32 Greenfield, Mass.

where emergency power was available. Losing touch with the Weather Bureau, KPAC gathered news reports by shortwave radio.

When boats were the only means of transportation in the inundated country, waterborne news staffers reported to the station by shortwave and radio-marine telephone. During this 24-hour period, at the hurricane's height, KPAC was working under direction of civil defense, Red Cross and disaster authorities. When skies cleared, station newsmen boarded planes to report the post-hurricane situation.

Work schedules stretched as long as 48 hours as the KPAC staff covered for its own listeners and fed reports to three networks and stations all over the country. But sleep wasn't all the staff lost. One announcer took off his shirt because he was warm. When it was time to put it back on, the shirt was gone, bundled off to a refugee center with clothes collected to meet emergency needs. Response to KPAC appeals for clothes and money was so heavy that the station had to cancel the requests for aid.

BEAUMONT—KTRM in this Texas city used all means available to broadcast complete Audrey coverage—including the front porch of a staffer's home in nearby Port Arthur, Tex., on the edge of the hurricane's center. Gordon Baxter reported from his rocking chair in front of his house as other staffers collected eye witness reports in the air, by telephone and by tape. Later Mr. Baxter went to Cameron, La., to report on the devastation there and recovery operations. Feeds were provided WOR-MBS New York, stations in Louisiana, Chicago, Florida, Alabama and Texas.

KFDM-AM-TV Beaumont sent a re-



THE Insurance City Open Golf Tournament, New England's largest and most important golf event, will be sponsored for the third time this year by the Connecticut Bank & Trust Co. on WHCT (TV) Hartford, Aug. 28-Sept. 1, according to a contract signed last fortnight in the offices of Wilson, Haight, Welch & Grover Advertising Agency, Hartford. At the signing are (l to r): John Brigham, WHCT account executive; Graham R. Treadway, vice president in charge of advertising of the bank; Lamont L. Thompson, WHCT sales manager, and Jesse J. Haight, president of WHW&G.

RATE CARD

BAND MUSIC*

MONTHLY FEES

1 yr. contract	2 yr. contract	3 yr. contract
$9.00	$8.00	$7.00

* *one of the 9 sections available from*

The SESAC Transcribed Library

THE BAND MUSIC SECTION CONTAINS:

* 348 stirring military and collegiate marches, overtures and band excerpts.
* Detailed program notes for each selection.
* Colorful, easy to sell scripts.
* Outstanding artists on top quality discs.

For complete information, write—

SESAC INC.

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

Media Director Sold on Audit Bureau of Circulations



MRS. H. C. R. KESSLINGER
Media Director
J. M. Kesslinger & Associates
Newark, New Jersey

"The reputation of ABC in itself alleviates the burden of the media buyer in the matter of selection and recommendation. In the battle between paid vs. controlled circulation, the ABC membership frequently becomes the deciding factor. It offers the necessary assurance that the publisher will deliver the promised circulation—how much, to whom—guaranteed."

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest paid circulation in its field, is basic for subscribers and advertisers alike.

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

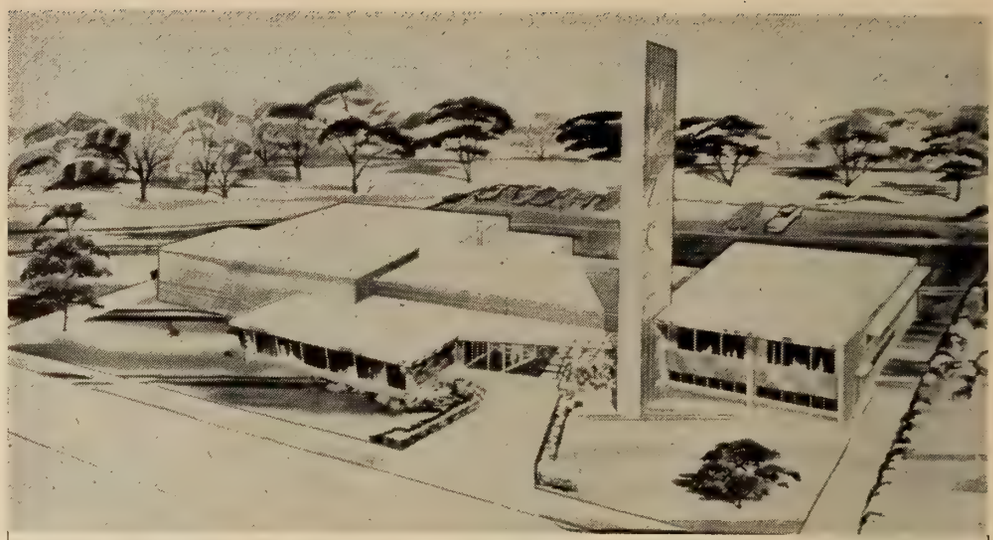
porter-cameraman team to the Weather Bureau station to get the story of Audrey's approach early Thursday morning. When the hurricane hit Port Arthur, KFDM newsmen were there to meet it. Later, as the tidal wave rolled destruction across marshlands southwest of Port Arthur and through Sabine Pass, station newsmen rode in a duck with National Guardsmen on a rescue mission. Refugee passengers picked up by the unit were three calves, which rode the rest of the way with the team.

With the advent of flying weather Friday morning, KFDM newsmen went aloft to report the cataclysmic scene from Cameron, La., and other hard-hit communities. The stations continued to survey survival operations in the days following. KFDM-TV's film of the damage was claimed to be the first authentic report.

WBIG Greensboro, N. C., lost a staffer to a Beaumont, Tex., station some years ago. But Dick McAdoo remembered his old colleagues and telephoned a rare first-hand hurricane report while the storm was still raging.

NEW ORLEANS—NBC staffers, after airplane trouble and some miles of hiking with film equipment strapped to their backs, made it back to WDSU-TV studios in New Orleans June 29 with network reports of the desolate post-hurricane scene in Cameron Parish, La.

A news and camera team caught an amphibious plane out of Lafayette, La., but the vehicle cracked its nosewheel on takeoff. They boarded another plane and landed on a mud-covered airstrip in Cameron Parish. The pair tramped two-and-a-half miles through mud and animal life to photograph the survival story. The footage, rushed back to WDSU-TV studios, was relayed to WRCA-TV New York and made available to network stations as far west as Denver. Earlier, NBC News tracked the hurricane on radio and tv with the help of WDSU-AM-FM-TV, WBRZ (TV) Baton Rouge and KPLC-AM-TV Lake Charles, La.



CONSTRUCTION has begun on WKZO-AM-TV's new center at 590 Maple St. in Kalamazoo, Mich. The tri-level, 40,000-square-foot building (pictured above) is expected to be ready for use early next year. It will include a main tv and four radio studios, plus additional ones for radio and tv simulcasts.

Free Tv Will Match Pay-See In Programs, Weed Reminds

"NO television station or network will relax its programming efforts to accommodate the hopes of toll tv," according to Joseph J. Weed, president of Weed Television Corp., station representatives.

In a report of client stations, the station representative emphasized that the promoters of toll tv are proceeding on the premise that whenever they schedule a special attraction, the standard tv stations will just stand by with secondary attractions.

"It seems to me," Mr. Weed said, "that the standard television stations have already established topflight programs in all categories, and from season to season commercial television is offering better shows and attracting greater audiences.

"Over a period of several years our present television system has developed an audience of many millions and this audience will not be lost very rapidly. In my opinion it will grow and grow, and home viewers will continue to enjoy standard tv with no added coin gadgets, no meters and no program bills."

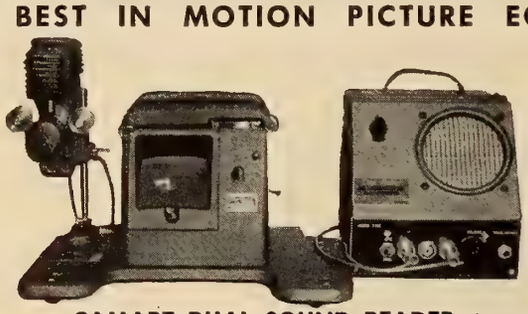
Mr. Weed also noted: "While the tollsters wax enthusiastic over sports and film programs that are far from being definitely available to them, they have shunned mentioning such down-to-earth facts as the viewers' added costs—costs over and above the look-in fees. They avoid mentioning the fact that the receiver must be the viewer's own, and that it must be continually serviced and maintained at his expense."

Reilly Opens Rep Firm

WILLIAM J. REILLY, who resigned last month as vice president and Chicago manager of Adam Young Inc. [B•T, June 10], has announced the opening of his own station representative firm, William J. Reilly Inc., with offices at 55 E. Washington St. (Room 1050), Chicago. Telephone number is Andover 3-6137.

You can depend on CAMERA MART

FOR THE BEST IN MOTION PICTURE EQUIPMENT



CAMART DUAL SOUND READER

- Edit single and double system 16mm or 35mm optical sound.
- Edit single system Magnastripe or double system magnetic sound.
- Easy to attach to any 16mm motion picture viewer to obtain perfect lip-sync matching of picture to track.
- Works from left to right and right to left.
- Magnetic Model $185.00. Optical Model $195.00.

ECCO No. 1500 Speed Roll Applicator and Cleaning Fluid. Anti-static, anti-toxic.

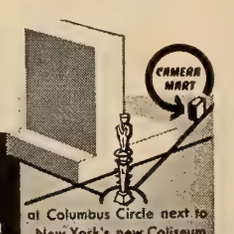


Cleans, conditions and lubricates your film in one easy operation. Noninflammable, eliminates waxing, absolutely safe.

Ecco No. 1500 Applicator $29.50

ECCO No. 1500 Cleaning Fluid per gallon $9.60

ECCO No. 2000 Negative Cleaning Fluid per gallon... $6.50



at Columbus Circle next to New York's new Coliseum

the CAMERA MART inc.

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WCBS-TV, NYU Plan Tv Class To Give Winter Semester Credit

SAID to be the first university course to be televised for credit in the New York metropolitan area, a course in comparative literature will be offered this fall by WCBS-TV New York and New York U. It will include 76 telecasts and will be presented 6:30-7 a.m. Monday-Friday. Tuition is $75 and viewers must register at NYU as regular students and meet all scholastic requirements. The only difference is that they can attend "class" at home via their tv sets and WCBS-TV.

Plans for the course, "Comparative Literature 10," were announced by Dr. Carroll V. Newsom, president of NYU, and Sam Cook Digges, general manager of WCBS-TV. Lectures will begin Sept. 23 and end Jan. 10, 1958. Dr. Floyd Zulli Jr., assistant professor of romance languages at the university's College of Arts & Sciences, will be the instructor. Dr. Zulli's television experience includes the NYU *University* series on WATV (TV) Newark. NYU has had other programs on WCBS-TV for five years.

WCBS-TV will donate time and facilities. The station also will staff the program with a director, program assistant and secretary. Warren A. Kraetzer, director of the university's office of radio-television, will produce the program.

Communications Arts Department Established by Notre Dame U.

THE U. of Notre Dame has established a Dept. of Communications Arts, embracing radio, tv, journalism, speech and drama effective next September, it has been announced by Rev. Theodore M. Hesburgh, C.S.C., university president.

This replaces journalism and speech departments at Notre Dame's College of Arts and Letters, headed by Prof. Thomas J. Stritch, who became chief of the new department.

Fr. Hesburgh noted the inter-relation of radio, television, the daily press, advertising and public relations in personnel shifts and said the department underscores "the unity of the entire communications field." He said the trend toward communications arts units in many schools "reflects the search for essential educational disciplines rather than narrow technical training in these areas."

Students at Notre Dame, assigned to the new program in their junior and senior years, may choose from various courses and get practical experience at WNDU-AM-TV South Bend, university-owned stations, and at WSND, closed-circuit student station, he said. Under the new program they may take classes in telecommunications, documentary film, acting, directing, voice-training, writing and editing news, advanced reporting, article writing, advertising, public relations and other subjects.

Ford Supported Fund Reports On Tv-in-Classroom Projects

PROGRESS of tv in classrooms was outlined in a report for 2½ years ending Dec. 31, 1956, of the Fund for the Advancement of Education. The Fund, according to the report, has supported classroom tv projects in Pittsburgh public schools and in schools of Washington County, Md. (tv in all 47 county schools). At the college level, the Fund is helping to support experimental tv teaching at Pennsylvania State U., Stephens College and Fisk U.

Two projects underway to use open-circuit tv for bringing college work to students not able to attend classrooms at San Francisco State College and the Chicago City Junior College. The Fund has spent about $500,000 to support "promising experimentation or planning" at 34 colleges throughout the U. S. This was on the recommendation of the committee on utilization of college teaching resources.

The Fund, set up by the Ford Foundation in 1951 to work in the field of formal education, has received $57 million in Ford grants, and in the 2½ years covered by the report, spent $851,994 on programs it directly administers while making grants totaling more than $9.3 million.

RCA Course Completed by 20

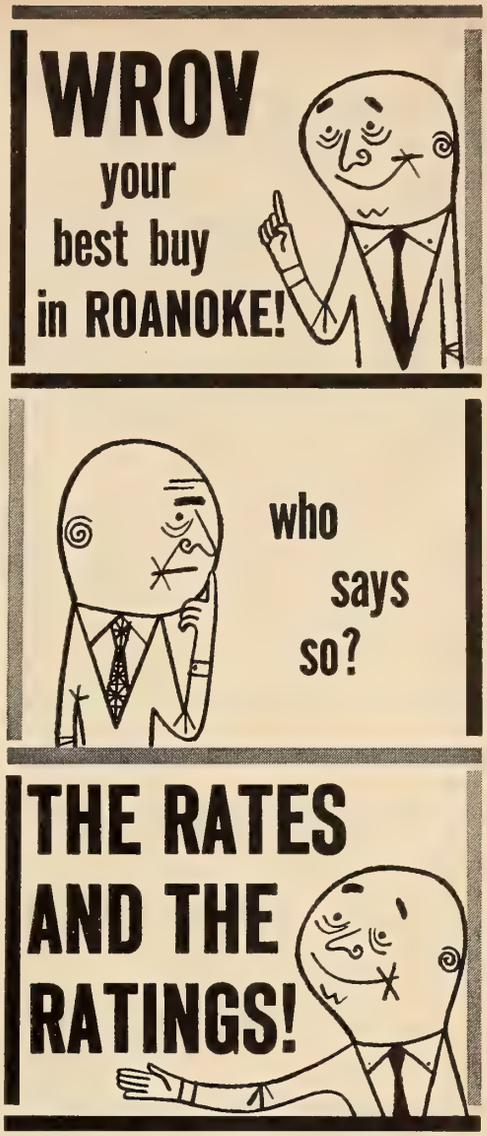
TWENTY high school seniors were "graduated" by RCA upon completion of a special orientation course conducted by RCA to acquaint them with career possibilities in the expanding field of electronics engineering. The 12-week course, which included lectures, demonstrations, and laboratory instruction, was conducted one night a week at Moorestown, N. J., by RCA electronic engineers, participating on a voluntary basis.

EDUCATION SHORTS

Miami U. is constructing 60 by 120 foot building to house its radio and tv studios and instruction facilities. Estimated cost of building: $150,000.

New School for Social Research, N. Y., offers script-writing and tryout theatre for radio, television, stage and movie writers, during summer term. **Flora Rheta Schreiber,** writer and educator, is in charge of auditions.

U. of California at Los Angeles acquires truck and trailer mobile unit for use of television division. Truck is two-ton GMC, with over six feet head room and overall length of 15 feet. It contains built-in five kw generator sufficient for university's three-vidicon tv chain and considerable lighting, making unit independent of power sources. Trailer is 20 feet long and is fitted with production and video desks, cabinets and interior lighting.



New '57 Pulse shows WROV first in Roanoke from 5 pm to midnite with 38% average share of audience; second from 5:30 am to 5 pm with 23% share of audience. Compare rates and you'll put your money on WROV, Roanoke's red-hot station for "pop" music, sports and sell-appeal personalities.

exclusive!
complete Dodgers' baseball!

represented by Burn-Smith Co., Inc.

WROV

ROANOKE • VIRGINIA

Burt Levine, president

1240 on your dial

THE PEOPLE'S CHOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

Several Firms Ready To Sign With Weaver

SEVERAL advertisers last week reportedly were on the verge of signing for Sylvester L. (Pat) Weaver Jr.'s "Program Service" that is set for a 14-city lineup on Aug. 26 [CLOSED CIRCUIT, July 1].

The pre-debut spark among these advertisers was struck at the same time that Bernard Goodwin, president of DuMont Broadcasting Corp., and Mr. Weaver jointly announced WABD (TV) New York and WTTG (TV) Washington as affiliates of the baby network.

Mr. Weaver claimed that with these two stations, WGN-TV Chicago (announced earlier as an affiliate) and still other stations not yet formally signed, the service will cover 23 million tv homes, or 59.3% of the tv home total in the U. S.

Actually, Mr. Weaver appears to be on schedule. Earlier in the year when he announced his plans, Mr. Weaver expressed his hopes to be on the air with a daytime program sometime in the fall [B•T, April 15]. At this point, it looks as if Mr. Weaver may have two daytime shows and one nighttimer, all live, on the air by the fall.

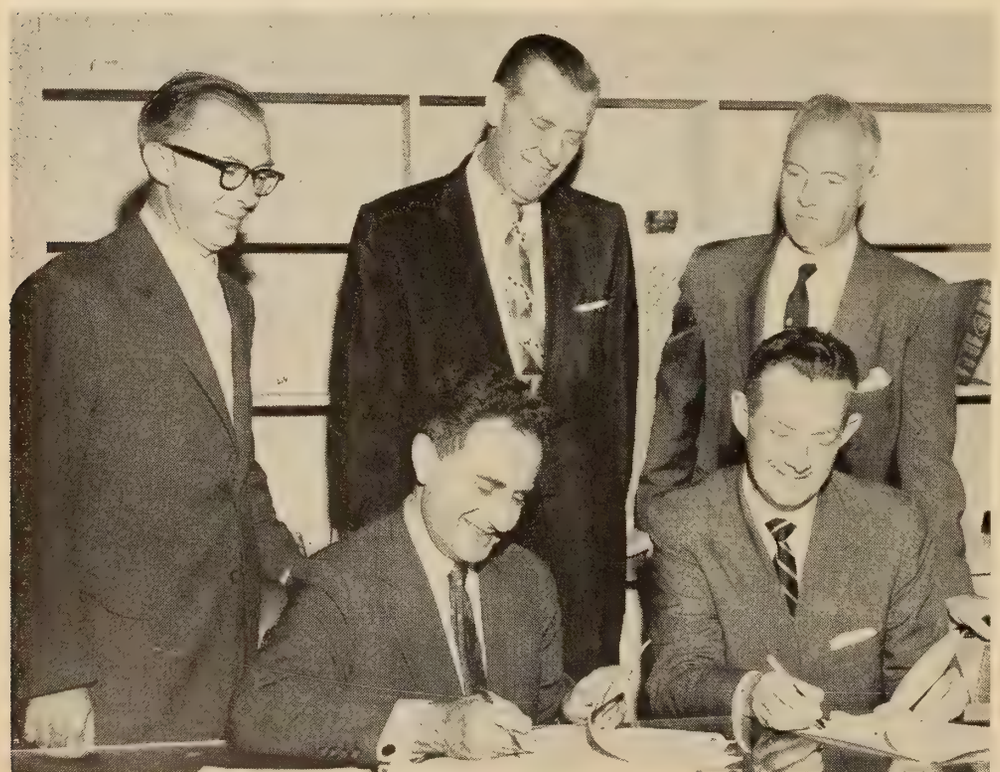
Taylor-Reed Corp. (Cocoa-Marsh), through Hicks & Greist, New York, has signed for *Ding Dong School*, the former NBC-TV daytimer that will be telecast from New York Monday-Friday, 10-10:30 a.m. in 14 cities. The other two programs will be launched reportedly are *Mary Margaret McBride* at 10:30-11 a.m. (from New York), also Monday-Friday, and *Saturday Night Party*, 10:30 p.m.-midnight on Saturday (from Chicago).

Taylor-Reed thus far has been the only advertiser actually signed by Mr. Weaver but John H. Breck Inc. and Miles Labs (Bactine antiseptic) have been mentioned as ready to encamp with the baby network's future. Also understood to be eyeing Mr. Weaver's programming are an unidentified cereal company and a toothpaste advertiser. Reportedly a number of agencies are contacting Mr. Weaver for specific details on the network lineup.

Mr. Goodwin thought the affiliation with Mr. Weaver would mean the DuMont stations would be "on the way to a new position of leadership in these major cities [New York and Washington]" while Mr. Weaver noted that the DuMont stations have a record of "outstanding" public service in their respective cities, "one in the Nation's Capital and the other in the nation's number one television market."

Bonds Program Production Set

BOB WOGAN, eastern program manager, NBC, Ed Halbert, radio-tv director of the Savings Bonds Division of the U. S. Treasury, and Herbert M. Moss, president of Gotham Recording Corp., have made final arrangements for production of *Stars for Summer*, a taped summer series to be heard on NBC 10:05-10:30 p.m. The series, to be produced by Mr. Moss on behalf of Gotham, will be presented on behalf of U. S. savings bonds and will feature Bill Cullen as m.c. Initial broadcast is set for Wednesday.



DUMONT's *WABD (TV) New York and WTTG (TV) Washington become affiliates of Program Service as this contract is signed by (l to r) seated, Bernard Goodwin, president of DuMont Broadcasting Corp.; Sylvester L. (Pat) Weaver, president of Program Service; standing, Bennett Korn, vice president-general manager of WABD; Richard Buckley, vice president and director of programming and sales for DuMont Broadcasting, and Frederick W. Wile, an associate of Mr. Weaver.*

Board Asks Toll Tv Franchise for L. A.

ESTABLISHMENT of toll tv system in Los Angeles came a step nearer to reality last Tuesday when the city's Board of Public Utilities and Transportation recommended to the City Council that a franchise for a closed-circuit tv system be offered for sale. The recommendation goes first to the industry and transportation committee of the council and then to the council itself for final action.

Terms of the non-exclusive franchise recommended by the public utility board call for the franchise holder to pay the city either 2% of gross revenues from the closed-circuit toll tv operation or 1% of the gross plus five hours of time a week which the city could use for educational or cultural programming of its own. The company also would be required to post a bond of $25,000 to protect the city against such contingencies as that of the franchise holder giving up and leaving the city with the task of removing equipment he had installed. Another requirement recommended by the board is that the franchise holder must have begun installing equipment within two years from the date of the franchise, and that he must proceed with diligence to get the closed-circuit tv system into operation as rapidly as possible.

The decision followed argument before the board of representatives of Skiatron Tv Corp., applicant for the Los Angeles franchise, and International Telemeter Corp., Paramount subsidiary which, like Skiatron, has developed a system of toll tv. Telemeter, which the week before had opposed not only the Skiatron application but any immediate grant of such a franchise by the city [B•T, July 1], warned that precautions be taken to prevent a franchise that "is legalistically non-exclusive" from becoming an exclusive franchise for all practical purposes.

Louis A. Novins, vice president and general manager of Telemeter, said that when his company ran its experiment with toll tv in Palm Springs, Calif., it had a non-exclusive license. But, he stated, because of other wires previously installed on the poles in Palm Springs, the Telemeter cables had to be placed at the minimum heights permitted by the city. Therefore, he said, any other company receiving a toll tv franchise there would have had to rearrange all of the wiring on the present poles or have put in its own poles, in either case being put to an expense so excessive as virtually to keep it from undertaking the job. Studies made in Los Angeles indicate the same situation may exist there, he said.

But when President Blase A. Bonpane of the utility board had brushed away that contingency as one that might frighten Telemeter but not the city, the Telemeter representatives left no doubt that Telemeter, too, would apply for a toll tv franchise within the city of Los Angeles. The reason that such an application is necessary there is that, unlike most cities, the city itself erected the poles and authorizes their



IN a July 1 dedicatory broadcast from the Brazilian Embassy in Washington, D. C., Brazil's Ambassador (seated) Ernani do Amaral Peixoto and Walter S. Lemmon, president of international radio station WRUL New York, inaugurate the World Wide Broadcasting System's daily program in Portuguese to Brazil.

use by the telephone and public utility companies and therefore controls the uses to which they may be put. The normal situation is for the telephone company to install its own poles and wires and cables, so that another service, such as closed-circuit toll tv, could arrange for the delivery of its programs to the homes of subscribers by dealing directly with the telephone company, without any need for a city franchise.

Allen Lane, Skiatron vice president and chief engineer, talking to newsmen following the hearings, stressed the fact that Skiatron "is not in the equipment business. Our sole interest is to provide a program service for the public, a service based on sports events which are now blacked out of tv and similar desirable programs not now available to the viewing public at home." Mr. Lane said his company's arrangements with Westinghouse and Motorola would make an adequate supply of receiving apparatus ("as many as 20,000 units a week if necessary") available whenever they are wanted.

An interested spectator at the hearing was Leonard Reinsch, executive director of the Cox stations (WSB-AM-FM-TV Atlanta, Ga., WHIO-AM-FM-TV Dayton, Ohio, WCKR-WCKT (TV) Miami, Fla.).

Moore Heads Station ID Firm

WILLIAM J. MOORE has announced formation of Station Identification Inc., Long Island City, N. Y., providing a custom library of station identifications for music and new stations. Offering the Bill Meeks Library, the firm handles (in addition to station ID's) news, time, melodic, weather and other ID's. Currently in use by several radio groups, the service is licensed on an annual basis with area exclusivity. The firm has eastern headquarters at 24-64 45th Street, Long Island City 3. Pams Advertising, 3001 Indiana, Dallas, Tex., is handling the Meeks library in western states.

Pepsodent Contest Won By WEEI's Russell

LEVER Bros. last week announced the winners of its nationwide Pepsodent disc jockey promotion competition held in connection with the toothpaste's "Wonder Where The Yellow Went" consumer contest. Top prize went to Tom Russell of WEEI Boston.

Mr. Russell will be rewarded with a 40 x 20 ft. Ester Williams swimming pool valued at $6,000. Second place winner of a 36 x 18 ft. pool worth $5,000 is Doug Pledger of KNBC San Francisco.

Originality and creativity in promoting the Pepsodent consumer contest based on the well-known "Yellow Went" jingle were the major points considered in judging the disc jockey competition.

Chosen as third place winners of a $650 Johnson 35 h.p. outboard motor were Fred Beck, KABC Los Angeles, and Gordon Eaton, WCCO Minneapolis. Fourth place awards of 5½ h.p. Johnson motors went to Ed Harvey, WCAU Philadelphia; Hal Jackson, WLIB New York; Phil Sheridan, WFIL Philadelphia, and Jack Walker, WOV New York. Fifth place winners received transistor radios. Pepsodent's agency is Foote, Cone & Belding, New York.

Blimps Promote WSOC-TV

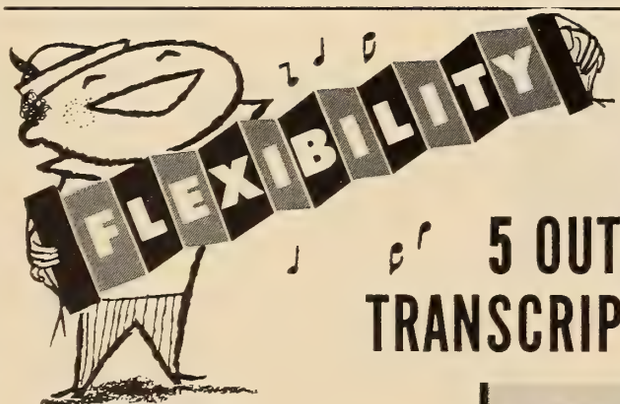
TWO baby blimps which say "Watch Channel 9 . . . Most People Do," have been launched by WSOC-TV Charlotte. One blimp can be seen flying daily in the heart of downtown and the other flies above a local drive-in which is adjacent to a multi-million dollar coliseum.

WGN-TV Issues Viewing Report

THEME of mobility as television's "second new dimension" is advanced in a report issued by WGN-TV Chicago on summer viewing habits. Titled "Summer Audiences and WGN-Television" and compiled under supervision of Charles A. Wilson, sales promotion manager of WGN Inc. (WGN-AM-TV), the study cites a six-fold increase in production of 15-inch and smaller tubes, used mostly in portable sets, for 1956 over the previous year. Another finding is that average homes during July-August 1956 spent three hours, 23 minutes per day in televiewing. The report draws on data from Advertising Research Foundation, Radio-Electronics-Television Mfrs. Assn., Nielsen Tv Index, U. S. Census Bureau, Standard Rate & Data Service and trade magazines.

WBZ-TV Issues Coverage Map

WBZ-TV Boston has issued a four page color brochure which gives a coverage map of the station. The booklet also gives the population, households, tv homes, retail sales and consumer income in WBZ-TV's B Contour coverage area. Statistics cover 13 counties in Massachusetts, three in Connecticut, five in Rhode Island, six in New Hampshire and one in Maine.



-the KEYNOTE of STANDARD'S

5 OUTSTANDING TRANSCRIPTION SERVICES

You can buy and/or lease *one* or *all;* in *whole* or *part;* we'll build just the "package" you want, tailored to your exact needs. Just ASK us!



THE LAWRENCE WELK LIBRARY—Welk at his smoothest, latest and best; 212 tunes, plus Welk voice tracks, themes, program formats—leased at low, low weekly cost.



SHORTY TUNES—As big as a minute (more or less) but they do a GIANT job; let you squeeze in more commercials without telltale needle lifting. New pop and standard tunes every month. Painlessly priced.



JINGLES and COMMERCIAL AIDS—About 400 cleverly written *original* jingles and production gimmicks in 25 business categories for local selling. We lease 'em very reasonably.



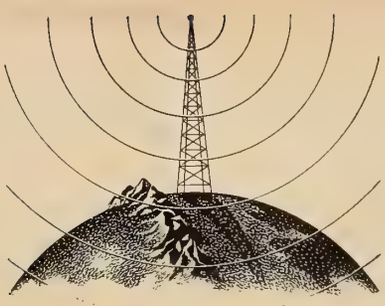
SUPER SOUND EFFECTS—Largest and finest collection of authentic effects, recorded from life! Countless uses; priced low—by the disc or entire Library.



STANDARD PROGRAM LIBRARY—Impressive in size and range, this famous Library contains over 5,000 musical selections! Offered on f-l-e-x-i-b-l-e OUTRIGHT PURCHASE PLAN.

WRITE for full details of any or all of Standard's Big 5 Services—and our F-l-e-x-i-b-l-e Package Plan.

STANDARD RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.



a giant's voice

Heard throughout the Rocky Mountain West...is the welcome voice of KOA-RADIO! It's the giant 50,000 watt voice that has dominated the rich Western Market for over 32 years!

GIGANTIC RESULTS—

KOA-RADIO is the giant selling force in the West...the *only* voice you need to reach—and sell—the *entire* Western market!

Call NBC Spot Sales



KOA DENVER Radio 7/67

One of America's *great* radio stations

850 Kc • 50,000 WATTS

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Guard against embarrassing loss by having our unique, special *INSURANCE* which is adequate and surprisingly inexpensive.

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All Inquiries Confidential



THE TEN tv station promotion managers whose greetings to Ed Sullivan on his CBS-TV show's ninth anniversary won them trips to New York [B•T, June 24] were treated to a luncheon at Jones Beach, Long Island, an appearance on Mr. Sullivan's show, and a buffet dinner with the cast and crew. Pictured at Jones Beach are (l to r) seated: John Cohan, general manager, KSBW-TV Salinas-Monterey, Calif., Grace McElveen, WAFB-TV Baton Rouge, La.; Isobel McDonald, CFRN-TV Edmonton, Alta.; Gene Godt, WCCO-TV Minneapolis; standing (l to r) Emory Culclasure, WFMY-TV Greensboro, N. C.; Robert Van Driel, KGGM-TV Albuquerque, N. M.; Pearson Ward, KTTS-TV Springfield, Mo.; Don Shepherd, WRDW-TV Augusta, Ga.; Milt Watson, WSBT-TV South Bend, Ind., and Paul Proctor, WTVH (TV) Peoria, Ill.

D-F-S's Stan Hamer Wins 'Great White Hunter' Contest

STAN HAMER of Dancer-Fitzgerald-Sample, New York, is the winner of KYA San Francisco's "Great White Hunter" contest and gets an all expense paid vacation for two in Africa [B•T, April 15].

The winner of the contest was picked when a "lucky number" was drawn from a mahogany bongo drum by a Scandinavian Airlines hostess. It was open to all time-buyers in markets where KYA has national representation. The trip which Mr. Hamer won is reportedly estimated at $4,000.

Everyone who entered the contest received an antique pith helmet and was put on the mailing list for eight promotional communications from the "Great White Hunter" himself from Africa. The series of letters constituted a direct mail campaign which will be entered by KYA in the 1957 National Direct Mail Advertising Competition.

WBC Covers NEA Convention

WESTINGHOUSE Broadcasting Co. is covering the annual convention of the National Education Assn. in Philadelphia, according to Gordon Hawkins, educational director of WBC. Overall WBC plans include taped interviews with selected delegates from the areas of Westinghouse stations; taped panel discussions of key subjects of the conference, and direct wire news reports of conference highlights to be sent to WBC stations for inclusion in their newscasts. Taped programs are flown from Philadelphia to WBC stations WBZ-WBZA Boston-Springfield; KDKA Pittsburgh; KYW Cleveland; WIND Chicago; WOWO Fort Wayne and KEX Portland.

WCFL's 'Christmas in July'

WCFL Chicago set up a 58-station closed-circuit radio network to host client and agency representatives at a "Christmas in July" reception. The station arranged the novel setup for General Finance Co., major sponsor of its year-round sports package including regional network broadcasts of all Chicago White Sox games, and its agency, Gordon Best Co. Short talks were beamed by client, station and sports figures to the Chicago Yacht Club, scene of the cocktail party, and affiliated stations of the Sox baseball network. Event was based on the theme that December is traditionally the big month and July the slowest in the loan business. Among the speakers: Marty Hogan, general manager of WCFL; E. F. Wonderlic, General Finance president; Charles Comiskey, Sox president, and sportscasters Bob Elson and Don Wells. Over 150 client representatives were reported present.

WTTM Follows Vacationers

WTTM Trenton, N. J., reports it is following its audience this summer. The station has opened summer studios at the Seaside Heights Casino on the Jersey Shore. The spot is a favorite with a majority of WTTM

listeners, according to the station. WTTM is broadcasting from the resort 8:05 to 10 p.m. on Tuesdays through Fridays and from 2:05 to 4 p.m. on Saturdays. Interviews with vacationers in the WTTM broadcast area and reports of their activities, as well as music, are featured in the programming. The broadcasts are piped back from Seaside Heights to the station's Trenton studios and transmitter for broadcast.

PGW Stations Distribute Booklet on U. S. Economy

"BROADCASTING's greatest opportunity to sell and to serve lies ahead," the entire list of radio and tv stations represented nationally by Peters, Griffin, Woodward is telling the advertising fraternity.

A 16-page booklet, with abundant use of modernistic illustrations and well-documented with facts on the U. S. economy, radio-tv and population, has been sent to agencies, advertisers and others in the trade. Dedicated "to the next 25 years," the booklet salutes PGW, currently in its 25th year of business.

Theme: The U. S. with 170 million population (as of Feb. 15, 1957), growth in housing needs, in buying, in consuming and in advertising expenditures, is being accelerated. To meet it, broadcasters are pledging themselves to greater service to the audiences and a more effective job for advertisers.

WBNY Inaugurates New Format

WBNY Buffalo, New York, announces a change in format with new music and news programming. The new format, titled "Operation Big Change" was promoted with teaser campaigns about "the new sound around town." The new system also includes mutual cooperation between radio stations—WWDC Washington, WHDH Boston and reportedly 60 others—to bring direct, live, on-the-spot reports of all major news events.

WABC Plugs New Personality

TO introduce its new disc jockey, Herb "Oscar" Anderson, to New York trade and consumer editors, WABC New York last week sent them a sample disc of Mr. Anderson's program while he was a personality at WDGY Minneapolis. Mr. Anderson will make his debut on the station July 8 with a Monday - through - Saturday early - morning program (6-9 a.m. EDT).



AWARDS

CBS awarded radio-tv citation of N. Y. Board of Rabbis for "its outstanding efforts on behalf of religious programming." Citation made note of three programs: *Church Of the Air* (CBS Radio), *Lamp Unto My Feet* (CBS-TV) and *Look Up and Live* (CBS-TV).

WISN-AM-TV Milwaukee's "Musicana" programming cited by 40,000 member Milwaukee County Radio-Tv Council for "best music and personality programming in city."

Ozzie Nelson, star of ABC-TV's *The Adventures of Ozzie and Harriet,* received honorary "Doctor of Humane Letters" degree from Rutgers U.

Bob Ellsworth, announcer, WTIC Hartford, Conn., belatedly received Bronze Star Medal from U. S. Army "for exemplary conduct in ground combat against the armed enemy on or about July 4, 1944, in the Pacific Theatre of Operations, while assigned as private, 128th Infantry Regiment."

RCA, Camden, presented with Community Service Award of South Jersey Public Relations Assn., "in acknowledgement of its outstanding corporate good citizenship."

WGAL-TV Lancaster, Pa., received award of merit from National Advertising Agency Network, for advertising campaign which ran in B•T.

KTHS Little Rock, Ark., show *Action on the Farm Front,* featuring station Farm Director Marvin Vines, has won second consecutive first place award of Public Utility Adv. Assn. Sponsored by Arkansas Power & Light Co., show was in competition with 52 other utility-sponsored programs.

WCKY Cincinnati received first place award in Ohio State Bar Assn.'s Annual Journalism Awards, for its documentary program of prison *The Long Wait,* for "most constructive contribution to the science of jurisprudence and administration of justice." **Paul Miller,** station's program director, took first place in category for individual journalists, broadcasters and telecasters, for same series of programs.

WKAR-AM-FM East Lansing, Mich., (Michigan State U. educational station) received award from Veterans Administration "in recognition of 10 years participation in the broadcast of the series *Here's to Veterans.*"

WBAL-TV Baltimore received award from National Assn. of Mental Health in New York, in recognition of station's film production, *Will I Be Welcome?* half-hour original documentary dealing with problems of mentally ill.

WGST Atlanta received YMCA Distinguished Service Award for its help in "promoting the Young Men's Christian Association's Centennial Development Program."

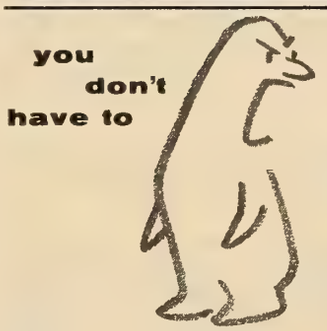
TOPS IN BALTIMORE

WCBM

CBS

• Top local shows!
• Top CBS shows!
• Top ratings!
• Top "buy" for every advertiser!

WCBM
10,000 watts on 680 k.c.
Baltimore 13, Md.
THE BOLLING COMPANY, INC.
Exclusive National Representatives



say it over

WJR

the radio station that reaches and influences the fifth richest market in the country... the Detroit-Great Lakes area.

Here's WJR's primary coverage area. Ask your Henry I. Christal man for proof of WJR's dominance.



The Great Voice of the Great Lakes
WJR Detroit
50,000 Watts CBS Radio Network

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Charles S. O'Donnell, vice president of Geare-Marston division of Ruthrauff & Ryan, N. Y., elected vice president of R&R.



◄ **Gardner Barker,** vice president in charge of new products and acquisitions, promoted to executive vice president at Thomas J. Lipton Inc., Hoboken, N. J.

Grace McMullen, radio-tv estimator-timebuyer, Gardner Adv., St. Louis, named chief timebuyer. **Warren Wiethaupt,** Gardner media buyer and **Fred Thumin,** research assistant, promoted to chief spacebuyer and group supervisor in research department, respectively.

Daniel Potter, member of tv department, William Esty Co., and before that vice president of media on Procter & Gamble at Benton & Bowles, joins radio-tv department of Norman, Craig & Kummel, N. Y., as director of radio-tv media.

Eugene Peterson, creative and research departments of Campbell-Mithun, Minneapolis, and **Scott Park,** Needham, Louis & Brorby, Chicago, named assistant to creative director and tv art director, respectively, for Campbell-Mithun.

Norman C. Sabee, formerly national advertising manager for Crosley & Bendix Home Appliance Div., Cincinnati, to Kudner Agency Inc., N. Y., as account manager on Frigidaire.

Roy B. Dill, advertising manager of Socony Mobil's Central Marketing Region, retired June 30 after 30 years of service.



◄ **Herb Gottschalk,** creative director, C. Wendel Muench & Co., Chicago, reappointed advertising manager for Lucky Heart Labs Inc. (cosmetics), Memphis, Tenn. He previously had been with Lucky Heart for three years as advertising manager.



BEN DUFFY, BBDO president, here makes his first appearance, with Mrs. Duffy at an agency function since he suffered a cerebral hemorrhage last Dec. 3. The function: BBDO's annual spring outing, held last fortnight at the Westchester Country Club in New York.

Francis Nestler, formerly with Pacific Hotel Publications Inc. as production manager of *Guest Information* (west coast guide book for hotel guests), to McCann-Erickson, L. A., as assistant production manager.

H. C. Pat Patterson, manager of Kelvinator's commercial division (American Motors Corp.), since 1946, will retire July 31. He has been with Nash-Kelvinator since 1937.

Eric Marker, account research, Kenyon & Eckhardt, N. Y., promoted to supervisor of market research. **Dr. Alberta Gilinsky,** assistant account research supervisor, advanced to account research supervisor.

Dr. Elsa A. Whalley, formerly research psychologist, Social Research Inc., Chicago, to Honig-Cooper Adv., S. F., as consumer motivation specialist.

Lawrence Gayda, vice president-art director, Ruthrauff & Ryan, N. Y., to Burke Dowling Adams N. Y., as art director.

Royal Alcott, formerly film production manager for Leo Burnett Co., Hollywood, to Wade Adv., same city, as producer-director in radio-tv department.

Edward J. Grebow, previously assistant account executive and creative writer at Erwin, Wasey, to Compton Adv., Chicago, as copywriter.

William G. McCarthy, 34, executive at J. Walter Thompson Co., N. Y., died June 28 at his home in New York City following heart attack.

FILM

John B. Dalton, account executive, NBC Network Sales department, to CBS Television Film Sales Department, as account executive.

Norman Ferguson, film animator, appointed director at Hollywood studios of Shamus Culhane Productions.

Irving Moore, assistant director at Screen Gems, tv subsidiary of Columbia Pictures, promoted to director.

Jerry Thomas, story editor on Screen Gems *Adventures of Rin Tin Tin* series, promoted to associate producer. **Sam Manners,** assistant to producer of series, named production supervisor.

Ben Levine, formerly booker with Columbia Pictures, joins AAP Inc. as film expediter.

NETWORKS

Alan Beaumont, one of directors of NBC-TV's *Home* show, appointed producer of new *Arlene Francis Show* which will start early in August.

Felix Owens, staff photographer with Southern Calif. Publishing Co., to photo editor, CBS Television Press Information staff, Hollywood. **Don Anderson,** from copy desk, *Los Angeles Times,* to CBS special projects division of same department.

Maude Archer, supervisor of telephone services for NBC, retired after 28 years of service.

STATIONS



◄ **William A. Patton,** commercial manager, KSIZ-TV Corpus Christi, to KLFY Lafayette, La., as vice president-general manager.

Ray Bartlett, general manager, KNLR North Little Rock, Ark., named vice president and secretary-treasurer of Arkansas Valley Broadcasting Co.



◄ **Irv Lichtenstein,** director of publicity and promotion, WWDC Washington, named vice president in charge of publicity, audience and sales promotion, and research activities. Mr. Lichtenstein joined WWDC in 1949 as news writer. He



subsequently became publicity director and director of publicity and promotion.

Wayne A. Boyd, business manager, WHTN-TV Huntington, W. Va., named treasurer of Cowles Broadcasting Co. (KVTV [TV] Sioux City, KRNT-AM-TV Des Moines, WNAX Yankton, S. D., and WHTN-TV).



◄ **S. John Schile,** formerly with KLOR Portland, named general manager of KMSO-TV and KGVO Missoula, Mont., succeeding **A. J. Mosby.** Mr. Mosby will retain presidency of Mosby's Inc., owners of stations.

Philip Whitney, chief engineer, WINC Winchester, Va., named general-commercial manager. He also continues with station as chief engineer. **James B. Holder,** WINC general manager, transfers to WHYL Carlisle, Pa., and **Philip Potter,** WINC program director, becomes general manager of WSIG Mount Jackson, Va. All stations are owned by Richard F. Lewis Jr. Inc., Winchester. **Gordon Walsh,** WXEX-TV Petersburg, Va. and **Roy Nester,** formerly with WLW Cincinnati and WFDF Flint, Mich., join WINC as announcers.

Charles M. Conner, formerly with WTCN Minneapolis, to WGRY Gary, Ind., as station manager.



◄ **John Frederick Cundiff,** formerly sales manager of KCRG-TV Cedar Rapids, Iowa, to WNHC-AM-FM-TV Hartford, Conn., as sales manager.

Byron E. Anderson, national radio sales manager, KSTP St. Paul, named sales manager.



◄ **Ray Carow,** manager of WCTV (TV) Thomasville, Ga., to WALB-TV Albany, Ga., as sales manager.

Wally Blake, operations manager-newsman-photographer for KIVA-TV Yuma, Ariz., to KICO Calexico, Calif., as assistant manager and promotion director.

Richard C. Landsman, account executive, Katz Agency, N. Y., to WBAL-TV Baltimore as assistant sales manager.



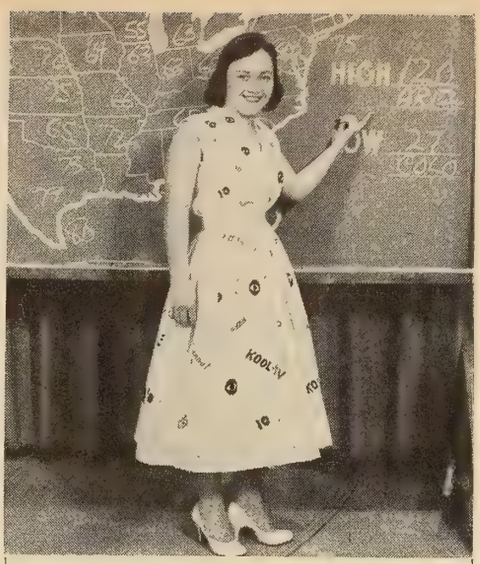
◄ **Edwin Lasko,** WKZO Kalamazoo, joins WSJV-TV Elkhart as assistant manager and **Bill Dorrow** named WSJV-TV program production manager.

THE METROPOLITAN VOICE

RADIO WSRS

GREATER CLEVELAND'S NUMBER 1 STATION

SRS "Radio-Active" MBS



REAL kool kid is Sharon Chauncey, one of the 16-year-old twin daughters of Tom Chauncey, president and general manager of KOOL-AM-TV Phoenix, Ariz. Sharon does the tv weather show in a costume created for her by Jeanne Murphy, wife of Jack Murphy, assistant station manager.



◄ **Vince Doyle,** formerly sports director for WJVA South Bend, Ind., named national sales director for WSJV-TV and **Don Fuller,** WSJV-TV, promoted to position of regional and local sales director.

Ken McKendree named sales manager of WTRL Bradenton, Fla., and **Charles Blake,** program manager. Other appointments announced: **Alan Mills,** chief engineer; **Jon Clark,** assistant program manager, and **Danny Huth** and **Dan Beach** named staff announcers.

John L. Vath joins WWL New Orleans as commercial manager, succeeding late **Larry Baird.**

Ray Baker, formerly vice president-commercial manager, KOMO-AM-TV Seattle, to KFSD San Diego as director of sales.



◄ **Paul Klempner,** radio presentation writer at ABC New York, joins WQXR New York as director of sales development, newly-created position.



◄ **Garry F. Vorhees,** production manager, WTRF-TV Wheeling, W. Va., named program director. **J. Eddie Johnson,** public service director for WTRF-TV succeeds Mr. Vorhees.

Karen Webster, continuity, KENE Toppenish, to KIMA Yakima, both Wash., as continuity director. **Ted Cooley** named assistant in production for KIMA-TV and

ONE OF THE FIRST 100 MARKETS

QUAD-CITIES

IOWA

DAVENPORT

EAST MOLINE

ROCK ISLAND

MOLINE

ILLINOIS

AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

WHBF

RADIO & TELEVISION

FIRST IN RADIO

1st In Downstate Illinois*

1st In The Quad-Cities

according to NCS No. 2

* All 68 stations outside of Chicago

CBS

REPRESENTED BY AVERY-KNODEL, INC.

BMI

MILESTONES

for August

BMI's series of program continuities spotlights the important events on the American scene. August's release features four complete half-hour shows—smooth, well-written scripts ready for immediate use.

"SUMMER FESTIVALS"
August 3, 1957

"WONDERS OF THE WORLD"
(Ancient & Modern)
August 11, 1957

"VIRGINIA CITY"
(A New View Of The Old West)
August 18, 1957

"MAN ON THE BEAT"
(Policemen Of The World)
August 25, 1957

"Milestones" is available for commercial sponsorship—see your local stations for details.

BROADCAST MUSIC, INC.

589 FIFTH AVE., NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Donna DeShazo, recent college graduate, appointed assistant in sales promotion and public relations.

Barbara Haddox, formerly program promotion director, WBNS-TV Columbus, Ohio, to WCAU-AM-TV Philadelphia as director of press information-audience promotion.

Grant Norlin, recent graduate of Washington State College, to KEPR-AM-TV Kennewick, Wash., as news director.

Duncan Miller, formerly publicity-promotion manager, WTTG (TV) Washington and assistant program director of WWDC Washington, to WMAL Washington as promotion-publicity director.

John Foster, WKNE Keene, N. H., promotion manager relinquishes his announcing duties and becomes sales representative. **Mike Elliot** and **Peter Martin** join WKNE announcing staff.

F. Douglas Chingo, KCRG-TV Cedar Rapids, Iowa, to KDAL-TV Duluth, Minn., as local sales representative.

William A. Slater, local sales manager, WJHP-TV Jacksonville, to WFGA-TV Jacksonville local sales staff.

Ray Brown, WREN Topeka, to KFAB Omaha announcing staff.

Robert P. Rimes joins WWJ-AM-TV Detroit sales promotion department.

Bill Davidson, general manager of WRCA-AM-TV New York, appointed chairman of entertainment committee for Police Athletic League (PAL) fund-raising campaign in New York, which opens this month.

Wesley Manley, administrative assistant, WTRF-TV Wheeling, W. Va., elected president of Wheeling Civitan Club.

Peter Potter, conductor of *Juke Box Jury* on KRCA (TV) Los Angeles and disc jockey on KLAC Los Angeles, father of girl, Tina Melinda, June 30.

REPRESENTATIVES

Chester Mattson, manager of L. A. office of Edward Petry & Co. and head of radio for that office, will retire Aug. 1, after nearly 20 years with Petry organization.

L. D. (Bill) Larimar, Los Angeles tv department head, becomes office manager and **Garrett Hollihan,** sales staff, is promoted to radio department manager.

John B. Dalton, NBC account executive, to CBS Television Film Sales in similar capacity.

Jerry Kelly Jr., formerly with Dancer-Fitzgerald-Sample, N. Y., appointed account executive in N. Y. office of Devney Inc.

TRADE ASSNS.



◄ **Charles Farran,** president, Griswold-Eshleman Co., Cleveland, Ohio, elected trustee of Industrial Adv. Research Institute, Princeton, N. J. He will serve on board for three years.

Thomas P. Bashaw, general manager, KFH Wichita, appointed secretary of Kansas Assn. of Radio Broadcasters.

MANUFACTURING



◄ **M. V. Musy,** formerly district manager for major appliances in northern California and Nevada for Westinghouse Electric Co., appointed district sales manager in San Francisco for radio and tv division of Sylvania Electric Products.

Creighton C. Kohnert, district appliance sales manager, Erie district Graybar Electric Co., appointed to Gulf Coast district of Graybar in similar capacity. Mr. Creighton is succeeded by **K. D. Leavitt,** who was formerly manager, major appliance sales, and **Rudy Johnson** succeeds Mr. Leavitt. Appointments of **R. L. Layne** as appliance sales manager, Minneapolis, in charge of Twin City area, and **R. W. Miller** as appliance sales manager, Duluth branch also have been announced.

Gilbert M. Davidson, formerly with Avion division of ACF Industries Inc., Paramus, N. J., to market research manager for Instrument Sales, Allen B. Du Mont Labs.

L. A. Kameen, administrator of labor relations, RCA electron tube division, appointed manager, personnel, succeeding **John B. Farese,** named manager, entertainment tube products.



◄ **Joseph T. Nolan** appointed manager of editorial and press services for RCA. Mr. Nolan joined RCA in 1955 as staff writer in department of information. Before that, he served for six years as editor in Sunday department of *New York Times.*

William S. Wheeler, assistant to president for corporate planning at Motorola Inc., Chicago, appointed manager of its Chicago military electronics center.

INTERNATIONAL



◄ **Charles C. Hoffman,** formerly administrator of Canadian government's International Trade Fair at Toronto, appointed executive vice president of Bureau of Broadcast Measurement (nonprofit organization of advertisers, advertising agencies and radio and television stations), same city. **Clyde McDonald,** research director of BBM for past two years, has resigned to form research organization.

Guy Daviault, manager of radio division of Jos. A. Hardy & Co. Ltd. station representatives, Montreal, appointed supervisor of radio and television sales. **Jean Rousseau** to sales staff of company's Montreal office, and **Bill Bartlett** to tv sales staff of Toronto office.

Hank Noble, former Mercury recording star, named night disc jockey on CHUM Toronto.

Walter J. Blackburn, president of CFPL-AM-FM-TV London, Ont., and *London Free Press,* was honored by Rotary Club of London as first non-Rotarian in its 50 year history "for service to his fellow men that has been definite and comprehensive." Citation also lauded stations and newspaper for "outstanding support of community enterprises."

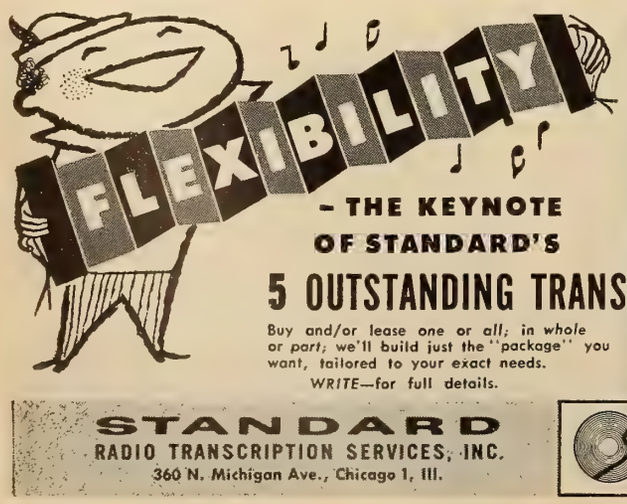
Don Mann, 30, news and sports announcer of CHCT-TV Calgary, Alta., died June 27.

EDUCATION

Kenneth Harwood, chairman of U. of Calif.'s department of telecommunications, promoted to professor. **Robert Summers,** editor of *Journal of Broadcasting,* promoted to associate professor in department.

Boardman O'Connor, formerly studio manager-designer at WBZ-TV Boston, to WTTW (TV) Chicago, educational station, as assistant studio facilities supervisor.

Florence M. Monroe, tv supervisor of WNYE New York (Broadcasting Dept. of New York City Board of Education) assigned executive producer of *Living Blackboard,* educational series to be aired this fall via WPIX (TV) New York by Metropolitan Educational Television Assn.



– THE KEYNOTE OF STANDARD'S

5 OUTSTANDING TRANSCRIPTION SERVICES

Buy and/or lease one or all; in whole or part; we'll build just the "package" you want, tailored to your exact needs.

WRITE—for full details.

▪ LAWRENCE WELK LIBRARY: 212 of his latest and best tunes; themes, formats; voice tracks by Welk. Leased at low weekly cost.

▪ SHORTY TUNES: New pop and standard tunes each month, sold outright. The price is right; so's the length—about a minute!

▪ JINGLES and COMMERCIAL AIDS: Clev-er! Original! About 400 to fit 25 businesses, for local sales. Leased.

▪ SUPER SOUND EFFECTS: A collection of over 1,000 authentic effects; priced low by the disc.

▪ STANDARD PROGRAM LIBRARY: Impressive in size and range; buy as few as 50 discs; as many as 559.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Station Authorizations, Applications
(As Compiled by B•T)
June 27 through July 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through July 2

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	263	376	145
Fm	540	520	49	54	0

FCC Commercial Station Authorizations
As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New station requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through July 2

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	389	88	477[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	354	325	669[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	857	582	1,438[3]
Noncomm. Educ.	67		37	33	67[4]
Total	1,162	337	894	615	1,505[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

APPLICATIONS

Pittsburgh, Pa.—Metropolitan Pittsburgh Television Station, uhf ch. 47 (668-674 mc); ERP 201 kw vis., 100.5 kw aural; ant. height above average terrain 617 ft., above ground 537 ft. Estimated construction cost $149,520, first year operating cost $40,000. P. O. address 4537 Fifth Ave., Pittsburgh. Studio location Pittsburgh. Trans. location Allegheny County. Geographic coordinates 40° 26' 46" N. Lat., 79° 57' 51" W. Long. Trans.-ant. RCA. Legal counsel Fischer, Willis & Panser, Washington, D. C. Station will be operated as educational in conjunction with **WQED (TV) Pittsburgh**, owned by Metropolitan Pittsburgh.

New Am Stations

ACTIONS

Minot, N. D.—Walter N. Nelskog, Paul Crain, Delbert Bertholf and D. Gene Williams d/b as Dakota Bcstrs. granted 1320 kc, 1 kw D. P. O. address % Mr. Nelskog, 8633 39th Ave. S.W., Seattle 16, Wash. Estimated construction cost $18,700, first year operating cost $45,000, revenue $55,000. Principals are equal partners. Announced June 28.

Columbus, Ohio—North American Bcstg. Co. granted 920 kc, 500-w DA-1. P. O. address % William R. Mnich 1375 Sunbury Rd., Columbus. Estimated construction cost $44,413, first year operating cost $78,000, revenue $92,000. Principals include Mr. Mnich (pres.-gen. mgr.-53.25%), sales representative. **WCOL Columbus; John C. Fergus**, attorney (11.69%), **Robert H. Fergus**, sports car dealer (11.69%), **John H. Gardiner**, insurance agent (11.69%), and **Roger M. Doerr**, mgr. Decatur (Ill.) Pump Co. (11.69%). Announced June 28.

Jamestown, Tenn.—Jamestown Bcstg. Co. granted 1260 kc, 1 kw D. P. O. address % Dr. Gene Cravens, Crossville, Tenn. Estimated construction cost $19,639, first year operating cost $24,000, revenue $36,000. Principals are ⅓ owners, Dr. Cravens, Crossville medical doctor; **Dr. H. F. Lawson**, Crossville medical doctor, and **Stanley Cravens**, owner, Jamestown furniture store. Announced June 28.

Neillsville, Wis.—Central Wisconsin Bcstg. Inc.

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
MIDDLE ATLANTIC	VHF NETWORK	NORTH CAROLINA	WEST TEXAS NETWORK	COASTAL INDEPENDENT
$150,000	$2,250,000	$60,000	$110,000	$66,000
Unlimited independent doing a top job in an excellent market.	Low band — full power. Serving a Billion dollar market. Terms to financially responsible parties.	250-watter in sound market. Owner - manager can develop $20,000 per year profit. $25,000 down.	One of the Southwest's fastest growing markets. This station is in the black. Liberal financing.	Serving rich agricultural market area. Includes real estate. Exceptional opportunity for sharp owner-operator.
WASHINGTON, D. C.	**CHICAGO, ILL.**	**ATLANTA, GA.**	**DALLAS, TEX.**	**SAN FRANCISCO**
Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	Ray V. Hamilton Tribune Tower DE 7-2755	Jack L. Barton 1515 Healey Bldg. JA 3-3431	Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175	W. R. (Ike) Twining 111 Sutter St EX 2-5671

Call your nearest office of

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

granted 1260 kc, 1 kw D. P. O. address % **Howard Sturtz Jr.**, 209 E. Fourth St., Neillsville. Estimated construction cost $18,246, first year operating cost $45,000, revenue $60,000. Principals include **Herman North** (pres.-79.6), pres., Neillsville Bank, and theatre interests; Mr. Sturtz (v.p.-20%), former mgr., Neillsville studios of **WDLB-AM-FM Marshfield, Wis.**, and orchestra leader. Announced June 28.

APPLICATIONS

Sunland, Calif.—Robert S. Marshall. 1360 kc, 500 w. D. P. O. address 5752 Bertrand Ave., Encino, Calif. Estimated construction cost $26,333, first year operating cost $52,000, revenue $75,000. Mr. Marshall, mgr. **KBLA Burbank, Calif.**, will be sole owner.

Lyons, Ga.—Twin City Bcstg. Co. 1340 kc, 250 w unl. P. O. address Box 247, Lyons. Estimated construction cost $14,005, first year operating cost $36,000, revenue $42,000. Principals include **J. L. Tollison** (15%), 25% **WGIG Brunswick Ga., H. K. Tollison** (27.5%), 25% WGIG, **John Lane, Sammy J. C. Middleton** and **John F. Lenz** (each 10%), all employes of WGIG, and **Herman F. Lange** (10%), owner of radio-tv service.

Ownership Changes

ACTIONS

KHEP Phoenix, Ariz.—Granted assignment of license from **Bam Ray Bcstg. Co.** to **Grand Canyon Bcstrs. Inc.** for $252,000. Grand Canyon, permittee for 1580 kc Phoenix, will be sole owner. Announced June 28.

WOOD De Land, Fla.—Granted assignment of license from **Deland Bcstrs.** to **Trio Bcstg. Co.** for $65,000 and obligations. **Herbert A. Saxe** (37.5%), patent medicine and cosmetic dealer, **Oscar Silverman** (37.5%), store fixture interests, and **Wallace Rifkin** (25%), program director **WATR-AM-TV Waterbury, Conn.**, will be owners. Announced June 28.

KJAY Topeka, Kan.—Granted transfer of control of licensee corporation from **Robert** and **Jeanne Rohrs** to **Dale S. Helmers, Edwin V. Schulz, Joseph W. McCoskrie** and **D. W. Overton** for $142,500. Mr. Helmers (53.8%), account executive **KMBC, KFRM-FM Kansas City**, Mr. McCoskrie (30.8%), banker, and Mr. Overton (15.4%), attorney, will be owners. Announced June 28.

WAAM (TV) Baltimore, Md.—Granted transfer of control of licensee corporation from **Ben Cohen, Herman Cohen**, et al. to **Westinghouse Electric Corp.** for $4.4 million. Westinghouse Electric Corp. owns Westinghouse Bcstg. Co., licensee of stations in **Boston, Cleveland, Pittsburgh, San Francisco, Fort Wayne, Portland, Ore.** and **Chicago.** Announced June 28.

KPAC-TV Port Arthur, Tex.—Granted assignment of cp to **Texas Goldcoast Television Inc.** for $150,000. Owners will be **Port Arthur College** (50%) and **Jefferson Amusement Co.** (50%). Announced June 28.

APPLICATIONS

KCOK Tulare, Calif.—Seeks transfer of control of licensee corporation from **Sheldon Anderson** to **Keith Munger** and **Elizabeth Munger** for $25,000. The Mungers will be sole owners.

WWIL Fort Lauderdale, Fla. and **WIL St. Louis, Mo.**—Seeks assignment of license from **Missouri Bcstg. Corp.** to **Radio Station WIL** for $650,000. Radio WIL is owned by **H. & E. Balaban Corp.** and will be 33.3% owner. **Atlantic Brewing Co.** will also own 33.3%.

WIRA Fort Pierce, Fla.—Seeks transfer of control of licensee corporation from **Chanticleer Bcstg. Co.** to **James L. Howe.** Mr. Howe is present 50.1% of station. No monetary consideration.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 4

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Biloxi, Miss., ch. 13 (12-18-56); Ponce, P. R., ch. 7; McKeesport-Pittsburgh, Pa., ch. 4 (6-3-57).

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57). Cheboygan, Mich., ch. 4.

IN HEARING: 9

Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Butte, Mont., ch. 6; Ogden, Utah, ch. 9 (7-3-57); Buffalo, N. Y., ch. 7 (9-24-56).

IN COURT: 3

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10.

KGRN Grinnell, Iowa—Seeks assignment of cp from **Ralph J. Henry, Robert V. Coleman** and **Ralph J. Bitzer** to **Grinnell Bcstg. Corp.** Corporate change. No control change.

WEGA Newton, Miss.—Seeks assignment of license from **E. O. Roden, B. H. Gresham, James E. Reese, W. I. Dove** and **Zane D. Roden** to **Newton Bcstg. Co.** for $15,000. **W. E. Farrar** (40%), 49% **WRAG Carrollton, Ala.**, 45% **WMAG Forest, Miss.**; 30% **WDOB Canton, Miss.**; **R. E. Hook** (40%), 49% **WRAG**, 75% **WRUS Russellville, Ky.**, 45% **WMAG**, 20% **WDOB**; **Hugh Hughes** (10%), 10% **WMAG**, 20% **WDOB**, and **Donald R. Moore** (10%), employe WBIP Booneville, Miss., will be owners.

WNOW-AM-FM-TV York, Pa.—Seeks assignment of license from estate of **Howard J. Willams (deceased)** to **M. E. Cousler** and **Lowell W. Williams** for $125,731. **Helm Coal Co.** is licensee of stations.

WANS Anderson, S. C.—Seeks assignment of license from **Carolina Bcstrs.** to **Radio Anderson Inc.** for $85,000. **W. Ennis Bray, George C. Nicholson** and **Mrs. John C. Amick** will be co-owners. Mr. Bray and Mr. Nicholson have interest in **WAUG Augusta**, and **WYZE Atlanta**, both Ga.

Hearing Cases

FINAL DECISIONS

The Commission made effective immediately an initial decision issued May 21 and granted application of **Leo Joseph Theriot** for increase of power of **KLFT, Golden Meadow, La.**, from 500 w to 1 kw, operating on 1600 kc, D.

The Commission announced that initial deci-

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sion proposing to grant application of **East Coast Radio Co.** for modification of construction permit of am **WKLM Wilmington, N. C.**, to change facilities from 790 kc, 500 w, daytime only to 980 kc, 5 kw, daytime, became effective June 17.

INITIAL DECISIONS

Hearing Examiners James D. Cunningham and Herbert Sharfman issued initial decision looking toward grant of applications of **James A. Noe** for change of facilities of station **KNOE Monroe, La.**, from 1390 kc, 5 kw, DA-N, U, to 540 kc, 1 kw-N, 5 kw-LS, DA-2 and **Radio Columbus Inc.**, to change facilities of WDAK Columbus, Ga., from 1340 kc, 2.0 w, unl. to 540 kc, 500 w-N, 5 kw-LS, DA-N, U, subject to the condition that **Miles H. Ferguson** either divest himself of his interest in station **WJHO** or vacate any position of responsibility with station WDAK, and denial of applications of **The Southeastern Broadcasting System** for a new station to operate on 540 kc, 5 kw, D, in Macon, Ga., and **B. J. Parrish** for a new station to operate on 540 kc, 1 kw, D, in Pine Bluff, Ark.

Hearing Examiner Elizabeth C. Smith issued an initial decision looking toward grant of application of **Tri-Cities Broadcasting Co.** for new tv on ch. 9 in Monahans, Texas.

TV BROADCAST ACTION

FCC REJECTS PROPOSALS FOR VHF TV BOOSTERS; PROPOSES RULES FOR UHF-TV BOOSTER OPERATION

The Commission (1) rejected proposals that provision be made to license currently unauthorized vhf booster operations, (2) rejected proposals that boosters be permitted to operate in conjunction with vhf television broadcast stations, and (3) proposed rules to provide for the operation of boosters with uhf television broadcast stations.

The proposed rules would provide for the operation of tv boosters by the licensees of uhf tv stations. Such boosters could be used to fill in "shadows" within the normal Grade A service area of a uhf station but could not be used to extend the normal service area beyond the places it would serve if operating with maximum power and antenna height. On the basis of present technical data, it does not appear feasible to permit such operation in the vhf television bands.

The power of tv boosters will be limited to that necessary to provide a signal of 5 millivolts per meter at the most distant political boundary of the principal community in the area to be served, but in no case will effective radiated power in excess of 5 kilowatts be authorized. A uhf booster would operate on the same channel as the mother station and merely amplify and retransmit the signals of the mother station.

Uhf-tv boosters provide a tool whereby the licensees of uhf television broadcast stations may improve the service rendered by such stations by bringing service to areas which, by reason of severe terrain shielding, are unable to receive the direct signals of the mother station. In communities which are ineligible for uhf-tv boosters or in which a uhf-tv booster is not considered feasible, service may be obtained through duly licensed tv translators.

Comments on the proposed uhf-tv booster rules are invited by August 1. Commissioner Doerfer abstained from voting.

TV CHANNEL CHANGES PROPOSED

The Commission invites comments by July 12 to petition by **KBAS-TV, ch. 43, Ephrata, Wash.**, to assign ch. 16 minus to that city, substitute ch. 31 for ch. 25 in Kennewick, Wash., substitute ch. 25 for ch. 31 in Richland, Wash., and change offset carrier on ch. 16 in Port Angeles, Wash., from minus to plus.

The Commission invites comments by July 12 to petition by **WNDU-TV, ch. 46, South Bend, Ind.**, to assign ch. 16 to that city by substituting ch. 75 for ch. 16 in Aurora, Ill.

The Commission invites comments by July 12 to proposal by **Central Minnesota Television Co.**, to substitute ch. 36 for ch. 7 in St. Cloud, Minn., and substitute ch. 7 for ch. 36 in Alexandria, Minn. Comr. Lee absent.

The Commission invites comments by August 1 to following related petitions:

By **WSEE (TV) ch. 35, Erie, Pa.**, to shift ch. 12 from Erie to Cleveland, Ohio;

By **WAKR-TV ch. 49, Akron, Ohio** to shift ch. 12 from Erie to Akron-Cleveland, and specify location for ch. 12 in Clarksburg, W. Va., south of that city, or shift ch. 12 from Clarksburg to Weston, W. Va., and ch. 5 from Weston to Clarksburg;

By **WKNX-TV ch. 57, Saginaw, Mich.**, to delete ch. 12 from Flint, Mich., and assign it to Saginaw-Bay City-Flint, in combination.

The Commission rejected proposal for rule making by **WPAG-TV ch. 20, Ann Arbor, Mich.**, to shift ch. 12 from Flint to Ann Arbor. Comrs. McConnaughey (Chairman) and Bartley abstained from voting.

Replies to Comments in Toll Tv Proceeding

On petition by the Joint Committee on Toll Television and the National Association of Radio and Television Broadcasters, the Commission, by further notice in the subscription tv proceeding is enabling interested parties to file, by July 22, replies in response to comments which the Commission had invited by July 8. Chairman McConnaughey abstained from voting; Comrs. Bartley and Lee dissented.

Grant for Simultaneous Uhf-Vhf-Tv Operation

The FCC granted application by Supreme Broadcasting Co., permittee **WJMR-TV** (ch 20) **New Orleans**, to operate experimental tv station on ch. 12 for purpose of making direct comparison of simultaneous uhf and vhf operation. Operating from site of WJMR-TV, experimental station will carry that station's programs. Receivers at monitoring points will compare two signals. Comr. Mack abstained from voting. (Ch. 12 was added to New Orleans on April 20.)

PETITIONS

WPFB Middletown, Ohio—Petition requesting that the revised tentative allocation plan for class B fm broadcast stations be amended to shift ch. 278 from Cincinnati to Middletown, Ohio.

KVEN Ventura, Calif.—Petition requesting that ch. 10 be re-assigned to Ventura-Oxnard, or, in the alternative, that ch. 10 be allocated to Santa Barbara and ch. 12 to Ventura, Calif.

WHOA San Juan, P. R.—Petition requesting amendment of sec. 3.606 by the institution of rule making with respect to either of the following allocation plans: Plan A—delete ch. 12 from Charlotte Amalie, V. I. and add the same to Aguadilla-Arecibo, P. R.; Plan B—exchange the allocation of ch. 12 for ch. 13 at Aguadilla, P. R. and assign ch. 13 to Fajardo, P. R. and delete ch. 12 from Charlotte Amalie, V.I.

PROPOSE FM CHANNEL CHANGES IN CALIFORNIA

The Commission invites comments by July 29 to proposed rule making to amend the class B fm allocation plan by adding ch. 264 to Santa Catalina Island, Calif., to facilitate consideration of a pending application for that facility by the Musical Isle Broadcasting Co. Would involve channel substitutions as follows: 236 for 264 at Ventura, 260 for 236 at Santa Barbara, 223 for 260 at San Luis Obispo, and 279 for 264 at Palm Springs.

The following stations were granted renewal of license: **KOBY San Francisco, Calif.; KAIM-FM Honolulu, Hawaii; WEVD New York, N. Y.; WWOL-FM, Buffalo, N. Y.; WDEV Waterbury, Vt.**

COMMISSION INSTRUCTIONS

Reopening record for further proceeding on comparative applications of Great Lakes Television Inc., Greater Erie Broadcasting Co., and **WKBW-TV Inc.**, each for new tv on ch. 7 in Buffalo, N. Y.

Granting application of **B. L. Golden** for new am on 980 kc, 500 w, D, in **Fresno, Calif.**

COLORCASTING

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CBS-TV

Color schedule cancelled for summer period.

NBC-TV

July 8-12, 15-17 (1:30-2:30 p.m.) *Club 60,* participating sponsors.

July 8, 10-12, 15-17 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

July 8, 15 (9:30-10 p.m.) *Arthur Murray Party,* Bristol-Myers through Young & Rubicam.

July 10, 17 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

July 11 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. through J. Walter Thompson Co.

July 13 (8-9 p.m.) *Julius La Rosa Show,* participating sponsors.

July 14 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire and Rubber Co. through Young & Rubicam.

Routine Roundup

BROADCAST ACTIONS
By the Commission

WHOO DeLand, Fla.—Granted increase of power from 1 kw to 5 kw, continuing operation on 1310 kc, D.

Florence Broadcasting Co., Inc. Brownsville, Tenn.—Designated for hearing application for new am on 1350 kc, 500 w, D; made **KCHR Charleston, Mo.**, and **WHHM Memphis, Tenn.**, parties to proceeding.

WBEL Beloit, Wis.—Granted change of operation on 1380 kc from 5 kw, DA-D, to 5 kw, DA-2, unl. and move to South Beloit, Ill.; engineering conditions.

WCPC Houston, Miss.—Granted increase of power on 1320 kc from 1 kw to 5 kw, continuing daytime operation.

UPCOMING

July

July 8-Aug. 2: Television Institute, U. of California, Los Angeles.

July 20-23: National Audio-Visual Convention and Exhibit, Fairfax, Va.

July 27: United Press Broadcasters of Ohio, lunch, Deshler-Hilton Hotel, Columbus.

July 29: Iowa Broadcasters, summer meeting, Hotel Fort Des Moines, Des Moines.

August

Aug. 11-13: Georgia Assn. of Broadcasters, General Oglethorpe Hotel, Savannah, Ga.

Aug. 15-17: South Carolina Radio & Television Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach, S. C.

Aug. 16-18: Semi-annual meeting, West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 20-23: Western Electronic Show and Convention, San Francisco.

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Help Wanted

Management

General manager, must be financially able to purchase 25% interest in powerful independent in metropolitan market. Box 996G, B•T.

Sales manager excellent New Jersey "spot" with major independent. Salary, commission and override. Box 155A, B•T.

Sales manager who loves to sell. Five figure income. Major market for strong independent in Ohio. Box 156A, B•T.

New England group operation seeks capable manager for daytime outlet. Excellent remuneration, living and working conditions. Potential is here. We don't want to supervise. We want you to supervise and produce. Active part in community life necessary. Box 294A, B•T.

Manager, California 1 kw, only station, small market, lumber and cattle economy. Voice, first class license, excellent sales and personal record imperative. Lease-purchase arrangement available to right man. Airmail brief resume. We'll phone immediately if you meet requirements. Box 353A, B•T.

Experienced professional radio staffman with small station program director qualifications. Mail applications only. Give complete details and references first letter. Photo and tape later. Box 60, West Bend, Wisconsin.

Sales manager, male or female, WMOA, Marietta, Ohio, earnings unlimited, wonderful town to live and work in. If interested contact Sandy Guyer, General Manager.

Sales

Salesman. Michigan. Major independent. Real opportunity for solid successful producer. Salary plus. Box 157A, B•T.

Radio salesman for independent in regional market. Must be experienced in selling local accounts. Send resume to Box 265A, B•T.

National radio sales manager needed for two radio stations in central U. S. Excellent markets. Unlimited opportunity. Good salary. Send complete info to Box 328A, B•T.

Sales manager in New York-New Jersey metropolitan area. Must be a go-getter. Storecasting and background music field. Commission basis. Box 361A, B•T.

Salesman—New station market. 6 month operation. Wonderful opportunity for aggressive man, terrific potential. Draw, commission. Box 385A, B•T.

One of nation's oldest radio stations in the middle west needs an experienced radio salesman. Pay and company benefits most attractive. Right man will be considered for sales manager's post. Box 388A, B•T.

Minnesota regional station needs salesman-announcer. Good salary plus commission. Box 399A, B•T.

Wanted: Salesman with proven ability, able to furnish complete background references, and complete list of satisfied clients. Two years experience minimum. $100 a week plus commission. Contact Bob Booe, Mgr., KSMN, Mason City, Iowa.

Announcers

Staff man strong on play-by-play to develop athletic program. Solid operation, one-station market. Box 295A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Help wanted, experienced announcer, must have 1st phone, no maintenance, prefer announcer with news background. Independent daytimer in Iowa; $90 and start August 26 or September 1st, send photo and resume now. Box 340A, B•T.

New Montana station will have openings August 15th for two staff announcers. Starting salary $80.00 to $85.00 per week depending on experience. Also desire an announcer holding first class ticket, no maintenance or construction experience necessary. Box 344A, B•T.

Approximately September first. Staff announcer who can also direct public service programming. Minimum 2 years experience. Group-owned station, New York State. All benefits. Send tape. Box 345A, B•T.

500 dollars per month for good news-music announcer Montana. Must be permanent. Immediate opening. Wire immediately. Box 365A, B•T.

Good or potentially good announcer with 1st class license. Excellent salary. Rapid advancement if you can qualify as chief engineer for regional midwest independent. Send tapes, photo and references. Box 390A, B•T.

Progressive New England station going semi-independent. Revamping staff. Need announcers, announcer-salesman, salesmen, traffic, copy personnel. Station in black. Looking for people who believe in radio. Box 392A, B•T.

Immediate opening for combo announcer. Advancement opportunities. Mail applications only. Say all first letter. Box 60, West Bend, Wisconsin.

KDRO radio, Sedalia, Missouri, needs good announcer. Starting salary $65.00 per week. 40 hours. Please send aircheck.

Staff announcer. Must have good voice and solid experience. Top Montana station. Forty hours. Profit sharing, two weeks' vacation, excellent salary. Contact Assistant Manager, KFBB, Great Falls, Montana.

Experienced announcer wanted at new 500 watt daytime independent. Single man preferred. Salary open. Send complete resume, salary requirements, tape and recent photo. We are located in heart of hunting and fishing territory. Congenial announcer please apply immediately. Si Willing, Manager, Radio KMAR, Winnsboro, Louisiana.

Need immediately, ambitious announcer, preferably first ticket. Above average pay. World's best fishing, hunting, living conditions. Paying commission on sales. Rush air mail tape, snapshots KPRK, Livingston, Montana.

Experienced and qualified announcer. Send background and tape to KSYL, Alexandria, Louisiana.

Radio: If you are an experienced announcer with good voice and ideas, one with a fresh, enthusiastic style with a proven record of acceptance among adult listeners, a man with keen production and music sense and run a good board, then you're the one we want. No others need apply. Salary commensurate with ability. Fine future awaits you with solid radio-tv network station in market of over 250,000. Send picture, tape and resume including your salary requirements to Jack B. Chapman, KTSM Radio, El Paso, Texas.

Wanted, announcer-engineer. Radio Station KVOU, Uvalde, Texas.

Wonderful opportunity for announcers with fundamental broadcasting experience. Good working conditions, chance for advancement. Send tape, photo and resume to Radio Station WARK-CBS, Hagerstown, Maryland.

Immediate opening staff announcer. Send tape and resume first letter. WASA, Havre de Grace, Md.

RADIO

Help Wanted—(Cont'd)

Announcers

Experienced staff announcer with top quality voice, smooth delivery. Also, experienced play-by-play man, some staff work. Top Illinois sports station. Permanent. Rush tape, resume to WGIL, Box 751, Galesburg, Illinois.

Announcer—Will pay $85 to $100 week for settled, married man with good work record to act as news director and production manager; 25% of time gathering local news; 25% of time preparing production spots; balance as dj. Must have good voice and be good newscaster. Prefer man interested in advancing into managerial capacity with growing chain. Position is at WKUL, Cullman, Ala. Send tape and resume to Owner-Manager, Hudson Millar, 5408 Ocean Blvd., Brant Beach, New Jersey.

Successful midwest kilowatt has opening for general staff and news announcer. Qualifications: pleasant voice; flub-free delivery; sufficient experience to handle job in serious, professional manner. Complete resume with references, photo and tape to WMIX, Mt. Vernon, Illinois.

Successful corporation operating newspaper owned station has immediate opening for combo announcer-engineer. Must hold first phone ticket. Reliability more important than experience. Write or call collect to F. Gresso, WRSW, Warsaw, Indiana.

Immediate opening for staff announcer with experience, maturity, good taste in music, versatility. The announcer we hire will get above average pay, good working conditions, good future opportunities. Although it's not a requirement, preference will be given to a married man who likes small town life. Send 7½" tape, photo and full details to WVSC, Somerset, Pa.

And there you are. And here we are. Number one in all 4 of our markets, Kansas City, Minneapolis, New Orleans and Miami, more yet to come. Looking for bright sounding josh diskies like you just can't hardly find no more. Top pay, unlimited opportunities with America's most successful radio group. Send tape and resume to Bill Stewart—The Storz Stations, 820 Kilpatrick Building, Omaha, Nebraska.

Technical

Are you an energetic engineer who has no chance for advancement in your present job, then we're looking for you. We are a two-station chain with the third station permit expected shortly. We need a chief engineer, a man capable of maintenance repair, and purchase of technical equipment. The man we hire will have a chance at the construction of our proposed third station. If you're a young married man who desires to assume a permanent and responsible position with an expanding firm, send all information to Box 158A, B•T.

Engineer, install 1 kw directional daytimer. Bradenton, Florida. Ideal community. Permanent. Some announcing. Rush resume and photo. Box 356A, B•T.

Capable chief engineer 5000 watt radio NBC affiliate, tv contemplator. Starting salary $80.00 weekly. Box 366A, B•T.

Looking for men with 1st class ticket. Must be either topnotch announcer or qualified engineer. Exciting west coast market. Apply Box 386A, B•T.

Wanted immediately, first class engineer for kilowatt daytime. Contact Charles Erhard by mail or phone 4-31381, WACB, Kittanning, Penna.

Wanted—Engineer with 1st class license, combo man who can either write copy, sell or announce. Top salary commensurate with ability. WBRV, Boonville, N. Y. Phone 11.

Engineer for small market 5,000 watt am station whose good with his hands as well as his head. Experience desirable but not essential. If you like challenging, creative broadcast work, contact Chief Engineer, WCOJ, Coatesville, Penna.

Engineer with first class license and car for transmitter position. WIRL, Peoria, Illinois.

Wanted immediately, engineer announcer for one kilowatt station. Must have first class phone license. Heated apartment furnished on premises. WJWG, Conway, N. H.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted, first class radio engineer. Write WKLE, Washington, Georgia. Give work background, salary expected, etc.

TV transmitter engineers for recently licensed Indianapolis television station. Transmitter building now under construction. Write today for application to WLWI, 714 Merchants Bank Building, Indianapolis 4.

Engineer-announcer with first ticket. Reasonable experience. Box 485, Aberdeen, Maryland.

Programming-Production, Others

Hi-Fi music reviewer and industry development writer for daily newspaper. Can be non-resident parttime work. Excellent proposition. Box 300A, B•T.

Versatile disc jockey with first phone needed by progressive midwest Mutual radio and NBC-TV stations where results really count. $100.00 per week to start. Send complete particulars, including air check, to Box 327A, B•T.

Well established radio-tv operation has immediate need for an experienced radio-tv news director to assume complete charge of department. Must be able to handle on air assignments in both media. Rush complete information, picture and starting salary requirement. Box 395A, B•T.

Copywriter. Man or woman. Experienced. To write tv copy. Good salary, working conditions, and profit sharing plan. Send all information to Assistant Manager, KFBB, Great Falls, Mont.

Newsman-announcer to gather and air an hourly five-minute local newscast. Top pay for experienced worker. Radio equipped news car furnished plus tape machine and beeper phone. KGEN, Tulare, California.

Going up? If you're a man or young woman spurred on to better things by organizational ability, there's an executive position for you in radio production and operations with the only network station in a booming industrial community of 250,000. Michigan or Ontario natives write: Manager, WKBZ, Muskegon, Michigan.

RADIO

Situations Wanted

Management

Manager midwest. Currently general manager very successful midwest 5 kw independent. Desire better opportunity with $$$ for future. Young, aggressive, full of money making ideas. Have first phone. Came up through ranks. Announcer, engineer, sales manager, general manager. Minimum, $12,000. Box 335A, B•T.

Wanted—Opportunity to manage station in south. Now in midwest. Proven sales record as salesman, commercial manager. Gone as far as possible with present organization. Family man, 32, reliable, competent. Minimum $150.00 week plus incentive. Box 338A, B•T.

RADIO

Situations Wanted—(Cont'd)

Management

Manager. Competent, confident, cheerful, congenial: successful, employed, ambitious. Top references: past, present employers. Nine years experience. Now with metropolitan independent. Box 349A, B•T.

Commercial manager in medium market desires midwest position immediately. Seven years experience-sales-announcing-production. Married, family, best references. Box 355A, B•T.

Quality, service, ambition. Ready for management, programming, or promotion. Married, vet, 26, B.S. in Bus. Ad. 2 years all fields of radio. Box 360A, B•T.

Young (30), ambitious general manager, presently with part ownership of two stations, desires to purchase station in midwest. Will also consider 50% or large interest in station and will actively manage station. Have excellent record that will bear investigation. Box 396A, B•T.

Sales

Mature, but not old. Midwest farm man. Excellent background. Versatile radio and tv experience. Considering change to farm and/or sales position. $100 minimum. Box 346A, B•T.

Attention, radio, television, record and music companies. Aggressive, dependable salesman moving to southern California, request personal employment interview. Box 367A, B•T.

For sale: 15 years of tough, wonderful years learning radio and tv trade, including copy, sales and management level in leading markets in Ohio and Wisconsin. No wonder boy, but plenty of savvy, with emphasis on salesmanship. Willing to submit to Wallace-type interview. If interested, write to Box 373A, B•T.

Qualified salesman desires advancement. Background: announcer-newscaster. Married, veteran, licensed. Box 377A, B•T.

Sales, dj, newsman, 6 years top level record, seeks good southern California market station. Presently employed. Kevin Lewis, 402 Montana Avenue, Santa Monica, Calif. EXbrook 5-0370.

Announcers

Announcer, short on experience, long on ambition. Strong music, Basie to Beethoven. News, commercials, write continuity, can operate board. Box 107A, B•T.

Top-country dj, recording personality with library and 3rd class ticket, also, tv children's show mc. Experienced, sober, reliable, references. Minimum salary $150 per five day week on a one year trial. Box 248A, B•T.

Personality dj. Strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 261A, B•T.

Girl personality, dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 262A, B•T.

Dj, beginner. Capable, eager to please. Salary second to opportunity. Grad N.Y. radio school. Tape and resume immediate on request. Box 233A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer

Engineer, no announcer. Experience in construction remote control units, maintenance two and half years. Chief engineer. Now in TV. Want to go back to my true love radio. Desire job as chief engineer in Miss., La., or east Texas. Box 270A, B•T.

Experienced first class announcer—first phone seeking San Francisco—Bay or Peninsula area, top pay position. Tape will convince. Box 274A, B•T.

Announcer-dj. Wants chance to grow with live operation. Some experience, good potential. Willing and reliable. Married. Air check available. Box 305A, B•T.

Deep resonant voiced announcer with working knowledge of the business. Serious, getting married in December. Prefer news, commercials, dj. Available immediately. Box 332A, B•T.

Sports announcer, heavy on play-by-play, dj, some sales experience. Box 336A, B•T.

Announcer with 1st class license. Excellent references. Progressive station anywhere. Box 354A, B•T.

Experienced announcer, 28, family. Background sports, news, record shows. References. Box 357A, B•T.

Staff announcer presently employed northern Michigan desires music, news indie. Available September. Prefer east, however. Box 362A, B•T.

Deejay, young man, 20, desires job as disc jockey at music and news station. 2 years experience, strong on commercials; up on pop music, R&R, R&B. Salary no problem, no station too small. Box 363A, B•T.

Experienced announcer, 2½ years college, nondrinker, dj, news, staff, presently employed, seeking advancement. Box 364A, B•T.

Dependable, experienced announcer, disc jockey. Operate board-tables. Excellent references. Box 371A, B•T.

Announcer, control board, staff personality, news, commercials, platter specialties, one year experience, hard worker, single, travel, tape, references. Box 374A, B•T.

3½ years experience radio-tv. Vet, single, college graduate. Immediate availability. $90. Box 375A, B•T.

Country-western dj-announcer. Guitar. Third. Thoroughly experienced. Permanent. Box 378A, B•T.

Good announcer with first phone. Thoroughly experienced, versatile. Married, draft exempt. Prefer major market. No maintenance. Box 380A, B•T.

Chief engineer: Florida property owner desires permanent Florida position. Looking for that exceptionally qualified, dependable, sober, honest, hardworking chief? I'll stand closest character, ability and integrity investigation. First class license. Installed many stations. I'd like to hear from you. Don't let salary scare you. Box 393A, B•T.

Experienced announcer and copywriter desires summer full or parttime near D. C. Oliver 2-0380.

5 years experience radio announcer, 1st ticket. Prefer southern California, but will consider others. Strong news, glib dj. Employed. Mark Marion, 4248 Mandalay Drive, Los Angeles, Calif.

Personality dj, combo man, excellent voice, strong news, Bi-Lingual; will travel. George Mitchell, 972 Park Place, Brooklyn 13, New York. Phone: PResident 8-2807.

Technical

Engineer: single, car, some announcing. Experience: AM, FM, remote, directional, console, August 15. Box 342A, B•T.

Combo man, technical school graduate with 1st phone license. Strong country and popular music, single, have car. 1 year radio experience. Desire position with independent station in central United States. Box 368A, B•T.

1st phone, announcing school graduate, no car, beginner. Midwest, Florida or Texas. Salary and full particulars first letter. Box 369A, B•T.

Qualified radio engineer with 17 years experience specializing in non-directional daytime applications. Box 391A, B•T.

Combo, 1st phone, emphasis on engineering, 4 years experience, southern California preferred. Married, 24 years. John Penter, 320 Allen Drive, San Diego, California.

We'll soon need:

3 Deejays **2 Newsmen**

1 Continuity Writer

Expanding Northeastern (and midwestern) major-market multi-station group. If you're a pro who can do a job in highly competitive markets, you'll like our organization. Salaries open—and good! Tell all first letter. Tapes returned after careful audition. All replies confidential and staff knows of this ad.

Box 850G, B•T

EXPERIENCED RADIO-TV PEOPLE

ALL SECTIONS OF COUNTRY—NO CHARGE TO EMPLOYERS

TELEVISION—MANAGERS, DIRECTORS, ETC.

#1. **Television director** or **TV director-producer.** Interested in any metropolitan area throughout the country. This man has three years of experience in television directing, producing, announcing, floor work, film, lighting and studio coordinator, plus a year of work with the Armed forces network in Europe. Thirty years old, married with two children—currently living in the southern section of the country.

#2. **Television program director** or **producer-director.** West Coast area preferred. Ten years of very excellent and varied experience. Most recent position that of TV program director. Excellent administrative background and recommendations, also limited technical background. College graduate, 34 years old, married with two children—currently living on West Coast.

#3. **Television program** or **production manager** or **asst. mgr.** Interested in the Northeast or Southwest sections of the country. Four years television experience in all phases of production work, film director, producer-director. Also previous radio experience. College graduate, 29 years old, single—presently living in the eastern section of the country.

#4. **Television director** or **film editor**—interested in Chicago and surrounding Midwest area. Two years experience in TV as film editor, manager and director. He has worked closely with clients and agencies. Two years of college, 28 years old, married with one child. Presently working in Illinois.

#5. **Television program director,** interested in any section of the country. Four years television experience, plus three years radio experience, as announcer, newsman, asst. program director, writer, director, art work. College graduate, 26 years old, single, presently living in the Midwest.

#6. **Television Program Manager-Production manager** or **producer.** Interested in any area except New York City. Eight years experience in Television as production assistant and studio supervisor, most of it at network level. College graduate, 33 years old, single, presently living on the East Coast.

#7. **Television operations-Director, production manager** or **producer-director.** Interested in all sections of the country. Four years experience in television in Sales Promotion announcer-director, production manager and operation director. College graduate, 32 years old, married with four children—currently living in the Midwest.

#8. **Television Program director, Production Manager** or **Agency Director.** Interested in any larger market area. Four years television experience as director, production manager, sales and advertising, producer-director plus one year of agency work. Three years of college, 35 years old, married with one child—currently working in the Midwest.

TELEVISION PRODUCTION, CAMERA

#9. **Camera** or **floor work,** interested in the North and Middle Atlantic States. No experience, six months of TV training—camera and switchers, audio and film equipment as well as general production work. Twenty-eight years old, single, presently living in New York City.

#10. **Cameraman** or **production assistant.** Interested in any section of the country. No experience, TV training in all phases of production and camerawork, included working with color equipment, audio and film. Twenty-two years old, single presently living in New York State.

#11. **Cameraman,** interested in the eastern section of the country. One year experience as cameraman. Specialized training in television camera production work. Twenty-two years old, single, presently living in the eastern part of the country.

#12. **TV** or **radio writer, announcer-writer** or **assistant director-writer.** Interested in Northeastern United States. Six months experience as copywriter plus a good theatrical background. Thirty two years old, married with one child. Presently living in southeastern part of the country.

#13. **Production assistant,** interested in southern California and Los Angeles area. Limited experience as advertising assistant, college training in radio and tv. College graduate, 24 years old, married, presently living in Los Angeles.

#14. **Floor work,** or **production assistant.** Interested in any section of the country. No experience, training in Television, including work in directing and producing, floor, audio, camera and film, announcing. Eighteen years old, single, currently living in New Jersey.

#15. **TV** or **radio news writer, news caster** or **researcher.** Interested in any metropolitan area. Four years experience as TV news caster, research editor, assistant publicity director and military newspaper editor. College graduate in radio news. Twenty-eight years old, single currently working in California.

RADIO—MANAGERIAL, SPORTS, NEWS

#16. **Sports director,** interested in any metropolitan areas. 5½ years experience broadcasting, sports, and sports director. Very excellent personal sports background. Two years of college, 55 years old, married with two children. Currently working in Northeastern United States.

#17. **Station Manager** or **commercial manager.** Interested in southwest and west coast areas. 13 years of varied experience in radio sales and sales management. Forty-eight years old, married with three children, currently working in Northeastern United States. Interested in moving for reasons of health.

#18. **Station manager, program manager** or **news director.** Interested in all sections of of the country. 7½ years experience as announcer, program director, director of news and special events, programming and production, and station management. 41 years old, single, currently working in Washington, D. C.

#19. **Sports director** or **staff announcing.** Interested in any section of the country. 8 years experience announcing, promotion, sports director. Excellent references and background in the field of sports. College graduate, 32 years old, single, currently working in the state of Pennsylvania.

#20. **Sports director, sports announcer, administrative assistant.** Interested in any sports station in a metropolitan area. Varied experience in announcing, play by play, sports editorial work, excellent personal sports background. College graduate, 23 years old, married, currently living in the New England states.

#21. **Sports announcer, staff announcing** or **programming and sales promotion.** Interested in any section of the country. Six years experience (mostly network), staff, play by play announcer, statistician, sales service representative. Two years college, 28 years old, single, currently working on East Coast.

#22. **Station manager** or **commercial manager.** Prefers the western states. 8 years varied experience—radio sales, sales management, and station manager. Excellent sales production record. Thirty years old with one child. Currently living in California.

RADIO-TELEVISION—ANNOUNCERS, D.J.'s

#23. **TV-Radio Announcer** or **TV Staff,** interested in any section of the country. 15 years experience as staff announcer, disc jockey, special events, emcee in both radio and TV. Two years of college, 33 years old, married with one child—currently working in the mid-west.

#24. **Disc Jockey,** interested in working in any section of the country. One year of experience as disc jockey-announcer. Excellent recommendations. Completed 52 weeks radio broadcasting course. Thirty years old, married with two children, currently living in New York.

#25. **Staff announcer.** Interested in all sections of the United States. One year's experience, radio staff and play by play announcer. Also a year with armed services network, sports and announcer. College graduate. 27 years old, married—currently working in Texas.

#26. **Announcer-Disc Jockey.** Interested in the East coast and the Midwest. One and one-half years experience in news, sports director, personality D.J. and staff announcer plus four years at college station. College graduate, 22 years old, single, currently working in Virginia.

#27. **Television announcer.** Interested in Eastern part of the country. Nine years experience in radio and TV as staff announcer, Disc Jockey, commercial announcer, 28 years old, single, currently working in Mississippi.

#28. **Sports** or **Staff announcer.** Interested in Eastern Seacoast. Two years experience in radio as staff announcer, disc jockey, sports director and special events. 26 years old, single, currently living in New York.

#29. **Announcer, Announcer-Salesman.** Interested in Western States. One and one-half years experience in radio, in announcing, sales and copywriting, plus outside sales experience. College graduate, 35 years old, married with one child. Currently employed in California.

#30. **Disc Jockey** or **Staff Announcer.** Interested in going to work in any section of the country. Six years experience in radio, in staff announcing disc jockey, traffic, copy and programming. Two years of college, 27 years old, married. one child—currently working in New York.

#31. **Disc Jockey,** interested in Northern states. Limited freelance announcing experience. Attended radio announcing school. 24 years old, married, two children—currently living in Ohio.

#32. **Disc Jockey**—interested in the Western states. Five years experience as disc jockey, program director, play by play, news, staff announcing and sales. One year of college, 27 years old, married with one child. Currently working in Alabama.

You can have immediate, complete resume or personal contacts arranged. Just let us know by phone, wire or letter which people interest you. Contact M. E. Stone, Manager.

NORTHWEST RADIO & TELEVISION EMPLOYMENT SERVICE

(Formerly National)

2118 N. W. Overton, Portland 10, Ore., Phone CA 3-7248

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Continuity writer, 12 years experience, college graduate, woman; knows traffic, library. Seeking job with responsibility and salary equal to ability. Box 343A, B•T.

Have hit the top here as program director. 9 years experience from traffic clerk up. Ulcer jobs my specialty. Married, no gypsy, and thrive on competition. Tape, resume and photo on request. Box 383A, B•T.

TELEVISION

Help Wanted

Management

Traffic manager opening. Young woman to take charge traffic department. This NBC affiliate. Experience in radio or tv traffic necessary. Please call or wire collect Office Manager, WTVO, Rockford, Illinois.

Sales

Television sales. Salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when qualified. Give previous selling experience and as many particulars as possible. Please enclose recent snapshot. Box 755G, B•T.

National tv sales manager for two stations, central U. S. Fast moving operations. Excellent salary. Unlimited potential. Send full details to Box 329A, B•T.

From radio to tv. Midwest medium market NBC tv station has opening for successful radio salesman now employed in midwest radio to join expanding tv sales department. Excellent opportunity. Guarantee plus commission. Box 372A, B•T.

Announcers

Radio-tv opportunity. Leading radio station with combined tv operation has immediate opening for top-flight announcer. Must be thoroughly experienced and versatile. Send background, past and expected earnings, tape and snapshot. WSAV, Savannah.

TELEVISION

Help Wanted—(Cont'd)

Technical

Television engineers. First class license required. State experience, prefer 1 or more years experience, education. Benefits: paid vacation, life insurance, plus a good place to increase your knowledge of tv. Salary dependent upon experience. South Florida location. Box 186A, B•T.

Transmitter engineer for vhf station in metropolitan midwest city. One of nation's top stations. Salary, vacations, other benefits above average. Our standards are high, and yours must be likewise. Radiotelephone first license required. State experience, education, and provide a recent snapshot. Box 384A, B•T.

First phone engineer. Salary dependent on experience. Contact Chief Engineer, WTVD-TV, Durham, N. C.

Programming-Production, Others

Wanted: Male with B.A. or B.S. Degree with training and experience in audio-visual aids—needs experience in shooting and editing single or double system 16mm sound film—Knowledge of electronics and servicing helpful. Race is not a factor. Box 389A, B•T.

TELEVISION

Situations Wanted

Management

Operations manager. Nine years radio-tv experience, including new station Sign On. Excellent references. Employed. Box 350A, B•T.

Manager, sales manager. Excellent record, 14 years experience all phases broadcasting. Good character and ability references. Family man, active in community affairs. Box 370A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Managerial

Sales

Successful mature salesman; radio and tv, experienced in market-consumer research, promotion and closing sales. 35, veteran, married, 2 children. Prefer midwest or Florida for family reasons. Box 322A, B•T.

Married with family seeks sales position with progressive southern station. Eleven years sales experience, three in radio, one in tv. Box 334A, B•T.

Announcers

Announcer-director with family, college, experience, pastel shirts, will travel. Box 339A, B•T.

Announcer-newsman desires opportunity some phase management. Has 7 years experience all phases programming and production, college graduate, veteran and hard worker, eager to learn. Box 358A, B•T.

Two years educational tv. Commercial radio background. B.A. Degree, vet, single. Tape or travel. Box 376A, B•T.

TV film or time. 9 years film sales to stations, agencies, clients. Sales management and film production experience. Will relocate. Light travel preferred. Salary open. Box 379A, B•T.

Technical

TV studio engineer, first phone. Four years experience include two as studio supervisor, two years video projection, and master control. Interested California and southwest, but will consider opportunity anywhere. Box 279A, B•T.

Programming-Production, Others

Experienced tv promotion manager. VHF network big market station. All phases promotion, publicity, merchandising. For complete resume, samples and references, please write Box 324A, B•T.

Disciplined, educated newspaperman, 32, switching to television news. Wants training spot, top-notch station that'll trade know-how for couple of years unstinting service. Salary unimportant. Box 326A, B•T.

This is my life. Standout newsman tapes his intimate pitch for challenging television radio assignment. Box 331A, B•T.

Female experienced in display design, sales service, continuity; M.S. in tv design, desires position midwest agency or station designing sets, product displays, or sales service. Resume, best references. Box 337A, B•T.

Program director. Nine years radio-tv experience, including new station Sign On. Excellent references. Employed. Box 351A, B•T.

Continuity director. Radio-tv experience: department head, metropolitan stations. College graduate. Versatile man, early thirties. Know copy, promotion, production, art, etc. Seeking top position, top salary, top station. Now employed. Box 352A, B•T.

Programming and production (live and film) management, 9 years tv, primary and secondary markets. Wish to relocate. Box 382A, B•T.

Young man, 28, college, five years experience, editing, camera, lighting, audio, video, photography, programming, news. Available immediately. John L. Macfarlane, Wolfville, Nova Scotia, Canada.

FOR SALE

Stations

$80,000 will give you 60% of good income tv/radio operation, vhf, southwest, major network, $50,000 cash, balance on good terms. Please identify yourself fully. Box 299A, B•T.

New England dual city fulltime operation. Price of less than $100,000 equal to annual billing. Terms. Box 381A, B•T.

KMBL Junction, Texas. 250 watt fulltime Texas station. Property includes studio and 3 bedroom home at transmitter site. $30,000.

Southwestern single station market, $40,000 total; $10,000 down will handle. This and eleven other southern stations now available. Paul H. Chapman Company, 84 Peachtree, Atlanta.

FOR SALE

$75,000 TERMS

or

$50,000 CASH

VHF TV STATION

In Great Growing Western Market

TELEPHONE FRANK OXARART AT

HOLLYWOOD 5-6171

THE ALBERT ZUGSMITH CORPORATION

ARTHUR B. HOGAN
PRESIDENT

6705 SUNSET BOULEVARD
HOLLYWOOD 28, CALIFORNIA

FOR SALE—(Cont'd)

Stations

Secondary market, major network, fulltime station. Reasonably profitable for owner-operator who wants to tackle larger project. $65,000 total price. Terms, through Paul H. Chapman Company, 84 Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. **Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.**

Equipment

Complete RCA Vidicon film chain type TK-21A and dual-disc slide projector type TP-3C like new. Price 75% of cost or will consider best offer. Vidicon available immediately, slide projector by July 15th. Equipment being replaced by 3-V color system. Write T. Frank Smith, KRIS-TV, Post Office Box 840, Corpus Christi, Texas.

For sale: Stencil Hoffman Tape Recorder with 2 glass enclosed racks and panels, RCA disc recorder with recording amplifier and vacuum cleaner, and 24 pair jack-strip. All used, although we have never used it ourselves, and in excellent condition. Can be seen in Hollywood at 1440 North Highland. Contact Northwest Schools, either at 1221 N.W. 21st, Portland, Oregon, phone CA 3-7246, or Vickie Selmier in Hollywood, phone HO 4-7822.

For sale, a brand new 5 kw DuMont Oak High Band vhf-tv transmitter. Priced at my cost. First with the cash gets a good buy. Contact Eli Daniels, KRSD, Rapid City, South Dakota. Phone Filmore 2-6050.

For sale—regulated power supplies, available about August 1st: 17 RCA WP33B and 9 Dumont 5019A (modified to WP33B specs) at $290 each. 8 RCA 58CD at $140 each. All in excellent electrical and mechanical condition. H. A. Bondy, WAGA-TV, Atlanta, Ga.

For sale—RCA-UHF type TTU1B—1 kw, 23 channel transmitter. Filterplexer to match. Good condition. WMSL-TV, Decatur, Alabama.

Have available immediately in Chicago, one complete DuMont model 124 camera chain, portable sync generator, compliment of lenses, friction head, head sets, and dolly. Excellent condition. Asking $6,000.00. Contact John Birrel at Capital 3-7248 or 2118 N. W. Overton, Portland, Oregon.

WANTED TO BUY-

Stations

Station in Florida, eastern or southern area. Secondary or larger market status. Confidential. Box 323A, B•T.

Wanted lease of am property with option or low priced buy. 25 years of broadcast experience prefers Florida, but will consider good offer. Box 330A, B•T.

Owners, brokers attention. Responsible broadcaster has cash for medium market Texas station. Replies confidential. Box 333A, B•T.

Principal with radio, tv and promotional sales background interested in buying for cash or terms, plus outstanding services. Confidential. Highest references, capabilities and financial standing. Box 341A, B•T.

Will lease fm or am-fm station in 50,000 minimum population city. Confidential. Box 348A, B•T.

Will buy all or control of Wisconsin, Michigan or northern Illinois station. Am interested in station where owner wishes to retire or pursue other interests but wants to retain partial ownership. Will personally assume management of station and guarantee fixed return to other owner or owners. Box 397A, B•T.

Group desires lease with option or will buy small daytime station in Carolinas. Send full details to BTM Broadcasting Company, 1140 Bethel Road, Charlotte 8, North Carolina.

Stations wanted. Private, independent service. Ralph Erwin, Broker. 1443 South Trenton. Tulsa, Oklahoma.

Equipment

Wanted to buy 3 kw or 10 kw fm transmitter. Also want fm monitor, other fm accessories. Reply Box 220A, B•T.

WANTED TO BUY—(Cont'd)

Equipment

Wanted: 10 kw high level modulated transmitter, not over 10 years old. State condition and price. Box 347A, B•T.

Need Dumont camera cables, A, B, or connectors. Quote price. KOLN-TV, Lincoln, Nebraska.

Exciter for fm transmitter, preferably GE. KSJO, San Jose, California.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

BUSINESS OPPORTUNITY

Man or woman with dynamic sales and promotional ability can earn $20,000 yearly or more on radio stations in progressive area. Give experience, references. Box 301A, B•T.

RADIO

Help Wanted

HELP WANTED: BROKER

Leading business brokerage house specializing in media needs top negotiator preferably with full knowledge of radio and television station operation. We are seeking conservative, industrious, sober-minded man who wants a rewarding, long-pull career—not a "fast sell" artist. Starting salary in five figures plus commission.

Send full particulars to

BOX 398A, B.T.

Sales

Midwest regional full time station in city of 140,000, trading area of 500,000 has opening for experienced salesman who wants to make money. Excellent conditions. Chance for speedy advancement. Send full details today. Timing important. Box 387A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

NEGRO JOCKIES WANTED

3 Top Southern Cities
Religious • R&B • Blues
Southern Men Only
Will Train Good Prospects
Pic-letter-tape
BOX 321A, B•T

A NIGHT TIME SHOW

JUST WAITING FOR A SHARP DJ TO TAKE OVER!!!

AN EXCELLENT OPPORTUNITY IN THE WEST

SEND PICTURE TAPE AND BACKGROUND INFORMATION TO:

BOX 394A, B•T

Programming-Production, Others

WANTED, *NEWSMAN*

Top pay for experienced news gatherer with air voice. Send tape and letter, including background and references to KVOS, Inc., Bellingham, Washington. (5 man news staff-shortwave equipped news cars).

FOR SALE

1 only TOWER IDECO, 576 feet, 40# wind loading, guyed and insulated TV tower. This tower was installed in August 1954. It has supported an RCA TF-12BH antenna during this time. All guy lines are broken up with Lapp insulators for 1/8 wave at 950 kc. Tower includes Crouse-Hinds type A-4 tower lighting system. All conduit for wiring. Also has conduit and wiring for 3 phase antenna de-icer circuit. Galvanized throughout. Tower is constructed in 20 foot welded sections each 5½ feet across face. Has inside climbing ladder and brackets for hanging two 3⅛" copper coaxial lines. All are in good shape and to re-erect would require only new anchors and a modification of the lowest part of each guy line. All guy lines are of pre-stressed construction, made of Bethlehem Steel Bridge strand. Tower must be taken down by August 1, 1957. Original cost of tower alone $42,300.00.

Price of tower if taken down by buyer—$8,250.00
Price of tower if taken down by owner—$16,500.00

Address all inquiries to Technical Director, WCHS-TV, 1111 Virginia Street, East, Charleston, West Virginia.

TELEVISION

Help Wanted

IMMEDIATE OPENINGS
WAVY-TV
CHANNEL 10
TIDEWATER, VIRGINIA

HAS NEED OF STAFF IN THE FOLLOWING CATEGORIES:

SALES
TRANSMITTER AND STUDIO ENGINEERS
ANNOUNCER-DIRECTORS
TRAFFIC
CONTINUITY
FILM EDITORS AND PHOTO LAB

THIS IS THE 27th LARGEST MARKET IN THE UNITED STATES. ITS LOCATION ON WORLD'S GREATEST HARBOR MAKES FOR INTERESTING LIVING. REPLY STATING SALARY AND REFERENCES TO WAVY, 709 BOUSH STREET, NORFOLK, VIRGINIA.

Sales

Tremendous opportunity KTVR, Channel 2, Denver, for television account executive.

1. *Highest commission.. 15% direct, 10% agency.*
2. *Third fastest growing city in U. S. 22nd largest, 770,000 population.*
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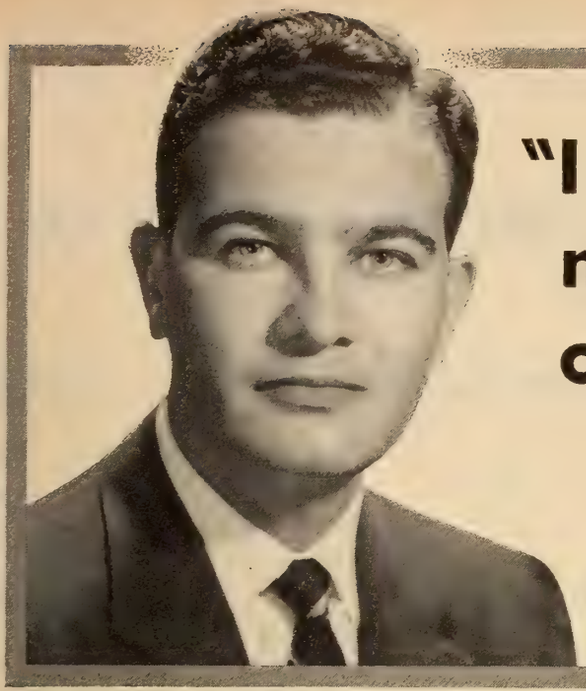
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A B•T INTERVIEW

HOW ITS INDEPENDENT MOVE PAID OFF

Radio properties are booming, says McGannon in interim report on

WHEN Westinghouse decided that its radio future lay in independent station operation, there was much speculation as to how these power stations would fare sans network affiliations. B•T's editors asked President Donald H. McGannon for a status report and this is the slightly condensed text of the exclusive interview.

Q: It's been about a year now since your four NBC Radio affiliates disaffiliated, and at the time, I believe, you said that it would take about 18 months to make the transition of the affiliates to complete independence. In point of time, you're about two-thirds of the way. Do you figure that you're about two-thirds of the way toward completion of the transition?

A: I think our experiences apply not only to the four former NBC stations but also to the one ABC station we had, KEX in Portland, Ore. This disaffiliation occurred a little later, in December. I consider that the lapse of two-thirds of the planned time has shown more than a corresponding degree of progress in the level of the stations' audience and billings. Frankly, I think we're substantially ahead of where we thought we would be a year ago this time.

If you'd like some figures on this, during the first five months of this year we billed 30% more on the five radio stations in question than we did last year. This is more than we had budgeted. The first four months have shown a 23.5% improvement in billings. So May represented basically about the biggest month we've ever had on our radio stations, I think, individually, but certainly collectively, even going back to the 1947-48 period.

Beyond this, we are vitally interested in the level of station audience because we feel that if we can capture the listener, this proves the success of our programming effort, and the commercial aspects of it will follow as a consequence.

KDKA Pittsburgh, a few weeks ago became by every survey we have available to use in Pittsburgh, both in Allegheny County Pulse and the 15-County Greater Pittsburgh Pulse, as well as Nielsen, the number one station in Pittsburgh. I don't think it ever achieved the audience position it has in recent years. The areas of improvement are even perhaps more important when you consider the individual dimension of improvement. Rege Cordic, who has been our top number one morning man right along, during the past year increased his audience by over 15%. Art Tallan who went into the morning time period, where we used to have *Bandstand* and such similar programs, has shown a 40% improvement in audience this year over last year. The month of May, again considering all segments of revenue with the exclusion of networking and any income from networking, was the biggest, largest single month on KDKA.

At KEX Portland, on the metropolitan Portland Pulse for March and April last year we were running in a relatively weak third position; this year we're in an exceedingly strong second position, and during the morning weekday periods we are considered neck-and-neck with KOIN, which is the No. 1 station in town. Weekends have also shown a marked increase in audience position, with KEX top on Sunday afternoon in contrast to a fifth position at this time last year.

In Boston, we were third station a year ago, according to the NSI area rating, and this year we're first in the total day period, 6 a.m. to 12 midnight, Sunday through Saturday ratings.

At KYW in Cleveland we had no lead-in time since WBC has only owned the station for the past 18 months. Our declaration of independence last July was practically from a standing start and we had been confronted with extraordinary problems upon taking over from NBC. There were major talent and personnel changes, including the unexpected loss of Johnny Andrews, who moved to an NBC station in New York within weeks after we actually took title to the station, and he was the top morning man. But despite all this, we've made progress.

WOWO has long dominated the Fort Wayne midwestern Indiana area, but according to the 26-county Pulse, we show an improvement in share of audience this year over last year as well, with our share better than 40%.

I think these figures are interesting, and, of course, they are very heartening from our viewpoint. I think they encourage us and confirm the convictions which we expressed just about this time last year as to why we thought this change was necessary. But, more important, it shows a direction and a momentum. We don't think the job is yet done. But we're more than well satisfied with the progress we've made in just about a twelve-month period.

They've been a tough 12 months. There were periods when we sunk substantial sums of money in talent, promotion and advertising, even though perhaps the immediacy of return was just not there. It has paid off, though, and it has justified this in very full measure.

THE QUEST FOR IMPROVEMENTS IS UNENDING

The next six months, I think, are going to represent perhaps a broadening of this base. We don't think we have a right to expect, nor will achieve, the same proportionate measure of improvement in the next six months that we have in the last 12 months. But I think this will be a buttressing and a stabilizing and consolidation of the gains we have made to date, and I think also a continuing improvement in some measure until the first of the year. That doesn't mean we stop, because there's a whole new area, we think, of polishing and improving that we can do.

We've learned so much the past year. We had never been strong independent station operators as such, and we've been able to accomplish this with relatively little displacement, if any, in personnel. We still have the same managers of our radio stations today we had a year ago, and these are not people who have a life of experience or a broad background of experience in independent station operation. And believe me, the hardest job of making the conversion or transition from an affiliated station to an independent station is the change in attitude of people, in understanding what you're trying to accomplish. I mean the people at the station.

So, we've made progress in this field as well, but there's much yet to be done in the form of polishing and improving and perfecting where we stand on music, news, and service formats that we have adopted for these stations.

Q: Just how did you go about achieving this improvement in position in all these markets? What kind of programs did you

FOR WESTINGHOUSE

WBC's year-old non-network status



put in instead of the network programs? How did you rearrange your programs?

A: Well, the simple answer, of course, to your broad question, how did you do this, I think, is to state that we recognized the primacy and importance of programming as an entity of our whole complex. This is our product. This is what we've got to sell. And this is the area we had to concentrate upon. We also had come to the conclusions, which you remember from last year's discussions which we had together, that we believe radio to be local, and we believe that the ability to be successful in radio today depended on a couple of essential and basic factors: (1) to be as local as possible, (2) to render to the audience a continuity of consistent programming so that they would listen to your station with a regularity over long term periods so that the net effect would be a slow but nonetheless increasing share of audience constantly. I cited last year, you remember, and we've reread it a couple of times since, the survey by the Bureau of Applied Social Research at Columbia University on the question of radio, which pointed out—and we've proven this to ourselves, at least—that people in radio today don't listen to programs, they listen to stations. And they turn on the station they like, whose image, whose character, whose standing in the community they like best. They then turn it on in the morning and invariably leave it on for long periods of the day.

THIS GOAL DEMANDS SPECIAL PROGRAMMING

This broad listenership during all hours of the day was the thing that we had to reach for. We were convinced from everything we could find that the well produced, imaginative, creative music program, buttressed and supported by an aggressive local news effort, and coupled or tied into the strong, valid service, as we call it, was the formula that we needed to succeed with.

Well, the music field we approached, of course, by securing the best personalities we could. Some of these we built. Some of these we actually engaged from other stations. The fact remains, though, I think, that as we stand at the moment, the talent on our radio stations is as good as exists in our individual markets, maybe individually, but certainly collectively.

We took our news staffs and doubled them or better. We added stringers throughout our coverage areas . . . as many as 50 stringers at some stations. We secured mobile units, all of the gadgets and devices that make news-gathering on an aggressive local basis a practical and dramatic reality, beeper phone, transmitter units, recording and tape machines and all that, so that we could put on at least every hour on the hour and during certain times of the day a local news program that would be the hottest thing in town. We can't run second to newspapers.

Radio has two virtues no newspaper will ever have, immediacy and area coverage. Radio is not limited by geography or transportation. Radio doesn't have the distribution problems that newspapers do.

This fact is assuming greater and greater importance with the growth and movement of the American population, into ever-expanding suburban areas. As interurbia grows, as the outskirts of a city spread farther and farther from the urban center, a newspaper's distribution problem increases. To radio, it's literally no problem at all.

If we can bring the hottest stories in town as they occur, when they occur, from where they occur without having to wait for the nighttime edition or tomorrow morning's edition, and so on, we think we'll always have a news beat on the newspapers that just can't be reckoned with.

But again, we've only just begun to scratch the surface of the potential of this device. We think that the tape recorder is to radio news as the still camera and the motion picture camera are to newspapers and television. It adds a whole new depth to it, and this was a major area of stress insofar as we were concerned.

The third thing in our approach to local radio programming was the service aspects of it. We call these valid services, as distinguished from just straight public service. Valid services are little things that make life a little more interesting and a little more worth living, a little easier to live. At 8:30 in the morning, we might comment that it's a good drying day for the lady of the household. If it's a 95-humidity day, she may go through all the labors of washing and hanging out clothes, and they hang out there for six hours and don't dry. So, in he course of reporting the weather, we interpolate the fact that it's a 95-humidity day, a poor drying day, or it's a 65-humidity day, a good drying day.

We talk about traffic.

We report the best buy of the day, community bulletin board, the news, the weather itself, time signals. All of these things, we think, add a little bit more and make radio into what we honestly believe to be its full potential, a genuine service medium, a medium that is almost unlimited in what it can tell and do to help and guide the individual listener in the mere pursuit of his normal, sometimes monotonous activities.

Now, this was the, shall I say, the frontal, major front effort. Behind this we doubled our emphasis in the field of straight public service. By straight public service, you may recall from some of the things we did in Boston, we mean programming that is created and intended to do other than entertain—that is, to enlighten, to instruct, to educate, to inform. Now, this must be done entertainingly. But it's not a prime and sole purpose of it.

We resorted to a series of broadcasts that we think have, a little

extra ingredient, which made it different from the average music-and-news station. This is a very serious problem that confronts a broadcaster when he decides to go independent, because the one thing that worries you is what can you do for the public that four, five, six, seven, eight or 10 other people aren't already doing for them. And if you do do it as well as they do it, what do you expect to do with this, audience-wise and commercially?

Well, we think it's like the difference between the automobiles: General Motors and Ford and Chrysler are here, and another organization is substantially further back. They've all got motors in them; they've all got four wheels on the ground and a steering wheel and so on, but the fact remains that there's a vast difference in the public's response to it.

We felt we could do this with the valid service concept of better produced music, more aggressive news but also a strong public service effort which we felt could give us a character and prestige and position in the community, generate a respect, confidence and belief on the part of the listeners.

And so, we embarked upon John K. M. McCaffery doing *Books and Voices*. We think he's an exceedingly learned guy who has a very fine radio voice and he talks about not just books, not just things of literary interest, but he talks about the wonderful things being done in records today in preserving the voices and sounds of historic events and relating them to specific current novels, to specific current periodicals and the like, to give again a new dimension. Well, I think the program has been exceedingly successful.

Q: Is it on all the stations?

A: It's on all the stations, yes, and I think it's done an excellent job. It's also on all the educational stations in the country that wish to have it.

Helen Parkhurst's *Growing Pains* series proved to be successful last year, and we went into an additional, a new series. We like *Growing Pains* because it treats the youth question not from the viewpoint of only its problems but from the viewpoint of trying to acquire and glean an understanding of a lot of the motivating factors behind modern youth.

THE OTHER EXAMPLES OF PROGRAMMING

The Bergen Evans series was extended. This again was a series that we think proved out last year—just conversation, an erudite guy who's got an ability to be homey, talking, you know, about everything, as the title indicates, *Of Many Things*.

We added the Henry Toy series, which was intended and designed primarily to bring on a regular basis information, knowledge and data regarding the school systems, the status of school efforts, the whole White House Conference on Education and the subsequent effort that was involved, and we called it *Spotlight on Schools*.

This also is being made available to educational stations. Any and all of these programs will be made available to educational stations and to non-competitive stations, if they choose to have it. We think this is certainly an opportunity to get additional mileage out of a program which is considered by many using it as being worthy of a station's time and the time of the audience to listen to it, and we think it's true of our markets at least.

Now, these public service efforts, combined with the Boston Conference, were undertaken because we felt that the entire field of electronic media today dictates a much more extensive and aggressive effort be made by us in this field. Correspondingly, though, we felt we could capture an additional area of respect.

This is what we're reaching for. We have to have a character. We have to have an image. We have to be able to create a mental image in the minds of our listeners and, in television, in the minds of our viewers. We can't be a lukewarm thing in the middle, flip-flopping or washing back and forth as the tides happen to be coming in and out. Now, this is not an easy thing to do. You don't do it in a week or a month or a year. That's why I said before, when the 18 months are up, we still think there's a great deal more that we'll have to go into beyond that point.

Q: A little while back you said something about increased revenue. How much of that increased revenue for the five stations as independents is local, how much of it national?

A: Speaking in round figures, it's about 55% national spot and 45% local.

Q: Was it that way when you were on the network?

A: In the year immediately preceding our change to local programming, revenues for the 12 months averaged out at just about 55% national spot, 42% local and only 3% network, and network income had been steadily declining. The new business we have acquired has been essentially evenly divided between national and local, which is a very healthy thing. I'd like to point up that this is something which we feel very, very good about—and we'd be more concerned if we were predominantly in one direction or the other—because it shows the acceptance by the broadest possible group of advertisers in number of accounts and in calibre of advertising.

Q: Now, of those national advertisers, how many are actually program advertisers?

A: We have very few program periods either for sale or sold as such on our stations.

Q: Mostly spot?

A: Mostly spot. This is the nature of radio today. The area of consideration might be the five-minute news broadcast, it might be the weather broadcast, but these are not as you and I used to think in terms of programs in the network sense where the minimum period would usually be 15 minutes. I would say that the number of program sales that we have on our six radio stations is less than 5%.

Q: That's of national advertisers?

A: Local advertisers. Radio is essentially spot today.

Q: How much more money have you had to put in talent to overcome the absence of network programming?

A: A great deal. Appreciate this fact with us. We had a period from approximately 10 o'clock in the morning until noon. We had a period in the afternoon that varied but generally ran from 3 to 5 or 5:30, depending on what period you'd pick out. The network was contracting and expanding. Well, these are two segments of time which are prime periods. They are two segments for which you just couldn't take existing talent and roll forward and roll backward because, generally speaking, if a morning man starts at 5:30 or 6, going until 10 or 10:30, it's too long a period. And I think it's also a little hard on the audience.

At least, we think, there's a value in reasonably frequent changes. so that we had, in effect, to buy, secure, retain, employ at least two new pieces of talent on every one of our stations. And this, in effect, is about a 60 to 70% increment over our existing talent. The better people are not inexpensive. We don't purport they be bought cheaply. So I would say we had, generally speaking, just for talent alone, something in the magnitude of $350,000-$400,000 increased cost just for talent.

NEWS MUST NOT BE DUPLICATED VERBATIM

More importantly, though, there was a whole hidden area, the news thing I talked to you about. This was really doubled or more. We rewrite all of our news for every successive news period, especially where the likelihood is that it will be heard by the same person, and this is certainly true in the 7:30-9:30 a.m. period. So we had writers, and we had people outside on the street, and we had people out gathering news, and we have news editors now in every station, so that here was an area of overhead which was pure increase in cost, plus the equipment attached to it.

Really, the advertising and the promotion was also a very significant increase in expense.

Q: How would you compare your expenses, say, what you paid for on the network for network programming, to what you're paying now for talent, hidden costs and whatever else?

A: Well, if you're asking me in effect whether it was profitable to make the change, it was very profitable.

Q: I'm asking you to do a comparison for us.

A: I would say that absorbing all of these costs, and we expected this to have a depressive effect upon our profits during the immediate period following takeover, and considering the level of income we're operating at now, I would say we are 50% or 60% ahead overall as compared to our network situation, and in saying the network situation, I don't mean dollars actually received, I mean the potential of the time periods which the network occupied or held under option. Obviously the amount of money we got from the network got to be a very, very small sum of money, and to talk

50% in terms of that is, you know, close to 50% of nothing. The end result is very small. I'm saying that to take a two-hour period and strike a reasonably fair commercial level in that, 50% of this now is clear to us after amortizing all of these additional expenses.

Q: On the public service programs, are they sponsored?

A: They are, I would say, more sustaining than they are sponsored, but we have no policy against them being sponsored. We'd like to find a sponsor who could handle them. We think, however, we have more work to do in making these appealing enough to get a substantial audience that will interest sponsors. This was part of the theme behind the Boston Conference. We don't think there's anything that has to be deadly and dull about public service programming in order to qualify for some tangible or ethereal objective.

Frankly, though, with all the pressures that a radio station operator or a television station operator is confronted with, I'm not sure that he's always able to give to this area of programming the time and the attention and creativeness that he would like to. This is where we're bearing down.

One of our real coups of the year, but on the television side of the house, was the sale of a very substantial program called *2000 A.D.* to the IBM in Boston, which represented I should guess pretty close to $600,000 in expenditure on the part of IBM. This is a program which projects and deals in terms of tomorrow in the field of nuclear physics, chemistry, biology and the like. IBM has found this to be of tremendous value to them in their whole program of interesting people in joining their organization and appreciating the tremendous interrelationship between this great national organization and the fields of nuclear physics, mathematics, the calculator and all those things.

This is television, but I mention it to demonstrate a broad attitude on the question of desiring to interest people in sponsorship of public service projects. Certain things have to follow through. We must get audience, and to get audience, we must get showmanship and interest and entertaining qualities, and when we get audience, we'll get the sponsorship.



". . . we think we're doing a little better than the average, not all stations by any means, but the average."

Q: Has there been any research on the audience itself in these cities that you're in, as to whether they notice or are aware of the fact that you're independent now rather than network?

A: Yes, there has. With regard to the acceptance of music, news and service by radio listeners in the WBC markets, examination of rating surveys conducted in these areas indicates that the new format has been received with greater enthusiasm than we had previously indicated.

'IMAGE' EXCEEDS RATINGS IMPORTANCE

In addition, Mel Goldberg, our research director, had special qualitative studies conducted to determine the change, if any, in the WBC station "image." By using a new psychological technique titled "Semantic Differential," a listener profile of the station was obtained which indicates that the "image" of the WBC station is even more highly regarded than the ratings indicate, and that its audience has been greatly enlarged as a result of the new programming format.

Although listeners were not questioned specifically on change from network to independent programming, they did express recognition and approval of the changes in the programming format.

Q: You mentioned that you hope that listeners in the audience will think in terms of the station rather than individual programs, as they would with network stations. How about the advertiser? Do you think he would buy a station rather than a program?

A: Well, I think the proof of that premise is found in the way that advertisers buy radio today. Now, we think the advertiser buys radio in its broadest sense—and this is not every advertiser—in its saturation objective or purpose; namely, he buys all times of the day, and it matters relatively little as long as he gets into the right audience period as to whether he's at 7:30 or 8:45. But if he's interested in saturation, he buys morning, mid-morning, noon, mid-afternoon, the drive-home time period, evenings and hopefully, he's going to buy into the whole area of nighttime as well. We don't think you get the full value unless you go the full gamut.

Now, if a man wants to buy two spots, obviously he tends to move in the direction of morning and evening periods which psychologically, but not necessarily factually, have come to be recognized as the high-demand periods in radio. So, we don't think advertisers are geared to programs. And just for the sake of making sure you understand, the conclusion that they listen to stations and not to programs was not our conclusion. We believe this to be the case, but this was an independent study made by Columbia University on the question of modern radio.

Q: For NBC, wasn't it?

A: For NBC.

Q: Incidentally, did that lead you to disaffiliate or did it merely confirm . . . ?

A: No. We were reaching for everything and anything we could find to help confirm our judgment. You know, one of the aspects of going independent was the sincere conviction that we could do a better job audiencewise and commercially than we could having a network affiliation. This didn't carry with it a built-in quality of rancor and contempt for what the network's doing.

We appreciate as well or more, possibly, than others the real problems the networks have in this area of trying to make this radio network go and liquidate its costs and make a profit and in turn or originally capture audience. But we thought this might be a chance to test out two philosophies. Here is a guy who's been affiliated, you know, since they made networks and has been literally up to his earlobes in networking and now he's going to try a different tack.

What better basis for comparison can you get than have him working side by side with another affiliated station in the same market to see what happens? The assumed differences or points of emotional difference that appear to have cropped up in this area, I think, are totally unwarranted. We're business people and so are the networks. We're going to do the best job we know how in this area, and we assume they are; we *know* they are.

Differences of philosophy are healthy for a business, as long as they're honest differences and honest, well-thought-out convictions. If we're wrong, we're not going to be slow to repair our path, if it's possible to repair. And if we find that there's any element of our present format which is not appealing to the public or not doing the job it should be doing, we hope we're the first to recognize it, and I promise you, if we recognize it, we'll be the first to change it.

There's absolutely no jealousy or pride of authorship in this thing. We adopted a format that I guess has been going for almost as long as networking has, in adopting music and news. We think we're doing a little better than perhaps the average, not all stations by any means, but the average.

Q: Is there anything on any of the networks now that you would like to have and cannot do yourself?

A: Of course. We proposed to NBC, when they asked us the $64,000 question of what we wanted from network service, certain services which we felt were singular to the network and which could not duplicate ourselves. I suppose the most singular one of these is the international news service. We'd like to have some form of international news service. We'd be willing to pay for it, pay fairly for it, equitably for it. After all, we buy a lot of news services as it is, and we spend a great deal of money in this area, so that we wouldn't be expecting anything for nothing.

This would have also applied to the Washington situation up until the point that we've now reached that we have our own Washington news bureau. This again isn't calculated to rival the networks. This is not our objective. Our goals are totally different from the network's goals. We are trying to take Washington news and localize it for the people of our markets, so that it has a different and new and interesting meaning to them which we

don't think it has either on a network news show or on the syndicated wire services.

Let me give you a for-instance. A few weeks ago we flew two news men, Jim Snyder and Mike Levine, from KDKA Pittsburgh, to Washington. With Rod MacLeish, they interviewed Jack Kennedy, the Senator from Massachusetts. And they talked about a broad gamut of things, among which was the question of whether he considered himself on all measures capable and able to be a candidate for President, how he felt about the budget, all of these other factors. Now, here's Jack Kennedy, a national figure, who I think, because of the tremendous tempo of his activities down there has little opportunity to shunt stuff back to Massachusetts that is purely interesting to them, doing a program which we in turn ran primarily on WBZ, but also on our other stations, which we think had a tremendous local interest to it. Beyond that, it had such widespread general interest that the story developed by our newsmen was picked up by all three major wire services.

Talking about how far we've gone, how far we've got to go, I think the Washington news bureau is typical of anything we've had. We went into this thing with a lot of plans, a lot of things that we thought would work. About half of them have washed out. They just haven't clicked. But correspondingly Rod MacLeish and Dick Pack and the news editors at each station and, the program managers at each station have come up with at least twice as many new ideas of how we can effectively use this. I think the thing is just now beginning to take on some substance and forward movement so that I think we're going to get a lot more value and service out of this.

But I want to emphasize the fact that we're not trying to duplicate something here with the networks and the wire services. We're not able to do that. We don't want to do it. But when we can take a story and lend meaning to it for the people of Boston, which meaning they can't even get in the *Boston Herald,* you know, then we think this is a real plus and a real value.

THERE IS A NEED FOR SOME NETWORK SERVICES

Going back to your question, there would be things the networks aren't doing and generally speaking they could do them. International news service would be a case. When we've had items such as the President speaking, we have requested the networks for a line and we have carried the programs, generally speaking.

When it came to the U.N. crises last year, of course the networks didn't carry. And we sent MacLeish to the U.N. and we did carry this ourselves, in addition to a few other stations that initially carried this. MacLeish sat through all those sessions. We taped some of them. He relayed some of it back in the form of digested and condensed versions.

Don't get the impression because we're talking about this that this is made possible by some fabulous resources of Westinghouse. These things are generally done economically, sensibly and palatably in relationship to the service rendered. We're not taking a U.N. transcript back live at a cost that is totally disproportionate to the value achieved, just to prove a point.

One thing we have proved to ourselves, and that is the tremendous creative value we've gotten out of our staffs in the course of this past 12 or 13 months. These people have been tremendous. And not only have they been tremendous individually, not only have they worked hard and produced and been creative, but the cumulative and aggregate effect of all of their creative efforts and creative thinking has been, I think, the thing that's made the principal difference.

It's not just a question of just having one program manager. We've had six program managers. And they're all confronted with essentially the identical problem, with variations as to markets and traditions and backgrounds, but they've got a basic problem, and the way they've thrown in this aggregate creative effort to meet this thing has just been terrific, which I think is something we've learned, being a multiple station operator and which I'm sure most multiple station operators have found to be the case.

Q: You mention that your news staff had been doubled or more. How many people do you have, say, in your Washington news bureau?

A: On an average I would say approximately four or five. I say average because we sometimes require a peak and at times we don't require more than MacLeish and his assistant and a gal and what-have-you. In this regard, though, you know, we've been asked a question and in turn we've asked ourselves the question. How big or how small do we want this thing to get? We've answered it in a very nebulous way. I said we'll make this thing as big as the service we can render in this particular regard. If we can render a genuine service, and it's an expansive type and it's going to continue to expand, we're going to put more and more money into this situation. We're not going to spend money recklessly and needlessly, which would be a foolish thing to do. In our individual stations, I will give you estimates and I will confirm them for you. I would say the average operation has between seven and 10 men in radio. Of course, we only have one consolidated news department in Cleveland which was consolidated when we took over . . .

Q: Consolidated with television?

A: Yes, so that we're talking in almost every instance about an independent radio operation. There are still, we think, enough differences between the two to warrant different handling and different treatment. Now, we don't want one to be subverted, even though I'm convinced we can realize economies where we do combined them. But we're studying this very closely. It's a toughie. There is much advantage in elimination of duplication of coverage.

Q: How about the other departments? Has the sales department increased?

A: Yes. What we've done in the sales department is increase sales forces salesman-wise, but not extravagantly. I would say one or possibly two men. Two men would be the exception, one man on an average.

At the headquarters level, we have recently appointed Perry Bascom as national radio sales manager, working under Bink Dannenbaum, our vice president-sales, supervising and coordinating the expanded radio sales effort. It is his function to work with the sales managers of the individual stations in matters of sales strategy, personnel, policy, etc. At the same time, he heads up the national sales effort, both in direct contact with agencies and clients and in cooperation with our station representatives.

We have zealously put into effect our national sales coordinator capacity. This is something which I'm sure is not singular to us, although certainly not everyone in the business, is doing it. We have a man on the local scene who does nothing but deal with the local representatives of national advertisers. We have found that there is a problem to be met here and we have tried to meet it with this man going out and dealing with the distributor, the regional representative, the individual sales personnel and so on. A great job can be done here.

THERE HAS TO BE A THOROUGH SALES JOB

When a stock schedule is bought on a national basis, I think this is only one element of the job to be done in buying the time. I think correspondingly if it's a retail item sold in a supermarket, there must be methods and means found to take the local salesman and stimulate and enthuse him to the point where he goes out and sells more of this merchandise and gets better shelf position and more shelf position and gets an understanding of the tremendous impact and dynamic force of radio and/or television.

This has been the job of this national sales coordinator. He does nothing else but this. He obviously doesn't write any orders because the orders are generally written for national business on a national basis at the agency. This is a man who has built a relationship for us at the local scene for national accounts, and I think that, although this didn't originate in the past year, it probably more effectively settled itself and stabilized itself in the past year. We've had wonderful success with this, and we think it's a real plus to the business. I think broadcasting would be better off if we were doing this.

Just think for a moment what the newspapers are doing in this field. The national sales manager of a newspaper is a very important man on the local scene, as you know, and he's got, I don't know how many men, but a lot more than one out pounding

the street for national business. We won't get our share of that business, in my opinion, no matter what the aliquot proportion might be in relation to newspapers, until we meet them in kind, chapter and verse, for all the services they're rendering and more so.

Our product is better. There's no question about this, because we've got a whole new and extra-dynamic dimension. But the fact remains there are a lot of things to be done to overcome tradition, convictions that unless you get a tearsheet you haven't gotten your value.

Of course, we've stepped up our sales promotion greatly. We think we're heavily promotion-minded and activated anyhow, but where possible we've stepped this up and we've stepped up our advertising substantially.

I guess our advertising is up 30% this year over last year. And in this regard we think it's a wonderful and remunerative thing.

Q: How about your program department? How much has that expanded?

A: I would say it's expanded almost in direct proportion to the amount of time we had to fill after losing the network option periods. What we were doing before in local time periods is essentially what we are doing now in the corresponding periods, so we had to have people and producers come in and do the job for the vacated periods.

Now, unfortunately, I think too many people in and out of the business feel that if you go into a music format that all you need is a pile of records and the latest issue of *Cashbox*, *Billboard* or *Variety*. We don't believe this.

We have heard criticisms of the music-and-news operation as reducing the radio station to the status of an "electronic jukebox," insinuating that there is something second rate about the entire music-and-news concept. Let me say here that we feel that music and news is not only a sound and proper programming format in radio today, but that it is meeting with tremendous public acceptance. Nobody likes it but people, who coincidentally are the ones whom we are licensed and dedicated to serve.

Don't think for a moment, however, that we feel that this can be done cynically or casually, or according to a mathematical formula.

We think the pacing is as important as any other single factor. We think the selection of records intrinsically can't be taken from any single survey or standard. We have a producer on every one of our shows. We think this lends a quality to a music program that you just can't get by any cynical formula or mechanical process of selecting records and popping them on the turntable. So I can't give you numbers, but I would guess that it would be almost in that direct proportion. We have, of course, expanded our record libraries very substantially, and in this regard we have broadened our staff in those record libraries.



". . . pricing of any period of day must be one that represents advertising effectiveness or a good advertising buy."

Q: You mentioned earlier that you learned a lot of things during the past year. Some of them are pretty evident in what you have said. Can you think of any others?

A: Yes, I think a thing that we've learned, that we suspected to be the case from the surveys we read and so on, is that the acquisition of audience in radio is a slow-building process. It's unlike the present status of television and the earlier status of radio, when you punch a button up and you end up with *Lucy* or *Twenty-one* or some such show and you can get a transformation of audience that'll shock you. I cite you the case of "Twenty Seconds Over Tokyo." This MGM picture was run over KTTV (TV) Los Angeles opposite the three network shows, and they had more audience by, I think, six times, than the network programs. But look at what followed immediately after that time period. They turned off as quickly as they turned on. This is not true in radio. People do not change stations as readily.

Hence our path has not been an easy one. We've been very fortunate, and things are progressing well, but this again is the area where I started off as saying there's still a great deal to be done. We're not going to be satisfied recognizing as we do that there are areas where we're not No. 1 until we are No. 1.

People don't change their radio listening, you know, like they change other things, particularly their television listening at this particular moment. There's a tuning habit in both, but I think it's a much stronger, stable thing in radio than it is in television, and hence progress is something that only time can achieve. If anyone is inclined to expect some phenomenal results from a change, it "aint gonna" happen. It just doesn't occur that way. This is something we learned and probably learned the hard way.

The interest in news in radio is very rewarding. We always knew it was there, but if ever we were in doubt about what we were going into in numbers of people and money, it's been confirmed and justified many times over. People like radio news. I don't think they expect to get from radio news any more than they expect to get from other forms of electronic news. They don't get, the editorial comment and dimension they get in the *New York Times* or *World-Telegram* or *Herald Traveler* or *San Francisco Examiner* on the regular newscast. When they have the time to do this, they'll pick up those papers and read them and get what they want.

But they want the news for the purposes of being currently informed, and the hard-hitting local concepts and depth of it from the viewpoint of your local station buttressed, of course, by your national and international news, brings about an amalgam, and we've just been tremendously impressed the way people have responded to this, by the letters we get and information we get and people's comments about our news efforts in this area and regard.

Q: Are all your stations making a profit?

A: Oh, yes.

Q: Which one would you say is doing the best, bringing in the most revenue?

A: WIND, I assume, would be recognized as being a substantial earner and the best earner of our group. Beyond this, Cleveland, Pittsburgh and Boston are about equal and very substantial earners, but not equal to WIND. Of course Fort Wayne and Portland are in a different market situation so that relatively speaking they are on a little lower level of income.

But all of them have shown dramatic increases in the course of the two years. All of them operated in the black and at good profits in 1956, but the one that had the lowest profits in 1956 at the end of May 1957 had achieved the profit position of 1956 after five months of operation.

Q: Which one is that?

A: KEX Portland.

Q: Of course, WIND was never a network station. Have you ever been sorry?

A: About the change? Oh no, really I think in general whatever we calculated to be the reasons and the purposes and the objectives to be accomplished are there to be had and to be fulfilled. We have no regret about this at all. We keep saying to ourselves, though, to get back there and do more. And we're going to do just this.

Q: How do you stand on the movement of some of the stations and reps to cut nighttime rates to half of daytime?

A: We believe the pricing of any period of day must be one that represents advertising effectiveness or a good advertising buy. If someone won't buy what we consider right now to be a good advertising buy at 100%, I don't think they're going to buy it at 50% or 25% or 10%. We could have resorted to this a year or a year-and-a-half ago. We are now concluding a rate study on our stations which will show a minimal amount of deviation from their present rate structure. But we hope to prove that we can deliver audience commensurate with this to give a cost-per-thousand and an advertising buy that's good. We're not in favor of giving it away. If it's not worth anything then it does not deserve to be bought.

If, on the other hand, it is worth something, it deserves to be effectively and fairly priced. So arbitrary 50, 60, 70% discounts, we think, are not necessarily the right way to go about it. Of course, if others choose to do so, fine. But we don't propose to do it, because we think we can add something to it, we think we can make nighttime interesting, we can add a different element to radio than we presently have during the nighttime period.



Why Fels & Company prefers

Crosley WLW Stations

for Instant Fels Naptha

Golden Soap Granulets

"WLW Stations offer that important extra of mighty grocery merchandising tied up with top Station Talent. Yes, leading TV–Radio personalities star in product merchandising–promotion as the Crosley Stations' experts cover the store fronts by top-level trade contacts, personal calls and point-of-sale push. So the Talent-tuned, power-packed merchandising–promotion of the Crosley Stations really means business for advertisers."

Max Brown

Max Brown, Director of Sales
Fels & Company

Like Fels & Company, you'll get mighty merchandising–promotion for your products too with the WLW Stations. So before you buy, always check first with your WLW Stations' Representative. You'll be glad you did!

WLW	WLW-T	WLW-C	WLW-D	WLW-A
Radio	*Cincinnati*	*Columbus*	*Dayton*	*Atlanta*

Network Affiliations: NBC; ABC; MBS **Sales Offices:** New York, Cincinnati, Chicago
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

from **CHARLES H. BROWER,** *general manager & vice chairman of executive committee, BBDO.*

EVEN CHINESE PROVERBS ARE INADEQUATE FOR THE PICTURE WITH RIGHT WORDS

AS FAR as I am concerned a picture *with* words is worth 10,000 old Chinese proverbs and I don't care whether research ever finds out if the picture or the sound is more important in delivering tv messages.

These arguments are like trying to decide whether your heart or your lungs are most vital to your continued conscious comfort. Without pictures tv is radio and without sound it's the old silent movies, only somewhat worse. With both, it's a whole new dimension in advertising.

Advertising is communication and our basic method of communication is words. It you don't think so, try getting across a basic idea in some other way some time. That's why people panic themselves at charades. They're trying to communicate without words.

The use of the right word is more important in television than in printed copy, although the right word is better than the trite word anywhere. In tv each little word stands pretty much by itself. It has no big headline to hide behind—no third subhead, or box, or coupon to divert attention.

Actually, there is probably no such thing as a trite word—there are only trite ideas. Great writing is not a chain of great words. It is a great *idea,* usually expressed in words quite common to small children. This is true of literature and it is true of advertising. I would rather have one man with an idea than a hundred wordsmiths. Great books have been written by ignorant people with ideas, but nothing worthwhile was ever produced by a man without ideas, no matter how learned he may have been.

THE RIGHT KEY INSURES A BRIGHT MESSAGE

In advertising "the idea" is usually the basic theme—a sound selling message with enough of a twist to be remembered. Get this once and the words will fall into line like little soldiers for you and march with pleasant precision. If the idea is bright, the words won't be trite.

The general separation of space writers and tv writers in agencies has led many people to think that there is some difference in their problems or in the way they write. But there really isn't. All mediums have certain limitations not common to others. But whether you write advertising for television, newspapers, outdoor, matchboxes or bottle caps, the basic problem is no different.

Go after that old basic theme—the sales point that is going to make your client's product appeal in the strongest manner to the customer's greatest interest—and the rest becomes pleasant detail. But the amount of writing done in this nation's advertising before any idea has occurred to anyone would reach . . . and reach . . .

Commercial writers for tv are, I think, the lucky elite of advertising. You've got motion (live, stop motion, and animation), and emotion (love, pride, envy, oh boy, what a gold mine). You've got jingles that sing and jingles that talk, announcers that can cozy up to your words and deliver them lovingly into 50 million eager ears, musical backgrounds that lull sales resistance to sleep. Above all, you've got demonstration. Space copy did great things with "before and after." In tv you have "before, during, after, and notice how my competitor's product fails in the clutch every time."

Yet there have been gross whispers, I hesitate to report, that not all tv commercials are scintillating, charming and irresistible? I've even seen a few that suffered from tired verbs or overactive dullness. Why? I'll never know why a tv writer, living in a uranium mine, will content himself with producing mud pies. Maybe it's the mother instinct—they can't help being partial to some ugly little brat just because they produced it.

SMART WRITERS BELIEVE IN DOUBLECHECKS

Television research, which has grown in influence over the past two years, helps smart writers, but it also helps the ones that aren't so smart to hide their mediocrity. The smart writer will do his stuff first, and then check it against research. The lazy writer will find dozens of little reasons out of past research to prove why the job can be done only one way—his way.

One bit of modern television research that worries me is the pre-test. I think it favors standard, familiar, everyday commercials and penalizes new ideas. A new idea is something like a baby—there is a period where it needs protection, development and encouragement. It doesn't help any to step on it. A new idea builds. It grows on you with familiarity. It needs a chance—something it is not likely to get from a swift run-through in a pre-test.

Until we get real creative automation (a term I just invented) there will be plenty of room in this television business for the writer with ideas who can express those ideas simply.



Charles H. Brower; b., 1901 in New Jersey; educ., Rutgers U. After teaching school joined George Batten Co. in 1928, just four months before it merged with Barton, Durstine & Osborn. He has been a copywriter, copy supervisor, and creative man since. In January, 1940 was elected a vice president of BBDO and a member of its board of directors. Since 1946 he has been executive vice president in charge of all creative services. He is one of the original members of the executive committee formed in 1951. He now is general manager and vice chairman of the executive committee of BBDO.

An FCC in His Future

IN NOMINATING Frederick W. Ford for the FCC, President Eisenhower came up with a ten-strike. It can be construed as a "merit" appointment because Mr. Ford served as an FCC attorney for six years and is familiar with its policies, frailties and people.

It's a good appointment because it is so much better than what might have been. Many of the candidates under consideration had little to commend them other than their work for the Republican party. Since the nomination was announced last Tuesday, sighs of relief have been heard both within and outside the FCC.

Mr. Ford left the FCC in 1953 after having served for two years as chief of the hearing division of the Broadcast Bureau. He joined the office of the Legal Counsel of the Dept. of Justice and afterward became assistant to Deputy Attorney General William P. Rogers. As an FCC trial lawyer, he had been assigned to many of the FCC's most controversial cases, including the G. A. (Dick) Richards stations license renewal proceedings, and the American Broadcasting-Paramount Theatres merger. He played a key part in the revision of the FCC's administrative and hearing procedures, working under the then Chairman Rosel H. Hyde and with Comr. John C. Doerfer, who assumed office last week as the new chairman.

Because he knows the FCC and the communications field, Mr. Ford will have no problem in assuming his important duties as the FCC's seventh member. There is still Senate confirmation ahead, but there should be no serious involvements since Mr. Ford has the qualifications. In his native West Virginia he is regarded as a "modern" Republican, of the Eisenhower school.

It took the administration a long time to catch up with the situation on the FCC in the wake of the long-known intention of Chairman George C. McConnaughey not to seek a new seven-year term after June 30, but, from where we sit, the President came up with the right calibre of men, both for the chairmanship and the vacant commissionership.

One Man's Meat

IN THIS ISSUE we present a detailed interview with Donald McGannon, president of Westinghouse Broadcasting Co., who has talked with candor about the experiences of WBC radio stations since they ended their network affiliations.

Mr. McGannon's report is a fascinating record of an adventure that turned out well. As independents, Westinghouse stations are doing more business and making more profits.

We would urge, however, that Mr. McGannon's interview be read for what it is—a report of the experiences of a resourcefully managed, well staffed and economically powerful station group. Independent operation has worked well for WBC. Whether it would work as well for others is a question which others must answer individually for themselves. It would be possible, of course, to find many operators of network affiliates who could point to recent improvements in their business.

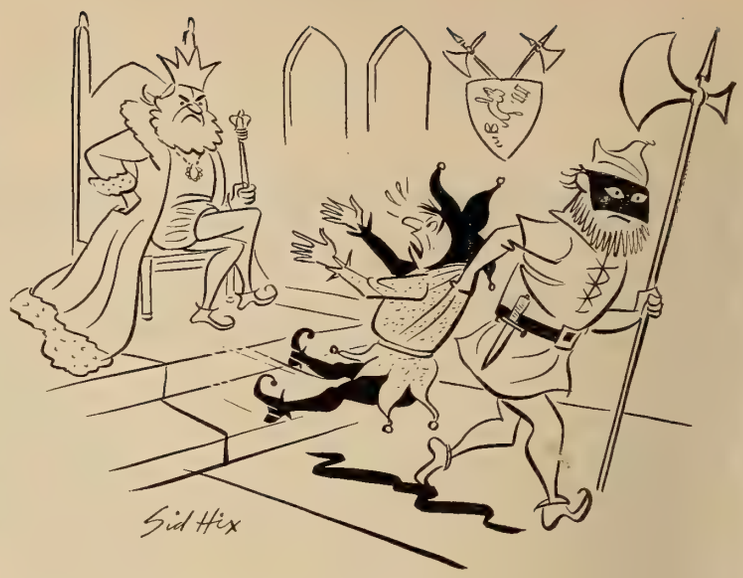
To be sure, these improvements are primarily in national spot and local revenues. Radio network business is active, but it shows no signs of recovering anything like its levels of pre-television days. In today's radio pattern, the affiliate looks upon its network more as a source of programs than as a source of income. The affiliate remains an affiliate because it believes the network supplies programs which the station could not supply for itself.

The McGannon interview is not intended by B•T as an endorsement of anything but good radio. And good radio today still embraces both independent and affiliate operations.

Dark Day

UNLESS a voting majority of the House takes leave of its senses, nothing will come of a resolution introduced last week to compel broadcasters to clear questions with the Secretary of State before interviewing Communist leaders.

We doubt that any House member who cherishes American liberties will vote to repose editorial direction of the nation's broadcast stations and networks in the hands of the Secretary of State.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"But a comedian can't be funny every day, your Majesty . . . try cutting down my exposure to once a week!"

The resolution was proposed by Rep. Ray L. Madden (D-Ind.) who criticized the CBS interviews with Khrushchev and Tito as constituting "a well prepared effort to mislead the people of the world concerning the real truth of the Communist menace."

If adopted, the resolution would express "the sense of the House of Representatives." While it would not have the force of a law, it would be a directive to the FCC urging that agency to insist that before broadcasts of interviews with officials of Communist countries the questions be approved by the Secretary of State.

Rep. Madden was motivated to introduce his resolution by his belief that the Khrushchev and Tito appearances advanced Communist propaganda and did nothing to expose the many crimes and shortcomings of international Communism. Whether his belief is valid or not is immaterial. The important point is that it is fully within the rights of CBS to interview anyone on the air, no matter what the contents of the interview. To abrogate those rights would be to meddle dangerously with basic freedoms.

Frank Stanton, president of CBS, accurately described the consequences of the resolution, if adopted, when asked for comments after his speech last week at the National Press Club. "It would be a very dark day indeed," said Dr. Stanton, "if we came to this kind of reporting in the free United States."

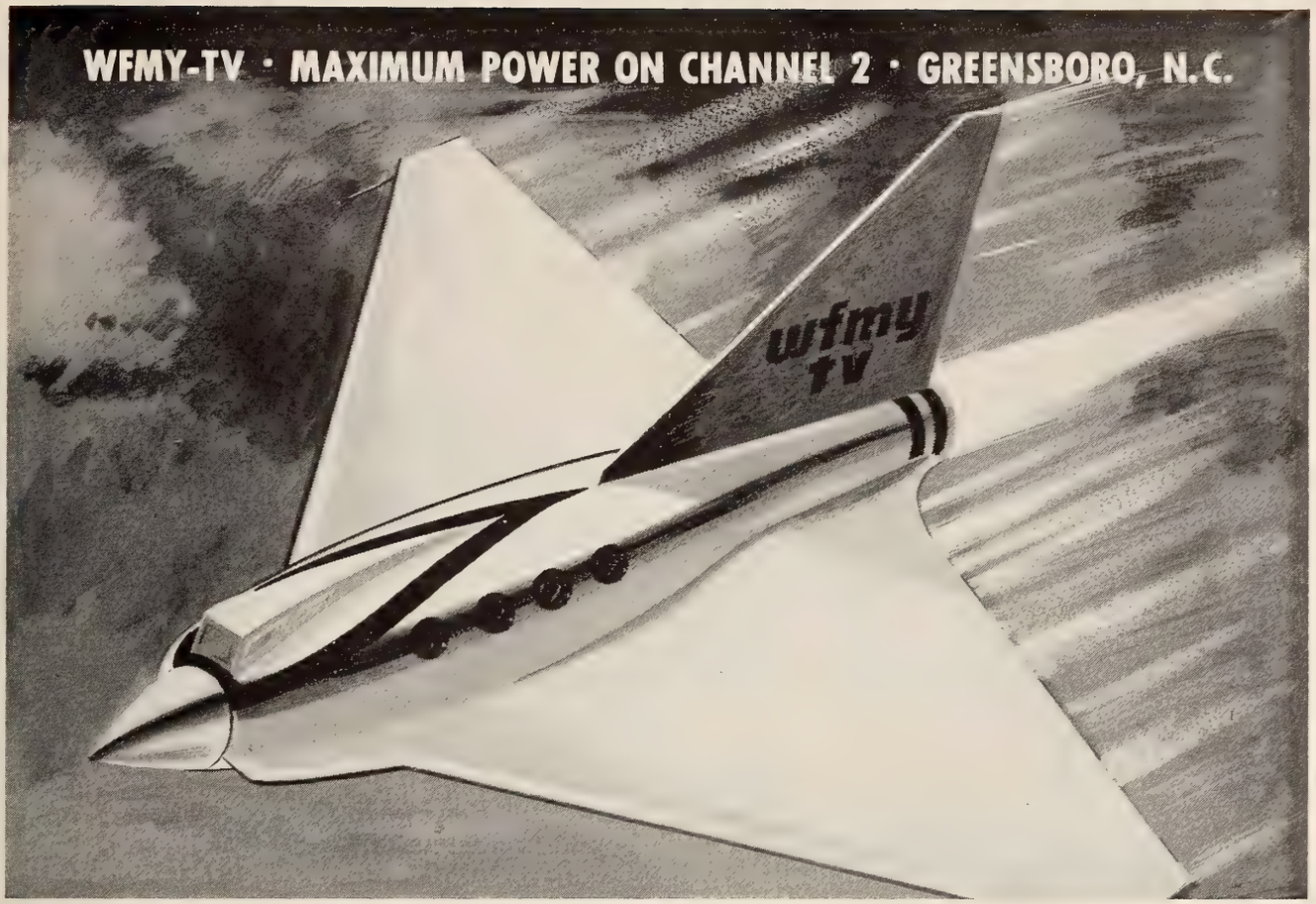
Security and Censorship

FROM the days of the Founding Fathers the nation's press has waged a constant battle against invasion of its freedom, guaranteed under the First Amendment. With the development of the broadcast media during the last generation, the First Amendment has applied with equal vigor to radio and television.

Now the Commission on Government Security, in what otherwise is regarded as a sound and useful report, proposes legislation making it a crime for any person willfully to disclose information that is classified as "secret" or "top secret." The proposed penalty would be five years imprisonment and $10,000. The real penalty would be the loss of our basic freedoms.

Abuses of the classification system are common in Washington. The rubber-stamp has been used by bureaucrats to conceal error or withhold information that could not conceivably have bearing on our national defense or give aid and comfort to other nations.

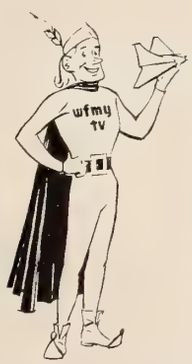
We doubt whether the recommendation will ever pass Congress. The balance between freedom and security is such that Congress is fearful of imposing censorship in peacetime. But it behooves all news media to let Congress know that they regard the commission's proposal as a sinister, unwarranted invasion of freedom of speech and of the press.



Flying high...

Your sales and profits soar here in the Prosperous Piedmont section of North Carolina and Virginia when you buy WFMY-TV. True, because no other medium delivers **rocket-like coverage** of this top TV market of the nation as does WFMY-TV. Call your H-R-P man today for full details.

50 Prosperous Counties . 2.1 Million Population
$2.7 Billion Market . $2.1 Billion Retail Sales



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Durham
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Chapel Hill
Pinehurst
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Sanford
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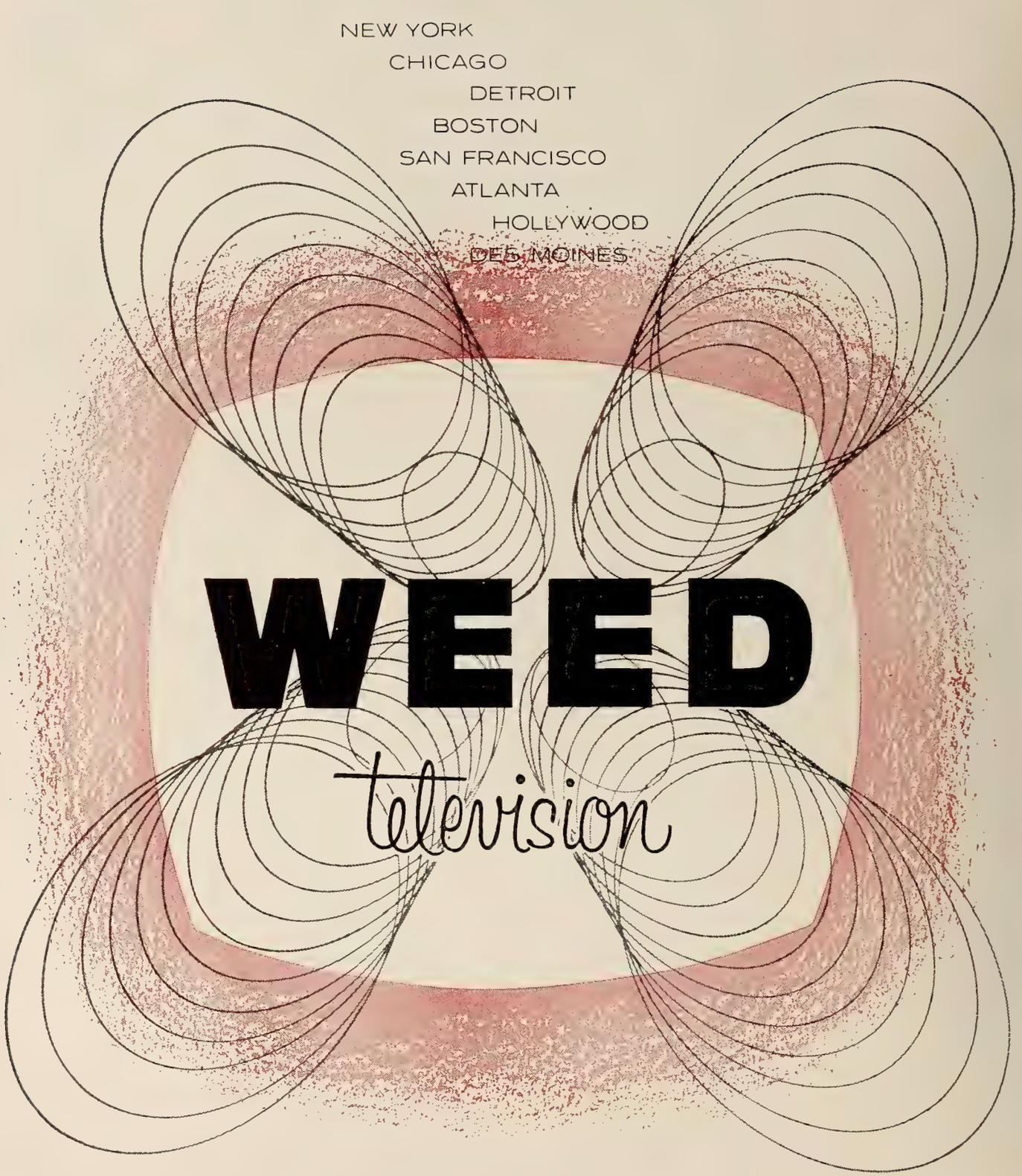
WFMY-TV . . . Pied Piper of the Piedmont
"First with **LIVE** TV in the Carolinas"

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26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION JULY 15, 1957 35¢ PER COPY

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Mutual vs. evolution

Movies: price vs. value

Networks: N.Y. vs. Hollywood



The Nighttime Radio Ball is Rolling

STATIONS IN TWO-THIRDS OF THE MAJOR MARKETS ARE OFFERING 2 SPOTS FOR THE PRICE OF 1

In approximately two-thirds of the nation's major markets, shrewd advertisers can now buy two spots at night for the price of one spot during the day.

See your Petry man for the full story about the picture *today* in Nighttime Spot Radio, the attentive audiences, the new low prices.

Radio Division

EDWARD PETRY & CO., INC.

The Original Station Representative

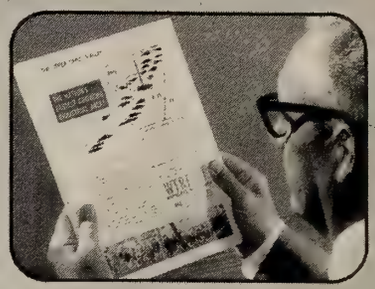
EW YORK · CHICAGO · ATLANTA · BOSTON · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

THE

WHEELING

INDUSTRIAL EXPANSION STORY BOARD

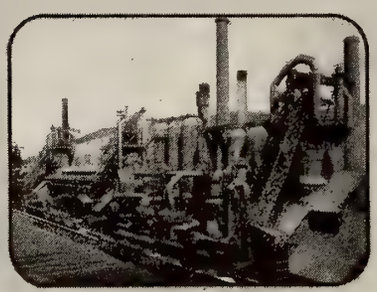




The *Wheeling* Story is a story of *Expansion! Growth! Progress!* The Upper Ohio Valley is truly one of the fastest growing markets in America!

The Wheeling Industrial Expansion Story has been *news* in leading publications and read by millions of American business men.

As an advertiser, this story is important to you because industrial expansion means new employment — added people — *increased buying power*—obsoleting any market figures published as recently as six months ago.



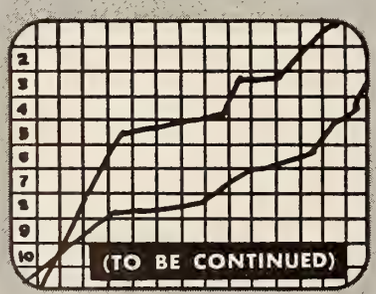




And the story continues to unfold. For instance . . . when completed, Weirton Steel will have the world's fastest cold reducing Tandem Mill—creating new jobs for its 13,500 employees.

Olin-Mathieson Chemical's 1,100 acre plant, originally planned for annual 60,000 ton capacity, has already expanded to produce 180,000 tons yearly

The advertising medium covering this expanding area *best* is WTRF-TV—far and away the #1 Station in every accepted audience measurement.



"a station worth watching"

wtrf-tv

Wheeling 7, West Virginia

CHANNEL 7

As buying power soars—so can your sales soar in this expanding market—*if* you tell your story to the vast, interested audience on Channel 7.

NBC

316,000 watts

Equipped for network color

For availabilities and complete coverage information —call Bob Ferguson, V. Pres. and Gen. Mgr., or Needham Smith, Sales Mgr.—Wheeling Exchange — CEdar 2-7777 — or any George P. Hollingbery Co. Representative.

reaching a market that's reaching new importance!



Proof That

TERRE HAUTE

Is INDIANA'S 2nd Largest TV Market!

FOOD SALES

WTHI-TV MARKET	$212,854,000 *
MARKET A	$184,861,000
MARKET B	$148,676,000
MARKET C	$138,091,000

Market Area: Television Magazine NCS. #2 Study

CBS, NBC, and ABC Television Networks

TERRE HAUTE, INDIANA

BOLLING CO., NEW YORK CHICAGO, LOS ANGELES, SAN FRANCISCO, BOSTON

CBS TELEVISION

WTHI - TV

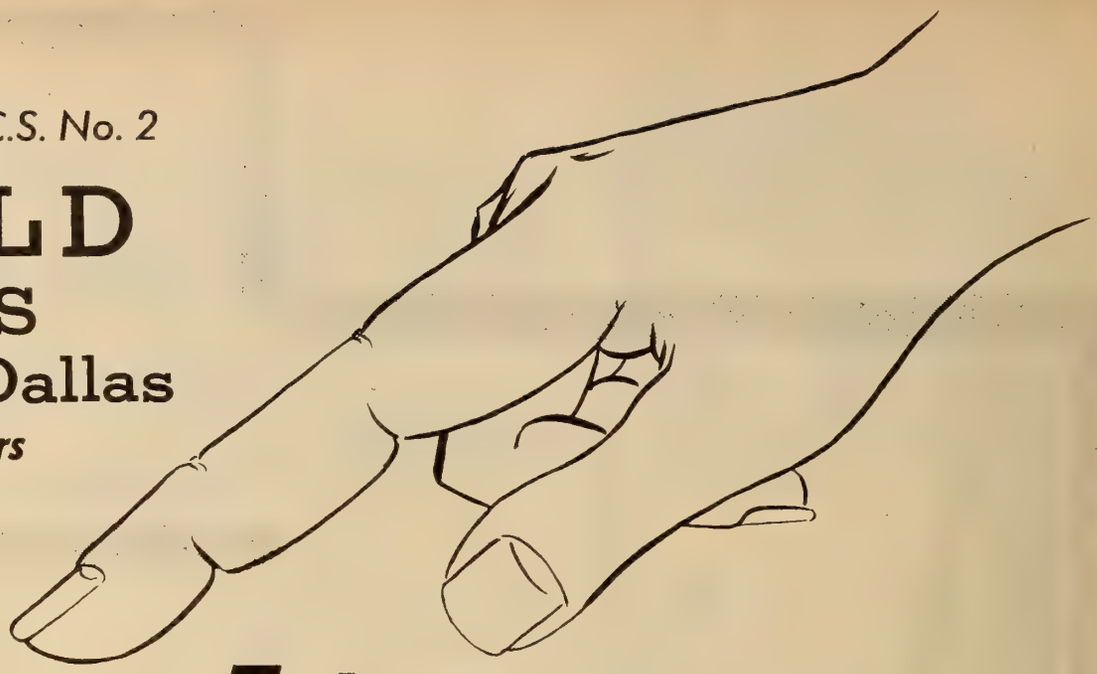
and RADIO, too!

TM—CBS-TV

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Based on N.C.S. No. 2

KRLD
CBS
Radio-Dallas
delivers



More Listeners
More Coverage

than any other full-time station
in the entire state of Texas . . .

KRLD is the Only Full-Time 50,000 Watt Station in Dallas-Ft. Worth Area

KRLD does not share time and frequency with any other station. One station—one order means greater frequency discounts — full, accurate coverage at minimum cost. KRLD is centrally located in Texas' richest and most progressive area. Few natural barriers impede its full-time 50,000 Watt signal, giving you adequate coverage of the West and Southwest at a lower cost per 1,000 listeners. For the best buy, better buy KRLD. Check with a Branham man.

More Listeners
More Coverage
Less Cost per 1,000

COMBINED MAKE

KRLD

the biggest buy
in the biggest market
in the biggest state

KRLD Radio CBS

The radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. Herald Square, Dallas 2. The Branham Company, exclusive representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit

TRUMAN AS HISTORIAN • Former President Harry Truman may become ABC-TV commentator this fall—but not on current events. Program would be on American history, Mr. Truman's favorite topic, and would be picked up from new Truman Library in his home town of Independence, Mo., dedicated on July 6.

B•T

MR. TRUMAN reportedly reached preliminary understanding with ABC-TV two months ago while in New York with Mrs. Truman to greet arrival of their first grandchild. Since he retired from presidency, Mr. Truman repeatedly has rejected offers from networks for commentary series. When ABC pitched history, it struck responsive chord and negotiations were begun with former chief executive and his legal adviser, former Judge Samuel Rosenman of New York.

B•T

TV GRAFT TALKED • Another investigation—this time into alleged "extortion" in FCC television authorizations—is being talked up in Senate as well as in House where Moulder Committee on Legislative Oversight already is laying plans to look into cases involving purported political favoritism [B•T, July 8]. Strike applications, partisan politics, and alleged "payoffs" are among charges receiving preliminary scrutiny in Senate, it's learned.

B•T

ONE nationwide newspaper syndicate has its top Washington man "researching" reports of chicanery in television authorizations. If leads jell, this syndicate contemplates "expose" series.

B•T

NETWORK BREATHER • Top Justice Dept. officials now estimate privately it may take another year—perhaps longer—to complete antitrust investigation of television networks. Network practices now under active government scrutiny are option time, must-buys and tie-ins of time and program sales. Network talent contracts also due for study, but that part of investigation reportedly isn't progressing as fast as other phases.

B•T

VERY premature but under serious discussion at American Broadcasting Network is method of providing for affiliated stations some type of closed-circuit news feed by ABN during non-network program hours. Interviews and background commentary are forms of voice material that stations could monitor and tape for local use. ABN admits idea is not new. Problem is to make service practical and salable for local affiliates.

B•T

FAST PAY • "Sight draft" is being used for first time in history of radio by Morey, Humm & Warwick, New York, to pay stations for radio schedule of Sinclair Oil. Sight draft is method of banking whereby stations fill out checklike envelope to themselves, along with affidavit, and deposit it, getting credit in their own local bank. Local banks in turn file draft with First National City Bank in New York where agency has account and where draft is cleared.

B•T

LOOK for Philco to be back in old role of tv sponsor in not too distant future. One of major tv advertisers in medium's early days as sponsor of Philco Playhouse *in Sunday evening hour on NBC, this set manufacturer and its agency, BBDO, have decided on return, once proper vehicle has been found.*

B•T

NEW BROOM • New policy initiated by FCC Chairman Doerfer requires that all mail be acknowledged within 48 hours, even if detailed answer cannot be supplied. He's likewise asked Office of Opinions and Review to expedite handling of all matters before it.

B•T

NO visitors, no telephone calls—that will be order of business Tuesday mornings for Chairman Doerfer. He will devote time to consultation with his immediate staff, preparatory to regular Wednesday FCC meeting. Only interruption to this schedule, chairman told B•T, will be appearances before Congressional committees or other top-level federal business.

B•T

SIDETRACKED • Nomination of Frederick W. Ford for FCC probably won't be considered by Senate Commerce Committee prior to its next regular meeting, Wednesday, July 24, according to Chairman Magnuson (D-Wash.). Because of filibuster on civil rights, nominations are not being considered, so delay in hearing won't have bearing on ultimate Senate consideration anyway. There's little indicated opposition and nomination should sail through both committee and Senate. Meanwhile, FCC since July 1 has functioned with six members.

B•T

FCC's erstwhile four-man Network Study Committee will function as three-man committee with departure of former Chairman McConnaughey. New Chairman Doerfer, already member of group, has decided against additional appointment at this late date. Committee report is due by Sept. 30, and FCC must report to Senate Commerce Committee 90 days later. Meanwhile, instructions have been given to special study staff, headed by Dean Roscoe L. Barrow, to release each staff member as his particular task is completed.

FACTOR ON ABC • Max Factor & Co. (cosmetics) understood to have signed 52-week contract with ABC-TV for Monday 8-8:30 p.m. slot, effective in fall. Contract, placed through Anderson-McConnell, Los Angeles, said to represent estimated $2.5 million gross billing for time. Show has not been picked. R. J. Reynolds Tobacco had bid for time spot but bowed out, paving way for Max Factor. This leaves half-hour (7:30-8 p.m.) as only period open in Monday nighttime fall lineup, that already has Ralston Purina (*Bold Journey*), Firestone Tire & Rubber (*Voice of Firestone*) and Dodge and Plymouth Divs. of Chrysler Corp. (Lawrence Welk's *Top Tunes & New Talent*).

B•T

NEW LIGHT on die-hard attitude of American Bar Assn. opponents of courtroom broadcast reporting appeared last week in attempt to influence judge at Texarkana, Ark., during murder trial. Purported ABA spokesman telephoned presiding judge, after trial had begun, to point out anti-broadcast provisions of pre-television Canon 35, according to Texarkana sources. KCMC-TV Texarkana silent film coverage, which irked ABA spokesman, drew approval of trial judge, and station put film on air.

B•T

SECRET SERVICE • "Security" measures taken in filming initial Edsel tv commercials [B•T, July 1] currently are being extended to spot radio-tv plans. It's learned some station representatives have been queried on program-announcement availabilities, bulk of them on radio, without being told identity of client. Kenyon & Eckhardt is handling tv spot "teaser" campaign as institutional agency for parent company, and Foote, Cone & Belding, Edsel agency, has made solicitations, as well.

B•T

IT WILL be 30 years on air for CBS Radio Sept. 18, and network is understood to be lining up hour or 90-minute long birthday show. CBS-TV may participate by saluting sister network during day.

B•T

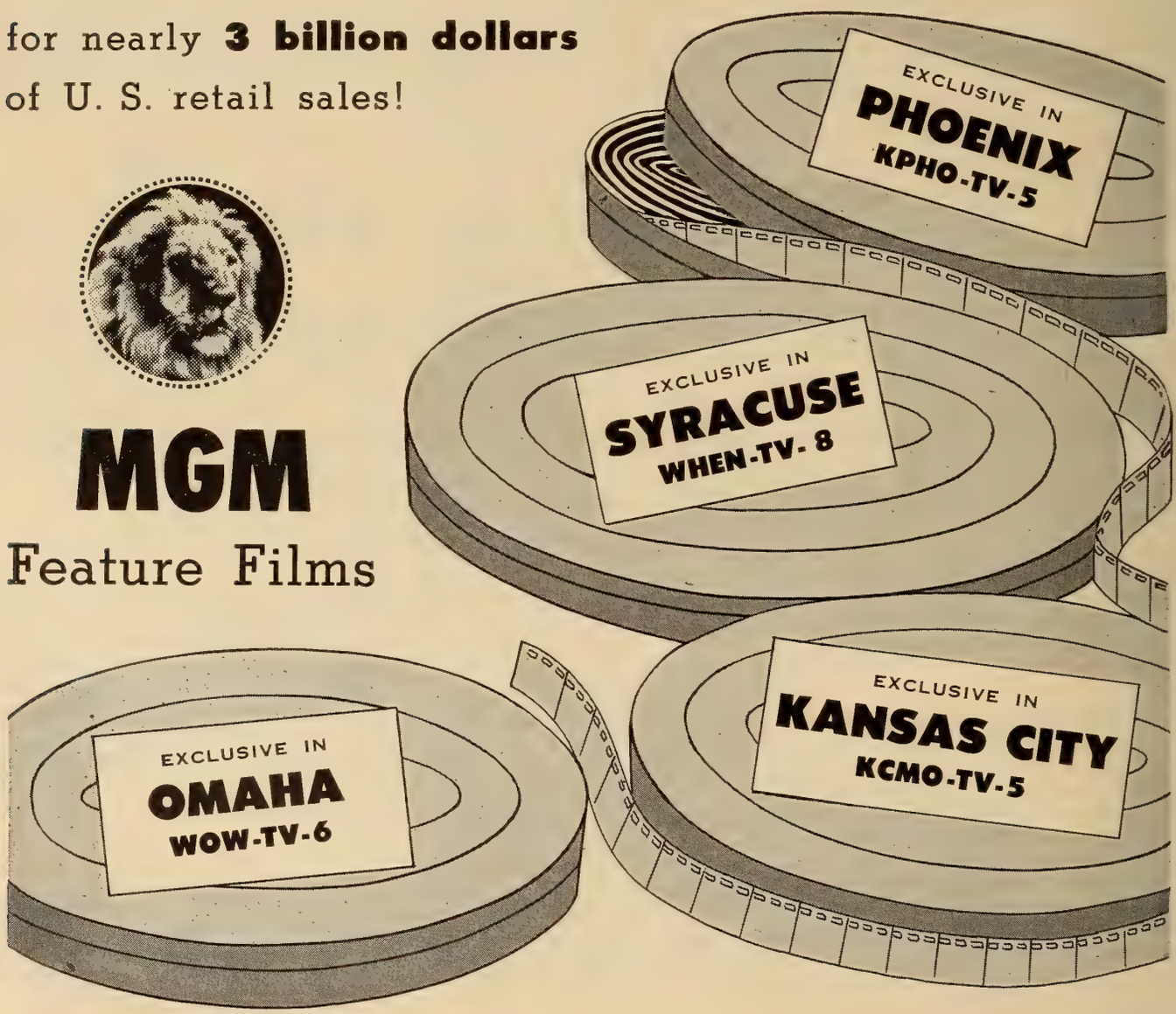
CREATIVE TOOL • Currently under study at Edward H. Weiss & Co., Chicago agency (estimated billings, $15 million-plus), is move whereby its motivation research department would be placed under creative director. Plan is viewed as novel in advertising concept and reportedly reflects President Edward Weiss' views that creativity is core of agency operation and "MR" is valuable only when it feeds "vigorous, fresh new ideas."

The Meredith Stations Present:

Hottest TV Property

in **4 key cities** accounting
for nearly **3 billion dollars**
of U. S. retail sales!

MGM
Feature Films



Feature films are altering the program pattern of TV, we need hardly remind you! MGM Feature Films—the biggest and best "package" in the feature field, are now an exclusive with Meredith stations in 4 of the "class" markets in the U. S.—all in the top 25%. Do your clients know about the opportunity presented by this unusual combination? Availabilities going fast! Get in touch with your Meredith representative as soon as you can for details.

MEREDITH RADIO and **TELEVISION STATIONS**
affiliated with Better Homes and Gardens and Successful Farming magazines

THE WEEK IN BRIEF

LEAD STORY



MBS May Close Up Shop—That's one of three courses indicated for 23-year-old network. Other alternatives under consideration: to sell the network or to further reduce schedules. Decision may come this week. Page **31.**

ADVERTISERS & AGENCIES

The Mating of Supply and Demand—The hitherto unpublished saga of Television Clearance House Inc. reveals that a quick way to success is to find a need—then fill it. Louis Dahlman found the need—television stations, which could use merchandise, and manufacturers, who could use spot time on live programs in return for "distress items." Page **33.**

Major Accounts Have Itching Feet—B•T's analysis of the first six months of 1957 indicates an unusually large number of sponsors are switching agencies. Page **34.**

Ford Takes on Shine at CBS Radio—Network says it's getting clearances, while most of talent is buttoned up for Ford Motor Co. 52-week, 4 hours, 40 minutes per week program scheduled to start Sept. 2. Page **62.**

FILM

Pocketbooks Are Becoming Strained—Are post-1950 theatrical pictures pricing themselves out of nation's number one tv film market? New York station film buyers take another look at price tags and think time's at hand for a mark-down. Page **46.**

Warner Bros.' First Year Tv Report—Television unit expects output of $1 million in commercials. Page **49.**

Bache's Best Buy—Bache & Co., Wall Street investment house, in report to staff brokers, says Universal Pictures Co. is a most attractive stock issue at a time when Universal is on verge of announcing $30 million tv distribution deal with rival Columbia Pictures Corp.'s Screen Gems. Page **53.**

A Barometer on Syndicated Films—ARB releases the top ten films in 10 major markets during June. Ziv-Tv's *Highway Patrol* continues to hold the best average. Page **58.**

GOVERNMENT

Hold Up on Pay Tv—That's what Rep. Celler tells FCC Chairman Doerfer, saying Congress should legislate first. Scant 35 comments filed with FCC on testing questions—with only 10 pleadings favoring, and 24 opposing tests. One took no position. Page **68.**

International Pacts Blocked—Daytimers stop Senate ratification of NARBA and Mexican radio treaties; claim Mexican treaty discriminates against U. S. daytime-only treaties. Sen. Fulbright recommends daytime claims be compromised if pro-ratification forces hope to gain two-thirds Senate majority. Page **76.**

NETWORKS

Westward Ho! for 'Prestige' Shows—Though New York is not losing ground to Hollywood in total production time, the "prestige" shows are going West. The future course of the New York-Hollywood battle is uncertain. Page **60.**

Teamwork Urged in Radio—American's Bob Eastman pleads for cooperation in radio's sales ranks. Page **62.**

ABC-TV Looks to Winter Ratings—Network drivers say ABC-TV will be in the ratings show in the top markets come next January. Page **64.**

STATIONS

Too Much Phone Traffic—New York Telephone Co. reminds WINS New York that it's dialing the wrong number as station promotion contest overloads circuits, a situation which also makes telephone officials blow a fuse. Page **88.**

'For Sale' Sign Tucked Away—WATV (TV) Newark, "unofficially" up for sale since spring takes itself off market and reaffirms its "open for business as usual" position by finalizing purchase of major NTA-20th Century Fox Package. Page **88.**

OPINION



MR. TAPLINGER

Warning: Tv's Stumbling Into Too Many Ruts—Sylvan Taplinger, writing in B•T's Monday Memo series, takes a crack at some practices that have, he says, beset television. Page. **127.**

Mr. News Director, Do Sponsors Lean Over Your Shoulder?—That's the question that was posed to tv station news chiefs in a special survey. Page **122.**

PERSONNEL RELATIONS

Another Round Between IBEW, CBS—Local 1212 and CBS renew labor dispute as electricians strike Columbia Records, picket main CBS headquarters in New York. Network stays on air as handful of union electricians consent to stay "locked up" in master control. Page **78.**

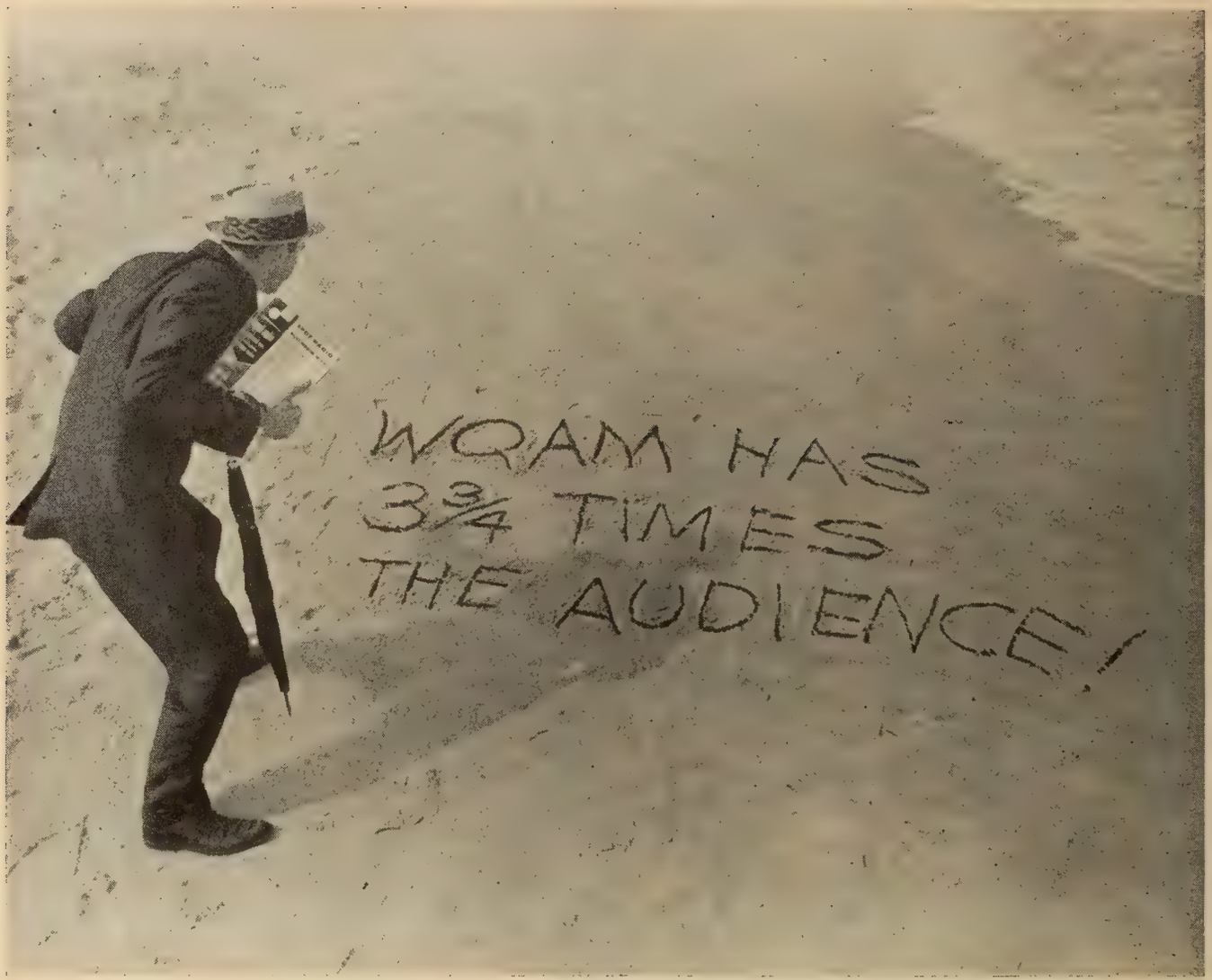
For latest developments see page **10.**

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP



WQAM	**37.9%***
Station "A"	10.1%
Station "B"	9.8%
Station "C"	7.3%
Station "D"	6.8%
Station "E"	6.3%
Station "F"	5.6%
Station "G"	5.4%
Station "H"	4.8%
Station "I"	2.7%
Station "J"	1.6%
Others	1.3%

*Hooper—May-June 1957, 7 a.m. 6 p.m., Mon.-Sat.

The runaway races on! WQAM's previous ad talked of an audience more than 2½ times that of the runner-up station. *Now* WQAM with 37.9%—enjoys 3¾ times the second station's audience. That's what the newest Hooper says, continuing a dramatic, fantastic change in Southern Florida radio listening—and time-buying—since the start of Storz Station programming at WQAM, less than a year ago.

The *latest* Pulse and Trendex have WQAM in first place. So it's unanimous. So don't let 1956 data throw sand in your eyes. Send for a Blair man, or talk to WQAM General Manager Jack Sandler.

WQAM

Serving all of Southern Florida with 5,000 watts on 560 kc . . . and radio #1 in **MIAMI**

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

Kintner, Sacks to NBC Board, Odorizzi Named to RCA Board

ELECTION to NBC board of directors of Robert E. Kintner, executive vice president, tv network programs and sales, and Emanuel (Manie) Sacks, vice president, tv network programs, to be announced today (Mon.) by NBC President Robert W. Sarnoff.

Election to RCA board of directors of Charles M. Odorizzi, executive vice president, sales and services, announced Friday by Brig. Gen. David Sarnoff, RCA chairman of board. Mr. Odorizzi succeeds William E. Robinson, president of The Coca-Cola Co., who has resigned from both RCA and NBC boards.

Mr. Kintner left ABC's presidency last January to become executive vice president at NBC. He had joined ABC in 1944 as vice president in charge of programming, public services, public relations and advertising, becoming executive vice president in November 1946 and president on Dec. 30, 1949.

Mr. Sacks joined RCA in 1950 as RCA Victor's director of artists relations, subsequently was elected staff vice president less than year later; vice president and general manager of RCA Victor records in January 1953 and staff vice president at NBC in August 1953. Both executives are members of NBC executive council that formulates major company policies.

Mr. Odorizzi, with RCA since 1949, was elected to his present post October of 1955 and is responsible for guidance and administration of RCA's international sales, overseas companies, RCA Victor Co. Ltd. of Montreal, RCA Service Co., RCA Victor Distributing Corp. and RCA Institutes Inc.

'My True Story' Moving to NBC In $3.5 Million MacFadden Pact

AFTER 15 years on American Broadcasting Network, *My True Story* moves in fall to NBC in same time period, Monday-through-Friday 10:05-10:30 a.m., but with new sponsor, MacFadden Publications. Matthew J. Culligan, vice president in charge of NBC Radio network announced Friday network signed MacFadden to five year $3.5 million contract for series which has enjoyed high ratings and consistent sponsorship, currently participating, on ABC. Series is based on material from MacFadden magazines and will continue to be written by Margaret E. Sangster. Ted Lloyd will produce.

ABN leaked word that weeks ago it had sent letters to packagers and talent canceling not only *My True Story* but also morning dramatic serials *Whispering Streets* and its house-packaged *When A Girl Marries* effective end of August. Dropping of dramas is in line with ABN plans for more personality and music shows.

KREM-AM-FM-TV Spokane Sold By Louis Wasmer for $2 Million

SALE of KREM-AM-FM-TV Spokane, Wash., by Louis Wasmer to KREM Broadcasting Corp., largely owned by Mrs. A. Scott Bullitt, for $2 million, announced Friday. Purchase, subject to usual FCC approval, handled by Blackburn & Co.

Channel 2 KREM-TV, ABC affiliated, began operating in October 1954. Mr. Wasmer will remain with stations, as president of new licensee, and there will be no staff changes. Terms call for payment of $500,000 after FCC approves, plus remainder to be paid over eleven year period. Mrs. Bullitt is also majority stockholder in KING-AM-FM-TV Seattle and of KGW-AM-TV Portland, Ore.

Weaver Adds Another Client

SECOND advertiser is on books for participation in *Ding Dong School,* former NBC-TV daytimer, that returns to tv on Aug. 26 under auspices of Sylvester L. (Pat) Weaver Jr.'s "Program Service." Climax Industries Inc. (on behalf of Kid-o synthetic modeling compound), Cleveland, has signed for unspecified participations. Agency is Atlantic Adv., New York. *Ding Dong* goes on air in eight cities in August and is to be on 13 stations by October. Already signed is Taylor-Reed Corp. (Cocoa-Marsh) for about five participations weekly in *Ding Dong* (Mon.-Fri., 10-10:30 a.m.).

Meighan Proves Wine Connoisseur

FIRST prize in Washington wine-naming contest was won by Howard Meighan, CBS-TV western division vice president. Host at wine-tasting festival was Italian Embassy, with 19 different wines introduced. Mr. Meighan named more wines and district of origin than any other contestant.

FM ON MT. WASHINGTON

FM will return to Mt. Washington, Me., site of famed pioneering operation of late John Shepard 3d, of Yankee Network, which was forced to go silent in 1942 because of freeze on receivers during World War II. Mt. Washington Tv Inc., which operates ch. 8 WMTW (TV) at this unique location, has decided to apply for fm ch. 235 with 10 kw to be located at summit of mountain, which would give it Greater New England coverage up to Montreal, according to John W. Guider, president. Former Gov. Horace Hildreth, recently ambassador to Pakistan, and part-owner, has been elected chairman of board, and John H. Norton, re-elected vice president-general manager.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 33.

ACCELERATION • Though it's unusual for auto advertiser to step up buying toward end of current car year, Pontiac Div. of General Motors has allocated $250,000 to purchase prime tv spot availabilities effective end of August, and has, according to several representatives, gotten "gratifying clearances." Drive is taking advantage of Oldsmobile's cutback in tv spot by taking its old slots and will be used not only to "clean-up" or move 1957 models out of showroom, but also will lock up good positions for announcement time. MacManus, John & Adams, Bloomfield Hills, Mich., is agency.

BATTERS UP • Two competitive cake mixes start schedules July 22, but in different media. General Mills plans one-minute saturation radio schedule starting on that date for ten weeks in large number of markets through BBDO, N. Y. Procter & Gamble, for its recently acquired Duncan Hines cake mix, through Compton Adv., N. Y., is preparing television spot campaign in number of selected western markets, using five announcements per week in Class C time in each market.

FLIGHT SCHEDULE • American Tobacco Co., N. Y., for Pall Mall cigarettes planning three flights of radio spot schedules in heavy traffic periods and noon hour running July 28 to Aug. 31. Other flights are Sept. 15 to Oct. 12 and Oct. 27 to Nov. 3 One-minute and eight-second spot will be used. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

SHARE TOURNEY TAB • Miller Brewing Co., Milwaukee, and Wildroot Co., Buffalo, will sponsor series of golf tournaments effective Oct. 12, 4-5 p.m. on ABC-TV. Agency for Miller is Mathisson & Assoc., and for Wildroot, BBDO, N. Y.

CAMPAIGNING THROUGH SOUTH • Drug Research Corp., N. Y., for new Regimen reducing pill, now in 100 radio markets, enlarging coverage by entering South with intended purchase of approximately 20 cities in Florida, Texas, Carolinas, and Georgia. Kastor, Farrell, Chesley & Clifford, N. Y., is in process of buying for saturation campaign (50-70 spots per station). Upcoming: tv stations in approximately six weeks.

Continues on page 10

at deadline

Doerfer Says He'll Ask FCC To Reconsider on V Boosters

AT Friday afternoon meeting with Colorado Gov. Stephen McNichols and other western advocates of on-channel vhf tv boosters, FCC Chairman John C. Doerfer promised he would ask Commission to reconsider its rule-making which would allow boosters on uhf channels only.

Following meeting, Gov. McNichols (whose state has several vhf boosters operating under his authorization) said problem was "very well aired" in informal session.

Governor formally asked FCC to hold hearings in Denver—at which time engineering testimony would show justification for vhf booster stations in his state, he believes. He said Mr. Doerfer also would take this request under consideration. There will be no change in operating status of present boosters in Colorado, Mr. McNichols said, pending outcome of such hearings.

Present at unprecedented full-scale meeting in Chairman Doerfer's office: Chairman Doerfer and his legal and engineering assistants, Evelyn Eppley and James B. McElroy; Broadcast Bureau officials Harold Cowgill, James E. Barr, Herbert Schulkind, and McIvor L. Parker; chief engineer's office executive Virgil Simpson; Field Engineering Chief George S. Turner and General Counsel Warren E. Baker.

Accompanying Gov. McNichols were former Sen. Burton K. Wheeler (D-Mont.), Ed Craney, Montana broadcaster; Robert G. Seaks, Sen. Wheeler's Washington law office; Robert E. L. Kennedy, Washington consulting engineer; Richard K. Pelz, administrative asst. to Rep. Don Magnuson (D-Wash.), and Nick Zapple, Senate Commerce Committee communications expert.

Essence of Gov. McNichols' plea was that Commission reconsider its June notice of further rule-making which would bar on-channel vhf boosters; permitting only uhf boosters to fill in shadow areas of uhf station [AT DEADLINE, July 1]. Comments due Aug. 1. Chairman Doerfer was only one to abstain on vote to issue rule-making notice.

ABA to Hear Daly on Canon 35

ABC News and Special Events Vice President John Daly will throw book—*Blackstone's Commentaries*—at meeting of American Bar Assn. today (Mon.) in New York. Mr. Daly is to present plea to section of bar activities committee asking for repeal of Canon 35. Mr. Daly feels Canon 35 has "branded" broadcasters' journalistic efforts "as a circus, a vaudeville show, a spectacle."

Principal ammunition to be used by Mr. Daly in his plea: Statements on "open" trials by "greats" of judicial history, e.g. Jeremy Bentham, William Blackstone, as well as successful examples of recent tv coverage of trial law.

STAYING CLOSE TO SHOP

MEMBERS of FCC will not take part in NARTB's autumn series of regional meetings starting Sept. 16, Chairman John C. Doerfer notified President Harold E. Fellows Friday. "This does not represent any change in Commission policy," chairman said, explaining that autumn work load, change in chairmanship and arrival of new member preclude customary role in broadcaster meetings. Mr. Fellows was assured commissioners hope to attend meetings in future years.

• BUSINESS BRIEFLY

Continues from page 9

MERCURY FORECAST • Mercury division of Ford Motor Corp., planning special radio spot announcement schedule to run Aug. 1-30 in 30 top markets. Kenyon & Eckhardt, N. Y., is agency.

TWO MORE FOR BREAKFAST • Haysma Co. (hay fever remedy), Chicago, buys 13 five-minute segments of ABN's *Breakfast Club,* Aug. 14-30. Agency: O'Neil, Larson & McMahon, Chicago. Frito Co. (Fritos), through Tracy-Locke, Dallas, renews schedule of three five-minute segments weekly on same program for 13 weeks effective Sept. 25.

TARGETING ON MEN • General Cigar Co. (White Owls), N. Y., reportedly set to launch summer spot radio campaign this week, using as many as 40 spots per week in some of eight markets scheduled. Campaign lasting through September plans to make use of 7-9 a.m. and 5-7 p.m. time slots, with emphasis on news and sports programs aimed at male audience. General Cigar also understood to be expanding spot tv lineup in fall. Agency: Young & Rubicam, N. Y.

SUNDAY SHOPPING • Grant Advertising, Chicago, recently named agency for Park & Tilford toiletries and cosmetics, is looking for television program, preferably one suitable to network Sunday afternoon.

TAKES PART OF SINATRA • Bulova Watch Co., Bulova Park, N. Y., will sponsor five of ABC-TV's *Frank Sinatra Shows* on alternate week basis starting Oct. 25. Deal was made internally at McCann-Erickson, N. Y., agency for both Bulova and Liggett & Myers Tobacco Co. (Chesterfield). L&M earlier had bought whole Sinatra series.

S&F ADDS TWO ACCOUNTS • Whitehall Pharmacal Co., N. Y., appoints Street & Finney, N. Y. to handle advertising for two new products, as yet unnamed.

PEOPLE

HERMAN RUSH, vice president of Official Films Inc., N. Y., since 1951, has resigned effective Aug. 1, and will announce future plans in late August.

GILBERT L. BURTON, general manager of Guild, Bascom & Bonfigli and supervisor of N. Y. office of San Francisco agency, elected vice president effective today (Mon.).

PINCKNEY B. REED, vice president, government service dept. of RCA Service Co. elected effective tomorrow (Tues.) as vice president, international sales of RCA, according to Charles M. Odorizzi, executive vice president, RCA sales and services.

BEN HUDELSON, production supervisor of WBZ-TV Boston to WRCA-TV N. Y. as manager of production.

Columbia Records Strike Ends With Signing of Two-Year Pact

TWO WEEK STRIKE by recording engineers, members of Locals 1212 and 1220, International Brotherhood of Electrical Workers, against Columbia Records Inc., CBS Inc. subsidiary, ended Friday at 12:30 p.m. following settlement between CRI and union officials. (Earlier story page 78). Under new two-year contract engineers get $10 pay increase over next two years (bringing weekly base to $177), work eight-hour day (as against previous nine-hour day). IBEW's 1212 will have work jurisdiction within 300 miles radius of New York and Local 1220 will have jurisdiction within 200 mile radius. Though there were reports Friday that 1212 had agreed not to retaliate against six engineers who stayed "locked in" (in exchange for CBS Inc.'s agreement to regard strikers as having been "on vacation") union officials told B•T no such agreement had been reached, nor was one likely. "Management," he said, "has no say over internal union matters." Engineers return to work today (Monday) but will not be paid for past weeks.

C&C Super Plans to Spin Off Phoenix Industries Subsidiary

STOCKHOLDERS of C&C Super Corp., New York, will vote at special meeting July 29 to spin off wholly-owned subsidiary National Phoenix Industries Inc. (food, beverage and manufacturing operations) and concentrate solely on its tv activities, currently carried on by C&C Television Corp. New York distributor of RKO library of feature films domestically and abroad.

C&C reorganization plan is to spin off National Phoenix and assign to it assets of C&C Super's Lorraine Mfg. & Power Products (industrial tools) and Nedick's (food and beverage division). Television activities under plan will be conducted by newly-constructed C&C Television Corp., embracing three subsidiaries—C&C Films Inc., covering U.S. and Canada; C&C Pan Atlantic Tv Co., Latin America; C&C International Tv Film Corp., overseas markets. C&C Super Corp. now holds about 51% of C&C Television Corp. and Phoenix Industries.

NOW! ZIV'S SPECTACULAR NEW

ACTION



SERIES...

ZIV's BRILLIANT NEW SHOW . . . A LAW ENFORCEMENT AGENCY

NEVER BEFORE DRAMATIZED ON TV!

"HARBOR COMMAND"



DANGER!
THRILLS!
ACTION!

Based on actual experiences of America's Harbor Police, Coast Guard Units, Port Authorities!

with an exciting Hollywood star . . . **WENDELL COREY**

AS CHIEF OF THE HARBOR COMMAND

SMASHING TO NEW SALES RECORDS!

Already bought by:

- HAMM'S BEER
- MILES LABORATORIES
- BLUE CROSS in Buffalo
- KBAK-TV — Bakersfield, Calif.
- KBOI-TV — Boise
- WNAC-TV — Boston
- KTTV — Los Angeles
- WTVJ-TV — Miami
- KTVX-TV — Tulsa-Muskogie
- WOR-TV — New York City
- KPHO-TV — Phoenix
- WIIC-TV — Pittsburgh
- KSL-TV — Salt Lake City
- KRON-TV — San Francisco
- KTNT-TV — Tacoma
- WFGA-TV — Jacksonville
- KOVR-TV — Stockton, Calif.
- WCAU-TV — Philadelphia
- WTVY-TV — Dothan, Ala.

ZIV Television



SHOWMANSHIP THAT WILL DELIVER A BIG AUDIENCE FAST!

FILMED ON LOCATIONS

NEW AND FRESH

TO TV...



ABOARD ocean liners, police boats, tramp steamers, fire boats.



ALOFT in Port Authority Helicopters and Coast Guard Planes.



AT SEA with the fishing fleets, Coast Guard Cutters, pleasure craft.



ON SHORE in warehouses, U. S. Customs Offices, Oceanography Labs.

KRON is TV in SF



San Franciscans are sold on KRON-TV

BEST
TV FIGHTS
Tues.-Wed. 7:30 PM
AVAILABLE

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

Amused And Amazed

EDITOR:

I was amused as well as amazed to watch Mr. A. C. Nielsen demonstrate his audimeter on Ed Murrow's *Person to Person* telecast (June 28).

How can anyone go to such great lengths in order to avoid the element of human error, and still try to peddle a last year's postcard survey based on the question "What stations have you tuned to in the past month or so?"

Charles A. Sprague
General Manager
WMAX Grand Rapids, Mich.

'A Word From The Sponsor'

EDITOR:

I am compiling a book of readings to be used as a supplementary text in writing courses for business administration freshmen.

I should like very much to include the article, "And Now a Word From the Sponsor," [B•T, October 15, 1956].

A Business Communication Reader, as the anthology will be called, will be published by Harper & Brothers in the summer of 1958. . . .

The selection [from your magazine] was chosen for its interest to future business executives. I hope you will grant permission for republication.

J. Harold Janis
Professor of Business Writing
New York University, N. Y.

[EDITOR'S NOTE: Permission granted.]

Says Crosby Was Out of Tune

EDITOR:

For the record and the information of interested persons, that power-mad, music degrading, monopolistic BMI, which ASCAP and Crosby continue to claim is driving them out of business, managed to get 36 records on the MBS schedule for Sunday July 14.

MBS has a total of 213 records including themes scheduled for that day and the other 177 are ASCAP.

Neil Terrell
General Manager
WBSC Bennettsville, S. C.

[EDITOR'S NOTE: Mr. Terrell evidently refers to Mr. Crosby's letter to Sen. Magnuson [B•T, July 1.]

Should Have Been 'Nearer'

EDITOR:

Your item about our application for a 2,000-foot tv tower being designated for hearing stated we were asking for a "site near Lexington, Ky." [B•T, July 1].

Our proposed site was 20 miles from the heart of Louisville, and in the direction of Lexington, Ky., but still 51 miles from Lexington—hardly a "near" piece.

Our big problem with the Airspace Panel stems from its insistence we move our proposed site further from Louisville and our refusal to do so since it would sacrifice an adequate signal for our home city.

Victor A. Sholis
Vice President and Director
WHAS-AM-TV Louisville, Ky.

[EDITOR'S NOTE: B•T. should have said a "site nearer Lexington."]

Mr. Duffy Didn't Write It

EDITOR:

In B•T, June 17 you were kind enough to publish "Tv Spells Opportunity for the Art Director," my contribution to the text book *Art Direction.*

While I very much appreciate this, I was quite perturbed to find a list of 20 questions and answers annexed to my article. I not only disclaim all and any authorship of this section but I am very much opposed to the philosophy expressed in most of the answers.

William Duffy
Senior Television Art Director
McCann-Erickson Inc.
New York City

[EDITOR'S NOTE: Hastings House, publishers, offered the following explanation of how the questions and answers inadvertently were furnished B•T.]

EDITOR:

When proofs were submitted to Mr. Duffy, he called our attention to the 20 questions claiming that he was not the author and did not wish his name associated with them.

. . . Unable to discover further evidence of authorship, it was decided to retain the 20 questions section (with certain deletions), but to separate it from Mr. Duffy's own article and to preface this section with an explanatory note to this effect: "The following has been adapted from a transcript of one of the forums conducted by the Art Directors Club of New York in which the work of the art director in various fields was explored."

. . . Unfortunately, it seems that a set of the *original* galley proofs had been submitted to you [through the Art Directors Club] and that these inadvertently included the question section.

Russell F. Neale
Publishing Director
Hastings House
New York City

Honolulu Trip Unnecessary

EDITOR:

I read with interest your article on the winners in the NBC "Best Voice" contest [B•T, June 24]. Bob Conrad, second place winner (who obviously will not choose the all-expense trip to Honolulu from the available prizes) is no newcomer to radio. For some time, now, Bob has been handling the evening programming on KAIM—Honolulu's good music station. He has just completed the planning of the heavier music for the month of August, which will appear in our regular program guide.

E. H. Munn Jr.
Vice President
KAIM Honolulu, Hawaii



CHECK THIS CHART

CITY: . . . . . YOUNGSTOWN, OHIO
MARKET: . . . . . 34th IN U.S.A.
DAYS: . . . . . MONDAY-FRIDAY
TIME: . . . . . 11 A.M. to 7P.M.
QUARTER HOURS: 160
SOURCE: . . . . . A.R.B. MAY '57

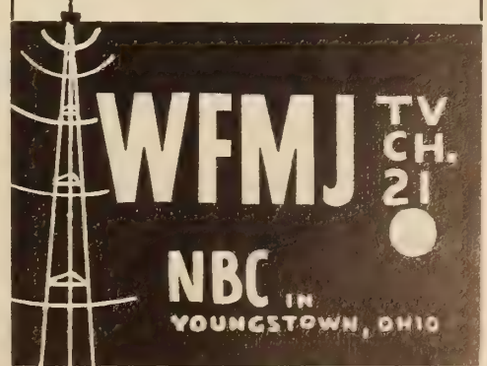
RESULTS

1st Place . . . WFMJ-TV . . . 133
2nd PLACE . . . STATION "B" . . . 21
TIES . . . BOTH 6

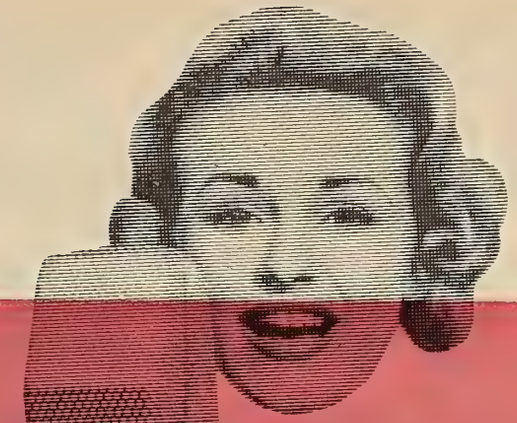
CONCLUSION

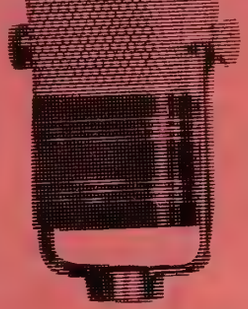
TO SELL YOUR PRODUCTS IN YOUNGSTOWN, OHIO'S 3rd MARKET, YOUR BEST TELEVISION BUY BETWEEN 11 A.M. AND 7 P.M. IS THE N.B.C. STATION **WFMJ-TV.** STRONG NET PLUS STRONG LOCAL PROGRAMS EQUALS SALES.

WISE TIME-BUYERS WILL PLACE THEIR SPOT SCHEDULE ON **WFMJ-TV.** CALL HEADLEY-REED OR MITCH STANLEY, STATION MANAGER, FOR AVAILABILITIES.









Lateral Programming





The sound difference in nighttime radio...

WESTINGHOUSE BROADCASTING COMPANY, INC.

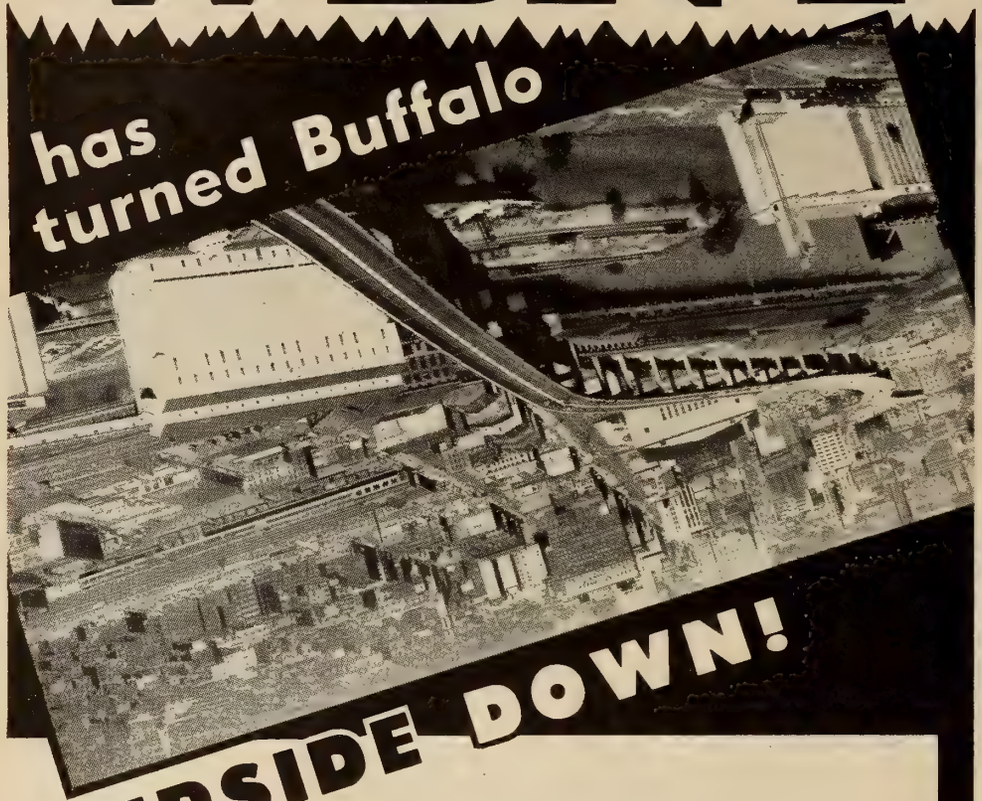
RADIO: BOSTON, WBZ + WBZA • PITTSBURGH, KDKA • CLEVELAND, KYW • FORT WAYNE, WOWO • CHICAGO, WIND • PORTLAND, KEX
TELEVISION: BOSTON, WBZ-TV • PITTSBURGH, KDKA-TV • CLEVELAND, KYW-TV • SAN FRANCISCO, KPIX
WIND represented by A M Radio Sales. • KPIX represented by The Katz Agency, Inc. • All other WBC stations represented by Peters, Griffin, Woodward, Inc

IN TWO SHORT WEEKS

THE NEW, ALL NEW

WBNY

has turned Buffalo UPSIDE DOWN!



Here's what's happened that has made WBNY the New Leader in Buffalo Radio:

ALIVE NEW PROGRAMMING

Bright, fast-moving, new "sound-conditioned" programming from 6 A.M. 'til Midnight designed to capture the biggest audiences in Buffalo's radio history.

INSTANTANEOUS NATION-WIDE NEWS REPORTS

WBNY has always been known to be Buffalo's *first* news station, but now we've outdone ourselves. A new nation-wide hook-up with other top stations in all major cities will be bringing news to Buffalo listeners almost before it happens!

TOP-RATED NEW D.J.'s

After extensive searching, we've come up with a truly great array of D.J. talent brought in from some of the best stations in the country.

NEW STUDIO FACILITIES

Completely modernized new studio and control room, extra turntables, new tape machines, new special effects equipment make this the most up-to-date facility in the area.

New National Representatives!

effective July 16, 1957

JACK MASLA & CO., INC.

Get all the details — Call Jack NOW!

WBNY

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*Reg. U. S. Patent Office

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If You Had a Million

. . . has tripled its sponsor list in a few short weeks! . . .

is the only new syndicated availability with a rating record in the "golden 30's" . . .

has beaten its nearest competitor for 30 months on the network, with an average 33% bigger audience! . . .

in recently released Nielsen roundup for 1956, it ranked No. 1 among all dramatic series (as THE MILLIONAIRE)!

There is no mystery about why this program has been "top 10" for so long – Suppose someone handed *you* a million dollars! . . .

39 ultra-dramatic half hours on film immediately available thru your MCA TV Film Syndication representative

mca tv

598 Madison Avenue, New York 22, N. Y. (Plaza 9-7500)
and principal cities everywhere

47¢



per thousand*

A leading national brewer buys a thousand viewers for just 47c on KCRG-TV. (Sure we'll tell you who.)

KCRG-TV

Channel 9—Cedar Rapids—Waterloo, Iowa

ABC-TV for Eastern Iowa

The Cedar Rapids Gazette Station

REPRESENTED NATIONALLY BY WEED TELEVISION.

*Based on February ARB Survey.

IN PUBLIC INTEREST

Ghana to Get Library

THE Rancho Park Optimist Club of Los Angeles sponsored a campaign for books to help establish the first public library in Ghana, the world's newest nation. In an effort to aid the proceedings, KFI Los Angeles' Ben Hunter invited listeners of his *The Other Side of the Day* program (midnight-5:30 a.m.) to send books to the Beverly Hills National Bank & Trust Co., whose president, Robert S. Beasley, had dedicated space and organization to the project. It has been reported that more than 4,000 books have been delivered to the bank. Mr. Beasley comments: "We know that the broad and unrestricted dissemination of American writings and democratic literature, more than anything else, will put the indelible stamp of 'deliberate lie' on the false teachings of Communism. . . ."

Station Sends Shut-ins Candy

KSUM Fairmont, Minn., with the cooperation of a local card and gift shop, "remembered" almost 500 shut-ins with a box of Fanny Farmer candy (made especially for the promotion) and a "cover" letter from the station wishing the shut-in "the best of everything."

WTIK Bats For League

AT a Carolina League professional baseball game, the park management discovered that the record player of its public address system was not operating. A special pre-game show had been planned that necessitated background music for a dancer and a baton twirler. Wally Ausley, program director, WTIK Durham, rushed the necessary records to the studios of WTIK, and placed a portable radio, tuned to the WTIK frequency, in the public address booth. Mr. Ausley, who does the play-by-play broadcasts from the park, then introduced each act on the air, which was the cue for the control room engineer to spin the appropriate record. With the PA mike placed before the radio at the proper time, the spectators never realized the music they were hearing had first been broadcast.

P&G Pays For Fund-Drive Film

PROCTER & GAMBLE Co., Cincinnati, as a public service, is assuming the production costs of a 15-minute film to be used by the Community Chest and United Fund drives throughout the country this year. The film, titled "The Quiet Crowd," is for use in all communities and covers services rendered in all cities. It will be made available for showing on television and before civic groups and other organizations. O. M. Gale, public relations manager of P & G, said the company hopes this move will serve as a precedent to persuade another company to undertake the production costs of the Community Chest campaign next year. The film will be distributed through United Community Funds & Councils, New York.

HOW DO YOU BUY TIME?

There's been a lot of talk lately about the pros and cons of various time-buying techniques, but we can't get excited. For, whether a station is selected by slide rule, or rule of thumb, one TV station in Shreveport keeps popping up as *first choice*. That station is KSLA-TV.

And let the facts come out of an electronic computer or someone's hip-pocket, they add up to the same thing. KSLA-TV is the Shreveport TV station which . . .

. . . always *dominates* the *audience*
. . . operates *full-power* with a *clean, clear* picture
. . . is a BASIC affiliate of the *No. 1 Network*
. . . promotes *consistently*
. . . programs *imaginatively*
. . . and, carries *TWICE* as much national spot.

No wonder the
method that suits the timebuyer best,
suits us just fine too!

KSLA-TV

channel 12

BASIC CBS TELEVISION NETWORK

in Shreveport, Louisiana

PAUL H. RAYMER CO., INC.
National Representatives

Ben Beckham, Jr., General Manager
Winston B. Linam, Station Manager
Deane R. Flett, Sales Manager

Are you getting your share of the fabulous S. Florida market?

. . . where your advertising results in the lowest cost per sales.



1

* The average Greater Miamian spends more at retail than the average consumer in any other of the nation's major markets.



2

* In dollar volume the Miami area advanced from 25th to 21st place among the 44 major areas, displacing Denver, Atlanta, Indianapolis & Providence



3

* Since World War II retail dollar volume in Dade County has increased 70% to top 43 other major U.S. markets in rate of growth.

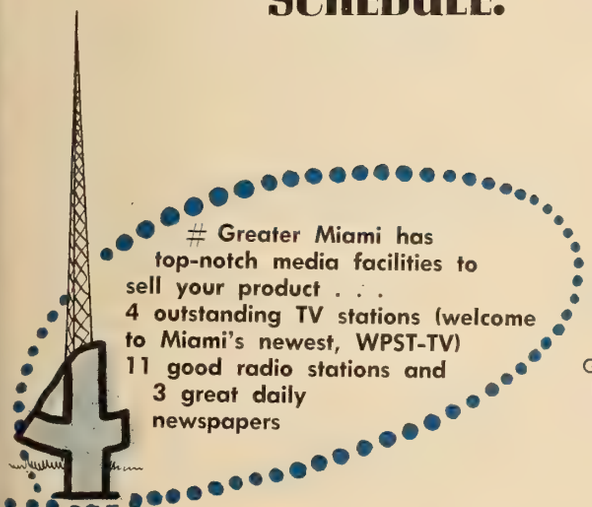
CBS TELEVISION NETWORK

BASIC AFFILIATE

We're biased, of course, toward WTVJ. The May ARB report shows that WTVJ leads in 70.3% of the total quarter-hour rating firsts. This reflects the complete community acceptance which WTVJ has gained during the past 8½ years in telecasting to the entire 15-county South Florida area.

* U. S. Chamber of Commerce, June 1957.

WHEN YOU KNOW THE FACTS, YOU MUST CONSIDER MIAMI IN YOUR SCHEDULE.

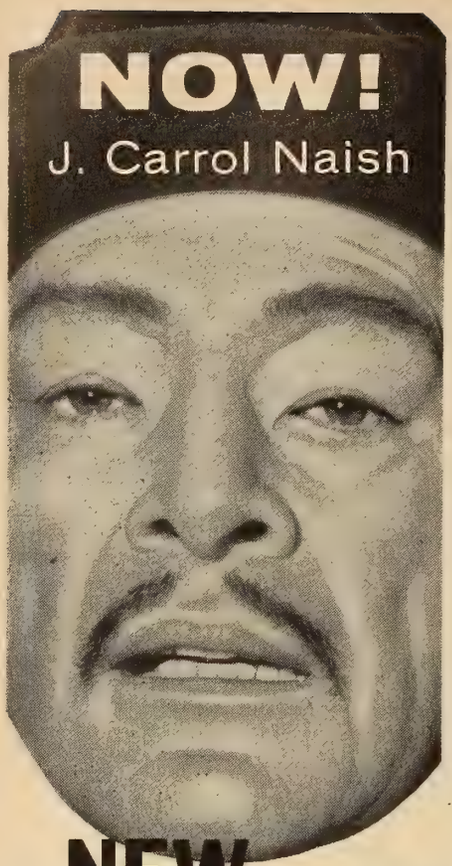


Greater Miami has top-notch media facilities to sell your product . . .
4 outstanding TV stations (welcome to Miami's newest, WPST-TV)
11 good radio stations and
3 great daily newspapers

Get all your market data from your Peters, Griffin, Woodward Colonel. You'll find you cannot afford to overlook fabulous South Florida!

FLORIDA'S FIRST TELEVISION STATION

WTVJ Channel 4 MIAMI



The **NEW** adventures of

CHARLIE CHAN

Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carrol Naish, makes Charlie Chan live and breathe. James Hong is the Number One Son. Beloved by millions, who've paid out their dollars to match their cleverness with Earl Derr Biggers' most famous detective! Wire or phone collect today to reserve your market before some other quick-thinking advertiser snaps it up.

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

THE BIG MOMENT

NBC-TV neatly block-programmed its late evening viewing hours by spotting this 30-minute show in front of the regular Friday night boxing bouts. In addition to holding its own, *Big Moment* should present the fight program with a nice carryover audience.

As for the *Big Moment* itself, it's made up of the more exciting sports episodes as caught on film during the past 37 years. Practically all—such as Bobby Thomson's climatic homer to win the National League pennant for the 1951 Giants and the 1938 Seabiscuit-War Admiral match race—have been shown countless times before. Perhaps sports fans are a clan almost unto themselves in condoning such repeat fare.

Sportscaster Bud Palmer hosts the program. His extensive background, plus the happy penchant of not falling into the frothing excited manner of so many other fellow sportscasters, makes him a wise choice.

The *Big Moment* is a summer replacement for the *Big Story*. Evidently television, with its avocation for the word "big," is disdaining Hollywood superlatives. This is further reflected in *The Big Record* and *The Big Beat*, other network offerings.

Production costs: About $15,000.
Sponsored by American Tobacco Co., through Sullivan, Stauffer, Colwell & Bayles, and Ralston Purina Co., through Gardner Adv. Co., on NBC-TV, Fri., July 5, 9:30-10 p.m. EDT.
Producer: Metrotone News.
Distributor: Sterling Television Co.
Written & Directed by: Harry Robert, Saul Turell.
Editor: Jerry Forman.

HIGH-LOW

BARRY & ENRIGHT, which conceived *Twenty One* and *Tic-Tac-Dough* during the past season with considerable success, has unfolded its newest quiz, *High-Low*.

Since the straight question-and-answer format has long since become too bland for television, this show offers the soundproof booth, contestant *vs.* panel competition and a gimmick that puts the contestant in the position of the poker player who must elect whether to go for high or low.

The contestant is allocated $500 to start. He is put in an isolation booth while the outline of a question is presented to a panel of three known personalities. The questions always have multiple answers. Next, each of the panelists estimates how many answers he can give. The contestant is told the high and low estimates and can elect to try to match the high (with the $500 tripled if successful) or low (with the $500 doubled). Should the contestant fail, he retires with 10% of his money.

Furthermore, the panelist must give the number of answers he originally stipulated. If he fails and the contestant can top that number there is a bonus of $1,000 per answer. The contestant is allowed to pile up his earnings for five weeks. Then he can bank his winnings and start all over again.

While this show doesn't seem to measure up to the other B&E brainstorms, it nevertheless will appeal to the quiz addicts. Panelists such as Burl Ives, John Van Doren and Pat Medina offer post-question discussions that help to spice up proceedings.

Production costs: Approximately $20,000.
Sponsored by The Ford Motor Co., through J. Walter Thompson, on NBC-TV, Thurs., July 4, 9:30-10 p. m. EDT.
Producer: Al Friedman.
Director: Charles S. Dubin.
Executive Producer: Robert Noah.
Host: Jack Barry.
Panelists: John Van Doren, Burl Ives, Patricia Medina and others.

BOOKS

COPYRIGHT AND PERFORMING RIGHTS by W. J. Leaper; 231 pp.; Stevens & Sons Ltd., London, 25 shillings.

INTENDED as a practical guide on the copyright and performing rights, this new book deals with the British Copyright Act of 1956, which came into force on June 1, 1957. The new Act, which provides protection for literary, dramatic, musical and artistic works, sound recordings, cinematograph films, tv and sound broadcasts, is dealt with in a manner that is both concise and readable.

COLORCASTING

The Next 10 Days
Of Network Color Shows
(All Times EDT)

CBS-TV

Color schedule cancelled for summer.

NBC-TV

July 15-19, 22-24 (1:30-2:30 p.m.) *Club 60,* participating sponsors.

July 15-19, 22-24 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

July 15, 22 (9:30-10 p.m.) *Arthur Murray Party,* Bristol-Myers through Young & Rubicam.

July 17, 24 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

July 18 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. through J. Walter Thompson Co.

July 20 (8-9 p.m.) *Julius La Rosa Show,* participating sponsors.

July 21 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America through Fuller & Smith & Ross.

WORKING PARTNERS





FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

RADIO **H-R** TELEVISION
REPRESENTATIVES, INC.

We have been told that one of the reasons we receive the *stamp of approval* from the stations we represent, is because of the personalized *special handling* we give each selling job. And we can do this because each of the partners who head up this firm is a Working Partner and the H-R staff is made up of sales seasoned, long experienced men. Thus, when we are called upon to *deliver* selling facts that will *register* in favor of our stations, we are staffed so that we can "always send a man to do a man's job."

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

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RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif
YUkon 2-5837

416 Rio Grande Bldg.
Dallas, Texas
RIverside 2-5148

101 Marietta Street
Bldg.
Atlanta, Georgia
JAckson 3-7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
JAckson 8-1601

910 Royal Street
Canal 3917
New Orleans, La

529 Pan American Bank
Bldg
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FRanklin 3-7753

CASE HISTORY — SUPERMARKETS



Thrifty Scot Plus Mermaid = 100% Sales Boost!

TWO TRADE CHARACTERS familiar to all Southern Californians married up in June 1955, when McDaniel's Supermarkets' Thrifty Scot and the KBIG mermaid made big news with a 3000-spot radio contract.

THE PAIR RENEWED their vows in June 1956. During that first year, McDaniel's sales in Greater Los Angeles skyrocketed over 100%, to the highest peak in their 34-year history . . . with **no change** in the previous television-advertising format except the addition of KBIG!

DURING THE SECOND YEAR of the relationship, ending June 1957, grosses in the nine McDaniel's stores piled up another 90% increase, again with no other change in advertising. "KBIG can take a bow for a substantial share of the credit for this performance," says Albert L. Wolins, McDaniel's general manager.

WRITES JIMMY FRITZ, PRESIDENT Jimmy Fritz & Associates advertising agency, Hollywood: "The greatest tribute we can pay KBIG is the enclosed saturation renewal for a third year, and the addition of other radio to supplement your strong foundation."

MARRY YOUR PRODUCT to the KBIG mermaid . . . then count the sales progeny!



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Frederick Stoddard Houwink



FRED HOUWINK, general manager of WMAL-AM-FM-TV Washington, first learned about radio and tv as an outsider who had a better chance to know what was happening on the inside than most broadcast executives. He had this unusual opportunity as an associate of Booz, Allen & Hamilton, making detailed studies and projections of broadcast properties over a seven-year period.

Tomorrow (Tuesday) he will preside at the Los Angeles meeting of the ABC Tv Affiliates Assn., having been chairman since it was formed in April 1956.

Mr. Houwink's first major broadcast study was at NBC, where the firm was asked to take a look at radio's potential in the face of television, and vice versa. That was in 1948, and he took part in a similar project a year later, visiting NBC's owned-operated stations as well as major affiliates and many advertising agencies.

Later he took part in two studies for a major independent broadcast organization, Storer Broadcasting Co., inspecting the properties as tv was taking hold and making policy recommendations and projections. Then in 1954 he headed the BA&H team that conducted a detailed analysis of the WMAL properties.

After submitting a 10-point program calling for a revamping of the stations, he was offered the job of general manager by the stations' board of directors but felt the idea made no sense, inasmuch as he had never run a radio or tv station. He quickly turned it down. At that point he hit the road in search of a manager, having several industry figures in mind. In his absence the board met again, decided Mr. Houwink was the man for the job, and he finally agreed to accept it after being told it would take anybody else at least six months to learn as much about the properties as he knew after directing the operations study.

That's how Fred Houwink got into radio-tv management. He's still at WMAL-AM-FM-TV, with these results to show: Television is solidly in the black, making more money per month than the station was losing when he took over management, and radio profits have been doubled.

Although so-called "efficiency experts" are often deemed house-cleaners, Mr. Houwink removed only one WMAL staff executive. He took the organization he had inherited, set up cost accounting and department budget systems and began a period of program experimentation. Regular and frequent executive meetings are held.

THIRTY YEARS of marketing, distribution, advertising and management experience had taught him that the stick is faster than the pencil, accounting for the well-worn slide-rule he keeps in a handy spot. "I can assess the gamble on a business expenditure and figure the chances a project will succeed," he said.

At WMAL-AM-FM-TV Mr. Houwink quickly cut down operating hours, opening at 2:30 p.m. (now 12:30 p.m.) instead of 8:30 a.m. He found the early hours cluttered with extra-old, oft-run movies and meaningless live shows and noted they were notably non-commercial. With the same program budget, new, palatable film and local shows soon became popular.

Sophisticated Washington smirked as a dinnertime country music strip was added, plus a Saturday night festival in an arena. The idea was more successful than expected, with Jimmy Dean's troupe snatched for a CBS-TV network morning strip and recently moving up to a Saturday night spot. The country theme was restrained, using numerous pop tunes with guitarry arrangements. Another WMAL-TV innovation was a bowling setup right in the studios, with sponsored matches.

Radio is doing well, too. Mr. Houwink feels broadcasters are again giving the medium their attention, after turning their backs on it during tv's early years.

Fred Houwink was born Feb. 25, 1905, in St. Louis. His last two years in high school he worked as an office boy for Shell Oil Co. Offered a fulltime job, he kept up his education at Washington U. night school there. At Shell he moved through real estate and other assignments in the marketing division, going to Chicago in 1930 as assistant sales manager for several states and on to Detroit as regional fuel oil sales manager. New York headquarters was next. In moving along with the Shell organization he ran the gamut of marketing, distribution and advertising functions. In World War II he had an important Washington post with the Petroleum Industry War Council. After the war he returned to Shell, but soon joined BA&H.

He married the former Dorothy Stevens, of St. Louis. They have two daughters, Mary Caroline, 21, and Johanna, 14. He is too busy to join a country club but is active in civic and business groups as well as the Episcopal church. He is secretary-treasurer of the Maryland-D. C. Radio & Tv Broadcasters Assn.

WKMH Dearborn—Detroit

WKMF Flint, Mich.

WKHM Jackson, Mich.
Jackson Broadcasting & Television Corp.

WSAM Saginaw, Mich.

WELL Battle Creek, Mich.

want MORE for your advertising dollar?

want MORE of the mighty Michigan market?

GET MORE BUY WKMH

Now, WKMH offers more—delivers more! This key station of the Knorr network gives you the greatest audience AND the lowest cost per thousand listeners at all hours* of ALL stations in the Detroit area—an area that accounts for 57% of Michigan's total retail sales. Get YOUR share of this ten billion dollar market. This time . . . every time . . . take time on WKMH!

*6 a.m. to 6 p.m.

SAVE UP TO 15%
BY USING 2 OR MORE KNORR STATIONS

BUY 4 OR 5 STATIONS . . . SAVE 15%
BUY ANY 3 STATIONS . . . SAVE 10%
BUY ANY 2 STATIONS . . . SAVE 5%

KNORR BROADCASTING CORP. FRED A. KNORR, PRES.

REPRESENTED BY HEADLEY-REED


OVALTINE
LESTOIL
STERLING DRUG
BEECHNUT BABY FOODS
AVON COSMETICS
CONTINENTAL BAKING
BROWN & WILLIAMSON
AMERICAN HOME PRODUCTS
BRYLCREEM
AMERICAN TOBACCO CO.
NESTLE CO.
PHILLIP MORRIS
COLGATE
NORGE CO.
M & M CANDY
PROCTOR & GAMBLE
GROCERY STORE PRODUCTS
WRIGLEY GUM
AMERICAN CHICLE
MINUTE MAID
CARTER PRODUCTS
HAZEL BISHOP
BUITONI CO.
ROBERT HALL
QUAKER OATS
COCOA MARSH

ring any bell in Boston and raise an a.a.p. sponsor

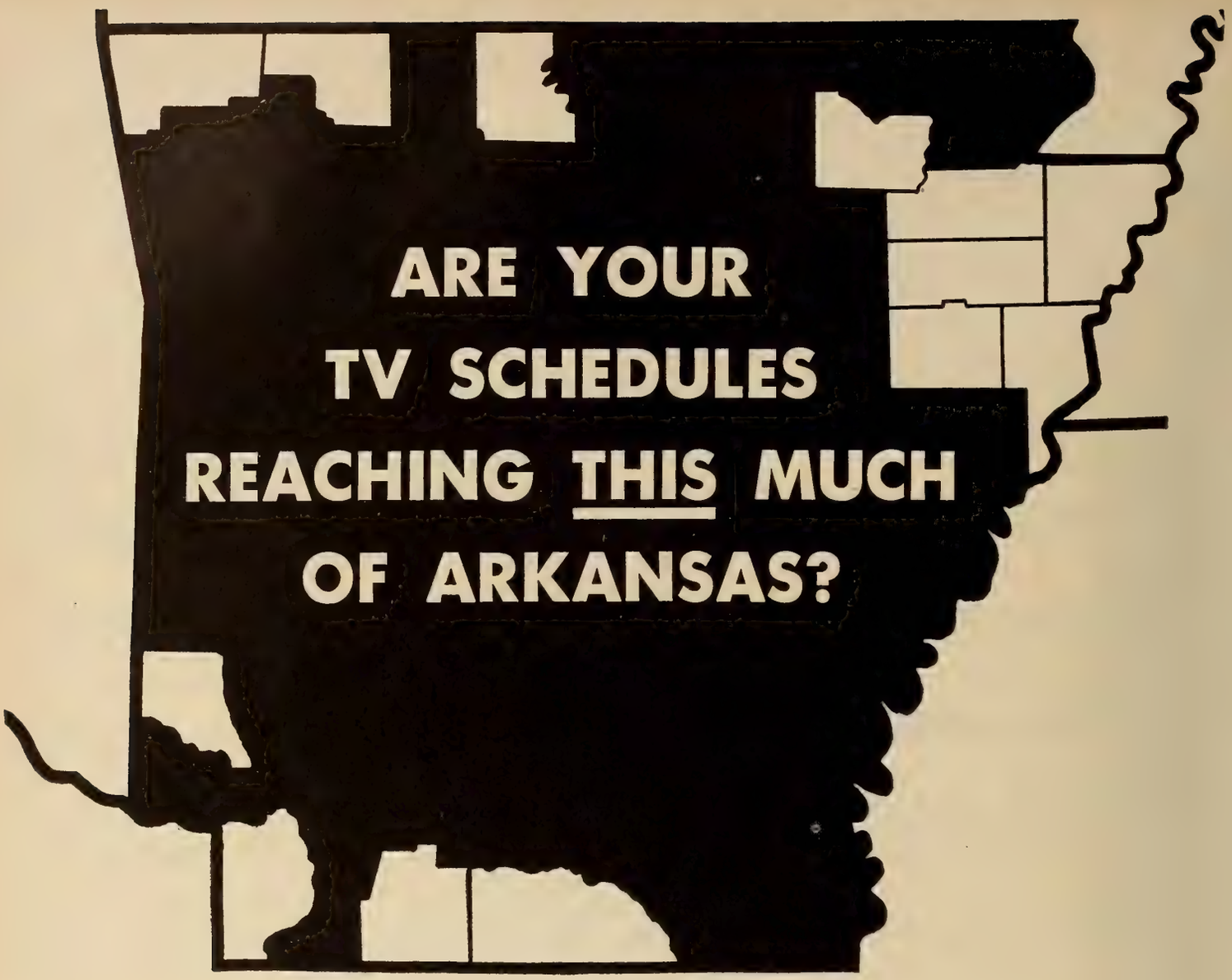
A most impressive directory, and every name a major advertiser on WBZ-TV's "Boston Movietime," showing Warner Bros. features.

More and more of today's most important national and regional advertisers are finding Warner Bros. features the way to higher ratings and greater sales. This list does not include all the sponsors . . . and, of course, it covers only one station. The same story is being repeated coast to coast: New York, Buffalo, Miami, Chicago, Milwaukee, Columbus, Cincinnati, St. Louis, Kansas City, Wichita, Oklahoma City, Dallas-Ft. Worth, Tulsa, Denver, Salt Lake City, Spokane, Seattle, Portland, San Francisco, Los Angeles, San Diego and in many more cities.

The same kind of "blue chip" advertiser will be buying in Baltimore, Washington, D.C., Minneapolis, New Orleans and other recently opened A.A.P. markets. For programming appeal and sales power, hop aboard the Warner Bros. bandwagon. Get full details today. Call or wire

c.c.i.p. inc.

Distributors for Associated Artists Productions Corp.
345 Madison Ave., MUrray Hill 6-2323 NEW YORK
75 E. Wacker Dr., DEarborn 2-2030 CHICAGO
1511 Bryan St., RIverside 7-8553 DALLAS
9110 Sunset Blvd., CRestview 6-5886 LOS ANGELES



On KTHV, they will!

WITH 316,000 watts on Channel 11 and with the tallest antenna in the Central South (1756′ above average terrain!), KTHV *gets regular viewing response* from most of Arkansas — 62 counties to be exact!

Take a good look at the mail map above. Notice that KTHV penetrates to all six surrounding states — and actually pulls mail from viewers in Mississippi, Missouri, Oklahoma and Texas.

Ask your Branham man for all the *big* KTHV facts.

CBS **KTHV** **Channel 11**
LITTLE ROCK
316,000 Watts

Henry Clay, *Executive Vice President* B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK, ARKANSAS DEMOCRAT, LITTLE ROCK, AND KWKH, SHREVEPORT

BROADCASTING
TELECASTING

Vol. 53, No. 3 JULY 15, 1957

MBS MAY PULL THE PLUG THIS WEEK

- **Its advertisers have been warned network's future is shaky**
- **RKO Teleradio talks sale of MBS but not of owned stations**
- **Pared overhead and revised format fail to overcome losses**

AFTER nearly 23 years of operation, the Mutual Broadcasting System may go out of business this week.

The network's accounts will be advised this week whether Mutual, one of the four major radio chains, will discontinue operations. Last week the network's principal advertisers were advised that the future of the network was uncertain.

Under consideration by Mutual's top management were three courses of action: (1) to sell the network operation, (2) to close the network, (3) to continue it on reduced schedules.

Discussions with several prospective purchasers were to be held last weekend by Thomas F. O'Neil, Mutual chairman and president of RKO Teleradio Pictures Inc. which, through its General Teleradio Div., owns Mutual and these stations: WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WHBQ-AM-TV Memphis. General Teleradio also has bought WGMS-AM-FM Washington, but FCC approval of the purchase has been tied up in litigation.

RKO Teleradio Pictures is itself a wholly owned subsidiary of General Tire & Rubber Co.

It was understood that Mr. O'Neil was not intending to sell the General Teleradio stations. Only the Mutual network operation, including the name, goodwill and contracts with affiliates, was involved in the sale discussions.

General Teleradio also owns the Don Lee Network in the West and the Yankee Network in New England. These profitable operations, it was understood, will also be retained.

None of the interested purchasers of Mutual was identified, but it was learned that they included a Chicago and New York businessman, a New England businessman and a New York syndicate. At least one of the parties was said to have talked about converting Mutual into a sports network.

In advance of his planned discussions with prospective purchasers, Mr. O'Neil held prolonged conferences last week with key lieutenants including John B. Poor, MBS president, and with station managers called in from the field.

Mr. Poor, it was learned, sounded out executives of the American Broadcasting Network on the prospect of shifting Mutual accounts to ABN if Mutual folded. ABN indicated no interest, it was said. So far as is known, Mutual did not similarly approach other networks. A substantial amount of Mutual's current business is sponsored religion.

Mutual now has nearly 500 affiliates, still the largest number tied to any radio network. At its peak, Mutual was affiliated with more than 570 stations.

The network has undergone severe readjustments in the past few years.

Repeated reductions in overhead have left the network with a staff of about 50. (Others on the payrolls of General Teleradio stations participate in network operations.) At its peak the network had a full-time staff of some 350.

Despite reduced overhead the network last year lost $400,000, B•T learned. Total sales in 1956 were $6 million.

Mutual operations during 1957 have departed from the normal operating patterns of broadcast hookups, a familiar Mutual trait. Starting with an affiliate committee meeting in early February, the network has been working out details of a format built around five-minute newscasts on the half-hour, mystery strips, music and commentaries.

President Poor explained the idea to affiliates during the NARTB convention in April and the format went into operation June 2. As recently as mid-June MBS executives were predicting the newscasts would soon be sold out and the network's owner, General Tire & Rubber Co., was complaining it couldn't get desired time for a sports series under General sponsorship.

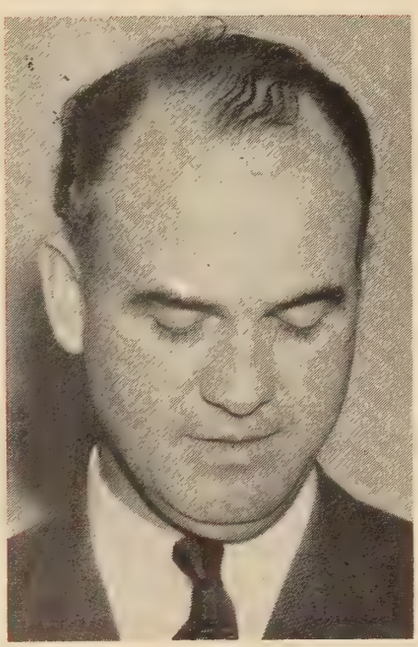
The price schedule for the newscasts was built around a $750 charge for a five-minute program at prime time [B•T, June 24]. All appeared rosy on the surface but there were back-stage hints of trouble despite the announcement that nearly 400 affiliates had signed contracts for the new format.

The 23-year Mutual history has been marked by many networking precedents plus quite a few dramatic gestures that enlivened industry circles.

The network was founded in September 1934 as Radio Quality Group, including WOR New York, WLW Cincinnati, WGN Chicago and WXYZ Detroit. The name was changed after a few days to Mutual Broadcasting System. W. E. Macfarlane of WGN, first president, called it "a truly mutual agreement between a group of independently owned stations." Sponsors became interested at the chance to buy four big markets reached by four powerful stations. First to sign up were Horlick's Malted Milk Corp., Thomas Leeming & Co., Wasey Products and Pure Oil Co.

Exchange of sustaining programs was instituted and soon the four-station project began to expand. WBAL Baltimore, WCAE Pittsburgh and WFIL Philadelphia were added, along with three regionals, Colonial Network in New England and Iowa and Central States Networks. By the end of 1936

HIS DECISION



THOMAS F. O'NEIL last week was confronted with a decision no businessman would choose to face. As chief executive officer of RKO Teleradio Pictures Inc., he had to make up his mind whether to sell, kill or drastically overhaul an ailing subsidiary, the Mutual Broadcasting System.

Don Lee, major Pacific Coast regional, had been added and Mutual was transcontinental in scope with 38 affiliates. The number was doubled in 1938 as Texas State Network joined and by 1940 there were 145 affiliates.

Time sales increased from $1.9 million in 1936 to $4.7 million in 1940. The first World Series baseball coverage, a 1935 event shared with other networks, blossomed into an exclusive in 1939. Fred Weber was operations manager and a sales staff interested many advertisers in a novel idea—co-op sponsorship.

WLW jolted the network in 1939 when it refused to carry the World Series under Gillette sponsorship on the ground this would be unfair to its regular advertisers. Mutual refused to feed WLW's sister station in Cincinnati, WSAI, instead giving the series to WKRC. Within a few months WKRC became an affiliate and one of seven stockholding organizations. Other stockholders were WOR, WGN, Don Lee, WAAB Boston and Colonial, CKLW Detroit-Windsor and United Broadcasting Corp. (WHK Cleveland).

A full-volume network discount plan was introduced in February 1940, with discounts up to 50% for advertising using the basic network for 52 weeks.

Mutual startled the industry that year by quickly signing a new ASCAP contract following the Dept. of Justice consent decree. National Assn. of Broadcasters was irked with Mutual and three important Mutual units—WOR, WGN and Don Lee—in turn were irked with the association and resigned.

New stockholders added in 1941 were WFBR Baltimore, WIP Philadelphia and WCAE. Gross billings that year reached $7.3 million. As the nation entered World War II, Mutual was first to put a war-cancellation privilege in network contracts. Miller McClintock, Advertising Council director, became the first paid president of the network. Station contracts were revamped to look more like those of other nationwide networks.

General Tire & Rubber Co., present network owner, bought the stock of Colonial and the sister Yankee Network in 1943. This put General in radio in a big way. The MBS gross billings continued to increase during the war, reaching $19.5 million in 1944. After the death of Mr. Macfarlane that year, Edgar Kobak, Blue Network executive vice president, became Mutual president. Robert D. Swezey, of the Blue, joined him as vice president-general manager. Major program features were added and A. A. Schechter, back from the war, became director of news and special events.

Billings topped $20 million in 1945 as the network's rolls included 325 affiliates. New clients included Procter & Gamble, Miles, Coca-Cola and General Foods. The total rose to $25 million in 1946. Alfred J. McCosker of WOR, board chairman since formation of the network, retired in 1947 and was succeeded by Lewis Allen Weiss, Don Lee vice president and Mutual vice chairman.

Affiliations passed the 400 mark in 1947 and another 100 joined the next year. Other networks were getting active in television but Mutual confined its video role to activity of stockholder stations. Frank K. White, Columbia Records president and former CBS executive, succeeded Mr. Kobak as president in May 1949. Theodore C. Streibert, of WOR, became board chairman. Thomas F. O'Neil, Yankee president, was named Mutual vice chairman.

In 1949 Gillette and Mutual obtained a renewed seven-year radio exclusive on the World Series for $1 million. The Mutual trade character "Mr. Plus" was introduced and the licensee of WOR-AM-TV was renamed General Teleradio. General Tire bought control of Don Lee for $12.3 million, doubling its network stock interest to 38%. Television was leaving its impact as billings dropped 20% in 1949 and another 10% in 1950. Advertiser pressure forced Mutual and other networks to cut evening rates.

Don Lee and Yankee were merged with WOR properties into a single company owned 90% by General Tire and 10% by R. H. Macy & Co. in 1951. Mr. O'Neil became chairman and president of Mutual in April, 1951. He announced that the network would continue predominantly as a large number of relatively small stations, mostly in non-metropolitan markets. Mutual and WOR operating personnel were merged.

General Teleradio started buying major tv programs such as *Gangbusters,* investing large sums for major film features. A plan to sell more participations in network programs was offered affiliates at the NARTB May convention in 1954 and by autumn the network reported 85% of affiliates had accepted the idea. When the 20th anniversary was celebrated in September 1954 there were 572 affiliates.

General Teleradio bought RKO Radio Pictures film and studio properties in July 1955 for $25 million, one of the major deals of entertainment history. The purchase from Howard Hughes put General Tire into Hollywood's big five.

An interesting move in 1955 developed when the network set up a single rate for day and night hours, with a single discount table. A belt-tightening move in October, involving a 25% personnel cut, was described as freeing more money for programming. In November General Teleradio and RKO Radio Pictures were merged as RKO Teleradio Pictures. General Tire bought Macy's 10% Teleradio interest to become sole owner.

Another precedent-maker was an action in February 1956 when Mutual guaranteed circulation to advertisers on the basis of Nielsen ratings. WGMS Washington was bought in the spring, a purchase that still is involved in FCC maneuverings. Mr. Poor was named president in April. During the past winter the new news-music-mystery strip concept was developed, culminating with naming of Robert F. Hurleigh, director of MBS Washington operations, as national news director. Network news headquarters were moved to Washington.

WBBF QUITS MUTUAL

MUTUAL's Rochester, N. Y., affiliate, WBBF, announced last week it was going independent. The station said it had advised the network it would not renew its affiliation contract which expires Sept. 28.

The station explained it would turn to independent operation "to serve the Rochester public with more and better local programs."

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,818,000 people in the U. S. over 12 years of age during the week June 30-July 6. This is how they spent their time:*

56.1%	(68,967,000) spent	1,391.8 million hours	WATCHING TELEVISION
58.0%	(71,335,000) spent	1,040.1 million hours	LISTENING TO RADIO
80.4%	(98,863,000) spent	380.6 million hours	READING NEWSPAPERS
28.7%	(35,323,000) spent	148.4 million hours	READING MAGAZINES
22.6%	(27,790,000) spent	350.2 million hours	WATCHING MOVIES ON TV
42.3%	(52,006,000) spent	218.4 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

RADIO AUDIENCE OVERTAKES TV

CLIMAXING a month-long contest in which radio audience figures drew evernearer to television's, the aural medium passed its rival in the June 30-July 6 Sindlinger report (see above; also see CLOSED CIRCUIT, July 8, 1). Hours spent with tv still outnumbered radio hours, however. Automobile audience accounted for 37.8% of radio listening in that period.

BARTER BECOMES VOGUE IN LIVE TV

- **Television Clearing House operations explained**
- **Manufacturers with slow-moving items get time**

MAN's oldest system of doing business—by barter—which during the past year has become so popular in the television film field, appears to be gaining a foothold in the live tv field as well. At least Television Clearing House Inc., New York, thinks so and finds the system so profitable its principals plan to expand operations into new and broader fields.

TCH for 16 months has been acting as middleman between manufacturers with overloaded inventories (appliances and other goods) and tv stations which need items for gifts, contest prizes, and giveaways and for studio operations. For example, TCH "negotiates" with stations in behalf of a hypothetical manufacturer, Red Hot Steam Iron Co. TCH offers station XYZ, say, 100 steam irons at $10 each and in return receives one-minute spots at the lowest one-time spot rate on the station's card (100 spots if the rate is $10 each). Red Hot Steam Iron Co. uses the spots to advertise perhaps its new line of irons or anything else. The station gets 100 irons and fills open time. TCH gets an additional percentage of irons from Red Hot and sells them in normal trade channels domestically or in Europe through its London office, Television Clearing House Ltd. If an agency writes copy for the live spot, Red Hot (not the station) pays the agency its cash commission or retainer. In fact, the agency may help negotiate the deal between the manufacturer and TCH.

This is how Louis Jacques Dahlman, TCH president, explains how his "grew like Topsy" organization has functioned. He saw a need and filled it, making everyone happy.

Already, he said, a total of 139 tv stations throughout the U. S. have used his firm's services.

The expansion plans envisioned by Mr. Dahlman and his associates include:

• The organizing by TCH of regional tv networks—embracing as many as 10 to 12 stations linked by microwave or other unspecified means—which would carry the "best" of live programming of any one outlet and supported by spot announcements of manufacturers paying for them through merchandise barter. This was tested last spring, Mr. Dahlman said, for four weeks on a two-hour variety show hookup via microwave between WPFH (TV) Wilmington, Del., and WGLV (TV) Easton, Pa. He said "three or four more" such "networks" are now "ready to go."

• The establishment of a new central purchase office for stations (by a new corporation separate from TCH) where cash purchase could be made ("at considerable savings") of office equipment and supplies as well as broadcast or other electronic gear. The buying for stations on such a pool basis would "reduce the cash outlay for the individual station," he indicated. Detailed plans on the pool buying project may be confirmed this week, it was indicated.

Mr. Dahlman said his barter plan also has enabled stations to procure "many required accessories such as scenery, furnishings, office equipment and other appurtenances." He said he feels that this in turn has "helped to upgrade local live programming, enabling local stations to produce shows they might otherwise never have attempted."

Another advantage to stations, he said, is that these barter advertisers, once exposed to television, may soon become "buying advertisers." He said that in 1956 various manufacturers who took the trade deals also bought about $400,000 in tv time although most had never bought time in the past.

Television Clearing House, he said, also has been serving as an unofficial program consultant to stations, supplying them with live formats devised by "the best brains in New York and Hollywood." Mr. Dahlman personally had been an independent tv producer in New York from 1946-1950 and prior to that was in radio.

Manufacturers are helped, he said, in that they can move distress inventories lying idle in warehouses. They also gain tv exposures and learn of the medium's effectiveness.

Mr. Dahlman emphasized that TCH has not functioned as a time broker. He stresses that he himself does not receive time credit on stations for his negotiation services, adding that he receives payment in merchandise from the manufacturer.

Mr. Dahlman contended his transactions comply fully with station rate cards. The station, he said, allocates the supplier of the merchandise with spot announcements computed in the amount of the lowest spot rate on the card and based on the manufacturer's wholesale value of the merchandise. Mr. Dahlman said TCH buys at the lowest one-time rate and without frequency discounts because the barter itself constitutes the discount.

He reported "more and more" agencies are coming into the negotiation picture, although in the past in most cases he has negotiated directly with the manufacturer who on occasion brought in his agency for guidance and copy preparation. Mr. Dahlman said his agency contacts now are including some of the "top level" agencies.

He acknowledged that station representatives in general have not benefited from these negotiations in the past, but he held out the hope that they might be more directly included in the future. He said there have been instances in which he has negotiated with representative firms on some trade deals, but he hopes such participation will be accelerated as the barter manufacturers become "active buyers" on tv time.

Mr. Dahlman elaborated that in some cases the manufacturer obtaining the barter spots may not supply the station with his own merchandise (i. e., a candy manufacturer) but rather might supply surplus merchandise (electric toasters, typewriters) obtained elsewhere via TCH's resources.

Mr. Dahlman's associates in TCH include Mike Michaels, New York attorney and major home builder in Ft. Lauderdale, who is the principal financial backer of TCH; New York attorney Norman Dreyer, and Salvador Nelson, New York businessman having export-import interests.

TCH's letterheads identify the firm as Television Clearing House Inc., consultants, 157 W. 57th St., New York 19, N. Y. Telephone is Circle 5-8497. Mr. Dahlman's introductory letter to stations reads in part as follows:

"The manufacturers have placed at our disposal hundreds of thousands of dollars of high calibre merchandise of all types to be used expressly by a television station in

• BUSINESS BRIEFLY

MAX FACTOR SIGNS • Max Factor Co., Hollywood, has signed NBC-TV's *Masquerade Party* on alternate Wednesdays (8-8:30 p.m. EDT). Agency: Anderson-McConnell.

AIRLINES RENEW • Western Airlines has renewed its sponsorship of newscasts of Virgil Pinkley, editor and publisher of *Los Angeles Mirror-News*, on Don Lee Broadcasting System, Mon.-Fri., 6:30-6:45 p.m. Agency: BBDO, L. A.

CHUNKY'S ENTRY • Chunky Chocolate Corp., N. Y., for its Chunky chocolate bar, will sponsor *Foreign Legionaire*, a Television Programs of America series, for second successive year in approximately 15 eastern and midwestern markets.

WEBB CAMPAIGN • Webb Assoc., N. Y., has placed spot tv campaign, valued at about $600,000, for its clients American Character Doll Corp., N. Y., and Remco Electronic Industries, Newark (plastic electronic toys), N. J., in 85 markets throughout country.

SCUDDER SATURATION • Starting today (Monday), housewives in northern California and Oregon will be told some 250 times weekly that Laura Scudder potato chips are "fresher, crisper, tastier" via saturation radio campaign on KNBC, KYA, KJBS, KSFO and KOBY San Francisco; KROW and KLX Oakland; KSTN and KWG Stockton (all California) and KLAD Klamath Falls and KBOY Medford, Ore. Advertiser: Scudder Food Products, Monterey Park, Calif. Agency: Mottl & Siteman, Beverly Hills, Calif.

'THIN MAN' FOR C-P • Colgate-Palmolive, through Ted Bates & Co., N. Y., has signed for MGM Tv division's *The Thin Man* film series that C-P will place in Fri., 9:30-10 p.m. period on NBC-TV next fall. MGM has series in production.

SMOKEY SUMMER EVENINGS • American Tobacco Co., N. Y., has signed for NBC-TV's weekly series of filmed dramas, *Show for a Summer Evening* aired on alternate Tuesdays (9:30-10 p.m. EDT), through Sept. 10. Agency: BBDO.

the following phases of its local programming; building promotions or contests on its existing program or for current sponsors; creating new programs, or aiding a sponsor who wants a topflight merchandising promotion; for building audience ratings; for retail merchandising tie-ins; for every type of participation activity, either studio or home audience; for children's, women's, teenage or interview programs; for live breaks in film shows as a novelty, and in any way your department deems useful. We can be a reliable year-round merchandising and advance time sale agent for you in markets throughout the country.

"Merchandise will always be accompanied by ideas, based on your current or future programming. This means that we can gear our goods not only to fit your promotional thinking but also to enhance program content itself. We believe we have in our organization the finest combination of both programming and merchandising talent, whose experience will place at your disposition fresh approaches to your program and sales promotion problems.

"The nature of the merchandise is unusually good both as to type and retail value. It would not normally be obtainable except through shopping the major merchandise marts. It consists of a wide range of goods—home furnishings of every description, furniture, fabrics, clothing, expensive toys, glassware, clocks, home appliances, bicycles, etc. None of these are premium items usually given as gifts. They represent a distinct move on the part of the manufacturer to sample independent television markets." (Foreign goods also will be supplied.)

MAJOR ACCOUNTS SEEM INFECTED BY AGENCY WANDERLUST IN '57

THE YEAR is barely past the halfway mark, but already at least 50 major accounts in radio-tv sponsorship have changed agencies. Among the advertisers were many of the leaders. To name only a few, for example: Procter & Gamble (Dash and Pin-It), Colgate-Palmolive (Brisk), Helene Curtis Industries (Lentheric), General Motors (institutional), Lever Bros. (Breeze), Pabst Brewing Co. (three of its primary brands), Max Factor (Sof-Set, Dri-Mist), Prudential Insurance Co., Schick Inc. and Tidewater Oil Co. As these accounts indicate, the changes occurred along a cross-representative listing of U. S. business; no single type of business or product had a corner on agency switching.

A random look at the listing finds some advertisers switching their agency for a second time within a relatively short time. To pick a few random examples: Lanolin Plus last year moved from Biow Co. to Russel M. Seeds and already this year has departed from Seeds to Kastor, Farrell, Chesley & Clifford; Packard Div. of Studebaker-Packard—handled in 1956 by Ruthrauff & Ryan, later by Benton Bowles—this year has joined Studebaker in shifting from B&B to Burke Dowling Adams; Ceribelli & Co. moved last year from David J. Mahoney to MacManus, John & Adams (following dissolution of the Mahoney agency) and is now an account of Roy S. Durstine.

The listing prepared by B•T shows the major account switches of 1957.

ACCOUNT	FROM	TO
Bakers Franchise Corp. (Lite-Diet Bread)	Kastor, Farrell, Chesley & Clifford	Emil Mogul
Bavarian Brewing Co.	Richard F. Peck	Calkins & Holden
Bayuk Cigars Inc.	Al Paul Lefton	Feigenbaum & Wermen
Beatrice Foods (LaChoy Div.)	Foote, Cone & Belding	Maxon
Best Foods (Nucoa)	Dancer-Fitzgerald-Sample	Guild, Bascom & Bonfigli
Block Drug (Rem & Rel)	Joseph Katz	Lawrence C. Gumbinner
C & C Super Corp.	Hilton & Riggio	Edward H. Weiss
Ceribelli & Co.	MacManus, John & Adams	Roy S. Durstine
Cinzano Inc.	Robert Orr & Assoc.	Burke Dowling Adams
Colgate-Palmolive (Brisk)	Wm. Esty	Cunningham & Walsh
CBS Radio	Marschalk & Pratt (div. of McCann-Erickson)	Doyle Dane Bernbach
Helene Curtis Industries (Lentheric)	Grant	Gordon Best Earle Ludgin Edward H. Weiss
Doyle Packing Co. of N.J.	Roy S. Durstine	Geyer
Allen B. DuMont Labs.	Campbell-Ewald	Page, Noel, Brown
Emerson Radio & Phonograph	Grey	Martin L. Smith
Encyclopedia Britannica	U. S. Adv.	Dancer-Fitzgerald-Sample
French Tourist Office	Benton & Bowles	Grey
G. H. P. Cigar Co.	Norman, Craig & Kummel	Compton
General Motors (institutional)	Kudner	MacManus, John & Adams
Genesee Brewing Co.	Rogers & Porter	Marschalk & Pratt (div. of McCann-Erickson)
Grove Labs (Bromo-Quinine)	Benton & Bowles	Gardner
Greyhound Corp.	Beaumont & Hohman	Grey
Hawaiian Pineapple Co. (Dole)	N. W. Ayer	Foote, Cone & Belding
The Lewis Howe Co. (Tums)	Ruthrauff & Ryan	McCann-Erickson
The Lewis Howe Co. (Tums and Nature's Remedy)	Dancer-Fitzgerald-Sample	McCann-Erickson
Lambert-Hudnut (DuBarry)	Sullivan, Stauffer, Colwell & Bayles	Norman, Craig & Kummel
Lanolin Plus	Russell M. Seeds	Kastor, Farrell, Chesley & Clifford
James Lees & Sons	D'Arcy	N. W. Ayer
Lever Bros. (Breeze)	BBDO	Sullivan, Stauffer, Colwell & Bayles
George W. Luft Co. (Tangee)	Warwick & Legler	Calkins & Holden
Magnavox	Foote, Cone & Belding	Maxon
Max Factor & Co. (Sof-Set, Dri-Mist)	Anderson-McConnell	Guild, Bascom & Bonfigli
Noxzema Chemical Co. (lather & brushless)	Sullivan, Stauffer, Colwell & Bayles	MacManus, John & Adams
Pabst Brewing Co. (three primary brands)	Leo Burnett	Norman, Craig & Kummel
Park & Tilford (toiletries & cosmetics div.)	Emil Mogul	Grant
Pearson Pharmacal (Eye-Gene)	Al Paul Lefton	Donahue & Coe
Philco Corp.	Hutchins	Maxwell Assoc.
Procter & Gamble (Dash)	Compton	Dancer-Fitzgerald-Sample
Procter & Gamble (Pin-It)	Benton & Bowles	Grey
Prudential Insurance Co.	Calkins & Holden	Reach, McClinton
Roots Motors	Anderson & Cairns	Erwin, Wasey
Salada Tea Co.	Hermon W. Stevens	Sullivan, Stauffer, Colwell & Bayles
Schick Inc.	Warwick & Legler	Benton & Bowles
S. A. Schonbrunn & Co. (Savarin)	Lawrence C. Gumbinner	Foote, Cone & Belding
Servel (Refrigeration Div.)	Hicks & Greist	Walker B. Sheriff
Shulton Inc. (Pharmaceutical Div.)	Brudno & Bailey	Foote, Cone & Belding
Seabrook Farms	N. W. Ayer	Gore, Serwer
Stahl-Myer	Charles W. Hoyt	Hicks & Greist
Studebaker-Packard	Benton & Bowles	Burke Dowling Adams
Tidewater Oil Co.	Buchanan	Foote, Cone & Belding
Western Airlines	Buchanan	BBDO

Spot Tv Is Versatile, Simple, Says Blair Tv

SPOT television is versatile yet simple to use, fitting snugly into an advertiser's market strategy.

This is the keystone of a new color slide presentation—"Market Sense—Spot Tv Today"—unveiled by Blair Tv, station representative, to advertisers and newsmen Thursday morning at the Park Lane Hotel in New York.

The presentation, which runs a little over 20 minutes, proceeds from spot tv basics through an outline of the size of television as an advertising medium (tv sets and tv homes in major markets), compares tv with print and radio, cites various studies on viewers' leisure time and buying habits and contrasts spot tv with network advertising.

In noting 9 of every 10 homes in major markets are tv homes, Blair's presentation points up how in five major markets (New York, Chicago, Los Angeles, Philadelphia and Detroit) tv's potential audience far outstrips the potential circulation of either the leading newspaper or *Life* magazine in these individual markets.

Admitting radio's potential "without question is greater than tv's," the Blair presentation recounts "sets in use" figures showing tv with a delivered audience about three times as great as radio's through the broadcast day. In comparing radio's peak hour (8-9 a.m.) with tv's (9-10 p.m.), Blair noted that tv "commands four times as great a delivered audience as does radio."

Blair cites findings of a Leo Burnett agency "efficiency study" listing relative cost-per-thousand exposure among major media. This study found tv's delivered audience costs the advertiser one-sixth to one-tenth of that of newspapers and one-third to one-sixth of magazines, according to Blair. So far as radio is concerned, tv "is only a few cents more expensive than radio with only sound" (the Burnett study showed tv's C-P-T to range from $1.05 to $1.55 and radio's as 95 cents).

In comparing spot to network, the presentation claims network tv not as flexible (cited were ratings in cities showing a per market difference in popularity of a network show to a film program sold on a spot basis); that network promotion and merchandising are not as effective as local efforts by advertiser or station, or both; that stations find national spot three times as profitable as network and thus prefer such business.

The Blair commentary claims stations continue to clear choice time periods for national spot, illustrating this with such examples as these clearances for next fall: U. S. Borax & Chemical Co.'s *Death Valley Days* that it sponsors alternately in most markets is going into its sixth year as a spot program and runs in Class A time periods in 75 markets; Esso's *Golden Playhouse* (re-runs of Official Films' *Four Star Playhouse* series) began (via agency) only last October to build a regional structure in specific markets and "to date" has Class A periods in 35 markets; *Silent Service* (syndicated by California National Productions) already has been cleared in 32 Class A time periods, including 21 of the top 25 markets.

Concludes Blair's presentation, in citing individual spot advertiser success stories: Spot tv does move goods.

Carlsberg Breweries 'Thinking' Of Using Radio Spots in Miami

CARLSBERG BREWERIES, Copenhagen, heretofore a print-media-only advertiser in the U. S., is "thinking seriously" of using radio toward the end of next January in a spot campaign in the Miami market, according to an official of Wesley Assoc., New York, which has succeeded Fairfax Inc., New York, on the account.

He said Carlsberg is impressed with the success enjoyed by Van Munching & Co. (importer for Heineken's Holland Beer) in the latter's radio spot campaign in Miami last December. Carlsberg expects to have a full sales force in Miami by late January, he added.

The Denmark brewery has set up Carlsberg Agency Inc. to replace Original Beer Importing Distributing Co. (which also handles the German-brewed Wurzburger Hofbrau) as U. S. distributor, the Wesley official said. Wesley will be directly responsible to the brewery in Copenhagen. Fairfax lost the account last March.

NBC Radio Spot Sales Makes Pitch to Auto Makers on Spot

THE importance of spot radio advertising in the 1958 plans of automobile manufacturers is pointed up in a presentation devised by NBC Radio Spot Sales and being shown to the major auto makers.

Titled "Spot Radio—the All-Media Accelerator," the presentation describes the scope of radio today, citing figures including those of 96% radio-equipped homes and 86% radio-equipped automobiles. It makes the point, too, that the average auto radio family spends almost seven hours weekly listening to its car radio and that suburban families (a prime target for automotive advertisers) are reached more effectively by radio than newspapers, "since circulation of most metropolitan papers falls off sharply in suburban areas."

Through the use of spot radio, the presentation asserts, the advertiser can determine the markets he wants to reach; the stations which will carry the advertising message; the type of program best suited to the sponsor's needs. The presentation concludes with the claims that a spot radio campaign can provide advertising continuity at a cost "far below" that of any advertising medium; it is a "perfect complement" to other advertising efforts, and is "easily merchandisable" to local dealers.

Chrysler Commercial to Debut New Mechanical Animation Device

A NEW concept called Technamation for commercials to show the internal and external working action of any mechanism or device will be used for the first time on the air July 18 on Chrysler Corp.'s *Climax!* show Thursdays on CBS-TV through its agency, McCann-Erickson.

The process was developed first by the Office of Naval Research, Naval Training Device Center, and utilizes a mechanically activated transparency of optical plastics to project a live animated image.

Before the advent of Technamation, all such animated mechanical demonstrations required the use of complicated and expensive film. The new device is for live tv use.

Technical Animations Inc., commercial producer of Technamation, claims the device reduces demonstration time by half, can lower costs as much as 50% and in field evaluations has tripled message comprehension and retention.



FOUR senior account executives at Norman, Craig & Kummel, New York, have been elected vice presidents. The four (l to r): Warren Fales, H. G. Bissinger, William E. Macke and E. L. Whitney.

Mr. Fales joined the agency two years ago as an account executive and recently was promoted to senior account executive serving the Colgate-Palmolive account. He previously had been with Compton Adv. and Lever Brothers.

Mr. Macke, formerly a vice president at Kenyon & Eckhardt, joined NC&K at the start of this year as a senior account executive.

Mr. Bissinger joined NC&K's marketing department eight years ago and has been in turn an associate account executive, account executive and senior account executive. He recently was named senior account executive in charge of the Pabst Brewing Co. account and will head the agency's Chicago office, servicing the beer account.

Mr. Whitney started with NC&K three years ago as account executive in charge of the Revlon account, and recently was appointed senior account executive in charge of package products. He formerly was Procter & Gamble brand manager.

C&A SERVES NOTICE IT'S ON THE MAKE

- **Cohen to chairmanship**
- **Aleshire to presidency**

HARRY B. COHEN believes an agency billing in the $8-10 million category "must either grow or go out of business."

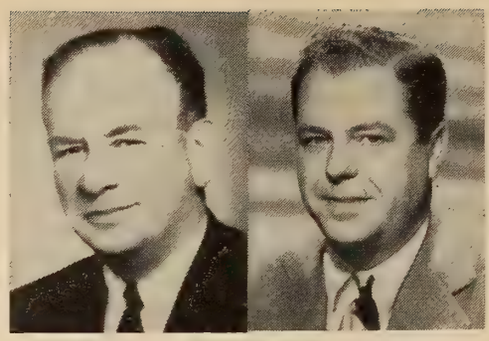
Mr. Cohen, who has served as president of Harry B. Cohen Adv., New York, for 10 years, last week served notice on the advertising field that his newly-organized Cohen & Aleshire Inc. is setting out to acquire new business.

At Cohen & Aleshire, Mr. Cohen becomes board chairman. This doesn't mean retirement, he said Monday, but relief for him from internal affairs for more time in client contact. Edward Aleshire, executive vice presidential creative director of the original firm since its creation in 1947, moves up to president. Mr. Aleshire, a new stockholder in the firm controlled by Mr. Cohen and members of his family, has been given stock options.

Messrs. Cohen and Aleshire last Monday discussed the agency's current status and objectives. They explained that "we are basically a package goods agency" appealing to clients who move goods in drug and grocery stores.

The agency is of particular interest to radio-tv since 60-65% of its total billing goes to the broadcast media. (B•T estimated its 1956 radio-tv billing at approximately $5.5 million, placing the smaller-sized agency 40th in the top radio-tv agency ranking.)

C&A's broadcast billing is primarily in spot. Its radio-tv accounts: Grove Labs (Grove and Fitch subsidiaries); Frenchette Co. (salad dressing); Lydia E. Pinkham Medicine Co.; Chattanooga Medicine Co.; Doeskin Products Inc. (paper products) and West End Brewing Co. (Utica Club beer).



MR. COHEN MR. ALESHIRE

Messrs. Cohen and Aleshire noted how the agency works with clients to increase business—"We were responsible in increasing business by 50% for Utica Club which had had a downward curve. . . . We hope to acquire more beer accounts." Frenchette salad dressing showed a marked growth after it became their account, they said.

The agency's strategy in broadcast buying is to analyze and plan for each marketing area rather than to use an "overall national plan."

Said the Cohen & Aleshire team: The agency expects to buy more in spot; it finds network radio an economical buy if it fits into the marketing plan; because of the agency's method of market-by-market analysis, spot more often than not supplements any network participation, and Grove Labs is considered C&A's largest account.

Mr. Cohen related the agency's substantial growth in 10 years, from $600,000 in billing, one client and nine people in 1947, to $8-10 million in billing, a diversified client list and 100 people in the agency today. He noted that C&A's reshuffle at the top is "calculated to place the agency in a stronger operating position and insure a continued growth."

Here's How RAB Sells Movies on Using Radio

THE return of motion pictures to radio as an advertising medium is no mere matter of chance [B•T, July 8], but is the end result of a calculated effort by Radio Advertising Bureau, that organization said last week. RAB reported how it's going about selling the spoken word.

RAB account executive Irving Trachtenberg said he and his staff have been meeting consistently over the past few months with such studios as 20th Century-Fox, Allied Artists, Columbia Pictures, United Artists, Loew's and RKO theatre chains, and with a handful of agencies, including Donahue & Coe, Charles Schlaifer Co. and Monroe Greenthal Co.—all heavy with film or theatre accounts.

Their presentation is titled "A Bigger Box Office From Radio Promotion." This is the way it breaks down the cold facts. It starts by developing the "problems" faced by the film industry, namely, declining box office, closing of theatres and the inroads of television. Then it goes into the size of radio, showing how radio has grown over the past 10 years and how it's changed listening habits. This is followed up by a graphically-proven analysis of rival media, such as newspapers, and shows up the "inability of newspapers to tell the movie story to the public." RAB maintains that not only have newspapers lost circulation, but they just do not penetrate suburbia—one of the fastest growing types of markets in the country.

Radio is doing everything newspapers don't do, RAB says. Not only can radio pre-sell a movie, maintains RAB, it can re-instill in people the "movie habit" they once had before television. It also discusses the force of car radio on the drive-in theatres and reiterates RAB's basic philosophy: reaching the greatest amount of people with the least amount of money.

Mr. Trachtenberg said he and his associates aren't as interested in lower-echelon advertising representatives of the movie firms as in "top-level management—the decision-makers." He explains that media strategy first is decided at the very top of the corporate structure—"the presidents and vice presidents . . . not the managers." The rash of radio buying (up 33% over 1956) today is merely a reflection of "top-echelon thinking." Management makes up its mind, Mr. Trachtenberg maintains, and then "the people down below pull out their slide-rules and agree with management that radio's the best medium after all."

Chesley New D'Arcy President; Ganger Heads Exec. Committee

HARRY W. CHESLEY Jr., formerly an executive vice president and director of the firm, has been elected president of D'Arcy Advertising Co., St. Louis, Robert M. Ganger, chairman of the board, announced last week. Mr. Chesley succeeds the late Percy J. Orthwein.



MR. CHESLEY

In the capacity of president, Mr. Chesley will continue to make his headquarters in St. Louis. After the meeting of the board of directors it also was announced that Mr. Ganger, in addition to his other duties, will serve as chairman of the executive committee. Elected at the meeting as vice presidents of D'Arcy were: Pettersen B. Marzoni, director of research in New York; William Raidt, account supervisor in New York; David W. Lockwood, creative director, Chicago; Peter Cavallo, radio-tv director, Chicago, and James A. McPhail, copy director, Chicago.

WCTU President Airs Perennial: 'Beercasts' Dominate Baseball

CHARGES that baseball has become "beerball" and that sponsors dominate coverage with "beercasts" were reiterated July 2 by the head of the Women's Christian Temperance Union.

In another attack on beer advertisers and major league club owners, Mrs. Glenn Hays, WCTU president, renewed her suggestions "for a national curb on alcoholic beverage advertising." She claimed all or part of the games of all clubs now are sponsored on radio and/or tv by beer firms.

Mrs. Hays asserted that the "once national pastime now appears to have become the star salesman of the beer barons" and that baseball has emerged in a "national program that includes alcoholism and drink-caused juvenile delinquency." She charged that "beercasts" make it seem proper "to sit in front of the set and get drunk while viewing or listening."

GE Uses C-C Tv for Session

GENERAL ELECTRIC's new line of television sets and all-automatic clothes washers and dryers was revealed last Wednesday via a coast-to-coast closed-circuit telecast for GE's major appliance division. TelePrompTer Corp.'s group communication division was selected by GE to handle the technical facilities of the session. The closed-circuit show, produced by GE's agency, Young & Rubicam, was viewed by 7,500 dealers, distributors and retailers in 39 cities.

Speaking of BARGAINS . . .



You get Iowa's TOP radio bargain when you buy WHO. *More Iowa families listen to WHO regularly, daytime, than to all the 56 other Iowa stations COMBINED*!*

**Source: 1956 Iowa Radio Audience Survey*

WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc.,
National Representatives

WHO Radio is part of Central Broadcasting Company, which also owns and operates **WHO-TV**, Des Moines **WOC-TV**, Davenport



WBRE-TV *Means*

AUDIENCE COMMUNICATION

to the people of 19 Counties in N.E. Pennsylvania

Two million pairs of eyes can see it . . . . three hundred and thirty thousand sets can view it . . . . and it also means that your sales message should be on it! Because, nowhere in Northeastern Pennsylvania can you attract so much attention, so quickly, so completely, so forcefully, so economically, as you can on WBRE-TV.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION LEHIGH SNYDER MONTOUR CARBON CLINTON

WBRE
TV Channel 28
WILKES-BARRE, PA.



Man has employed many ingenious methods to communicate messages, but never so dramatic as Television. A polished shield was used by the Persians to flash signals to their fleet in an attempt to capture the city of Athens. Though this was the principle of the heliograph, no further use was made of it until the last century.

DAV Agency Asks More Time To Pay Off Media Obligations

CLEMONS, Esau & Gericke Agency, New York, advertising agency for a special Disabled American Veterans show which was placed on 120 television stations last April, held a creditors meeting last Thursday to outline its hopes for the payment of its obligations. The program, which incorporated a contest, failed to produce enough entry fees to pay its costs.

William Clemons of CE&G proposed to the dozen station and newspaper representatives that they postpone any legal action until Aug. 20 when the DAV convention will be held. At that time the agency will present to the national executive committee a proposal for the DAV to advance enough money to pay for the time costs of the first show plus time costs for a second program effort, with the agency assuming program production costs of the second program.

The first *Hidden Treasure Show* contained a contest which contestants could enter by sending money to the DAV. About $63,000 in entry fees was collected.

Mr. Clemons explained that the current assets of the agency total $5,000 in the bank and liabilities total $128,000, of which $105,000 is owed to media (stations, newspapers and *Tv Guide)* and $23,000 to others (suppliers, etc.).

He also explained that the agency started out with $51,000 in the bank and received $45,000 from the DAV. Of this $96,000 total, $86,500 was disbursed. Stations which did not give the DAV credit were paid cash.

A production firm, William Tell, also headed by Mr. Clemons, received $150,000 for production from DAV. Some $60,000 went into original production of the show originally but then "$30,000 to $35,000 more" had to be spent in making changes on the show to conform to the lottery laws. The production company also set aside $55,000 for prize money and spent $62,000 for promotion and distribution and $30,000 for "contest administration and operation." Thus the production firm's obligation totaled about $230,000.

CE&G estimated that it owed money to 113 television stations and approximately 240 newspapers.



EASTMAN KODAK Co. sponsorship of CBS-TV's *Ed Sullivan Show* on alternate weeks beginning Sunday, Oct. 6, is discussed by Kodak officials and Mr. Sullivan. L to r: James E. McGhee, Kodak vice president in charge of U.S. sales and advertising; Mr. Sullivan; W. B. Potter, Kodak director of advertising; E. P. Genock, Kodak director of tv programming; Marlo Lewis, associate producer of the Sullivan show, and Dan Seymour, vice president in charge of tv for J. Walter Thompson Co.,

Nemer Forms Minneapolis Agency

SAMUEL N. NEMER, former sales manager of Murray-Malone transportation advertising agency, has announced the formation of Nemer Advertising Inc. in Minneapolis. Mr. Nemer is agency president.

He has had more than 25 years experience as an executive with Minneapolis-St. Paul radio stations, media and ad agencies, and his own agency will offer complete services including merchandising, marketing, publicity and public relations.

BDA Names Specialists For S-P Dealer Ads

BURKE DOWLING ADAMS, Inc., New York, which began servicing the Studebaker-Packard Corp. account July 5, last week took the first step toward reorganizing the local Packard-Studebaker dealer advertising program, by appointing what it terms "a seasoned group" of specialists to coordinate dealer and agency activities.

Although S-P seems unlikely at this time to re-enter network broadcasting [B•T, July 11], agency officials said this move was taken in part to upgrade the local dealers' broadcast activities. There are 20 various national Studebaker-Packard Dealers Advertising Assns. which will work with co-op funds provided by the South Bend, Ind., auto maker.

"Hand-picked" by the agency to service the dealers are:

Russ Paulson, formerly with Kenyon & Eckhardt and J. Walter Thompson Co. on the Ford and Lincoln-Mercury accounts; Steve Mudge, at one time account executive on Willys-Overland at the now-defunct Ewell & Thurber agency, later with Compton Adv. and D'Arcy Co. (on Packard at the latter agency); Lou Corrigan, a media specialist whose experience is summed up by BDA officials as "having run the gamut of the auto field from the low-priced to the high," and Harry Baker, a former auto dealer.

Mr. Paulson has been named director of field operations and will work out of S-P headquarters, reporting directly to BDA Vice President Roy Hudson who in turn will be located in BDA's new South Bend office. Mr. Mudge will be working out of BDA's New York office as director of eastern field operations. Mr. Corrigan will be located in BDA's Atlanta office and will head the southern field operations, while Mr. Baker, director of western field operations, will be operating out of Los Angeles.

BDA last week announced the appointment of William D. Straub as copywriter on the S-P account. Mr. Straub had been account executive at Benton & Bowles, servicing S-P trucks as well as merchandising and retail promotion at the dealer level. Before joining Benton & Bowles, he had been Chrysler Corp.'s shows and exhibits manager.



MR. PAULSON MR. MUDGE MR. CORRIGAN MR. BAKER

DCS&S Opens New Offices To Increase Space by 40%

DOHERTY, Clifford, Steers & Shenfield, New York, officially opened its new offices at 530 Fifth Ave. Wednesday. The agency had been in the Empire State Building 13 years. The move to one entire floor at 530 Fifth means an increase of 40% in space.

In 1950 DCS&S had five clients and 10 product assignments. Today the firm has 22 clients and more than 30 product assignments. In 1950 billings were $7.9 million; today's are $17.5 million.

The agency ownership is divided among the staff of 24 with no single person owning as much as 20%.

DCS&S was established in 1944 as Doherty, Clifford & Shenfield and was changed to Doherty, Clifford, Steers & Shenfield in 1952. Officers are Donald K. Clifford, board chairman; William E. Steers, president, and Nelson O. Argueso, treasurer. Directors are Mr. Clifford, Mr. Steers, Francis J. Doherty, Harry M. Ireland, Robert Hayes, James F. Egan, Joel F. Jacobs, William E. Holden and Mr. Argueso.

Wenger-Michael Agency to Open

A NEW agency, Wenger-Michael Advertising Inc., will open in San Francisco Aug. 1, according to an announcement from the prospective group. Lee Wenger has been the head of his own San Francisco ad firm for six years and Martin Michael moves over from his position as vice president and account supervisor of Edward S. Kellogg agency, Los Angeles. The new agency, with a staff of 12, will operate from the present offices of Lee Wenger & Assoc., 1005 Market St., San Francisco, until larger facilities are acquired in September, the announcement said.



SPEAKING about *Speaking of Life,* which makes its debut on NBC Radio July 29 are (l to r): Matthew J. Culligan, vice-president of NBC Radio; Andrew Heiskell, publisher of *Life* magazine, and Robert W. Sarnoff, president of NBC. *Speaking of Life,* M-F, 7:45-8, will present news gathered through the facilities of NBC and of *Life,* which will sponsor one participation each night.

'Life' Magazine, NBC Radio Sign For 'Speaking of Life' Series

TIME INC., for *Life* magazine, last week signed with NBC Radio for five weeknight participations in a new series of news-feature programs produced jointly by NBC and the editorial staff of *Life.* The series, titled *Speaking of Life,* will be heard Monday-Friday, 7:45-8 p.m., effective July 29, and will move into the time slot to be vacated by *One Man's Family.* The latter will move to another, but as-yet unannounced time slot in the schedule.

Life will share sponsorship with two other advertisers who are to be identified at a later date.

Matthew J. Culligan, NBC Radio vice president, describes the program as one that will "explore in sound . . . some of the subject areas which *Life* has illustrated so dramatically with pictures." Additionally, fast-breaking international news events will be reported by the program's host, Frank Blair.

Time Inc.'s most recent co-operative radio venture was the series of five-minute feature capsules, *It's Time,* on ABC Radio last year. Former "March of Time" narrator Westbrook Van Voorhis hosted short dramatizations of *Time* magazine news stories which were unsponsored. The *Life* magazine sponsorship was placed through the New York office of Young & Rubicam agency.

BORDEN'S RADIO-TV MILK RUN

FOR YEARS the central Iowa housewife automatically reached for the dairy product with the Hi-Lan label on the store shelf. After all, Hi-Lan as a local Des Moines firm had established a bond of familiarity and good will with consumers.

Then came the day when the Borden Co. purchased the firm. The national prestige of the Borden name was to be added to the Hi-Lan label. The transition appeared simple, but Borden and its agency executives were cognizant of the possible effect of a too-abrupt change from the familiar package.

Borden's Hi-Lan Dairy officials L. G. Smith and Max Lamb, with the firm's advertising agency, Truppe, LaGrave & Reynolds & Assoc., quickly assigned an important consumer orientation role to television and radio.

The first step in changing the established brand name was a huge "Elsie Week" open house a year ago. Television and radio promoted heavily the event that drew 30,000 and associated Elsie, the Borden Cow, and her offspring, Beauregard, with Hi-Lan.

A television program with a family atmosphere was inaugurated to attract every member of the household and reaffirm the loyalty bond with Borden's Hi-Lan label. *Family Funtime* was previewed by KRNT-TV Des Moines for all dairy employes and their families.

The recipe for this successful local tv show: Take an established film show like "Laurel & Hardy," add a quiz feature, insert a local personality with a family atmosphere, place the program in a good time slot and back up the entire effort with solid promotion.

The Laurel & Hardy films were procured through Governor Television Attractions. The quiz phase comprises five questions about the film after each showing. Five or six prizes, with retail values totaling about $50, are awarded. Winners of the weekly prizes earn an extra five silver dollars if they have any Borden product in their refrigerator when the route salesman delivers the prize.



THE *Reno family, (l to r) Donna, Walt and Jeff, give a local touch plus family atmosphere in reality to* Family Funtime, *Borden's Hi-Lan Dairy show on KRNT-TV Des Moines.*

Borden's Hi-Lan Dairy printed more than 230,000 entry blanks in the first 15 weeks of *Family Funtime* for distribution by route salesmen. In this same 15 weeks, 25,269 entries were received in the mail.

The entire show is conducted by personality Walt Reno, assisted by his wife Donna, and two-year-old son, Jeff. A special living room setting at KRNT-TV is used for the live portions of *Family Funtime*

The show is programmed Friday nights at 8:30 and, according to Truppe, LaGrave & Reynolds, it's topping many network and syndicated competitions in central Iowa. The agency cites one example, a recent ARB rating of 19.3 with an unusually high 3.3 viewers per set.

Dairy officials not only are happy about the results from their KRNT-TV show with its low cost for film programming, but are equally willing to sound off with praise for all television and radio. Take last March as an example. Using only television and radio and tying in with national Borden advertising, Borden's Hi-Lan increased cottage cheese sales 41% over March of 1956—a new monthly record in cottage cheese sales for the 20-year-old dairy.

All of which would indicate that the hand on the dial is the same one that reaches toward the store shelf.

DICTIONARY OF SYNONYMS FOR WSM-TV



First Violin . . .

If you want your product to play before the top audience in the Nashville Market, better pick WSM-TV. By every yardstick, and particularly by the all-important ability to move merchandise, WSM-TV is clearly Nashville's Number 1 television station. Ask any Petry man for the facts.

Channel 4, Nashville, Tenn. • NBC-TV Affiliate • Clearly Nashville's #1 TV Station

EDWARD PETRY & CO., National Advertising Representatives

WSM-TV

WSM-TV's sister station – Clear Channel 50,000-watt WSM Radio – is the only single medium that covers completely the rich Central South market.

PULSE

Tv Report for April-May

TOP NETWORK SHOWS

Once-A-Week

	Rating May	Rating Apr.
1. *I Love Lucy*	36.1	37.7
2. *Perry Como*	35.7	35.3
3. *Bob Hope*	35.0	37.5
4. *Ed Sullivan*	32.8	34.8
5. *Boxing (Wednesday night fights)*	32.5	
6. *Playhouse 90*	31.2	30.7
7. *$64,000 Question*	30.2	32.7
8. *Person To Person*	29.0	28.7
9. *Burns and Allen*	28.9	30.6
10. *Climax!*	28.5	30.4
11. *Groucho Marx*	28.5	28.7
12. *What's My Line*	28.4	28.2
13. *Godfrey's Talent Scouts*	28.3	29.6
14. *Gunsmoke*	28.1	26.4
15. *December Bride*	27.8	28.2
16. *Steve Allen*	27.1	26.4
17. *Lineup*	26.6	28.1
18. *Jack Benny*	26.4	26.4
19. *I've Got A Secret*	26.0	
20. *Disneyland*	25.4	
21. *Red Skelton*	25.4	28.0

Multi-weekly

	Rating May	Rating Apr.
1. *Mickey Mouse Club*	18.0	19.3
2. *Queen For A Day*	11.2	11.7
3. *Guiding Light*	10.7	10.0
4. *CBS-TV News*	10.6	11.9
5. *Search For Tomorrow*	10.5	9.8
6. *NBC News*	10.0	10.3
7. *Arthur Godfrey*	9.8	9.9
8. *Love of Life*	9.7	
9. *Art Linkletter*	9.6	10.1
10. *Captain Kangaroo*	9.6	9.9

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor(s), agency(s), day and time.

Steve Allen (NBC-130): participating sponsors, Sun. 8-9 p.m.

Jack Benny (CBS-179): American Tobacco Corp. (BBDO), Sun. 7:30-8 p.m.

Burns & Allen (CBS-114): Carnation Co. (Erwin Wasey), B. F. Goodrich (BBDO), Mon. 8-8:30 p.m.

Captain Kangaroo (CBS-various): participating sponsors, Mon.-Fri. 8-9 p.m.

CBS News (CBS-147): Brown & Williamson (Bates), Hazel Bishop (Raymond Spector), Mon.-Fri. 7:30-7:45 p.m.

Chevy Show—Bob Hope (NBC-144): Chevrolet (Campbell-Ewald), Sun. 9-10 p.m. once a month.

Climax! (CBS-173): Chrysler (M-E), Thurs. 8:30-9:30 p.m.

Perry Como Show (NBC-150): participating sponsors, Sat. 8-9 p.m.

December Bride (CBS-185): General Foods (Benton & Bowles), Mon. 9:30-10 p.m.

Disneyland (ABC-178): American Motors (Geyer), American Dairy Assn. (Campbell-Mithun), Derby Foods (M-E), Wed. 7:30-8:30 p.m.

Arthur Godfrey (CBS-116): participating sponsors, Mon.-Thurs. 10-10:30 p.m.

Godfrey's Scouts (CBS-165): Lipton (Y&R), Toni (North), Mon. 8:30-9 p.m.

Guiding Light (CBS-119): Procter & Gamble (Compton), Mon.-Fri. 12:45-1 p.m.

Gunsmoke (CBS-162): Liggett & Myers Tobacco Co. (D-F-S) alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

I Love Lucy (CBS-162): General Foods (Y&R) alternating with Procter & Gamble (Grey), Mon. 9-9:30 p.m.

I've Got A Secret (CBS-190): R. J. Reynolds (Wm. Esty), Wed. 9:30-10 p.m.

The Lineup (CBS-153): Brown & Williamson Tobacco Co. (Bates) alternating with Procter & Gamble (Y&R), Fri. 10-10:30 p.m.

Art Linkletter (CBS-114): participating sponsors, Mon.-Fri. 2:30-3 p.m.

Love of Life (CBS-153): American Home Products (Bates), Mon.-Fri. 12:15-12:30 p.m.

Mickey Mouse Club (ABC-92): participating sponsors, Mon.-Fri. 5-6 p.m.

NBC News (NBC-85): participating sponsors, Mon.-Fri. 7:45-8 p.m.

Person to Person (CBS-179, 32, 99 respectively): Amoco Gas (East) (Jos. Katz Co.), Hamm Brewing (midwest), (Campbell-Mithun) alternating with Time Inc. (Y&R), Fri. 10:30-11 p.m.

Playhouse 90 (CBS-134): American Gas Assn. (Lennen & Newell), Bristol Myers (BBDO), Philip Morris Co. (Leo Burnett), Thurs. 9:30-11 p.m.

Queen For A Day (NBC-122): participating sponsors, Mon.-Fri. 4:30-5 p.m.

Search for Tomorrow (CBS-135): Procter & Gamble (Leo Burnett), Mon.-Fri. 12:30-12:45 p.m.

$64,000 Question (CBS-178): Revlon (BBDO), Tues. 10-10:30 p.m.

Red Skelton Show (CBS-109): Pet Milk (Gardner) alternating with S. C. Johnson & Son, (FC&B), Tues. 9:30-10 p.m.

Ed Sullivan (CBS-174): Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Wednesday Night Fights (ABC-132): Miles Labs. (Geoffrey Wade), Mennen (M-E), Wed. 10 p.m. to conclusion.

What's My Line (CBS-104): Helene Curtis (Ludgin), Remington Rand (Y&R), Sun. 10:30-11 p.m.

You Bet Your Life (NBC-177): De Soto (BBDO) alternating with Toni (North), Thurs. 8-8:30 p.m.

NIELSEN

Radio Report for May 26-June 8

TOP RADIO NETWORK SHOWS

Total In-Home Audience*

Program	Homes (000)
Evening, once-a-week (average)	(433)
1. *Jack Benny*	1,156
2. *Gunsmoke*	963
3. *Gunsmoke*	963
4. *Telephone Hour*	915
5. *Our Miss Brooks*	819
6. *Gunsmoke*	819
7. *Our Miss Brooks*	819
8. *Robert Trout*	819
9. *Counter-Spy*	819
10. *True Detective Mysteries*	770
Evening, multi-weekly (average)	(578)
1. *News of the World*	1,059
2. *One Man's Family*	1,059
3. *Lowell Thomas*	1,059
Weekday (average)	(819)
1. *Helen Trent* (2nd half)	1,396
2. *Young Dr. Malone* (2nd half)	1,348
3. *Ma Perkins* (1st half)	1,300
4. *Ma Perkins* (2nd half)	1,300
5. *Helen Trent* (1st half)	1,300
6. *Our Gal Sunday* (1st half)	1,300
7. *Young Dr. Malone* (1st half)	1,252
8. *Ma Perkins* (2nd half)	1,252
9. *Nora Drake* (2nd half)	1,204
10. *A. Godfrey*	1,156
Day, Sunday (average)	(385)
1. *Woolworth Hour*	1,252
2. *Johnny Dollar*	915
3. *Longines Symphonette*	867
Day, Saturday (average)	(482)
1. *Gunsmoke*	1,252
2. *Gunsmoke*	1,252
3. *You Bet Your Life*	963

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 15-minute duration, homes listening 1 minute or more are included.

NOTE: Number of homes is based on 48,150,000, the estimated July 1, 1957, total United States radio homes.

Copyright 1957 by A. C. Nielsen Company

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T radio ratings roundup. Information is in following order: program name, network, number of stations, sponsor(s), agency(s), day and time.

Jack Benny (CBS-200): Cowles (M-E) and sustaining, Sun. 7-7:30 p.m.

Counter-Spy (MBS-496): participating sponsors, Fri. 8-8:25 p.m.

Arthur Godfrey (CBS-197): Mutual Benefit (Bozell & Jacobs) and participating, Mon.-Fri. 10-10:30 p.m.

Gunsmoke (CBS-200): General Mills (D-F-S), General Foods (Y&R) and others, Sat. 12:30 p.m. & Sun. 6:30 p.m.

Helen Trent (CBS-193): Lever Bros. (K&E), Scott (JWT) and participating, Mon.-Fri. 12:30-12:45 p.m.

Johnny Dollar (CBS-166): P. Lorillard (Y&R), Sun. 5:30 p.m.

Longines Symphonette (CBS-72): Longines-Wittnauer (V. Bennett), Sun. 2-2:30 p.m.

Ma Perkins (CBS-194): Lever Bros. (K&E), Scott (JWT), Lipton (Y&R) and others, Mon.-Fri. 1:15-1:30 p.m.

News of the World (NBC-186): Coldene (JWT), Carter (Bates), Mon.-Fri. 7:30-7:45 p.m.

Nora Drake (CBS-various): Scott (JWT) & participating sponsors, Mon.-Fri. 1-1:15 p.m.

One Man's Family (NBC-186): participating sponsors, Mon.-Fri. 7:45-8 p.m.

Our Gal Sunday (CBS-194): participating sponsors; 12:45-1 p.m.

Our Miss Brooks (CBS-195): General Foods (Y&R) and participating, Sun. 7:30 p.m.

Telephone Hour (NBC-186): Bell Telephone (N. W. Ayer), Mon. 9-9:30 p.m.

Lowell Thomas (CBS-199): Delco-General Motors (Campbell-Ewald), Mon.-Fri. 6:45 p.m.

Robert Trout (CBS-187): Chevrolet (Campbell-Ewald), Sun. 6:55 p.m.

True Detective Mysteries (MBS-496): participating sponsors, Mon. 8-8:25 p.m.

Woolworth Hour (CBS-198): Woolworth (Lynn Baker), Sun. 1-2 p.m.

You Bet Your Life (NBC-187): DeSoto (BBDO), Sat. 12:30-1 p.m.

Young Dr. Malone (CBS-190): Scott (JWT), Lever (K&E) and participating, Mon.-Fri. 1:30-1:45 p.m.

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 15-minute duration, homes listening 1 minute or more are included.

NOTE: Number of homes is based on 48,150,000, the estimated July 1, 1957 total United States radio homes.



AVAILABLE THIS SEPTEMBER



SPONSORSHIP OF PROGRAMS

Like "Dr. Hudson's Secret Journal", "Whirlybirds", etc.



FULL MINUTES IN TOP MOVIES

Like "African Queen", "Moulin Rouge", etc.



ALL IN PRIME VIEWING TIME

Full-length movies at 7:30 and 10:15 nightly, plus top-rated syndicated films.



FIRST FULL COVERAGE OF SOUTHERN NEW ENGLAND





FOR DETAILS

Call Irwin Cowper, WTIC-TV General Sales Manager, or your nearest Harrington, Righter, & Parsons man.

WTIC-TV 3

HARTFORD, CONNECTICUT

Mark this market

on your list!

CENTRAL AND SOUTHERN ALABAMA is the home of 1,000,000 people in 35 counties—*one-third* of Alabama's population and retail sales!

You reach this big and growing market *only* through WSFA-TV's maximum-power VHF signal. You cannot cover it with any other TV station or combination of stations!

Mark Central and Southern Alabama on your list...and *buy* it with WSFA-TV!

*WSFA-TV's 35 Alabama counties**

Population	**1,093,100**
Retail Sales	**$ 741,637,000**
Food Store Sales	**$ 184,927,000**
Drug Store Sales	**$ 21,859,000**
Effective Buying Income	**$1,062,690,000**

** Does not include 3 Georgia and 3 Florida bonus counties*

Source: Sales Management Survey of Buying Power, May 1957.



The **WKY** Television System, Inc.



WKY-TV and **WKY** Oklahoma City

Represented by the Katz Agency

WTVT Tampa - St. Petersburg

NEW YORK TV STATIONS BALKING AT EXPENSE OF HOLLYWOOD FILM

- **British-made non-residuals popular with price-conscious outlets**
- **But United Artists sales troubles exemplify U. S. film sales snags**

SOME of the glamor of post-1948 film products offered New York tv stations seems to be wearing off as they are taking a long, hard look at the price structure and the traffic their own rate cards will bear.

Although a number of British-made films, notably "The Wooden Horse," "Great Expectations," "Tony Draws a Horse," and "Breaking the Sound Barrier" appear to have little or no trouble breaking the New York price barrier (reason being that no residual payments to guilds are involved), top-drawer Hollywood-made films of recent vintage seem to have placed some local outlets in a quandary. It is simply that while the stations would be most happy to buy these films, they feel they can't afford them. The trouble is that New York is the nation's number one market for theatrical films released to tv and therefore the price tag is greater there than in any other U. S. market.

A case-in-point is that of United Artists Corp., the only firm to specialize in post-1948 products, having few pre-1948's to rent, UA had little trouble in selling last year its first package of post-1948 films at an average New York price tag of $10,000 per film, and currently is having easy sledding selling its new 52-film package of post-1950 pictures to other metropolitan markets such as Los Angeles, Boston, Washington, Philadelphia and, last week, Miami (WPST-TV buying there [AT DEADLINE, July 8]). To date, UA is reported to have racked up a net of $2.5 million, with market prices ranging from $4,000 up to $10,000 per film.

Trouble in New York

But in New York, where UA seems most interested in placing its newest package (including such hits as "Moulin Rouge," "Red River," "African Queen," "Suddenly," "Return to Paradise," "Night of the Hunter" and "The Purple Plain"), the film company (not a studio *per se* but a financing-distributing organization) is said to be having a hard time finding a station willing to meet its price. Because of its operational set-up, where UA has to deal with individual production firms all of which vary in the amount of money they are seeking from tv runs [B•T, June 10], UA's original package price is unusually high: reportedly $910,000 or $17,500 a film. The stations which are taking a dim view of UA's package price do so not because they feel the product is overpriced but simply because they can't afford it. UA apparently has realized this, and is understood to have agreed to come down considerably—to $785,000 for the package.

Still, the stations are holding out. (Station film buyers contacted by B•T preferred to speak "off the record".) They said that even at $15,000 a film, they could not attract sufficient advertiser interest (at an increased rate card) to operate profitably. It appears they feel they can do so if UA is willing to come down to $10-11,000 a film. But this seems somewhat unlikely at this time. UA has gone on record as expressing its faith in its product and feels it is not the sort of firm to be "bargained with." Should it not find a buyer in New York, there appears to be a good chance that UA may spin off the top 13 "AA" films, selling the remaining 39 at a price more acceptable to New York stations. But the chance is still a good way off.

One station sales manager feels that recent top films, though generally "overpriced," can boost a station's advertiser potential by serving as "loss-leaders." Their recent date of issue, he maintains, will glamorize the station's basic film library and thus attract new advertisers, but "profit-wise" the films will represent a loss to the station. Profits, he explained, would come from the pre-1948 product.

RKO Films to WRCA-TV?

From all appearances, WRCA-TV New York is most keenly interested in enlarging its library, and might very well pick up the 12 post-1948 RKO films C&C Television Corp.'s Matty Fox is selling. (Mr. Fox last week began paying off the Hollywood guilds concerned with the 12 films.) It also is watching with interest the discussions now going on between Associated Artists Productions and the guilds over 12 post-1948 Warner Bros. films. But it would like to buy the UA package. Officials there explain that it's the promotional value of the stars, not just the vehicle, that attracts audiences, and in turn, advertisers.

But WRCA-TV is not alone in eyeing the UA package. Although it has a substantially-bigger library than WRCA, WCBS-TV, with a fair-sized MGM backlog, also has expressed interest in picking up the 52 films. It is understood to be willing to offer—at present—$525,000 for the package. But apparently UA is holding fast. WABC-TV is reported to have offered a higher figure but was turned down. It then settled for a $525,000 Screen Gems package including 13 British-made films originally distributed by Hygo-Unity, now part of SG. The U. S. films were pre-1948, the British in part post-1948.

What of the other stations? WATV (TV) Newark recently has concluded purchase of a National Telefilm Assoc.-20th Century-Fox package of 86 films for $1 million and appears unlikely now to enlarge its library. WPIX (TV) does not "go in" for Grade A feature film. WABD (TV) seems relatively set with its heavy Warner Bros. library sold through AAP. WOR-TV appears to be best off of all, claiming to have enough film on hand (RKO) to last it 2½ years. But WOR-TV, with its *Million Dollar Movie*, may yet "study" the UA package. WATV's NTA purchase is the most recent "high price" film deal in New York.

The stumbling block in the UA package from all appearance seems to be made up of the top "AA" pictures. With UA lacking full title to such films as "Moulin Rouge" (still owned by AAP's Elliot Hyman and Moulin Productions) and "African Queen" (Humphrey Bogart estate controlling), the "heavy" in this drama of want appears to be the producer or the star—both of whom have in many cases incorporated themselves right out of the New York market.

Continental Plans to Film Life in Soviet, Satellites

CONTINENTAL FEATURES, an American-owned tv package company operating out of England, reported last week it has received permission to produce film documentaries on life within the Soviet Union and three satellite nations, Bulgaria, Czechoslovakia and Poland.

Jerry Hoffman, director of operations for Continental, revealed in New York that the company has received permission for the project from Soviet Export Films in London as well as from officials in Bulgaria, Czechoslovakia and Poland. He said government officials of other eastern satellite countries also have indicated they would welcome his company's film crews.

Mr. Hoffman envisages his programs as network presentations and currently is negotiating with several tv networks. He said the programs "definitely" would be telecast, but details would not be available until discussions with prospective sponsors are completed. He said his film crew of eight would leave for Europe in a few weeks.

Mr. Hoffman also said his company has completed pilots on a weekly half-hour tv film series, called *Interview*, which will consist of talks with the heads of countries on "What the world thinks of the United States," and also is planning another weekly film series featuring interviews with U.S. ambassadors abroad.

Framer, New York Board of Trade Sign Agreement for New Tv Series

AN agreement was signed last week between Walt Framer Productions, New York, and the New York City Board of Trade, under which Framer will produce a half-hour program series recounting the career and activities of successful New York businessmen. The series is planned for live telecasting in the New York area initially, with kinescope recordings subsequently to be sold to other stations throughout the country.

A spokesman for Framer said time has not been obtained on any New York outlet, but added the company could not proceed until the cooperation of the New York City Board of Trade has been obtained. The agreement calls for a five-year association, during which time Framer may use the board's representatives and connections for the series.



Tom Russell and Doug Pledger Win Swimming Pools in PEPSODENT'S Disc Jockey Contest!

Whale of a contest! Tom Russell, WEEI, Boston, came in first. Doug Pledger, KNBC, San Francisco, was second. Both get big, Esther Williams Swimming Pools. 16 other valuable prizes to disc jockeys from coast to coast! (Prizes worth $15,000!) Read all about it!



1st Prize
Tom Russell, WEEI



2nd Prize
Doug Pledger, KNBC

The results are in! Judges Ted Persons, *Radio-TV Daily;* Leon Morse, *Billboard;* Florence Small, *Broadcasting-Telecasting;* and Oliver Crawford, *TV Guide,* have weighed the entries and made the awards. It's been a fantastic success. Disc jockeys all over the country went all-out promoting our consumer contest. And, in response to their efforts, consumers everywhere wrote in telling us where the yellow went when they brushed their teeth with Pepsodent. It was a whale of a success—*thanks to you!*

HERE ARE THE 8 TOP PRIZE WINNERS!

First Prize: Tom Russell, WEEI, Boston.

Second Prize: Doug Pledger, KNBC, San Francisco.

Prizes 3 thru 8 (Johnson Outboard Motors): Fred Beck, KABC, Los Angeles; Gordon Eaton, WCCO, Minneapolis; Jack Walker, WOV, New York; Phil Sheridan, WFIL, Philadelphia; Ed Harvey, WCAU, Philadelphia, and Hal Jackson, WLIB, New York.

Ten other prizes! Total Worth of Prizes: $15,000!



♪ You'll wonder where the YELLOW went ♪
♪ when you brush your teeth with PEPSODENT





"Happy Hunting" starring Ethel Merman and Fernando Lamas

"A PACKED HOUSE EVERY PERFORMANCE"

Producers deal every trick in the book hoping for *one* . . . showgirls tolerate wealthy bachelors until they locate *one* . . . one *packed house.*

For you clients and timebuyers who wanna be in show business, WICU in Erie is the place . . . win, place and show business, straight across the boards!

A LOOK AT THE BOX OFFICE*

SHOW	NATIONAL	WICU
Code 3	13.0	**50.0**
Groucho Marx	33.6	**50.5**
Jane Wyman	26.0	**52.0**
Dragnet	24.1	**49.3**
Life of Riley	23.5	**48.0**
George Gobel	23.1	**47.5**
Big Story	22.5	**49.8**
Perry Como	31.9	**48.9**
On Trial	20.8	**48.0**
Your Hit Parade	23.2	**45.8**
Kraft TV Theatre	23.4	**46.3**
Blondie	19.9	**47.3**
People Are Funny	21.3	**46.0**
Playhouse of Stars	22.8	**45.8**

*Telepulse March, 1957

Potential backers interested only in numbers can relax. WICU has a stratospheric range that can snap a Univac . . . high 40's and even 50's. In fact, WICU's ratings look like numbers on a ticket for speeding! (Check the box-office for ratings consistently 20% above the national average!)

Naturally, a spot campaign trailing across WICU's callboard of preferred stocks and properties will yield a fancy return quicker than you can say . . . *money in the bank.*

In the town, in the country, in fact, all around WICU, Erie . . . the area is loaded with sales nuggets for prospecting timebuyers. For marketing details continue up "Golden Gulch" as documented on the next page.

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

WB/TV FORECASTS $1 MILLION IN TV COMMERCIALS FIRST YEAR

- **Warner Bros. unit also producing other tv, industrial films**
- **Jack Warner Jr. sums up first year's experiences, progress**

IN ITS first operating year, WB/TV Commercial & Industrial Films Inc. will turn out "at least $1 million worth of tv commercials," according to Jack Warner Jr., vice president of this subsidiary of Warner Bros. Pictures.

That figure is for tv commercials only, Mr. Warner emphasizes, and does not cover industrial films made by his organization nor such special jobs as the AT&T science programs for tv which WB/TV is now preparing to produce for telecasting starting in the fall of 1958.



MR. WARNER

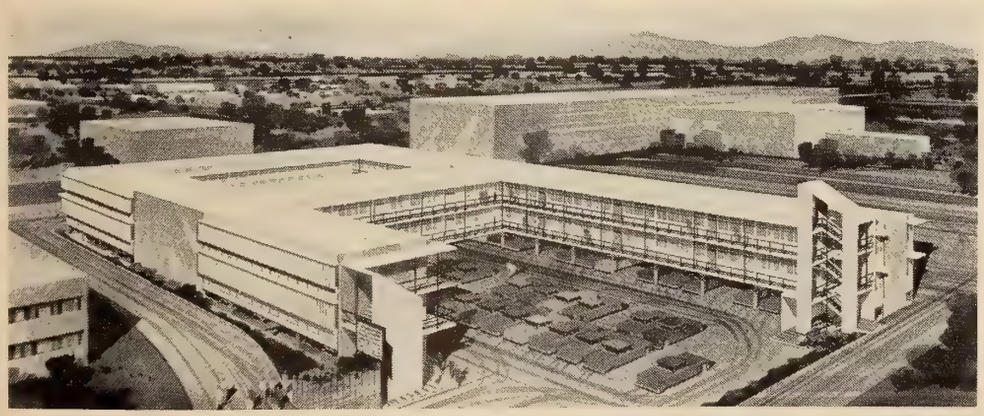
The operating year should be measured from last November, when WB/TV started work on its first commercial assignment, for Eastman Kodak Co. through J. Walter Thompson, Mr. Warner said, although its inception dates back to July 1956, "when we first started to study a bunch of old story boards collected from advertising agencies to see whether it made sense for Warner Bros. to get into the business of making commercials for advertisers to use on tv." Even after the decision was made and operations begun, Warners continued its cautious approach to this new business and not until February were sales offices established in New York and Chicago.

In a long history of making motion pictures for theatres, production costs had always been a matter for internal consideration only, but now Warner Bros. was getting its first experience with competitive bidding. "We went into it with a good deal of trepidation," Mr. Warner recalls, "but today that's all gone, and we face the future with high hopes."

Although Warners is not the only, nor indeed the first major studio to get into the production of tv commercials, Mr. Warner attributes a major share of the credit for WB/TV's progress to the fact that the full studio facilities of the picture company are available for tv commercials. In addition to the obvious advantages of offering WB/TV clients the use of backgrounds constructed at great expense for feature pictures, he points out that the studio has its own dubbing department, its own processing lab and its own animation department, all available to WB/TV, whose work can be handled expeditiously without waiting for outside services to get around to it. In addition, WB/TV has installed a special optical effects department of its own, something not needed for motion pictures but very important for tv, where "white on white and letters that jump out at you and similar effects can add a great deal to the impact of a commercial," he notes.

Of almost equal importance, Mr. Warner believes, is the WB/TV office set-up, located in a former apartment building across the street from the Warner studio lot. Here are Mr. Warner's office and that of Walter Bien, operations head of WB/TV. Here is space for their staff and a good-sized conference room. Here, more unusually and most importantly, are a number of apartments-turned-into-offices for occupancy by advertisers or their agency representatives during the planning and production of their tv commercials.

This arrangement facilitates the close contact between advertiser and producer that WB/TV holds essential for the best results. Giving the client or his agent immediate



CONSTRUCTION *of Warner Bros.' new $1 million television building, for which plans have been completed as shown in this drawing, will start immediately, Jack L. Warner, president of Warner Bros. Pictures, announced last week. Designed to provide the world's most complete executive, editing and projection facilities for television, the 135-by-240-foot, two-story building will contain 26 office suites with a total of 130 individual offices. It also will house 26 fully equipped film editing rooms and four complete projection rooms.*



WICU, ERIE . . .
The pick of the packed houses . . .

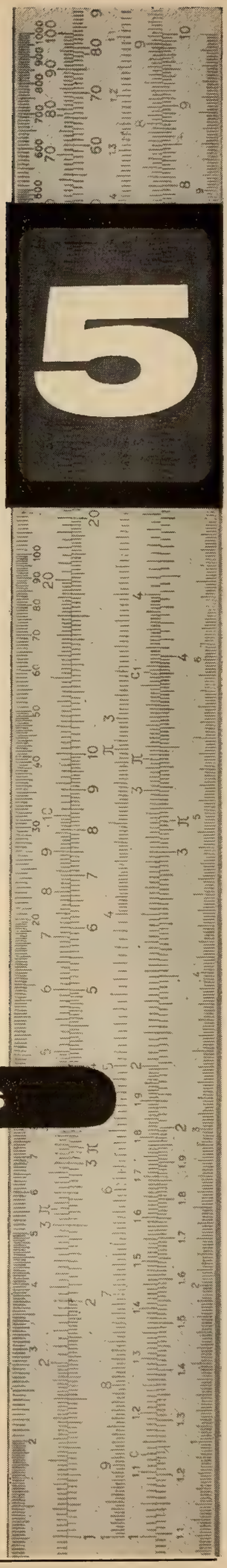
From every angle, the WICU, Erie market area looks mighty prosperous. Take this recent bird's eye view of Erie's perfect natural harbor now under study as a vital link in the development of the St. Lawrence Seaway. Currently, the Port of Erie handles cargo in excess of 7 million short tons annually, thanks to . . .

- DIVERSIFICATION — Greater Erie encompasses more than 420 manufacturing plants of all sizes from paper products, electric locomotives, boilers, engines to castings, forgings (the metal type) and plastics.
- MAGNETIC ATTRACTION — Seven miles of unbroken beach, averaging a minimum width of 300 feet, challenge bathers and kids loaded with shovels. An estimated 5 million sun-dodgers will enlist in Erie's beach maneuvers this year.

All around Erie, as far as you can flutter a buck, the market picture shapes up mighty profitably. Ben McLaughlin, General Manager, just looks out the WICU station window and counts freighters chugging into view, loaded with Erie merchandise.

WICU
ERIE, PA.
CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager
Represented Nationally By
EDWARD PETRY AND CO., INC.
New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles



take

and get the whole
rich northern
Florida market, that
The PERRY STATIONS
cover as no
other media can . . .
completely, effectively,
and with apparent but
deceptive ease.

JHP

THE PERRY STATIONS

1 WJHP AM/FM/TV *Jacksonville*
2 WCOA *Pensacola*
3 WTMC *Ocala*
4 WDLP *Panama City*
5 WESH-TV *Daytona Beach*

Radio Stations Represented By:
JOHN H. PERRY ASSOCIATES

TV Stations
REPRESENTED BY PETRY

and easy access to production executives encourages him to discuss with them in detail just what he expects his commercial to accomplish, enables the producers to apply their film making know-how to the advertiser's problems and results in better commercials at lower cost. This makes the client happy and the next time he wants some tv commercials made he'll think of WB/TV first instead of shopping around.

That theory has worked well in practice. "The office arrangements have been excellently received by the agencies with whom we have done business," Mr. Warner reports. "We work together as early as possible with our clients and having nice facilities here for them in office space is sometimes just as important as having proper production facilities on the stages."

The list of WB/TV clients reads like the blue chip section of the ANA directory. There are Procter & Gamble, Colgate-Palmolive and Lever Bros.; Gallo, Gillette, Kaiser and Kellogg, to name only a few. There's RCA Victor for whom WB/TV turned out the "floating tv set" commercials that won the new firm its first professional recognition: an award from the Art Directors Club of New York which selected this series as one of the nine outstanding tv commercials of 1956. And there are so many beer accounts that for a while WB/TV was nicknamed the Warner Bros. brewery.

"We've been about as successful as we could expect to be under the competitive set-up," Mr. Bien comments. "With all of us dealing with the same unions and paying the same price for film stock, it's the different concepts that different producers have of the job to be done that create the difference in bids. That's why we like to work with the advertiser and agency as early as possible, so we can get their concept and do our planning accordingly.

"Bidding, while important, is only one factor in determining who gets the business," he adds, mentioning such matters as availability of stage space and the rapport between advertiser and/or agency and the tv film producer. "We've never bid on a job just to get it. Nor have we ever stuck a client with an overcharge because he might not know the difference. We aim at giving the customer a fair price and at making a fair profit ourselves, and it's worked out pretty well, despite a few mistakes in our advance estimates."

Asked to sum up the differences between producing motion pictures for theatres and commercials for television, Mr. Warner cites tv's small screen versus the large screens of movie theatres and the greater attention given to minute detail in the commercials and "above all, the fact that the product rather than an individual is the star." His major discovery about the making of tv commercials, he says, "is that it is a matter of respecting the wishes of the client and trying to translate them into the best commercial possible.

"The producer who makes constructive suggestions throughout the pre-production phases and during actual production as well as the more important time of putting the film together and assembling the opticals, the



Millinery by The Blum Store, Philadelphia

more women listen to WPEN'S 950 CLUB than any other program in Philadelphia*

THE STATION OF STAR ENTERTAINERS **WPEN**

**Latest Pulse Report*

REPRESENTED NATIONALLY BY GILL PERNA, INC. *New York, Chicago, Los Angeles, San Francisco, Boston*



Kansas' Leading Radio Station

WIBW

CBS—580 kc—5000 watts

Topeka's Only Television Station

WIBW-TV

CBS-ABC—Channel 13—316,000 watts

Serving Topeka and the booming
industrial-agricultural Kansas market

are pleased to announce
the appointment of . . .

AVERY-KNODEL

INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO

as exclusive
national sales representatives

WIBW and WIBW-TV are a Division of Stauffer Publications, Inc.
Affiliated with the Topeka State Journal and Topeka Daily Capital

track, etc. is doing much to help make a better product. The agency which recognizes the special qualifications of a producer to advise about better ways to make film is helping his client, in turn. Like anything else, motion picture making, as well as putting together an advertising campaign, is a result of teamwork of many people sharing common knowledge and if one group tries to shut out the other they only hurt themselves in the long run. This awareness of team and the knowledge that working together we can make a better product for the client and make a happier client who will keep coming back for more film—that's the biggest thing we've learned so far."

Warner Bros. to Erect $1 Million Tv Building

THE increased importance of television in the motion picture world was highlighted last week with the announcement that a $1 million television building will be erected on the Warner Bros. Pictures lot in Burbank as headquarters for the company's expanding tv activities, which call for a $15 million tv film production schedule for the coming year.

Filming of four series, which the studio estimates will reach a weekly tv audience of 135 million, will proceed at full speed with the first films to go on the air this September. The announcement reported the four series, all scheduled for ABC-TV telecasting, are: *Cheyenne,* starting its third year on ABC-TV alternate Tuesdays, 7:30-8:30 p.m., with General Electric Co. as sponsor; *Sugarfoot,* alternating with *Cheyenne* with American Chicle Co. sponsoring this new adventure series; *Maverick,* another full hour series to be sponsored by Kaiser Industries Corp. and Kaiser Aluminum on Sunday, 7:30-8:30; *Colt .45,* frontier adventure series which Campbell Soup Co. will sponsor Friday, 10-10:30 p.m.

Plans have been completed for the new tv building and construction will start immediately, Jack L. Warner, company president, said. It will be a two-story structure, measuring 135 by 240 feet and containing 26 office suites with a total of 130 individual offices, 26 film editing rooms and four complete projection rooms. Further building is planned, Mr. Warner said, to meet the anticipated demand for more tv facilities.

In addition to the four outdoor program series being filmed for ABC-TV, Mr. Warner pointed out that Warner Bros. also has contracted to produce four one-hour color films on scientific subjects to be used on tv and in the classroom, which the studio will turn out under the general supervision of an advisory board of foremost scientists.

Wilding's Thompson Dies at 46

LAST RITES were held Friday morning for Langston (Lang) S. Thompson, 46, executive vice president of Wilding Picture Productions Inc. and veteran in the industrial motion picture field, who died in Evanston, Ill., July 9.

Mr. Thompson joined Wilding's Detroit branch in 1948 as an account executive and last year was elected executive vice president, subsequently being named president of Wilding-Henderson Inc., subsidiary of the parent firm. He was general manager of Wilding, headquartering in Chicago.

Survivors include his wife, Millicent; a son, Lang Jr., 7; and two daughters, Melanie, 13, and Carol, 11.

BACHE & CO. LAUDS UNIVERSAL 'RECORD'

- **Earnings of firm noted**
- **Big SG-UP deal pending**

UNIVERSAL PICTURES, which any day now may be expected to make public a $20-30 million agreement with Screen Gems Inc., tv subsidiary of Columbia Pictures Corp. [B•T, June 17, May 6], "appears to be one of the overlooked equities in the motion picture industry," according to Bache & Co., New York investment house.

Bache security analysts, in a memorandum to its staff of brokers and customers' men, urges members to take another look at Universal's "favorable record." Bache notes the company has had one of the best earning records from theatrical motion pictures of any studio with Universal's backlog of fully-depreciated pre-1948 films ("the value of these films [in television], on a per share basis, according to recent sales or leases by other companies, is equal to a major portion of the market price of the shares . . ."). Bache concludes that since Universal's gross revenue between 1948 and 1956 has grown from $58 million to $78 million, the company has indeed a "favorable record." As an aside, Bache says that this is all the more so "in view of the uncertainty inherent in the industry due to the inroads made by tv."

Of Universal's film library, Bache says this: Although Universal has been stepping up its tv commercial production operations, and although it has licensed its old cartoons and some westerns to tv, "this has not yet become importantly relative to total revenues and earnings." But, says Bache, "the large potential exists in the fully-depreciated library." It notes that "to date, every successive sale or lease of a major film library has commanded a substantially higher price. Based on these transactions, and the relative quality of the films, it appears that Universal's library is worth at least $30 million in an outright sale." But Bache adds that Universal's management has gone on record as being opposed to an outright sale, preferring a long-time lease, "thereby retaining the story rights, theatrical release and other valuable rights." But it believes that "undoubtedly, some time in the near future substantial income or capital gain either in a lump sum or over a period of years will be provided by these films."

(The Universal-Screen Gems deal, currently being finalized, will place more than 550 Universal films into circulation, and will bring the Screen Gems library to well over 1,500 features, making SG the number one tv syndicator [in properties] in the industry. The base price of the agreement is said to be $20 million but reportedly is expected to come to $30 million over a long term period. The agreement, for 10 years, gives SG complete domestic rights, but does not cover foreign rights. SG officials last week indicated the announcement is "expected any day.")

An interesting facet of the Bache report was the first public revelation of Decca Records' interest in the movie company. Decca, according to Bache, controls 80% of Universal's common stock.

The Bache report lists the extent to which Decca Records controls Universal. The recording company owns 80% of Universal's common stock, and this implies, says Bache, "an eventual merger of the two companies is possible." Milton R. Rackmil, Decca president, also is president of Universal. Universal's income, declares the report, furnished Decca with about half of its 1956 income, and thus, "an analysis . . . of one company should not be made independently of the other, but rather in relation to the other company." Decca's sales between 1954 and including 1956 rose from $18.9 million to $26.8 million.

NBC Television Films Elevates Curtis, Tobin, Five Others

ELEVATION of Daniel M. Curtis and John F. Tobin to manager of regional sales and eastern sales manager highlighted the promotions of seven sales executives announced last week by H. Weller Keever, vice president of NBC Television Films, a division of California National Productions.

Mr. Curtis had been eastern sales manager and before that, central sales manager. Mr. Tobin had been northeast sales supervisor.

Promoted to sales supervisors: William Breen from the southeast to the northeast region; Jules Arbib from sales representative for New York state to southeast; Richard Baldwin from south central to central; Herbert Miller from sales representative in Missouri and Kansas to midwest, and Robert Blackmore from sales representative in northern California to California.

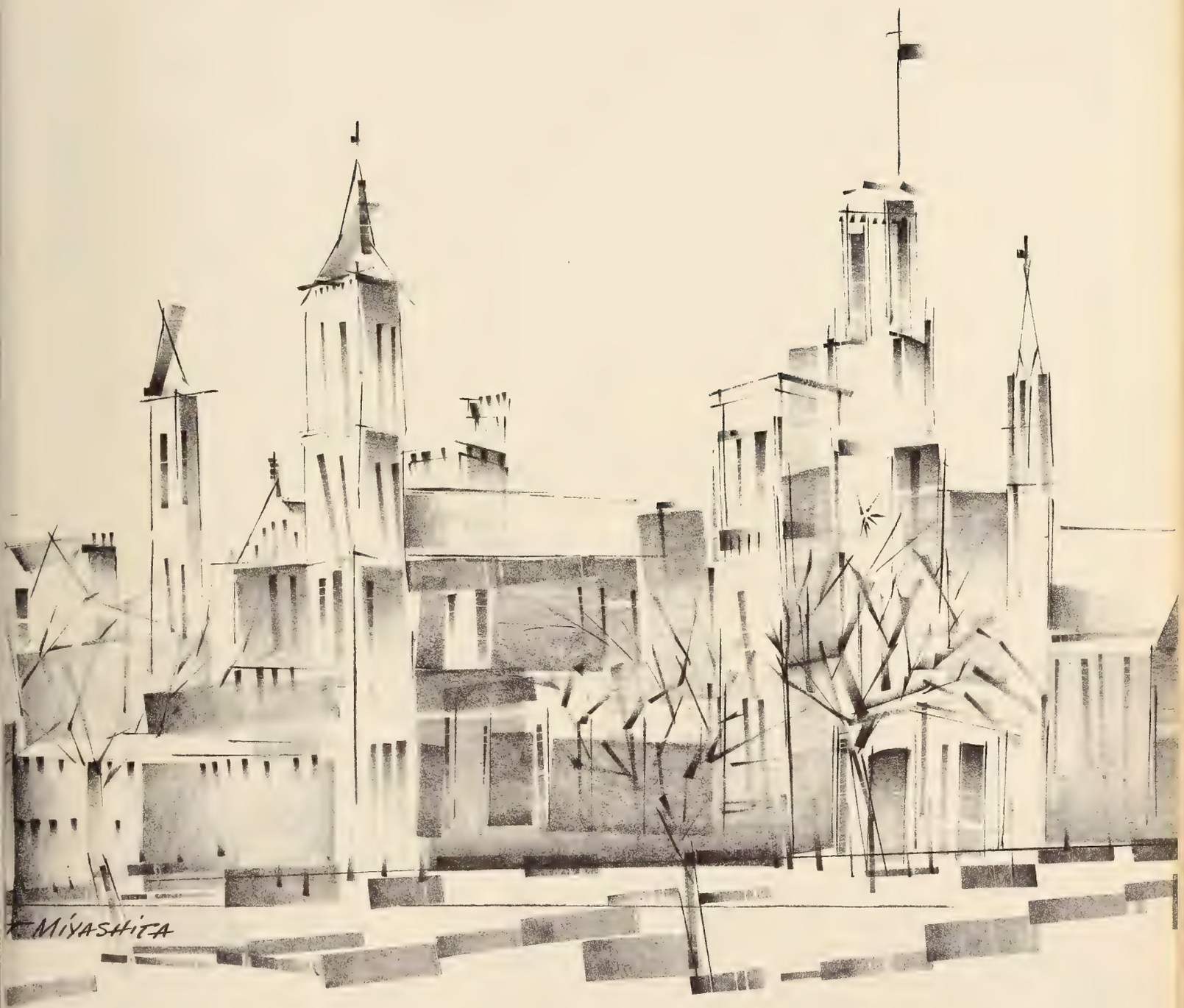


THE entire AAP cartoon package, consisting of 337 Warner Bros. cartoons and 234 of Popeye, are here purchased by Ben Beckham Jr., general manager of KSLA-TV Shreveport, La. Standing behind Mr. Beckman (l to r) are: Winston Linam, KSLA station manager; Robert Montgomery, from the AAP Dallas Office; Dean Flett, KSLA sales manager.

THE SMITHSONIAN INSTITUTION :

one of a series of impressions
of Washington by T. Miyashita
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales


T. MIYASHITA

THE SMITHSONIAN INSTITUTION *by T. Miyashita*
Third of a series of impressions of Washington
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Reprints of this series available on request.

New CNP Film System Offers Quantity, Speed

AN electronically recorded film system that can be processed and printed in quantity, "both rapidly and economically," was unveiled last week by the newly established film service department of California National Productions Inc., an NBC subsidiary. Titled Calnatron, the system was "pioneered in part by RCA for use in television broadcasting" but was perfected by CNP "principally to provide industry with a revolutionary means of sight-and-sound presentations."

The medium "makes available a uniform, high quality film with the desired impact of in-person communication no matter where it is seen," CNP declared.

In a sense, the system involves the production of what amounts to a carefully controlled kinescope of a closed circuit live tv performance or sales message.

Theodore H. Markovic, manager of NBC-TV Film Service Sales, will head CNP's Calnatron operations, it was announced Thursday. Mr. Markovic, a veteran of 20 years experience in all phases of film production, will report directly to H. Weller Keever, vice president of NBC-TV Film Sales.

In discussing the new system, Robert D. Levitt, CNP president, said: "The most pressing shortage today is the element of time. The demands on the time and energy of key persons in industry and public life seem to be constantly outdistancing technology's giant strides to provide us with easier, quicker ways of doing things. We believe our Calnatron system will prove an invaluable time and money saver for the harassed executive."

Calnatron embraces many features of electronic television recording, CNP said. It originates in a television studio where facilities—lights, cameras, sound equipment and transmission lines—"capture qualities of spontaneity that formerly could have been imparted only in live talks." Messages are delivered before television cameras which pick up the picture from the studio while a master control board corrects any shortcomings in lighting. It is then transmitted to a receiver where it is photographed on special motion picture film. Special laboratory techniques in film processing serve to reduce sharply what heretofore has been an expensive, time consuming affair.

At less than half the cost of motion pictures, CNP declared, Calnatron cuts studio time to a fraction and reduces expenses of edition, while eliminating excessive negative raw stock and developing. In addition, the process makes it possible for sound to be transferred directly from the sound tape to the final print, eliminating re-recordings. Lengthy rehearsals and re-shooting also are eliminated.

For the first time, CNP officials said, it now is economically feasible to record with the Calnatron system an entire Broadway stage production—settings, lighting, dramatic techniques and wardrobes, as well as the original cast's performances—as an exact permanent reference for subsequent study by road companies or transposition by producers into feature films.

Ziv Tv's 'Casey Jones' Series Reported Sold in 25 Markets

SCREEN GEMS' new half-hour tv film series, *Casey Jones,* has been sold in 25 markets in the month since the film company and KTTV (TV) Los Angeles, WPIX (TV) New York and the Westinghouse Broadcasting Co. concluded a production partnership agreement on the series, it was announced last week by Jerome Hyams, SG director of syndication sales.

The company's sales staff under Bob Seidelman, manager of syndication sales, has been making presentations to regional sponsors, according to Mr. Hyams. He added that production on the series began on the West Coast several weeks ago.

Mr. Hyams reported sales also have been completed on SG's packages of feature films. The *Hollywood Premiere Parade* package of feature films, he said, has been sold to WBZ-TV Boston, WDSU-TV New Orleans and WXIX-TV Milwaukee, raising total markets sold to 75. He added that recent sales have increased the markets on the *Hollywood Mystery Parade* of feature films to 72.

Haight Named NTA Treasurer

APPOINTMENT of Eric H. Haight, who has been active in the motion picture and financial fields for 30 years, as treasurer of National Telefilm Assoc., New York, was announced last week by Ely A. Landau, president.

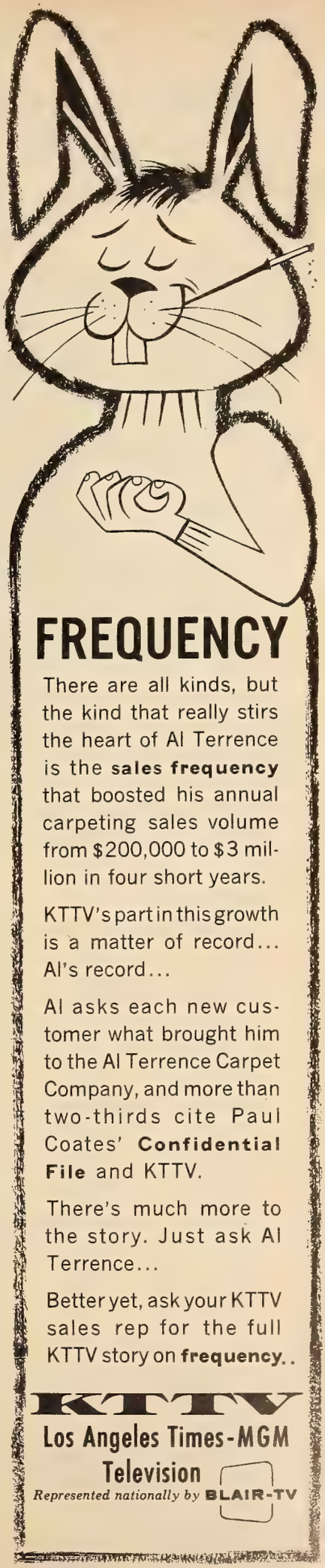


MR. HAIGHT

Mr. Haight was president of Films Inc., New York, for 18 years until 1951 when the non-theatrical film company was sold to Encyclopedia Britannica Films Inc. He served with Encyclopedia Britannica films for several years as president and recently has been with Spencer Trask & Co., New York investment brokers, and with International Affiliates Inc., New York, engaged in private investment activities.

Ziv Tv Series Sells in 85 Cities

ZIV Television Programs' *Harbor Command* half-hour tv film series has been sold in 85 markets in advance of the official opening of the sales campaign this week, M. J. Rifkin, vice president in charge of sales for Ziv Tv, announced last week. He noted that Theo. Hamm Brewing Co. has signed for 55 cities and Miles Labs. (Alka-Seltzer and One-a-Day tablets) for major western markets including Los Angeles, San Francisco, San Diego and Portland, Ore.



THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN JUNE

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Top Plays of '57*	(Scr. Gems)	Tues. 10:30	WRCA-TV	14.4
2.	*Highway Patrol*	(Ziv.)	Mon. 7:00	WRCA-TV	12.5
3.	*Code 3*	(ABC)	Mon. 10:30	WRCA-TV	11.3
4.	*Death Valley Days*	(McC-E)	Wed. 7:00	WRCA-TV	10.1
5.	*Guy Lombardo*	(MCA-TV)	Thurs. 7:00	WRCA-TV	7.3
6.	*Whirlybirds*	(CBS Film)	Thurs. 7:30	WPIX	7.0
7.	*Popeye*	(AAP)	Mon.-Fri. 6:00	WPIX	6.6
8.	*Silent Service*	(NBC Film)	Fri. 7:00	WRCA-TV	6.5
9.	*Celeb. Playhouse*	(Scr. Gems)	Tues. 7:00	WRCA-TV	6.3
10.	*Men of Annapolis*	(Ziv)	Tues. 10:30	WABC-TV	6.0
10.	*My Little Margie*	(Official)	Sat. 6:30	WCBS-TV	6.0

LOS ANGELES *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Mon. 9:00	KTTV	19.6
2.	*Death Valley Days*	(McC-E)	Sat. 7:00	KRCA	14.5
3.	*Confidential File*	(Guild)	Mon. 9:30	KTTV	14.1
3.	*San Fran. Beat*	(CBS Film)	Sat. 9:30	KTTV	14.1
4.	*Whirlybirds*	(CBS Film)	Mon. 7:30	KHJ-TV	12.7
5.	*Men of Annapolis*	(Ziv)	Thurs. 7:30	KNXT	12.2
5.	*Search For Adven.*	(Bagnall)	Thurs. 7:00	KCOP	12.2
6.	*Sheriff of Cochise*	(NTA)	Sat. 7:30	KTTV	10.3
7.	*Superman*	(Flamingo)	Fri. 6:30	KABC-TV	9.9
8.	*Annie Oakley*	(CBS Film)	Thurs. 6:00	KABC-TV	9.7
9.	*Buffalo Bill, Jr.*	(CBS Film)	Fri. 6:00	KABC-TV	9.4
9.	*Dick Powell*	(Official)	Fri. 10:00	KNXT	9.4

CHICAGO *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*State Trooper*	MCA-TV	Wed. 9:30	WNBQ	19.9
2.	*Secret Journal*	MCA-TV	Sat. 10:00	WNBQ	17.0
3.	*Silent Service*	(NBC Film)	Tues. 9:30	WNBQ	15.6
4.	*Sheriff of Cochise*	(NTA)	Fri. 7:30	WNBQ	13.8
5.	*Highway Patrol*	(Ziv)	Fri. 8:00	WGN-TV	11.9
5.	*Star Performance*	(Official)	Sat. 9:30	WBBM-TV	11.9
6.	*Superman*	(Flamingo)	Fri. 6:00	WGN-TV	11.3
7.	*City Detective*	(MCA-TV)	Fri. 9:30	WGN-TV	11.0
8.	*Studio 57*	(MCA-TV)	Mon. 9:30	WBKB	10.5
9.	*Don Ameche*	(TPA)	Tues. 9:30	WGN-TV	10.3
10.	*San Fran. Beat*	(CBS Film)	Tues. 9:00	WGN-TV	10.1

WASHINGTON *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Sheriff of Cochise*	(NTA)	Mon. 10:30	WRC-TV	15.0
2.	*Death Valley Days*	(McC-E)	Mon. 7:00	WRC-TV	11.9
3.	*Jungle Jim*	(Scr. Gems)	Wed. 6:00	WMAL-TV	11.7
4.	*Highway Patrol*	(Ziv)	Sat. 7:00	WTOP-TV	11.1
4.	*Silent Service*	(NBC Film)	Tues. 10:30	WTOP-TV	11.1
5.	*Ramar*	(TPA)	Wed. 7:00	WTOP-TV	10.5
5.	*Superman*	(Flamingo)	Tues. 7:00	WRC-TV	10.5
6.	*I Led 3 Lives*	(Ziv)	Wed. 7:30	WTOP-TV	10.0
7.	*Frontier*	(NBC Film)	Sat. 10:30	WTOP-TV	9.5
7.	*Lone Wolf*	(MCA-TV)	Tues. 10:30	WRC-TV	9.5
7.	*Soldiers of Fort.*	(MCA-TV)	Mon. 7:00	WTOP-TV	9.5
7.	*Star & Story*	(Official)	Wed. 10:30	WRC-TV	9.5

MINNEAPOLIS-ST. PAUL *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*O. Henry Playhouse*	(Gross-Krasne)	Sun. 9:30	KSTP-TV	19.2
2.	*State Trooper*	(MCA-TV)	Tues. 9:30	KSTP-TV	19.0
3.	*Sheriff of Cochise*	(NTA)	Sat. 9:30	WCCO-TV	17.7
4.	*Search For Adven.*	(Bagnall)	Mon. 9:30	WTCN-TV	14.3
5.	*Highway Patrol*	(Ziv)	Thurs. 10:30	KSTP-TV	12.7
6.	*Studio 57*	(MCA-TV)	Wed. 9:30	KSTP-TV	12.5
7.	*Badge 714*	(NBC Film)	Tues. 10:30	KSTP-TV	12.2
8.	*Secret Journal*	(MCA-TV)	Fri. 7:30	KSTP-TV	11.9
9.	*Death Valley Days*	(McC-E)	Sat. 6:00	WCCO-TV	11.7
10.	*Buffalo Bill Jr.*	(CBS Film)	Sat. 11:30 a.m.	WCCO-TV	11.0
10.	*City Detective*	(MCA-TV)	Fri. 10:30	KSTP-TV	11.0

SEATTLE-TACOMA *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Search For Adven.*	(Bagnall)	Wed. 7:00	KING-TV	44.0
2.	*Death Valley Days*	(McC-E)	Thurs. 8:00	KOMO-TV	29.9
2.	*Highway Patrol*	(Ziv)	Thurs. 7:00	KOMO-TV	29.9
3.	*Silent Service*	(NBC Film)	Wed. 7:30	KING-TV	27.0
4.	*Studio 57*	(MCA-TV)	Fri. 7:00	KING-TV	24.4
5.	*Whirlybirds*	(CBS Film)	Thurs. 8:30	KING-TV	21.7
6.	*Code 3*	(ABC)	Sun. 10:00	KING-TV	19.8
7.	*Men of Annapolis*	(Ziv)	Fri. 9:00	KOMO-TV	18.4
8.	*Life of Riley*	(NBC Film)	Thurs. 7:30	KING-TV	17.4
9.	*Badge 714*	(NBC Film)	Sun. 9:30	KING-TV	16.7
10.	*Last of Mohicans*	(TPA)	Mon. 6:00	KING-TV	15.5

CLEVELAND *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Sheriff of Cochise*	(NTA)	Sun. 10:30	KYW-TV	27.4
2.	*Highway Patrol*	(Ziv.)	Tues. 10:30	WJW-TV	20.7
3.	*State Trooper*	(MCA-TV)	Mon. 10:30	KYW-TV	19.3
4.	*Death Valley Days*	(McC-E)	Sat. 7:00	WJW-TV	19.0
5.	*Men of Annapolis*	(Ziv)	Wed. 10:30	KYW-TV	18.7
6.	*Annie Oakley*	(CBS Film)	Sat. 6:30	WJW-TV	16.5
6.	*Range Rider*	(CBS Film)	Sun. 7:00	WEWS	16.5
7.	*Silent Service*	(NBC Film)	Sat. 10:30	WJW-TV	15.2
8.	*Soldiers of Fort.*	(MCA-TV)	Thurs. 7:00	KYW-TV	13.7
9.	*All Star Theatre*	(Scr. Gems)	Sun. 6:00	WJW-TV	13.6
10.	*Buffalo Bill, Jr.*	(CBS Film)	Sat. 11:30 a.m.	KYW-TV	13.5

ATLANTA *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Fri. 10:00	WAGA-TV	22.8
2.	*Superman*	(Flamingo)	Thurs. 7:30	WSB-TV	22.1
3.	*Dr. Christian*	(Ziv)	Wed. 9:30	WSB-TV	19.8
4.	*Science Fiction*	(Ziv)	Tues. 9:30	WAGA-TV	19.6
5.	*Search for Adven.*	(Bagnall)	Tues. 10:00	WSB-TV	17.2
6.	*Man Called X*	(Ziv)	Mon. 10:00	WAGA-TV	16.1
7.	*Badge 714*	(NBC Film)	Mon. 9:30	WSB-TV	15.8
8.	*Mr. D. A.*	(Ziv)	Sat. 10:00	WAGA-TV	15.4
9.	*State Trooper*	(MCA-TV)	Wed 10:00	WAGA-TV	14.3
10.	*Buffalo Bill, Jr.*	(CBS Film)	Wed. 6:00	WLWA	13.8

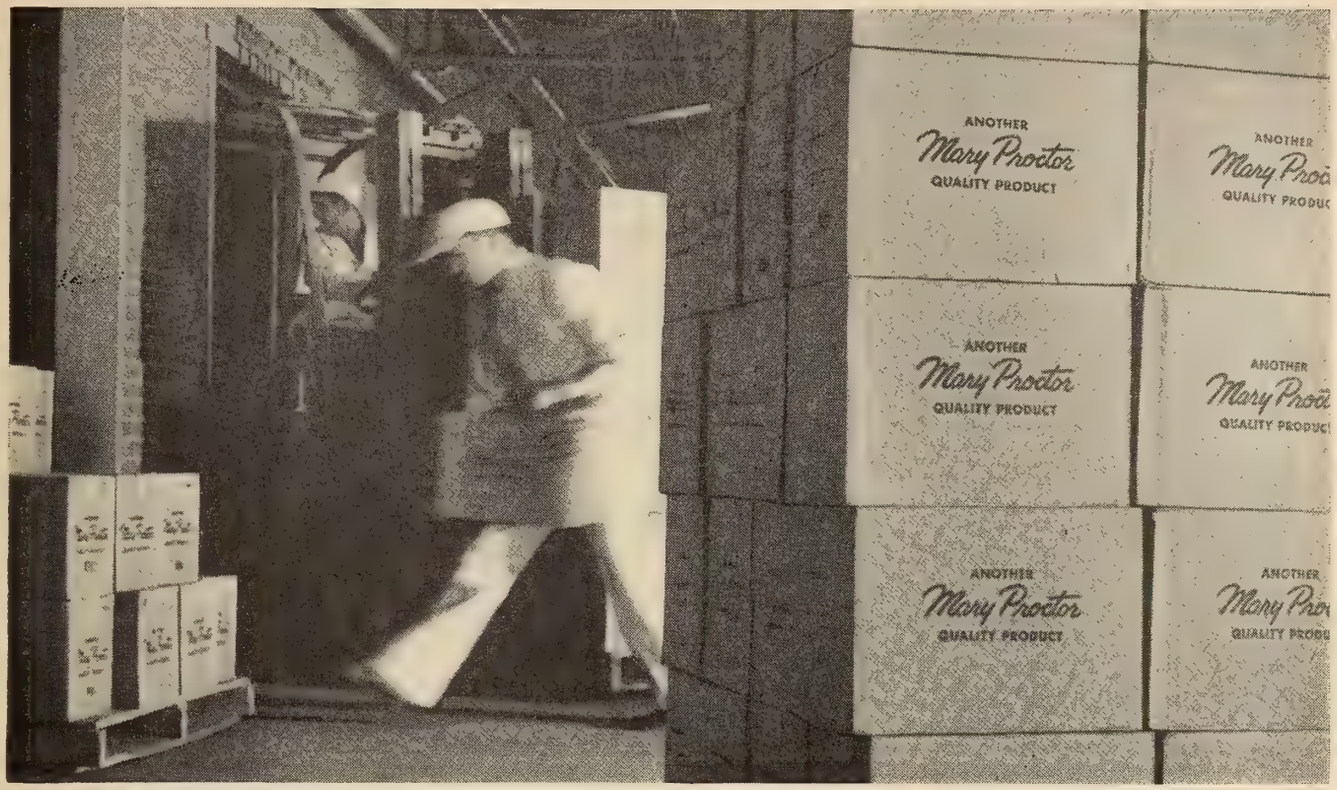
COLUMBUS *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Tues. 9:30	WBNS-TV	39.1
2.	*Sheriff of Cochise*	(NTA)	Sat. 10:00	WBNS-TV	28.5
3.	*Last of Mohicans*	(TPA)	Sat. 9:30	WBNS-TV	26.2
4.	*Frontier Doctor*	(H-TV)	Fri. 9:30	WTVN-TV	22.5
5.	*Men of Annapolis*	(Ziv)	Fri. 8:30	WBNS-TV	21.2
6.	*San Fran. Beat*	(CBS Film)	Sun. 8:30	WBNS-TV	19.8
7.	*Waterfront*	(MCA-TV)	Fri. 10:15	WBNS-TV	19.2
8.	*Celeb. Playhouse*	(Scr. Gems)	Tues. 10:15	WBNS-TV	16.8
9.	*State Trooper*	(MCA-TV)	Mon. 9:30	WTVN-TV	16.1
10.	*Buffalo Bill, Jr.*	(CBS Film)	Fri. 6:00	WTVN-TV	14.6

BOSTON *two-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Frontier*	(NBC Film)	Fri. 10:30	WNAC-TV	25.6
2.	*Waterfront*	(MCA-TV)	Sun. 7:00	WNAC-TV	23.8
3.	*Sheriff of Cochise*	(NTA)	Sun. 6:00	WNAC-TV	21.3
4.	*Secret Journal*	(MCA-TV)	Tues. 10:30	WNAC-TV	20.4
4.	*State Trooper*	(MCA-TV)	Sun. 10:30	WNAC-TV	20.4
5.	*Search For Adven.*	(Bagnall)	Sun. 5:30	WNAC-TV	18.3
6.	*Count of Monte Cristo*	(TPA)	Tues. 8:30	WNAC-TV	17.4
7.	*Highway Patrol*	(Ziv)	Wed. 10:30	WBZ-TV	17.1
8.	*City Detective*	(MCA-TV)	Fri. 11:05	WNAC-TV	16.5
9.	*Annie Oakley*	(CBS Film)	Sun. 5:00	WNAC-TV	16.0
10.	*San Fran. Beat*	(CBS Film)	Sat. 11:05	WNAC-TV	15.4

WCAU-TV means PHILADELPHIA salesmanship



Fastest moving iron in Philadelphia today is the new Mary Proctor Steam and Dry Iron. It climbed to top spot when Proctor Electric Company picked WCAU-TV to launch its new Mrs. America Model. In the test campaign WCAU-TV was the only station used. Sales were twice as high as Proctor's optimistic estimates.

Local sales successes encouraged Proctor to go national with the same type of TV campaign. How did it happen? WCAU-TV gave Proctor full 35-county coverage of the Greater Philadelphia Market, and an audience already tuned in, thanks to programming leadership and the high-rated adjacencies to the Proctor spots. And WCAU-TV effectively merchandised the Proctor advertising. That's what's behind WCAU-TV salesmanship. Can we put some of it behind your product?

WCAU-TV *Philadelphia*

The Philadelphia Bulletin Television station. Represented by CBS-TV Spot Sales. Philadelphia's most popular station. Ask ARB. Ask Telepulse. Ask Philadelphians.

CBS *Also CBS for Northeast Pennsylvania* **WDAU-TV** *Scranton*

TV WON'T STAMPEDE TO HOLLYWOOD

But loss of top-drawer, 'prestige' shows could hurt New York

TELEVISION is not deserting New York's asphalt canyons for the Hollywood hills—at least, not right away.

An analysis by B•T of the 1957-58 fall schedule with that of the current season, considering origin of network program production as the key factor, discloses that there is no appreciable shift of hours of production from New York to Hollywood nor is there a transfer of programming from live to film (see box below). It cannot be refuted, however, that New York has lost ground to Hollywood not easily measured in statistical terms.

One compelling consideration not pointed up in figures and charts is the number "prestige" shows carried from any given city. Indubitably, it was the loss of several well-known dramatic shows and top-drawer variety programs that formed the basis for prevailing forebodings that television, in radio's path, is heading for Hollywood.

Unless the trend is stopped, New York's future appears to be aligned with daytime serials, quiz shows, a portion of the live musical programming, news and special events telecasts and perhaps a smattering of dramatic programs. The networks themselves are reluctant to shed too much light on this development, however, though their plans for expansion of facilities in Hollywood would seem to indicate Hollywood is the production center of the future. But they are moving slowly and evaluating all angles before making commitments.

One significant point not spotlighted in an over-all analysis of production origination is that in important prime evening time Hollywood programming is moving steadily ahead of that produced in New York. Whereas this past season, Hollywood led New York by an approximate 55% to 45% division, a projection for next season has Hollywood ahead by about 70% to 30% (discounting the few network programs that originate in other cities).

Perhaps CBS-TV has the most ambitious—and farthest advanced—plans for producing in Hollywood. It is expected the network's Television City in Hollywood ultimately will encompass 25 acres and represent a total cost of about $50 million. The original 15-acre plant was built at a price of about $12 million; two weeks ago, CBS-TV announced the start of construction on additions to the plant to cost $6-7 million [B•T, June 24]. It is pertinent to mention that CBS-TV announced at the start of step two in its expansion program that this move was undertaken to accommodate the increase in programming load since the original plant was built in 1951, and to fulfill future requirements of the program schedule. But typical of the go-slow strategy of the networks was a report [CLOSED CIRCUIT, B•T, July 8] that CBS-TV has placed a stop order of its expansion of Television City in Hollywood on the basis of a preliminary report by Robert Heller & Assoc., Cleveland, management-engineering firm.

A breakdown of CBS-TV's program production schedule for this fall (not counting a few periods still undetermined) shows that almost 51 hours of live programs and three hours of film programs will be produced in New York. This compares with more than 49½ hours of live shows and two hours of film shows produced in New York during the past season. For Hollywood, 5½ hours of live and 14 hours of filmed programs will be produced there, starting this fall, as against 8 hours of live and 15 hours of film during 1956-57. On the surface, New York stacks up favorably but——

Missing from CBS-TV's fall line-up will be powerhouse programs produced in New York such as the *Jackie Gleason Show* (Sat. 8-9 p.m.) and *Arthur Godfrey Show* (Wed., 8-9 p.m.). The replacement for *Gleason* is the filmed *Perry Mason* series from Hollywood, although another live show from New York, *Big Record* (variety), will fill the *Godfrey* slot. Although at first glance this setback in New York does not seem calamitous, it cannot be overstated that two successful, long-running shows have been dropped and a replacement for one of them is an untried series. It is also noteworthy to mention that of CBS-TV's new entries set for the fall, only the *Big Record* is a live show from New York. The filmed programs from Hollywood to be unveiled in the fall are *It Gives Me Great Pleasure, Harbormaster* and *Have Gun, Will Travel.*

NBC-TV last spring completed a $6 million building expansion program at its Burbank, Calif., plant, covering 48 acres. The network reports it has invested more than $13 million at Burbank. The latest addition covering a color studio, a technical building and an office building. The color studio is the second one to be built by NBC in Burbank and will be placed into use next fall when the network originates many of its "prestige" shows from the West Coast.

At NBC-TV, the statistics as a whole fall down on reflecting a meaningful picture. For example, it shows that for the fall, about 16½ hours of live program will be produced from Hollywood as compared with about 18½ hours this past season, and 13½ hours of filmed programming will be produced there as against 12½ hours in 1956-57. The statistics do not reveal that in live programming the special "block-busters" that the network has arranged for the fall will emanate from Hollywood. These include *Hallmark Hall of Fame, Bob Hope Show* (six programs), *Jerry Lewis Show* (six programs), *Fairy Tales* (10 programs, live with some film), *Dean Martin Show* (two programs), and such one-time only "specials" as "Eleven Against the Ice," "The Innocent Years," "Pinocchio," "Annie Get Your Gun" and the Academy of Television Arts and Science "Emmy" awards.

Perhaps even more damaging to New York's prestige and importance is the loss next season of such live NBC-TV programs as *Caesar's Hour* (Sat., 9-10 p.m.), *Robert Montgomery Presents* (Mon., 9:30-10:30 p.m.), *Goodyear-Alcoa Playhouse* (Sun., 9-10 p.m.) and *Armstrong-Kaiser* dramatic series (Tues., 9:30-10 p.m.). Mr. Caesar's program will be replaced by the live *Giselle MacKenzie Show* from Hollywood plus a filmed series produced there; *Montgomery* by a half-hour filmed series produced in Hollywood and a portion of the new *Suspicion* series which will be largely film, some live, produced both in New York and Hollywood; *Goodyear-Alcoa* on Sunday night by the live *Chevvy Show*, produced largely in Hollywood; *Armstrong-Kaiser* by the Hollywood-produced half-hour filmed series, *Bob Cummings Show* and *The Californians.*

An appraisal of NBC-TV's fall program-

THE SHIFT THAT HASN'T HAPPENED

DESPITE reports of a shift of production of tv programming to Hollywood, a B•T tabulation of television network programming comparing the origin of production of programs in the current season with those set for next year uncovers no discernible transfer of production to the West Coast. The tabulation considered network programs only (both live and film) and did not cover local programming. The combined figures for the three networks:

NETWORK PROGRAMMING

	1956-57	1957-58*
NEW YORK		
Live	117 hours, 10 minutes	121 hours, 5 minutes
Film	2 hours	3 hours, 30 minutes
Total	119 hours. 10 minutes	124 hours, 35 minutes
LOS ANGELES		
Live	30 hours	19 hours, 50 minutes
Film	41 hours	43 hours, 50 minutes
Total	71 hours	63 hours, 40 minutes

* Based on programming definitely set, with several time periods still undetermined.

FORECAST: MEDIOCRITY

A LOOK at next season's program schedule indicates that the fall-winter tv season is shaping up as "one of our more mediocre years," Charles Brower, BBDO executive vice president and general manager, said Tuesday at a news conference in Los Angeles. Television, he said, needs more excitement, more experimentation, more willingness to try something new.



MR. BROWER

Commenting on the trend to westerns in tv programming, Mr. Brower expressed regret that "research forces everybody to copy everybody else. There's too much looking at the ratings and saying *'I Love Lucy* is a good show; how can we imitate it?' and not enough saying 'What can we do that will be just as popular?'," he declared. Ratings are fine as a guide to comparative program standings, he said, but "We ought to plan ahead and not continually look backward, which is what research does." He added, "We're still going to try to get high ratings for our programs, but we ought to try to get them in a new way."

Repeating his comment that tv needs more originality, Mr. Brower reflected that the trouble with advertising is the trouble with the country: the "bold tycoons who ran things their own way" are gone and in their place are "presidents elected by boards of directors—men who can be fired and who are inclined to play it safe." Advertising would be better, he said, if "once in a while someone would take a chance and spend some money on a new idea."

Television has had a "great and destructive influence on the complacency and flow charts of every agency," Mr. Brower observed. "Every agency has a tv department, but no agency has a newspaper department or a magazine department. If they had, perhaps those media might do better." Part of tv's prominence in agency operations arose from the medium's rapid growth, he said, noting that BBDO had four people working on tv in 1947 but two years later its tv staff had grown to 200. BBDO now has 185 people in its tv department.

One trouble with television is its rising costs, Mr. Brower stated, noting that it's getting "too high priced for any but the very rich advertisers to use, except on a scattered spot basis." Tv accounts for 33.49% of BBDO's total billings, he reported after a check with BBDO's Los Angeles office, and he estimated that tv and radio together would amount to about 45% or just about the same volume as newspapers and magazines, with outdoor and other supplementary media accounting for the balance.

Toll tv, like everything else in the country, has the right to a test, Mr. Brower said, although he felt that if tested it would "fall flat on its face" because of the economics of the situation, with the cost of equipping homes to receive programs and cities to transmit them from studio to homes, plus the cost of the programs themselves, adding up to more than the public would be willing to pay for the service. He admitted to a bias, however, as "all advertising people hope it's not successful." Advertisers, he said, would not be happy after spending millions of dollars for a program series, only to have toll tv come along and take away the audience.

ming schedule indicates that the network is banking largely on its Burbank, Calif., studios to carry the load for its big-name, prestige shows.

ABC-TV, which emphasizes film proportionately more than the two other networks, will continue this approach next season. It will present 15 hours of film weekly, largely produced in Hollywood, and 9½ hours of live programming, of which 1½ hours will emanate from Hollywood and the remainder from New York. In the past season, ABC-TV carried 24 hours of film weekly (of which nine hours were British-produced features on *Film Festival* programs) 15 hours of which were produced in Hollywood; 7½ hours of live programming from New York and 3 hours from Hollywood. (In 1956-57 ABC-TV also presented five hours of production from centers other than New York and Hollywood.)

At this point, ABC-TV does not have so firm a schedule as NBC-TV and CBS-TV for the fall season, with about 15 hours in daytime and nighttime still unset. Its film total may not approach that of the past season, because it does not intend to carry the *Film Festival* which swelled the total for 1956-57. This is pure conjecture, however, since ABC-TV emphasized film over live for the past few seasons. As an example, ABC-TV does not carry a major live dramatic program, although several of its new music-personality shows (starring Guy Mitchell, Pat Boone and Patrice Munsel) will be live and from New York.

ABC-TV has a long-range program to expand its production facilities in New York, Chicago and Hollywood. To what extent Hollywood will benefit in the future is not clear at this time since the so-called Austin Plan for expansion of production facilities is still in the development stage. In New York, ABC-TV intends to consolidate and centralize its offices in its present headquarters area off Central Park and add two studios as well as office, technical and service buildings. In Hollywood the company's 23-acre plant will be more fully developed with present facilities supplemented by four new studios and technical and service buildings.

What emerges from an appraisal of the New York-Hollywood battle for television supremacy is this: New York is not losing time on the airwaves but is losing the talent with a capital T. It is too "iffy" to predict what the future holds, but even the most conservative observers feel that Hollywood's position will be strengthened steadily.

CBS Radio Signs $765,000 In New Business During Week

CBS RADIO has added another $765,000 in new business during the past week, it is being announced today (Monday) by John Karol, vice president in charge of network sales for CBS Radio.

The orders include purchases by Cowles Magazines Inc. for *Look* magazine of an alternate-week segment of *Sez Who.* The 13-week contract was placed by McCann-Erickson. Another *Look* buy was for a segment of *Amos 'n' Andy Music Hall* last Thursday and Friday [B•T, June 24].

General Mills Inc. bought 20 "Impact" segments per weekend for three weeks beginning Aug. 31, through Knox Reeves Adv. At the same time, Midas Mufflers, through Bozell & Jacobs, signed for a weekly segment of *Gunsmoke* for four weeks beginning this Saturday.

Hearst Publications, for *Good Housekeeping* magazine, purchased ten 7½-minute units of daytime dramas during next week through Grey Adv. The Advisory Board for the Promotion of Fresh California Bartlett Pears signed a four-week contract for weekly sponsorship of a 7½-minute unit of *House Party;* five-minute unit of *Wendy Warren and the News;* and segments of *Amos 'n' Andy Music Hall, Robert Q. Lewis Show* and the *Galen Drake Show.* The contract effective Aug. 7 was arranged through Cunningham & Walsh.

Reynolds Metals Co. signed for CBS' "live" coverage of the Hambletonian Stakes Aug. 27. Buchanan & Co. is the agency. Other new buys include: Grove Labs (4-Way cold tablets and Fitch shampoo) for 20 weekly "Impact" segments beginning Oct. 20, placed by Harry B. Cohen Adv.; Clairol Inc., Los Angeles, signed for a weekly segment of Saturday *Galen Drake Show* for 13 weeks beginning this Saturday through Foote, Cone & Belding; Vick Chemical Co., New York, 126 "Impact" segments, beginning Oct. 7 for 18 weeks through Morse International, and Sterling Drug Inc., weekly segment of *Gunsmoke* for 13 weeks through Dancer-Fitzgerald-Sample.

ABN's Eastman Asks Rep Teamwork in Radio

A BID for teamwork to build a "billion-dollar" radio industry was issued last week by Robert Eastman, president of American Broadcasting Network.

To get his message across, Mr. Eastman carried his crusade for cooperation and good will among radio sellers to his former station representative colleagues by inviting a group of about 30 executives of Station Representatives Assn. members firms to American's headquarters in New York Tuesday [CLOSED CIRCUIT, July 8]. Mr. Eastman, before assuming the presidency of American last May 1, was executive vice president of John Blair & Co., station representative firm.

It was reported the audience received Mr. Eastman's remarks with "more than usual interest," particularly on the long-range programming aspects contemplated at American.

As he has in the past since becoming president of ABN, Mr. Eastman asserted that the network would work toward increased station compensation.

Mr. Eastman explained American's policies to include "no selling between the hours of 6-9 a.m. and 4-6 p.m.; smallest unit of sale—five minutes; no negative selling; only live programming and no expediency selling." The audience expressed most interest in Mr. Eastman's emphasis on live programming. In answer to a question, Mr. Eastman said only one minute of the five-minute period would be commercial.

Reciprocal value to the station was stressed. Mr. Eastman outlined these "benefits" to stations in American's policy: By creative selling, the network will be a positive force in the medium; it will develop and further the growth of compatible programming (complementing network with local); by fostering live programming, it hopes to maintain "a certain essential vitality" in the industry; in building "bigger ratings" the network will benefit stations, and finally, American expects to be a "constructive force to stabilize rates and values."

Mr. Eastman said: "We will continue to sell five-minute program units. This is standard in the network field, and although it is more directly competitive with spot than the sale of a longer program unit, I do not sincerely believe that either you or we need be concerned with the competition of others as long as we are all doing a good creative job. There is plenty of business available."

Mr. Eastman said American also will be helping station representatives via the network's "thorough knowledge" of stations' needs and served notice that American plans to work closely with its major affiliates, helping them with local programming "so that both the local programming and the network programming will flow together without breaking the pace."

Other places where the network will lend a hand to stations: in engineering, special research, news information for exclusive use in local programs and in helping to work out more efficient accounting systems.

Said Mr. Eastman: "We are going to see to it that there is a more realistic compensation from the network as a result of not only a larger share of total network revenue, but also through better selling and the attainment of well-deserved higher rates."

Mr. Eastman told the representatives that he is "keenly aware of certain fundamental antagonisms that exist between representatives and networks" and that before he went to American, "I was outspoken in criticizing certain network malpractices." His pledge: ". . . It goes without saying that we are going to do our utmost to eliminate improper methods in our operating of the American Broadcasting Network."



ABN PRESIDENT *Robert E. Eastman (l) is shown chatting with Peggy Stone, president of Radio-Tv Representatives Inc., and Lawrence Webb, managing director of Station Representatives Assn., at last week's meeting with SRA executives. Mr. Eastman urged greater network-representative cooperation.*

WBAP-TV Named NBC-TV Basic; Network Will Drop WFAA-TV

NBC-TV last week announced it will disaffiliate with WFAA-TV Dallas and designate WBAP-TV in neighboring Ft. Worth as the basic affiliate, because "the two stations cover the same area and broadcasts of the same NBC programs over both stations would not be in the interest of efficient service to the public."

The decision to sign off WFAA-TV was taken, according to NBC Station Relations Vice President Harry Bannister, not out of any "lack of esteem for WFAA-TV or its fine ownership and management," but on the basis of "realties of the situation in which we find ourselves." He did not elaborate.

But other sources pointed to the dilemma in which NBC-TV found itself. Although the WFAA-TV and WBAP-TV markets are only 32 miles apart, both stations reportedly asked for the full NBC-TV schedule (or as full as their dual affiliations with ABC-TV would allow). NBC officials thus were forced to decide which station would become its basic affiliate.

WFAA-TV's affiliation agreements with both NBC-TV and ABC-TV run until Feb. 1, 1958 and Oct. 1, 1958, respectively. NBC, in its letter notifying WFAA-TV of its intention to terminate its present affiliation, said that the desirability of an earlier switch might be considered.

It was reported that Alex Keese, director of WFAA-TV, expected to confer this week with Harold Hough, director of WBAP-TV, and evolve a mutually satisfactory termination. Since the new television season gets underway in the fall, it was thought that an early September date might be agreed upon then for the full-scale shifts.

Since WFAA-TV has a full-time affiliation with ABC-TV, it is assumed the station will seek to carry that network's full television lineup at the earliest possible date.

Simultaneously, it was reported that Sid Richardson, wealthy Texas oil man, and Gene Cagle, president of KFJZ-TV Fort Worth, also were in New York last week conferring with ABC-TV officials seeking the affiliation.

So far as is known, no immediate change in the affiliations of radio stations WFAA and WBAP, which divide NBC and ABC, are contemplated.

Stations Clearing For Ford—CBS Radio

FORD MOTOR Co. may not as yet have a "Voice of Ford" selected for network radio but CBS Radio officials last week claimed the Ford Div. is getting satisfactory station clearances for its 52-week, 4 hours 40 minutes weekly program package which starts Sept. 2.

Nearly all facets of the package have been wrapped up, it was indicated. But an inquiry at J. Walter Thompson Co., agency handling the Ford Div., on what personality will be the "Voice of Ford," drew a blank.

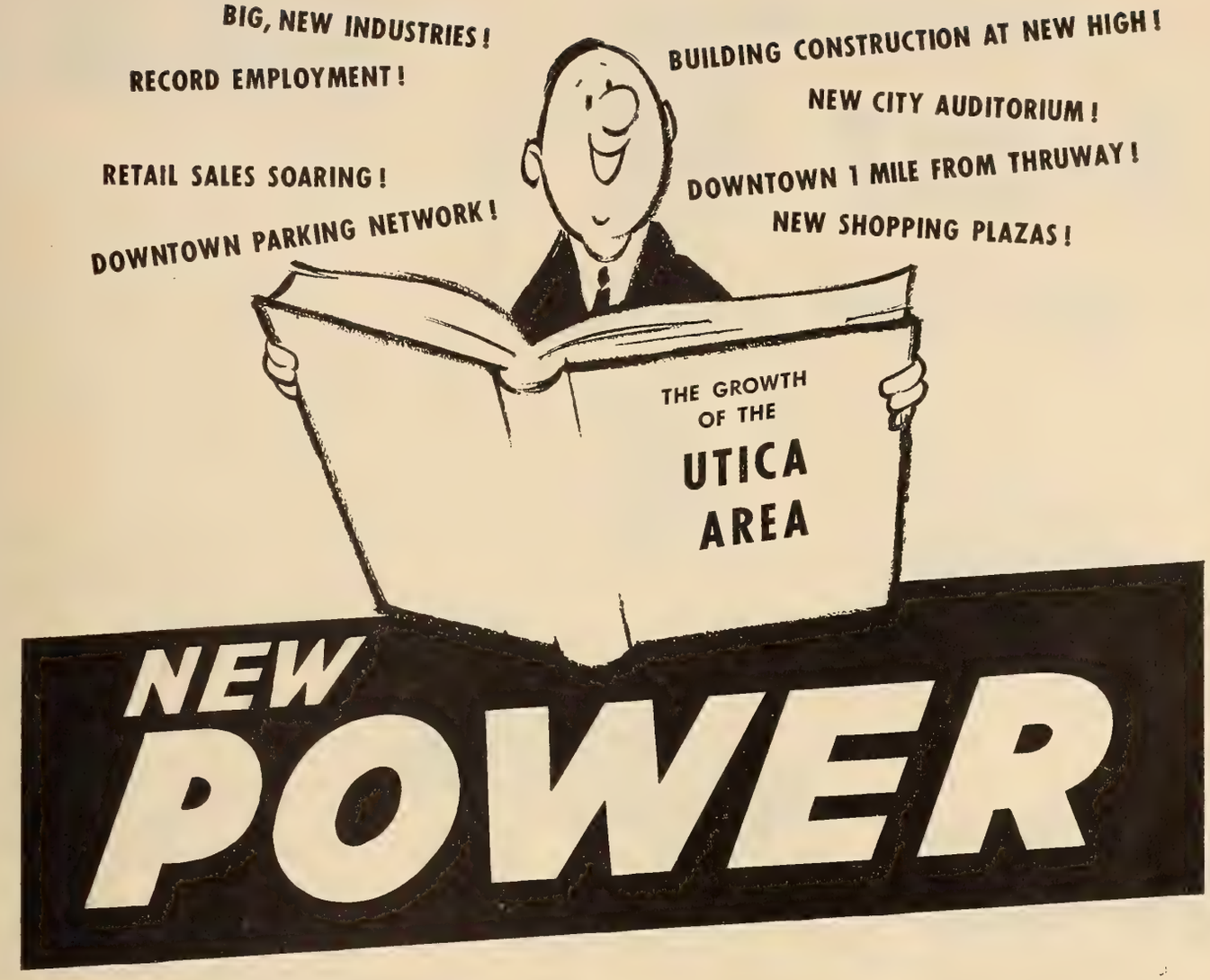
Originally the $5.5 million (gross) contract with CBS Radio envisioned John Cameron Swayze as the "personal salesman" for the Monday-Friday morning news segment and for the *Murrow With the News* program at 7:45-8 p.m., also across the board. Mr. Swayze, however, subsequently bowed out.

JWT officials said on Thursday they had no one lined up as the personal radio salesman for Ford, and CBS Radio also professed ignorance as to where the as-yet elusive "Voice" may be found.

It is reported that CBS Radio is claiming just about full clearance for the *Murrow* strip; more than 90% clearance for the six five-minute weekend shows (featuring Bing Crosby and Rosemary Clooney), with two shows on Saturday and four on Sunday, and despite some delays in the Arthur Godfrey strip, as much as 75% clearance for that Monday-Friday 5:05-5:30 p.m. program.

WMBD-TV Signs With CBS-TV

WMBD-TV Peoria, Ill., will go on the air about Jan. 12, 1958, as an interconnected primary affiliate of CBS-TV, according to Edward P. Shurick, network vice president and director of station relations. The station owned and operated by WMBD Inc., Peoria, will be on ch. 31. Charles C. Caley is president and general manager of the company. John E. Fetzer is vice president and a stockholder with Mr. Caley; Robert O. Runnerstrom is vice president and director of television.



IN PURCHASING!

Utica tied for 4th place in proportionate increase in department store sales in 1956 among the 20 top northeastern metropolitan cities, as new industries joined expanding "natives" to give the Utica area the largest proportionate increase over last year in total non-agricultural employment of all major New York State markets . . . pushed Utica's average production wage up a record 30% in 7 years! *Utica Area Annual Retail Sales (estimated): $352,000,000! This is real purchasing power!*

IN TV COVERAGE!

And WKTV matches this purchasing power with *selling power* — the first television station in Central New York to broadcast with maximum visual power of 316,000 watts . . . equal in strength to any VHF television station in the United States! WKTV brings the *best possible picture* with the *greatest continuity of service* to the *widest possible audience* — both in black and white and in color! Tell your story to this rich market through its *strongest medium* — WKTV!

WKTV serving UTICA-ROME New York

Represented nationally by Donald Cooke, Inc.

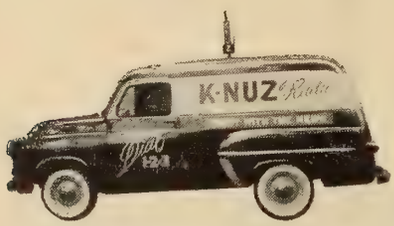
Now telecasting with maximum visual power of 316,000 watts

NEWS COVERAGE Helps MAKE K-NUZ NO. 1

Radio Station in Houston



Big Mike X99



Big Mike No. 1



Big Mike No. 2



Big Mike No. 3

plus

Houston's Largest News Staff (6 FULL-TIME NEWSMEN) MAKE K-NUZ 1st in NEWS

No. 1 in Hooper, Pulse, Nielsen and Cumulative Pulse

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: FORJOE & CO.—
New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle

Southern Reps.: CLARKE BROWN CO.—
Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581



DANFORTH WOOTEN HIGGINS

THESE three broadcasters were elected new district directors, to assume their places next November on the board of the CBS Radio Affiliates Assn., announced John M. Rivers, board chairman, last week. They are (l. to r.): Harold P. Danforth, WDBO Orlando, Fla., representing District 4; Hoyt B. Wooten, WREC Memphis, Tenn., representing District 5, and Joseph M. Higgins, WTHI Terre Haute, Ind., representing District 6. They all will serve three-year terms.

ABC-TV Goal in '57: Top 21 U.S. Markets

ABC-TV officials feel they are meeting the schedule of a blueprint that by next January will give the network full access to the 21 biggest tv markets.

ABC-TV expects to have a lineup of affiliates that will compete head-on in each of these markets with CBS-TV and NBC-TV and expects to be the only network to have vhf outlets in every one of the 21 areas.

This plan is premised on the resolution before January of a few remaining "trouble spots."

ABC-TV is basing the major market line-up on the 21 metropolitan areas ("A" grouping) as defined by A. C. Nielsen Co. in its tv index rating service. Alphabetically, these markets include (with ABC-TV's current affiliation in parantheses):

Baltimore (WAAM-TV), Boston (WHDH-TV which goes on the air in November), Buffalo (WGR-TV), Chicago (WBKB [TV]), Cincinnati (WCPO-TV), Cleveland (WEWS [TV]), Detroit (WXYZ-TV), Fort Worth-Dallas (either KFJZ-TV or WFAA-TV), Houston (KTRK [TV]), Kansas City (KMBC-TV), Los Angeles (KABC-TV), Milwaukee (WISN-TV), Minneapolis-St. Paul (WTCN-TV), New Orleans (WJMR-TV on ch. 20 but telecasting on experimental basis on ch. 12), New York (WABC-TV), Philadelphia (WFIL-TV), Pittsburgh (soon to be resolved), San Francisco (KGO-TV), Seattle-Tacoma (KING-TV); St. Louis (KTVI-TV) and Washington, D. C. (WMAL-TV).

NBC Tv Affiliates Set Effective Date of Bylaws

THE Executive Committee of the NBC Television Affiliates, at its meeting in New York late last month, declared that the new bylaws of the organization voted by the membership would become effective with the annual meeting in New York Sept. 11-13 at the Waldorf-Astoria Hotel.

In place of the present executive commit-



ANOTHER FABLE OF PROFITS*

(And The Gains Came)

ONCE UPON A TIME there was a station manager who trusted the legend of St. Swithins more than modern methods of forecasting. He often failed to consider rising and falling trends, and in fact, depended mostly on hunch and intuition.

Then one day, after making his prediction, he donned his best silk suit and marched smack into a Madison Avenue cloudburst...his confidence was badly shaken. Then he met the friendly Bolling man, who graciously shared his umbrella and carefully explained the pressure systems...both high and low. Today, faultless forecasts are his fortune.*

The moral of this story is...mend your roof while the sun is shining.

**To turn the trick Twx us.*

THE BOLLING COMPANY INC.

STATION REPRESENTATIVES

247 PARK AVENUE, NEW YORK CITY, N. Y.

CHICAGO • BOSTON • LOS ANGELES • SAN FRANCISCO

tee the new bylaws create a board of delegates of ten members, four of whom shall be officers—namely, a chairman, to be selected from the basic affiliates; a vice chairman, representing the basic affiliates; a vice chairman, representing the optional affiliates, and a secretary-treasurer, who shall be selected from either group. All delegates will serve two years.

The committee responsible for revising the bylaws included E. R. Vadeboncoeur, WSYR-AM-TV Syracuse, chairman; Dean Fitzer, WDAF-AM-TV Kansas City, Mo., and Harold Essex, WSJS-AM-FM-TV Winston-Salem, N. C.

AB-PT, Others Sued Over Wallace Telecast

A BLAST fired at the Los Angeles Police Dept. and several individuals May 19 by ex-convict Mickey Cohen on the ABC-TV *Mike Wallace Interview* program produced a $3 million echo last week, as two of the individuals among Mr. Cohen's principal targets filed damage suits totaling that sum in the California Superior Court in Los Angeles.

Los Angeles Police Chief William H. Parker and Capt. James Hamilton of the police intelligence squad filed libel and slander suits against American Broadcasting-Paramount Theatres Inc., owner of ABC-TV; Philip Morris Inc., sponsor of the Mike Wallace program; N. W. Ayer and Son, agency for the sponsor; Mr. Wallace; Mr. Cohen, and 10 "John Does."

The suit by Chief Parker charges the defendants with intentionally recording the program for its west coast rebroadcast, although they knew "the slanderous and libelous character of the statements" it contained. His demand for correction was not met, he states. He asks $2 million in damages. Capt Hamilton, whose suit is almost identical with that of Chief Parker, asks $1 million.

On May 26, one week after the Cohen broadcast, Oliver Treyz, ABC-TV vice president, appeared on the Mike Wallace telecast to read an apologetic retraction of Mr. Cohen's remarks on behalf of the network, the sponsor, the advertising agency and Mr. Wallace. This was called "wholly inadequate to remedy the damage done our clients" by Byron Halverson, attorney for Chief Parker.

Demands for correction of the allegedly slanderous and libelous statements by Mr. Cohen also have been made by attorneys representating Superior Court Judge Fletcher Bowron, former mayor of Los Angeles, and Clarence B. Horrall, former police chief of that city. Neither of this pair had filed suit late last week.

Frank Samuels Dies; Headed CBS-TV Sales on West Coast

FUNERAL services for Frank Samuels, Pacific Coast manager of network sales for CBS-TV, were held Thursday at Glendale, Calif. Mr. Samuels, who would have been 47 in August, died July 7 in Los Angeles of encephial myelitis, a rare virus which attacks the nerves, after an illness of over two months.



MR. SAMUELS

Born in Riverton, Iowa, and educated in Omaha, Mr. Samuels began as an advertising salesman for the *Omaha Bee-News* in 1932 and served as general manager of the newspaper representative firm, Arthur H. Hagg & Assoc., before entering radio in 1939 as regional sales manager of Central States Broadcasting. In 1942 he became sales manager of KGO San Francisco and later the same year was appointed western division sales manager of the Blue Network (later ABC, now ABN). In 1948 he was advanced to general manager of the ABC western division and the following year was made an ABC vice president as well. In 1951 he moved to the William Morris Agency as manager of its West Coast radio-tv operations, remaining there until September 1953, when he joined CBS-TV.

Mr. Samuels is survived by his wife, Fayne; two sons, Jack and Garth; a daughter, Kathie; two grandchildren, Shelley and Keith, and sister, Edith.



We're making a Big Hole!

UP TO 70% OF THE TOTAL VIEWING AUDIENCE IN OUR CORNER OF THE U. S. AND CANADA!*

No worked out claim here! Our lode includes over 1,000,000 Canadians in British Columbia and 300,000 high-income Americans (who, by the way, swap sides of the border regularly in fantastic totals!) CBS programming, coupled with Hollywood's best movies and select film features, does the trick! Let us swing our big pick in this golden market for your products. You'll make a big strike . . . for sure!

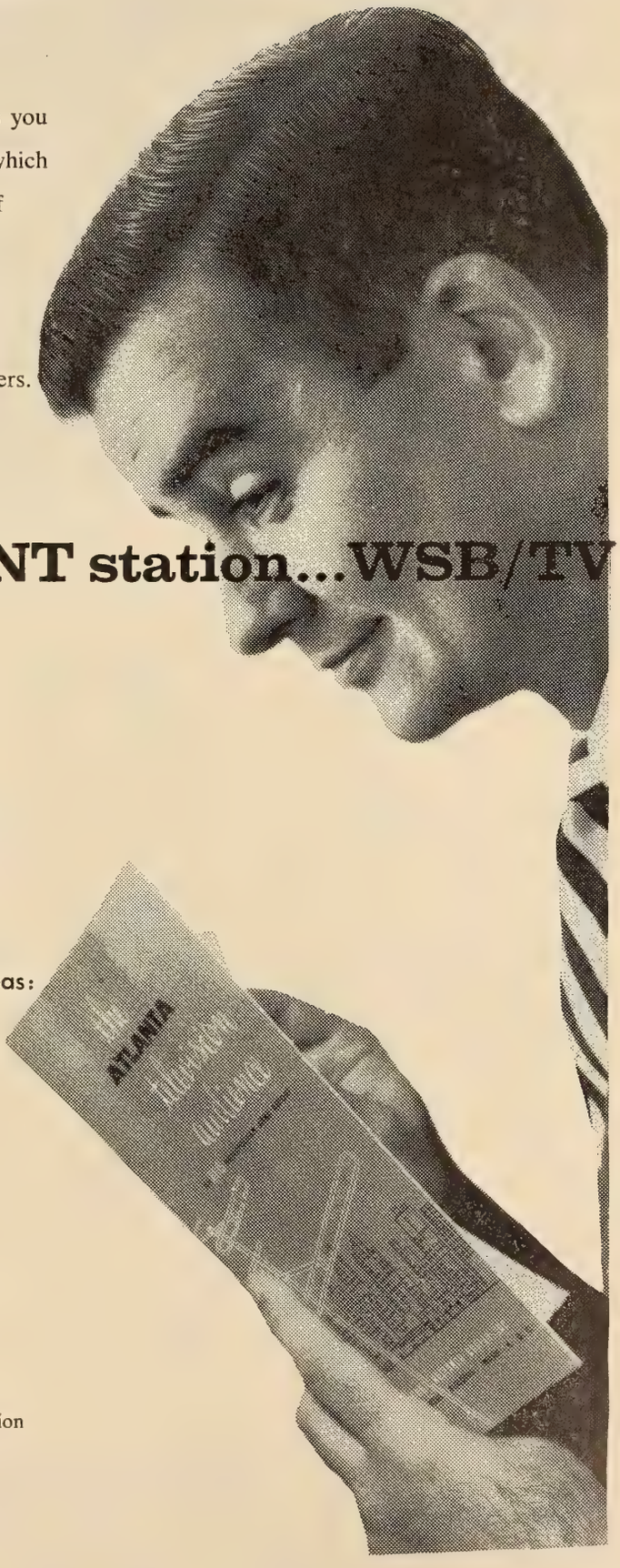
*International Surveys Inc.

KVOS TV



studios in Bellingham, Washington

The status quo in Atlanta remains the same—*only more so*. NCS No. 2 detailed for advertisers the overwhelmingly dominant *coverage* advantage they enjoy on WSB-TV. Now, ARB gives you a picture of the big *audience* dominance which is yours only on WSB-TV—with share of audience ranging as high as 65.1.
Ask your Petry man to show you the new graphic chart detailing this information.
It's a pretty picture for WSB-TV advertisers.



Atlanta's DOMINANT station...WSB/TV

***DOMINANT IN AUDIENCE**
Sign-on to sign-off:
WSB-TV has 41.3% of the audience
Station B has 36.2% of the audience
Station C has 23% of the audience

****DOMINANT IN COVERAGE**
In the 50% or better penetration areas:
WSB-TV covers 100 counties
25% more than Station B covers
72% more than Station C covers

*ARB, June 1957 **NCS No. 2

Atlanta's WSB/TV

Represented by Edw Petry & Co.
Affiliated with The Atlanta Journal and Constitution
NBC affiliate

CELLER TELLS FCC TOLL TV FATE SHOULD BE DECIDED BY CONGRESS

- **He joins colleagues in saying issue too big for FCC**
- **Few stations show interest in attaching box-office**
- **Almost all broadcasters object to subscription tests**

REP. EMANUEL CELLER (D-N.Y.), scourge of television networks and monopoly in broadcasting, last week allied himself with his arch foes in opposition to subscription tv.

In a significant six-page letter to FCC Chairman John C. Doerfer, the House Judiciary chairman (who only recently issued a report castigating television networks, [B•T, June 10]) called on the FCC to cease any further action on toll tv until Congress has had a chance to pass on the subject.

Mr. Celler is the author of a bill (HR 586) to prohibit a charge for broadcasts. This bill is pending before the House Commerce Committee.

In advising Mr. Doerfer that Congress should legislate on the question of pay-tv before the Commission takes any action, the New Yorker was following in the footsteps of the House Commerce Committee chairman, Rep. Oren Harris (D-Ark.). Mr. Harris has been communicating with the FCC mainly on the question of the Commission's authority to approve toll tv [B•T, July 8; June 24].

Mr. Celler's public position came the same week that a scant 35 pleadings were filed with the FCC in answer to the Commission's May 23 notice asking for answers to a series of questions regarding the testing of pay tv [B•T, May 27].

Only 10 comments favored or did not oppose tests of pay tv, of which only five were from stations (all uhf, and some inoperative) interested in pay tv operation. Twenty-four filings expressed opposition to the idea of field demonstrations, including 18 stations and ABC, CBS, NBC, Joint Committee on Toll Tv, NARTB, and Jerrold Electronics. One filing was in behalf of servicemen, taking no position on tests.

In addition to five stations favoring pay tv tests, proponents Zenith, Skiatron and International Telemeter Corp., plus RKO Teleradio and Cinema Sound Co., filed favorable comments.

Even some of those for the tests were lukewarm. Zenith urged an end to "further endless administrative hearings and proceedings." Skiatron urged "boldness rather than timidity" in authorizing full scale pay tv; and ITC questioned the validity of tests and pleaded for an immediate, unequivocal authorization.

Gist of those opposing pay tv was primarily that Congress must decide and that tests were not capable of valid results.

Congressman Celler's position was that he would not only not object but would "wholeheartedly support" pay tv if he was sure it would supply new financial resources and supplemental programming and would not withdraw broadcasting stations and spectrum frequencies from their present service.

But, Mr. Celler warned, "improvident experimentation" may permanently "frustrate" present objectives for a nationwide and competitive free tv service. He continued:

"Introduction of subscription television, even on an experimental basis, before these problems are solved [allocations problems, "restrictive" industry practices], must not only further delay their solution but may bring in its train a number of disastrous consequences. Stations to which the television audience is accustomed to turn may be blacked out for those who cannot or do not wish to pay, thereby impairing the utility of viewer-owned receiving equipment; the best existing programs that the public is accustomed to receive without charge may be siphoned off; the trend, noted by the Antitrust Subcommittee, toward the monopolization of outstanding talent may be accelerated; the television audience may be divided along economic lines; and a method of broadcasting will be inaugurated having such an unparalleled built-in profit potential that it may drive free network television as we know it from the airwaves."

These dangers constitute such a grave threat, Rep. Celler declared, that the FCC should make no move without the express approval of Congress.

Mr. Celler questioned the Commission's authority to approve pay tv on broadcast frequencies—much the same question which has been raised by Rep. Harris in previous weeks [B•T, July 8].

He said:

"For the Commission to make its authority to license frequencies the sole basis for authorizing so radical a departure from existing methods in television would be to stretch the licensing authority to its very limits, if not beyond them . . ."

In objecting to test authorizations, Mr. Celler stated:

". . . Such experiments involve the dilemma that if the trial is conducted on too narrow a basis it provides no information as to the ultimate effects of the method on trial, whereas if the demonstration is conducted on a basis broad enough to be meaningful, investments are made and interests tend to jell so that it becomes well nigh impossible to reverse the forces that have been set in motion."

In a rare defense of networks, Rep. Celler referred to the fact that the Commission asked whether pay tv tests should or should not be limited to cities with four or more stations. He asked:

"Should experimental subscription television be inaugurated in one or more of these cities and prove successful, would not the networks become eager applicants for the privilege of using the new technique? Would the Commission have the capacity, or even a valid rationale, for denying their applications? Could networking as we know it survive the withdrawal of its most profitable stations?

"In these circumstances, it is clear that the proposed demonstrations of subscription television involve a calculated risk of such magnitude and with such vital implications for the future of television broadcasting that the decision whether or not to embark on them should be made by Congress and not by the Commission."

ABC maintained that the FCC does not have the statutory power to authorize pay tv, and that only Congress can decide this. It urged that the basic "public interests" question be answered before any operation is authorized.

Tests as contemplated would not be meaningful, ABC said. If tests are necessary,

TEETERING TAPE

WHENEVER the FCC takes a step on subscription television, the stock market reacts. Last week was no exception.

On May 23, when the FCC asked for further comments regarding tests, Zenith opened and closed at 116; Skiatron opened at 6, closed at 5¾. On July 8, deadline for comments in answer to FCC's questions, Zenith opened at 124½, closed at 123. Skiatron opened at 7⅞, closed at 8⅜. Last Thursday Zenith opened at 120, closed at 117½; Skiatron opened at 8⅞, closed at 8¾.

Zenith is traded on the New York Stock Exchange; Skiatron on the American Stock Exchange.

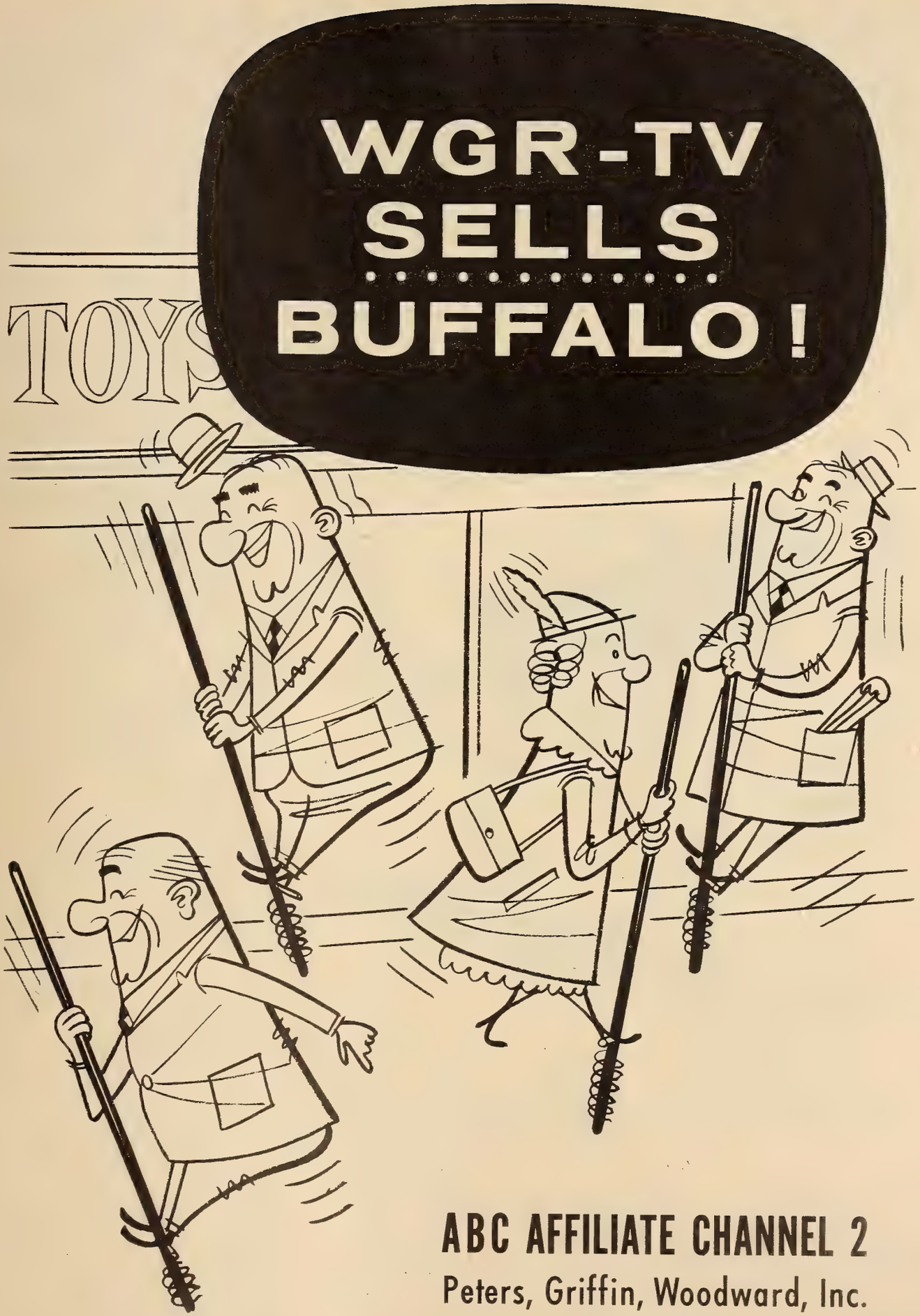
KNIGHT WITH LANCE

A GROUP station and newspaper owner took up editorial arms Wednesday for Zenith Radio Corp. in its fight for pay tv.

Commenting editorially, John S. Knight's *Chicago Daily News* observed: "There is no reasonable excuse for the extremely long consideration the FCC has given to the controversial proposal" of subscription television. It charged the Commission last May "set up additional bureaucratic hurdles by calling for proposals on where and how a test should be conducted."

Sympathizing with Zenith President E. F. McDonald's "disgust" over FCC's "delays," the *Daily News* asserted that he "is right in his indignant answer. Either let's have a test now or forget about it."

Knight interests have substantial holdings in WAKR-AM-FM-TV Akron, Ohio, and WCKR-AM-FM and WCKT (TV) Miami, Fla.



ABC AFFILIATE CHANNEL 2

Peters, Griffin, Woodward, Inc.

Representatives

ABC said, frequencies other than broadcast channels should be used.

The network also pointed to the forthcoming Bartlesville, Okla., wired pay tv service as one method of securing answers to some of the Commission's questions regarding pay tv.

CBS claimed that test demonstrations would not provide any significant information and would produce harmful consequences.

"To attempt to base a judgment of the ultimate programming of pay television upon the results of trial operations would be like attempting to write a book on child behavior based on the actions of children on the night before Christmas," CBS said.

Tests would require "inordinate investments," CBS said. This would not only be borne by proponents of pay tv, CBS said, but primarily by the public.

CBS called for an evidentiary hearing, so that witnesses could be cross-examined. It also recommended that the Commission watch the closed circuit wire projects underway; that a single standard for pay tv should be required and that technical tests toward this end be gained by experimental operation on experimental frequencies or on commercial channels on "off" hours.

NBC opposed both tests and the whole concept of pay tv. It pointed out that if the tests were limited, the results would not be worthwhile, and that if they were widespread the investment would "entrench" the system. The network called on the Commission to let Congress decide the issue.

The Joint Committee on Toll Tv, comprising mainly theatre owners, charged that the testing program is a major fallacy. It called for public hearings on the whole question of pay tv, and for Congressional legislation to authorize such use of frequencies.

NARTB reiterated its previous position that the FCC should take no further action in the pay tv case until Congress has taken a "firm and explicit" legislative action. The bulk of the trade association's comments was an attack on the authority of the Commission to authorize toll tv on broadcast frequencies.

It also stated that the test idea has injected a "deeply disturbing element" into "an already confused situation."

If any experimentation is needed, NARTB said, it should be limited to technical research. And, it went on, experimentation should be conducted in a band not now allocated to television broadcasting.

Jerrold Electronics Corp. stated that it still feels on-the-air pay tv is unworkable. It pointed to the work it is doing in wired toll tv, particularly in connection with the Bartlesville, Okla., Telemovies project.

Stations filing oppositions to the proposed tests were the following:

WVEC-TV Hampton, Va. (ch. 15); WXEX-TV Petersburg, Va. (ch. 8); KVOO-TV Tulsa, Okla. (ch. 2); WGAL-TV Lancaster, Pa. (ch. 8); WSAZ-TV Huntington, W. Va. (ch. 3); WBRZ (TV) Baton Rouge, La. (ch. 2); WDSM-TV Duluth, Minn. (ch. 6); WHBF-TV Rock Island, Ill. (ch. 4); KHAS-TV Hastings, Neb. (ch. 5); KTRK-TV Houston, Tex. (ch. 13); WBRE-TV Wilkes-Barre, Pa. (ch. 28); KOTV (TV) Tulsa, Okla. (ch. 6); KGUL-TV Galveston, Tex. (ch. 11); WISH-TV Indianapolis, Ind. (ch. 8); WANE-TV Fort Wayne, Ind. (ch. 15); WTOP-TV Washington, D. C. (ch. 9); WSYR-TV Syracuse, N. Y. (ch. 3); WSYE-TV Elmira, N. Y. (ch. 18).

The Zenith comments constituted an attack on the networks, NARTB, theatre owners and AT&T.

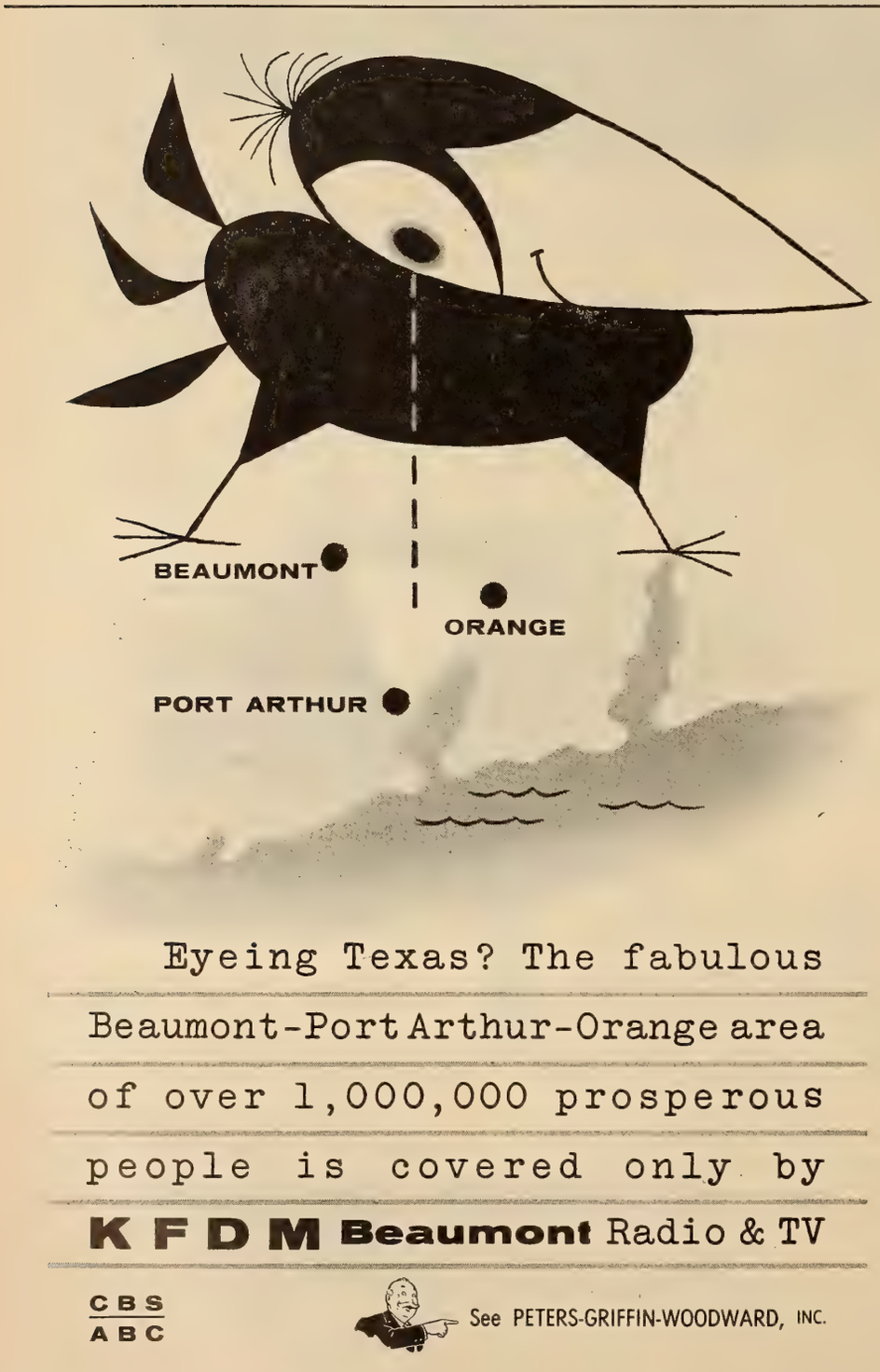
Comdr. Eugene F. McDonald Jr., Zenith president, categorically demanded that the Commission either reject its petition altogether or authorize it completely, "rather than to bog us down in further endless administrative hearings and proceedings."

The Zenith president also warned that AT&T has serious designs on the field "which could lead to a multi-billion dollar, multi-channel coaxial cable system, linking up homes in all the principal cities."

When that time comes, Comdr. McDonald stated, network executives may find that AT&T has not only preempted the field "but created a Frankenstein which will reduce broadcasting to a third rate service."

Comdr. McDonald concluded with a plea to let the public itself evaluate subscription broadcasting in operation.

In the formal answer to the Commission's questions, Zenith suggested that a maximum of three communities for each system would appear to be sufficient, provided each system owner could select the actual communities. It listed 30 cities in three classes—Class A (New York, Chicago, Los Angeles, Philadel-



Eyeing Texas? The fabulous Beaumont-Port Arthur-Orange area of over 1,000,000 prosperous people is covered only by

K F D M Beaumont Radio & TV

CBS
ABC

See PETERS-GRIFFIN-WOODWARD, INC.



Largemouth Bass

Micropterus salmoides

Living in Michigan's lily-padded lakes and weedy bays, this battling game fish is a favorite with both spin and bait fishermen.

Original sketch by conservationist Charles E. Schafer

Put your money where the people are!

Are you reaching bass instead of people? Summer, winter, spring and fall, WWJ's Hi-Fi signal, personalities, music, and news concentrate on the millions of big-earning, big-spending folks in southeastern Michigan to whom WWJ is a constant companion and trusted friend. Use WWJ all day . . . *every* day.



Hit Your Real Michigan Target

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary area.

WWJ AM and FM **RADIO** NBC Affiliate

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

National Representatives; Peters, Griffin, Woodward, Inc.

THE COMMANDER DRAWS AN ANALOGY

THERE seems to be a peculiar association in Zenith President Eugene F. McDonald's mind between the tv networks and Russia when he gets on the subject of toll tv.

In a personal letter July 9 to some senators and congressmen, Comdr. McDonald attached a copy of his latest pleading to the FCC. The letter was short —and pointed:

"Dear——:

"Control of the press in the hands of two or even three men would be unthinkably Russian.

"I regret to say that television today has a greater influence on the thinking of the general public than has the press.

"I feel sure you will be interested in the enclosed that was filed with the Federal Communications Commission yesterday.

"Sincerely yours,

"s/Eugene F. McDonald Jr."

In his covering letter to the FCC, printed apart from the official Zenith document itself, Comdr. McDonald at one point said:

"Despite the unquestioned business acumen of Messrs. Sarnoff, Paley and Goldenson, it was never the intention of either the Congress or the Commission that any three men should be permitted to acquire a stranglehold over television. This great new service is our most powerful force for molding public opinion and for influencing the daily lives of the people, and the Commission and the Congress must find means to break this three-man stranglehold on television and to prevent it from ever happening again."

In June 1955, Comdr. McDonald accused Gen. David Sarnoff, RCA chairman, of seeking to buy Zenith's "Phonevision" patents. This was denied by Gen. Sarnoff. Comdr. McDonald retorted that there was no more truth in Gen. Sarnoff's denial than in Gen. Sarnoff's claims that RCA invented magnetic video tape or atomic batteries. Comdr. McDonald continued: "It is an old Russian custom to claim credit for the work of others. . . ."

TV PIONEER PREFERS WIRED PAY TV

AN ENDORSEMENT of the closed-circuit wire method as the proper one for use in distributing toll tv programs has been given by one of the industry's pioneers, whose research work in tv transmission engineering helped to make possible the tv networks of today.

Lloyd Espenschied, noted member of Bell Telephone Labs engineering research staff, and who with Herman A. Affell invented the coaxial cable by which tv programs first were transmitted from city to city, recently wrote to Paul Raibourn, vice president of Paramount Pictures Corp., to congratulate him on the news that International Telemeter Corp., Paramount subsidiary, was planning an early inauguration of the Telemeter system of toll tv via closed circuit connections between studio and home.

Mr. Espenschied recalled that in 1944, when Mr. Raibourn presented him with a medal awarded by American Television Society, "I was rather critical of the radio broadcast version of television, considering that advertising support could not do justice to precious vision." Mr. Espenschied went on: "This thought has continued with me. Once I blurted it out during an interview, to the consternation of my conservative Bell Labs bosses. Since then I am retired and am more free to express my impressions. . . .

"I think the closed-circuit wire method is the right one for high-grade television. It lends itself to that degree of control so necessary for the full realization of television, both technically and commercially. I feel that you are on the right track, compared to the radio-coding boys such as McDonald [Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp. and one of the earliest and most ardent proponents of subscription television], as indeed I have told him and Lee de Forest. We have only begun to realize the possibilities of an enclosed medium in one form or another."

phia-Wilmington-Camden, etc.), Class B (Waterbury-Hartford-New Haven-Meriden-New Britain, Washington, Milwaukee, Minneapolis-St. Paul, etc.), and Class C (Wilkes-Barre-Scranton, Fresno-Tulare, etc.).

These are the markets which have four or more tv stations operating or soon to be operating. Zenith suggested that each system operator be permitted to choose one city in each class for trying out pay tv.

Pay tv stations should be among these markets, Zenith said, and should be restricted to a non-network affiliated outlet.

In answer to other questions, Zenith said it could begin operating its first service in six months; that the test should be permitted to run for a minimum of two years, but that no time limit be imposed; that decoders should be leased to subscribers (at monthly rates of $1-$2); that a station be limited to broadcasting toll tv broadcasts to 15% of its annual operating hours, and not more than three hours of any time segment, but that time limits should be flexible. Zenith also recommended proposed subscription television rules as part of its pleading.

Skiatron expressed disappointment at the Commission's action in not immediately authorizing pay tv, and scepticism of the validity of trials.

In a plea for "boldness rather than timidity," Skiatron recommended tests should be conducted in a "mixed" market having three or more vhfs operating, namely such cities as New York, Chicago or Los Angeles. Skiatron called for no limitations; said that at least 200,000 decoders must be installed to give meaning to the tests; that it would take about a year to begin initial production of decoders; that the tests should run for at least five years and preferably ten years.

International Telemeter Corp. called for the authorization of subscription tv on a permanent basis immediately; tests are not required, it said.

The only test of pay tv, ITC said, is the market place. To that end, ITC went on, it is preparing to engage in wired toll tv. It is negotiating for franchises for selected territories; the equipment has been tested and is ready for commercial production. Based on equipment manufacturing estimates, ITC said it estimates that it can wire a community and install individual pay-as-you-see gear for a gross figure of $100 per home. The wired system will have three channels, ITC said. For those communities already wired for community tv, ITC has developed a pay tv attachment which, it estimated, can be installed at $50 per home. If, as and when on-air toll tv comes, ITC said, all the customer will have to do is to install an antenna to feed scrambled signals into the receiver.

On-air pay tv must come, ITC said, because it is the only way to reach "all the people of the United States."

If tests must be made, ITC said, it will cooperate. It recommends a minimum of restrictions—except that participating stations should be limited to non-affiliated outlets. It also recommended that a single set of standards be authorized; that equipment be leased to subscribers; that no time limit be placed on the demonstrations.

WCAN-TV Milwaukee, now dark ch. 25 station owned by Lou Poller, recommended that tests be limited to non-network-affiliated, uhf stations; that only one station in communities chosen should be permitted to broadcast pay-as-you-see tv; that only one system be authorized in each community; that a minimum of three years be permitted for tests; that between 15% and 25% of stations' yearly operating hours be allowed for pay tv, but that no limitation be placed on this use daily, weekly or montlhy.

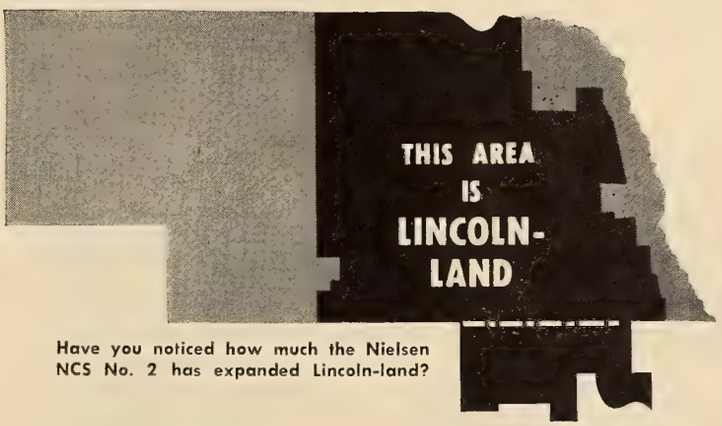
WITV (TV) Fort Lauderdale, ABC-affiliated, ch. 17 station, suggested that the tests be limited to major markets with three or four tv signals; use uhf outlets if possible; permit only non-network affiliated stations to participate; with a three-year minimum, with no limitations on time or whether equipment should be sold or leased to consumers.

RKO Teleradio recommended that tests be limited to non-affiliated stations, whether uhf or vhf; that 20 hours weekly maximum be prescribed for Class A, 6-10 p. m., time, but in no event more than 35 hours per week during all hours. It offered to permit its WOR-TV New York and KHJ-TV Los Angeles to participate in the tests.

KBAY-TV San Francisco, Calif., ch. 20



ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

DECEMBER 1956 VIDEODEX PROVES KOLN-TV SUPERIORITY!

The December 1956 Videodex covered all TV homes in 42 counties in South Central Nebraska and Northern Kansas. The ratings speak for themselves:

SUMMARY—AVERAGE RATINGS, % TV HOMES

	KOLN-TV	Station B	Station C	Station D
Sign on—1:00 P.M.	10.5	5.0	4.6	2.1
1:00-5:00 P.M.	13.5	6.6	5.1	3.5
5:00-11:00 P.M.	19.6	10.4	8.7	5.2

Daytime and nighttime — Sundays through Saturdays — KOLN-TV leads the second station by margins of 88% to 104%!

KOLN-TV, one of America's great area stations, covers Lincoln-Land, a rich 69-county market which is as independent of Omaha as South Bend is of Fort Wayne — Hartford of Providence — or Syracuse of Rochester!

Lincoln-Land has 296,200* families with 191,710* TV sets. And latest ARB, Telepulse and Videodex surveys all show that KOLN-TV dominates this audience.

Avery-Knodel has all the facts on KOLN-TV, the Official CBS outlet for South Central Nebraska and Northern Kansas.

*See Nielsen NCS No. 2

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

permittee not on the air, recommended that the tests be limited to uhf, including specified limitations on hours. It also urged that the Commission require that a uhf converter be incorporated as part of all decoders.

WFMZ (TV) Allentown, Pa., ch. 67 station now off-the-air, iterated its proposal two years ago that it be permitted to test out pay tv. It recommended that tests be confined to non-affiliated, uhf outlets in markets having at least four stations.

WSES (TV) Philadelphia, Pa., ch. 29 grantee not on the air, not only favored the tests—for uhf stations only—but laid out a proposed sports schedule for subscribers (at $30 per year) which included the entire schedule of (1) big league baseball club, (2) National Football League club, (3) National Basketball League club, and (4) all basketball doubleheaders from Philadelphia Palestra. This would amount to about 300 events a year, it said.

Comments were also filed by Cinema Sound Co., Chicago, which claimed it had patent rights to subscription tv and favored one-year tests; and an organization called TV Consumers Inc., East Orange, N. J., declaring it represented independent tv servicemen.

Jackson, Miss., V Must Modify To Allow WJMR-TV Operation

WJTV (TV) Jackson, Miss., has until Aug. 12 to show cause to the FCC why it should not modify its signal on ch. 12 "to the extent necessary" that WJMR-TV New Orleans can operate its experimental station on the same frequency.

WJMR-TV last month was authorized to operate on ch. 12 from the same site as its previously-approved uhf outlet on ch. 20. Both WJMR-TV and WJTV station sites are close enough to create an interference problem.

But last week the FCC attempted to resolve this by requesting WJTV to reduce power. At the same time the Commission rejected that station's petition to cancel WJMR-TV's new vhf operation. It also dismissed similar petitions from Oklahoma Television Corp. and Crescent City Telecasters Inc., applicants for ch. 12 in New Orleans, and another petition which was filed by the Assn. of Maximum Service Telecasters Inc.

FCC Questions KYA Show

KYA San Francisco last week was advised by the FCC that its *Kashbox* program "appears to be a lottery in violation of Sec. 3.122 of the Commission's rules."

The FCC cautioned the station on the occasion of KYA's application for license renewal. It may initiate cease and desist orders, but the Commission said it would afford "KYA the opportunity to comment within 30 days."

FCC Moves Ch. 3 in Nebraska

FCC last week revised its March 27 order (which assigned ch. 3 to Ainsworth, Neb.) and assigned ch. 8 to that city. Ch. 3 was assigned to McCook, Neb. This action required a change in the offset carrier for the channels assigned to Rapid City, S. D., and Miles City, Mont.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 4

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Biloxi, Miss., ch. 13 (12-18-56); Ponce, P. R., ch. 7; McKeesport-Pittsburgh, Pa., ch. 4 (6-3-57).

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57). Cheboygan, Mich., ch. 4.

IN HEARING: 12

Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Butte, Mont., ch. 6; Ogden, Utah, ch. 9 (7-3-57); Buffalo, N. Y., ch. 7 (9-24-56); Baton Rouge, La., ch. 18 (7-11-57); Amarillo, Tex., ch. 7 (7-11-57); Elko, Nev., ch. 10 (7-11-57).

IN COURT: 3

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10.

Broadcasters Testify This Week At Above-890-Mc Proceedings

BROADCAST interests are scheduled to submit testimony in the above-890-mc FCC hearing this week, Commission has announced. Among those on the witness list are John W. Boler, KCJB-TV Minot, N. D.; John W. Downing, WMCN (TV) Grand Rapids, Mich.; Ned Schott, WHIS-TV Bluefield, W. Va.; W. B. Smullin, KBES-TV Medford, Ore.

Others scheduled for this week are Harold Fellows and A. Prose Walker of NARTB and a representative of Sarkes Tarzian Inc., Bloomington, Ind.

Witnesses scheduled last week include Clifford E. Denton, American Newspaper Publishers Assn., and Milton J. Schapp, National Community Tv Assn. and Jerrold Electronics Corp., Philadelphia.

FCC Favors Collier for Relays

THE FCC last week issued a construction permit to Collier Electric Co. for point-to-point microwave relay stations to relay signals of the three Denver tv stations to community antenna systems in Sterling, Colo., Kimball and Sidney, Neb.

At the same time the Commission denied the competing applications of American Telephone & Telegraph Co. for similar facilities. The FCC concurred with its hearing examiner's initial decision [B•T June, 10], that Collier be favored over AT&T because it (Collier) had three prospective customers for the proposed service and AT&T had none.

Examiner Smith Favors WNYC For Extended Morning Hours

AN INITIAL FCC decision last week favored permitting WNYC New York to extend its broadcast hours from 6 a.m. EST to sunrise in New York, and from sunset Minneapolis time to 10 p.m. EST, largely because of the municipal station's importance to New York.

WNYC and Class I-A WCCO Minneapolis both operate on 830 kc, thus accounting for years of conflicting petitions regarding WNYC's requests for additional sending hours. In 1943 the FCC gave WNYC temporary authority to go ahead. The station has managed to get this permission renewed through the years for various reasons such as World War II, the presence of the UN, and because of its "unique" status as a city-owned outlet in one of the world's "largest urban concentrations."

Examiner Elizabeth C. Smith noted ironclad Commission rules on such extensions, and the absence of a decision in the Clear Channel case.

But she said the Commission has said "it is not the prisoner of its own regulations and that the public interest is the touchstone for the exercise of the Commission's authority." She added that WNYC "is the only station immediately responsive to the requirements of the government of the City of New York."

Baker, Holtz Get Added FCC Posts

THE FCC last week designated Warren E. Baker, general counsel, and Edgar W. Holtz, associate general counsel, to be acting liaison representative to Congress and acting security officer, respectively.

Both also were asked to alternate for each other whenever necessary. Their new responsibilities arose after the resignation of Robert D. L'Heureux, former administrative assistant to George C. McConnaughey, recently departed chairman.

KXLF-TV Wants V Boosters

KXLF-TV Butte, Mont., says vhf stations should be allowed to operate tv boosters.

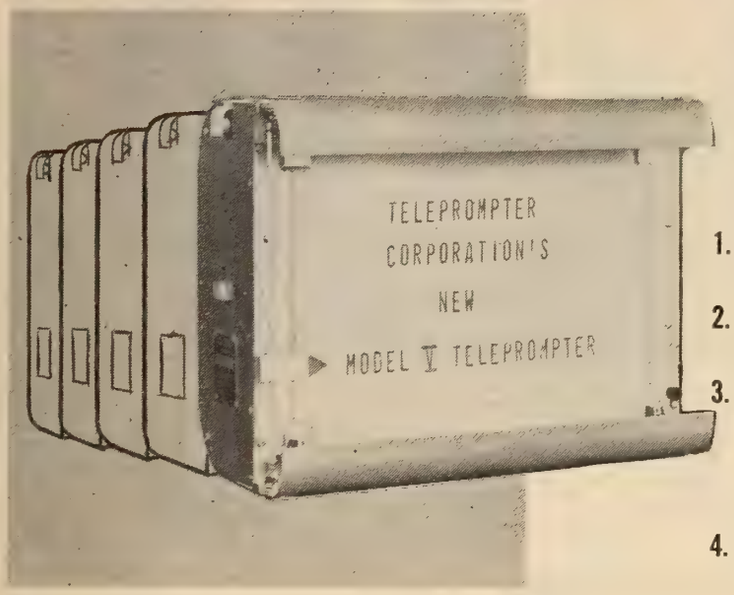
In a reply last week to the FCC's proposed rules (which would allow only uhf operators to use boosters) the Ed Craney-owned station claimed that v's outnumber u's 42-to-4 in seven western states (Montana, Washington, Colorado, Utah, Idaho, Oregon and Nevada). This method would bring tv service to mountainous regions of the West, heretofore without service, the reply stated.

Television Reporting Challenged

WITHOUT mentioning any particular television group or network, Sen. Richard B. Russell (D-Ga.) last week asked the Senate to investigate the industry's handling of newscasts about the civil rights bill [B•T, July 8].

Sen. Russell complained that the views of those fighting the legislation had been "completely obscured." He said he hopes "someone on our side" in the Senate Commerce Committee will move to look into the situation.

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1. **NEW "EYE-LET" SYNCHRONIZATION** ... No moving parts ... quiet operation ... quick changes ... easy loading.
2. **NEW MASTER CONTROL** ... Professionally rack mounted, easy set-up ... greater operational freedom ... compact and portable.
3. **NEW MULTI-CONTROL SYSTEMS ...**
   DUAL HAND CONTROL ... Two separate hand controls with master and slave operation permits unlimited opportunities.
   FOOT PEDAL ... ideal when hand motion is indispensable.
   WIRELESS ... permits operator complete freedom to roam at will.
4. **NEW MOD V TELLENS ADAPTER** ... New lightweight collapsible construction allows quick mount for easy "into-the-lens" prompting technique.

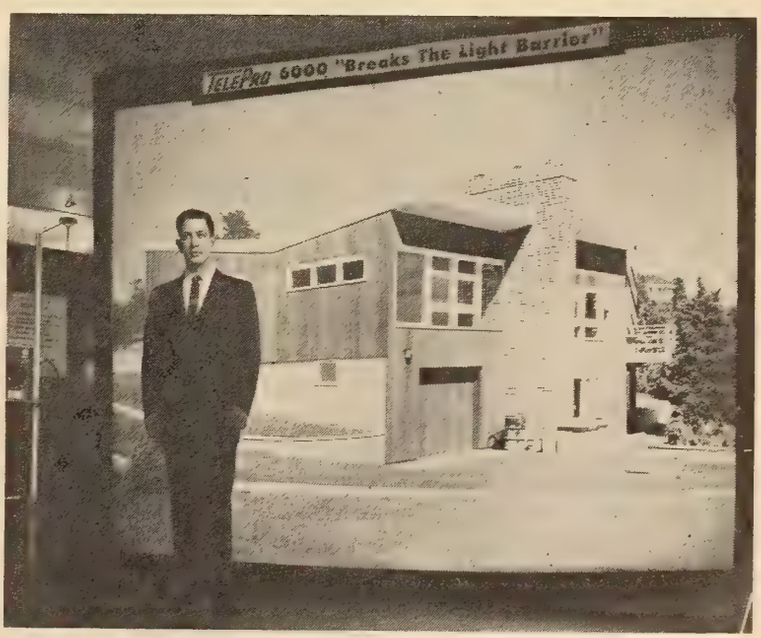
ADVERTISERS PREFER TELEPROMPTER STATIONS
Now more than 120 TV stations feature TelePrompTer service as basic production facilities and advertiser service.

TELEPRO 6000

THROWS AN ENTIRELY NEW LIGHT ON REAR SCREEN PROJECTION

Never before such outstanding performances! More than 6000 lumens of light from a standard 3000 watt bulb!

1. **BRIGHTER LIGHT** ... over 6000 lumens of light! The kind of light rear screen projection engineers have tried for years to perfect!
2. **DEFINITION** ... efficient light distribution and sharp focus right to the edges!
3. **RAPID SLIDE CHANGER** ... changes 62 slides in 60 seconds! Never before such production possibilities!
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5. **SALES OPPORTUNITIES** ... adds a creative selling tool to your sales staff! Increase the visual impact of local studio originations ... increase sales!
6. **ON-THE-SPOT-SLIDES** ... from camera to screen in 4 minutes! The only professional rear screen projector on the market that utilizes Polaroid Land camera's 3¼" x 4" plastic mounted on-the-spot transparencies!



Actual demonstration at NARTB Convention, 1957

New TelePrompTer Mod V and Telepro 6000 AVAILABLE IMMEDIATELY to the television and film industry.

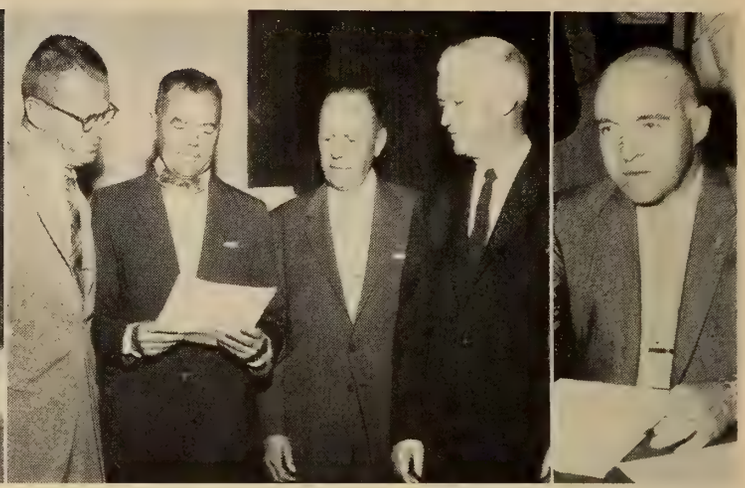
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PRINCIPALS in the short Senate Foreign Relations subcommittee hearing last Thursday are pictured above. The subcommittee comprises (l to r) Sens. George D. Aiken (R-Vt.); William F. Knowland (R-Calif.); Mike Mansfield (D-Mont.) standing; J. W. Fulbright (D-Ark.), chairman; Wayne Morse (D-Ore.). Committee clerk Carl Marcy is seated between Sens. Knowland and Mansfield. Major witnesses favoring ratification are (l to r): Hollis M. Seavey, Clear Channel Broadcasting Service; Livingston Satterthwaite, State Dept.; John H. Cross, State Dept.; Rosel H. Hyde, FCC. Sole witness battling ratification is Ray Livesay, WLBH Mattoon, Ill., appearing for Daytime Broadcasters Assn., which contends the Mexican treaty discriminates against daytimers.

DAYTIMERS BLOCK OKAY OF NARBA

DAYTIME broadcasters stopped cold last Thursday an initial move to get the U. S. Senate to ratify the 1950 North American Regional Broadcast Agreement and the 1957 U. S.-Mexico radio treaty.

Ray Livesay, WLBH Mattoon, Ill., chairman of the 150-member Daytime Broadcasters Assn., opposed ratification on the ground that the agreement with Mexico discriminates against U. S. daytimers.

He was bolstered in this attitude by telegrams from a number of daytime broadcasters, mainly in Texas and Arkansas, and a statement sent to the committee from KFMB San Diego (on 540 kc) protesting the Mexican agreement's provision specifying 540 kc as a Mexican clear channel.

Sen. Wayne Morse (D. Ore.) expressed his backing of the daytimers' plea and Sen. William F. Knowland (R-Calif.) agreed with the KFMB statement.

The adamant opposition caused Sen. J. W. Fulbright (D-Ark.) to tell the pro-ratification throng that until they had taken care of the daytimers, they would never get a two-thirds majority of the Senate in favor of ratification. Treaties require a two-thirds Senate vote of ratification. Sen. Fulbright, chairman of the subcommittee, adjourned the hearing indefinitely.

Other committee members were Sens. George D. Aiken (R-Vt.) and Mike Mansfield (D-Mont.)

The hearing even became the subject of a procedural question on the Senate floor. Sen. Morse, leaving the hearing after the opening statements, raised the question of a Senate committee meeting while the Senate was in session. This is contrary to Senate rules. A quorum call was sounded, and Sen. Fulbright brought the hearing to a close at this time. It had run a little over one hour. The Senate was considering the civil rights bill.

Mr. Livesay's main point was that if the Mexican treaty was ratified it would foreclose any action on the request of daytime broadcasters to be permitted to operate from 5 a.m. to 7 p.m. or from local sunrise to sunset, whichever is earlier or later. Present FCC regulations call for daytimers to start only after local sunrise and to cease at sundown. About 200 daytimers operate on Mexican clears.

Mr. Livesay claimed this discriminated against the daytime broadcasters. He charged that the Mexican treaty permitted that country's stations to send their signals over "extensive" areas of the United States.

FCC Comr. Rosel H. Hyde, who chairmaned the U. S. delegation which forged the NARB convention and this year's Mexican treaty, pleaded with the committee that the apparent impact of the Mexican agreement on a few broadcasters not jeopardize ratification—favored by all other broadcasters.

Supporting Mr. Hyde were Hollis M. Seavey, executive director, Clear Channel Broadcasting Service; Livingston Satterthwaite, State Dept.; and Andrew G. Haley, Washington attorney.

Sen. Morse urged that the subcommittee make part of the record the hearing he held on the daytimers petition, filed in 1954, before a Senate Small Business subcommittee.

Objections inserted in the record were from J. C. Willis, KVOM Morrilton, Ark., representing District 6, DBA; Carl N. Dodd, KWCB Searcy, Ark., president, Arkansas DBA; and KGAF Gainesville, Tex.; KTFY Brownfield, Tex.; KDDD Dumas, Tex. Also George V. Whitney, KFMB, claimed that U. S. guarantees to protect Mexican stations was to permit their signals into the U. S.

Supporting ratification were communications from the National Grange, the American Farm Bureau Federation and WFRL Freeport, Ill.

Horizontal Boost to 1 Kw Favored in Class IV Poll

AN OVERWHELMING percentage of Class IV (250 w fulltime) stations favor a proposed horizontal power increase to 1 kw, according to results of a survey announced Wednesday at a Washington meeting of the board of directors of Community Broadcasters Assn. The association will file comments on FCC's proposed rule-making procedure that suggested night-only increase to 1 kw on an individual station basis [B•T, July 1].

CBA found that of 739 replies to a survey of Class IV outlets, 608 favored its plan for a flat day-night increase to 1 kw, 81 did not actively favor, 18 said they would oppose the idea and 50 stated no position.

The CBA board retained Kear & Kennedy to study adjacent and co-channel interference problems involved in a Class IV power increase. The engineering firm previously had conducted a study of receiving sets in connection with separation of station signals.

Support of all Class IV stations will be sought by CBA for its proposed increase. Howard J. Schellenberg Jr., CBA counsel, is preparing comments to be submitted before the FCC Aug. 2 deadline.

CBA directors attending the Wednesday meeting included F. E. Lackey, WHOP Hopkinsville, Ky., president; Robert T. Mason, WMRN Marion, Ohio, vice president; John Henzel, WHDL Olean, N. Y., secretary-treasurer; David Morris, KNUZ Houston; Earl Key, WKEY Covington, Va.; Tom Olsen, KGY Olympia, Wash.; M. H. Bonebrake, KOCY Oklahoma City; John Jacobs, WDUN Gainesville, Ga., and Harold Meyer, Portland, Me.

FCDA Quizzed About 'Audrey'

WERE all (local) radio stations given U. S. Weather Bureau information simultaneously? And was there a time lag between the bureau's findings and their communication to the listening public?

These were some of the questions asked last week of Lewis E. Berry, acting Administrator of the Federal Civil Defense Administration, by Rep. T. A. Thompson (D-La.) after he visited the destruction created in his district by Hurricane Audrey.



EXPERIENCE

Behind the brow of the pilot, knowledge won through years of experience...skill born of doing.

In our business, too, 11 years experience have given us a background that makes the time buyer's job easier...lessens the chance of costly errors.

Such experience must be earned. And there's no substitute for it.

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NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO

META, WPIX (TV) Detail 'Living Blackboard' Series

THE Metropolitan Educational Television Assn., New York, last week detailed its projected "living blackboard" series of educational tv programs to be aired via WPIX (TV) New York during the 1957-58 school term. The series begins Sept. 30 for META's estimated "1,000 school classes and home bound students in the metropolitan area."

On Mondays, for 15 weeks, META and WPIX will show *The Science Corner,* for younger children and including simple experiments, stories, guessing games, pictures and other visual techniques. On Tuesdays (15 weeks), *Spotlight on Asia;* on Thursdays (16 weeks), *Tune-Up Time* will introduce "instrumental families of the orchestra." The Friday "classroom" will be split into two eight-week series, *Earn While You Learn,* "a look-see" at the plan whereby young people work while they learn, and *Careers in Focus,* featuring experts from varied industries and professions, and describing the opportunities inherent in picking specific careers.

Wednesday's programs will be aimed at some 1,800 handicapped pupils with two eight-week series titled *Biology One* and *Excursions in English.*

Extensive In-School Tv Planned By WVEC-TV, City of Norfolk

WVEC-TV Norfolk will telecast lessons for two hours daily in nine Norfolk city schools next term, Thomas P. Chisman, president of ch. 15 uhf station, and school officials has announced. Half-hour lessons in tenth-grade geometry, eighth-grade American history and fifth- and sixth-grade science will be carried Monday through Friday at 9-10 a.m. and 1-2 p.m., starting about Sept. 9 and running to June 4, 1958. The undertaking is part of an overall project in which Ford Foundation's Fund for Advancement of Education divided the total grant of $986,000 among seven cities and two states, to go with equal sums raised locally for tv-in-the-classroom programs [B•T, May 27].

First-year budget for the Norfolk project will be about $112,000. WVEC-TV's only charge will be $400 per month, for which it will furnish air time, complete camera and technical facilities, studios, and engineering and programming personnel not only during school year but also for a month-long workshop to start today (Monday) for indoctrination, course planning, and auditioning and selection of teachers who will do tv teaching.

EDUCATION SHORTS

KDKA Pittsburgh awarded three farm scholarships to outstanding agricultural students to help them finance their senior year at college.

WPEN Philadelphia awarded scholarships for Temple U., same city, to Lorraine Smith, Lincoln High School, and David Wolf, West Phila. High School, as winners of station's "Teen-Age Salute."

IBEW, CBS TANGLE ON ANOTHER FRONT

- **Union strikes at CRI**
- **Network counters pickets**

LOCAL 1212, International Brotherhood of Electrical Workers, has renewed its fight with CBS, although it has been legally stopped from interfering with CBS-TV remote telecasts [B•T, July 8].

This time, IBEW is striking CBS Inc.'s recording subsidiary, Columbia Records Inc. Some 35 recording engineers of CRI, members of Local 1212, went on strike against the recording company following expiration of a company-union contract June 30. Also involved are an unspecified number of recording engineers attached to Columbia's Chicago operations, members of IBEW Local 1220.

While it is picketing CRI's headquarters at 799 Seventh Ave., the New York local also threw up a cordon of engineers around CBS' executives at 485 Madison Ave. This latter action has made some 20 studios and CBS radio and CBS-TV master control "off-limits" to all employes of IBEW. All but six, at any rate. It was learned that half a dozen engineers are "sleeping in" at CBS headquarters, having been asked by the management not to leave the building, thus crossing a picket line, thrown up by their own union. The six engineers agreed and have been "locked in" since two weeks ago Sunday. Though the union, to quote one official, "is none too happy about the behavior of these men," there is nothing Local 1212 can do about them. They reportedly have settled down for as long as the strike lasts, sleeping on cots, eating at the restaurant in the CBS building, cleaning up in the executive washrooms that come equipped with baths and showers. The six engineers are understood to work in shifts of four hours each to keep CBS Radio on the air 24 hours a day.

However, while master control on the 23rd floor has been functioning without letup, the studios at 485 Madison have all been idle. CBS Radio has shifted all programming to its studio building across the street from CBS Inc. headquarters at 49 E. 52nd St., which IBEW, by law, cannot picket, since its case is against Columbia, a division of CBS Inc., not against any of the two networks.

A CBS Radio public affairs official admitted that lack of access to the tape studios at 485 Madison Ave. caused more nuisance than hardship, since the public affairs staff (which tapes audio from such tv programs as *Face The Nation* and records network discussion programs like *Invitation to Learning*) has been operating out of CBS Radio offices, at 501 Madison Ave., again not picketed. However, against the eventuality that 501 Madison may be picketed by IBEW, the network has asked a handful of engineers to stand by.

Though union officials as well as individual picketers contacted by B•T declined to offer specific demands ("It's the entire contract we're concerned about, not individual points"), CRI President Goddard Lieberson explained that the union's demands "took the form of a union-written contract presenting not only a multiplicity of the customary "'money' demands such as increased wages, overtime pay and vacations, but a number of new provisions in the field of work regulation, enlarged jurisdiction, regulation of experimental work and restrictive clauses claimed to be necessary for 'protection' of union and job security." Neither Mr. Lieberson's office nor other CRI officials cared to enlarge on these points. But Columbia's president noted that "nothing in the history of the company-union working experience warrants the exaggerated 'protective' clauses sought by the union. Any fair evaluation of the union's demands must define them as excessive and unreasonable."

10 L. A. Area Radio Indies Reach Agreement With AFTRA

TEN OF the 17 non-network radio stations in the Los Angeles metropolitan area have reached agreement with the Los Angeles local of American Federation of Television & Radio Artists on terms of new two-year contracts for staff announcer-performers to succeed those expiring April 30. Negotiations were begun on a group basis but after that broke down more than a month ago [B•T, June 3], AFTRA's executive secretary, Claude McCue, has continued discussions with stations individually.

Weekly wages specified in the new contracts are as follows: Los Angeles stations: KLAC, up $12.50 to $132.50 the first year, $137.50 the second; KFWB, up $12.50 to $135.80 the first year, $137.50 the second; KRJD, up $12.50 to $118 the first year, $123 the second; KPOP, up $10 to $111.50 the first year, $119 the second; KPOL, up $12.50 to $115.50 the first year, $123 the second; KFAC, up $11.50 to $118 the first year, $123 the second; KMPC, up $17 to $143.25 the first year, $151.25 the second.

KGIL San Fernando, up $15.20 to $115 the first year, $120 the second, plus an additional $7.50 increase to be given within 90 days after KGIL goes to 5 kw. KIEV Glendale drops its current escalator scale from $92.50 for new employes to $112.50 after four years and replaces it with a flat $115 the first year, $120 the second. KGER Long Beach, up $13.50 to $115 the first year, $120 the second. Agreement had been announced [B•T, June 3] between AFTRA and KFOX Long Beach for an immediate increase of $20 to $116 the first year, $126 the second, but Mr. McCue said there now appears to be a difference of opinion between union and station as to whether an agreement really had been reached.

All the new contracts are retroactive to May 1, 1957, and all include an agreement for stations to contribute 5% of the wages paid to AFTRA members into the union's pension and welfare fund, except that of KMPC, which, Mr. McCue said, "has a better welfare plan than ours."

Negotiations are continuing with KBIG Avalon (Catalina), KALI, KWKW and KXLA Pasadena, KGFJ Los Angeles and KDAY Santa Monica.

NBC, NABET Agree on Use Of Video Tape Gear in L. A.

AN agreement on manning operations for the introduction of video tape recorders by NBC-TV in Hollywood has been reached after several months of conversations between the network and the Hollywood local of the National Assn. of Broadcast Employes & Technicians and is now awaiting ratification by NBC's top management and the union's national executive headquarters, both in New York.

Local discussions in Hollywood were held under a clause in the union's agreement with NBC that permits NABET to open such talks when new devices are introduced into the technical operations of the network. Essentially, the agreement calls for a full time Grade 6 (top level) supervisor to be on duty at all times when a video tape recorder is in use, for either recording or playback. It also provides for a man to be on duty in the control room whenever there is a VTR playback and at least one man per program during recording operations.

The question of severance pay for NABET members displaced by automation was referred to New York network and union officials.

WGAW Sues Lippert Pictures On Release of Movies to Tv

A BREACH-OF-CONTRACT suit was filed in Federal Court in Los Angeles Tuesday by Writers Guild of America, West, against Lippert Pictures Inc., charging Lippert released motion pictures made after 1948 to television without making the stipulated payment to the writers of these films.

The contract signed in 1951 with WGA by the Independent Motion Picture Producers Assn., of which Lippert Pictures was a member, agreed that if any industry pattern of writer payments for post-'48 films released to tv was established, the companies in the association would conform. Melville B. Nimmer, guild counsel, said. The suit charges failure by Lippert to live up to this contract and asks the court to order Lippert to render a full accounting of all monies received and full information about the pictures, including titles, names of writers and the amounts originally paid for their scripts.

Kenyon Heads WGAW Groups

CURT KENYON, president of the television-radio branch, Writers Guild of America, West, has also assumed the chairmanship of the cooperative and grievance committees. Samuel Newman is vice chairman of the cooperative committee; Seaman Jacobs is vice chairman of the grievance committee. Don Mullally is again chairman of the film tv division of the negotiating committee, with Martin Wark head of the live tv division of this committee. Wells Root is chairman of the credits committee. Howard Green is chairman of the MBS enforcement and rights committee. Gomer Cool and William Cowley form the membership and finance committee and Herb Meadow and Leonard Lee are the tv-radio representatives on the Screen Writers' negotiating committee.

WOC-TV

They get the 1 Picture

Proved by 648,330 Pieces of Program Mail received by this Station During 6 full Years of Telecasting . . .



This fabulous response . . . 91% of it to local live telecasts . . . began in 1950. That year . . . WOC-TV's first full year on the air . . . 33,845 pieces of program mail were received; this mail came from 23 Iowa-Illinois counties — 237 cities and towns.

By 1955, this response jumped to 149,215 pieces of program mail received during a 12-month period; it came from 39 Iowa-Illinois counties — 513 cities and towns in these counties.

Accompanying map shows breakdown of this 1955 program mail, proving WOC-TV's "Good Picture" area.

WOC-TV Viewers are responsive. They respond to WOC-TV telecasts by mail. More important, they respond to advertising on WOC-TV by purchases at retail outlets. We have a million success stories to prove it (well, almost a million). Let your nearest Peters, Griffin, Woodward representative give you the facts. Or call us direct.

WOC-TV 39-COUNTY COVERAGE DATA —

Population	• 1,583,800
Families	• 489,700
Retail Sales	• 1,934,984,000
Effective buying Income	• 2,686,413,000
Source	• 1957 Survey of Buying Income (Sales Management)
Number TV Homes	• 317,902
Source	• Advertising Research Foundation

WOC-TV Owned and Operated by Central Broadcasting Co. Davenport, Iowa

The Quint-Cities Station — Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

WOC TV
Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVE

WOC-TV is part of Central Broadcasting Company which also owns and operates WHO-TV & WHO-Radio, Des Moines

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

Meilink to Make Tv Receivers

A NEW electronics division of the Meilink Steel Safe Co., Toledo, to be known as the Tela Electronics Division of the firm, has been established to manufacture two kinds of closed-circuit tv receivers, it was announced by Stanley R. Akers, Meilink president, last week. The receivers will be a forward-screen unit that projects a picture up to 12 by 15 feet on a movie-type screen and a self-contained rear-screen receiver that projects the picture on a 30-by-40-inch screen, Mr. Akers said.

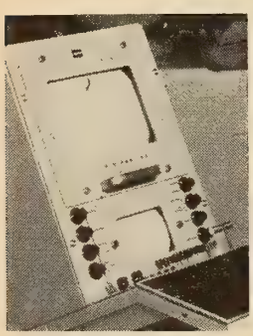
Tung-Sol to Offer Public Stock

TUNG-SOL ELECTRIC Inc., which purchased Chatham Electronics Division from Gera Corp. last May, has proposed a public offering of 100,000 shares of its cumlative preferred stock, $50 par value, convertible prior, to Aug. 1, 1967, according to a registration statement filed with the Securities & Exchange Commission. Harriman Ripley & Co. Inc. was named as the principal underwriter.

MANUFACTURING SHORTS

American Electronics Inc., Audio Div., L. A., announces new American Series AV 104 tape recorder, designed to meet requirements of audio-visual field. Stereophonic, push-button recorder is equipped with safety erase interlock and accommodates reel sizes up to 10½ inches. Special features of Model 104 include tape transport with dual record amplifier and dual playback preamplifiers for stereo record and playback.

Kin-Tel (Kay Lab), San Diego, Calif., announces Kin-Tel Master Monitor, Model ARM-13B, video monitor intended for use as either a camera monitor or outgoing line monitor in broadcast tv applications. Ten-inch aluminized Kinescope is employed for picture presentation. Kinescope video amplifier has 8 mc bandpass to provide horizontal resolution in excess of 600 lines. Five-inch, flat-faced, A-scope combined with illuminated, calibrated reticle, provides means of setting video, sync, and pedestal amplitudes to extremely close tolerances.



MASTER MONITOR

General Electric Co. is planning to display new transparent phosphors, new voltage-tunable magnetron and three new rugged computer tubes at Western Electronics Show and Convention to be held in San Francisco in August. New phosphors, applied in an extremely thin "molecular" transparent layer, permit spot and line resolution to approach diameter of electron beam itself—instead of usual two to three times enlargement found in powdered phosphor screens, according to GE.

L.A. Council Holds Action on Toll Tv

THE Los Angeles City Council last Wednesday postponed for a week its decision on whether to grant the application of Skiatron Tv Corp. for a non-exclusive 21-year franchise to install and operate a closed circuit toll tv system within the city, as recommended a week earlier by the city's Board of Public Utilities and Transportation [B•T, July 8].

Nor did the council take action on the board's recommendation that the city draw up a franchise to be advertised for sale and awarded to the highest bidder. A tentative draft, submitted to the council, suggests the city receive 2% of the gross revenue from the operation, or 1% plus five hours of free time each week for use of the city in educational or informational activities.

The decision to postpone came after an hour's discussion of the board's recommendation, devoted mostly to an explanation of the proposal by L. E. Timberlake, chairman of the Council Committee on Industry and Transportation, and his answers to questions from other councilmen, few of whom had read the file of earlier hearings on the subject. Several councilmen expressed concern that a franchise to Skiatron, said to have a contract for exclusive tv rights to the games of the Brooklyn Dodgers (who reportedly are expected to be a Los Angeles club next year), might take away from viewers sportscasts they now receive without payment. Particular concern was expressed over low-income constituents who might lose their present programs but could not afford an expensive toll tv service.

Mr. Timberlake stressed Skiatron's plan to make no charge for installing its decoding device on tv sets of subscribers and said he understood the contemplated monthly fee to be only $3. He also emphasized that the franchise would be non-exclusive noting that International Telemeter Corp., Paramount Pictures subsidiary, had expressed its intention to apply for a franchise when the terms are set. He said there might be other bidders as well.

Also questioned was whether 2% is enough for the city to collect for a closed circuit toll tv franchise and whether the non-exclusivity would be so in fact as well as legally, since it seemed essential for the franchise holder to deal with Pacific Tele-

OF EMULATION AND MOTIVATION

"DON'T SELL merchandise. Sell the impact of emulation," Henry Saperstein, president, H. G. Saperstein & Assoc., merchandise consultant firm, said in a talk to Hollywood Advertising Club last month.

Mr. Saperstein's organization is sole international licensor for all items sold under the Wyatt Earp-Hugh O'Brien label, the double identification being necessary because the name Wyatt Earp is now in public domain, he said. Guns, belts, holsters and various items of boys' clothing are currently on the market bearing the name of the Western marshal and the actor who portrays him on the ABC-TV series.

Other Saperstein merchandise properties are Lone Ranger, Jim Bowie, Lassie, Ding Dong School, Zsa Zsa Gabor and Elvis Presley. The company also handles premium promotions for Kellogg Co., Procter & Gamble Co., General Mills and Mars Inc.

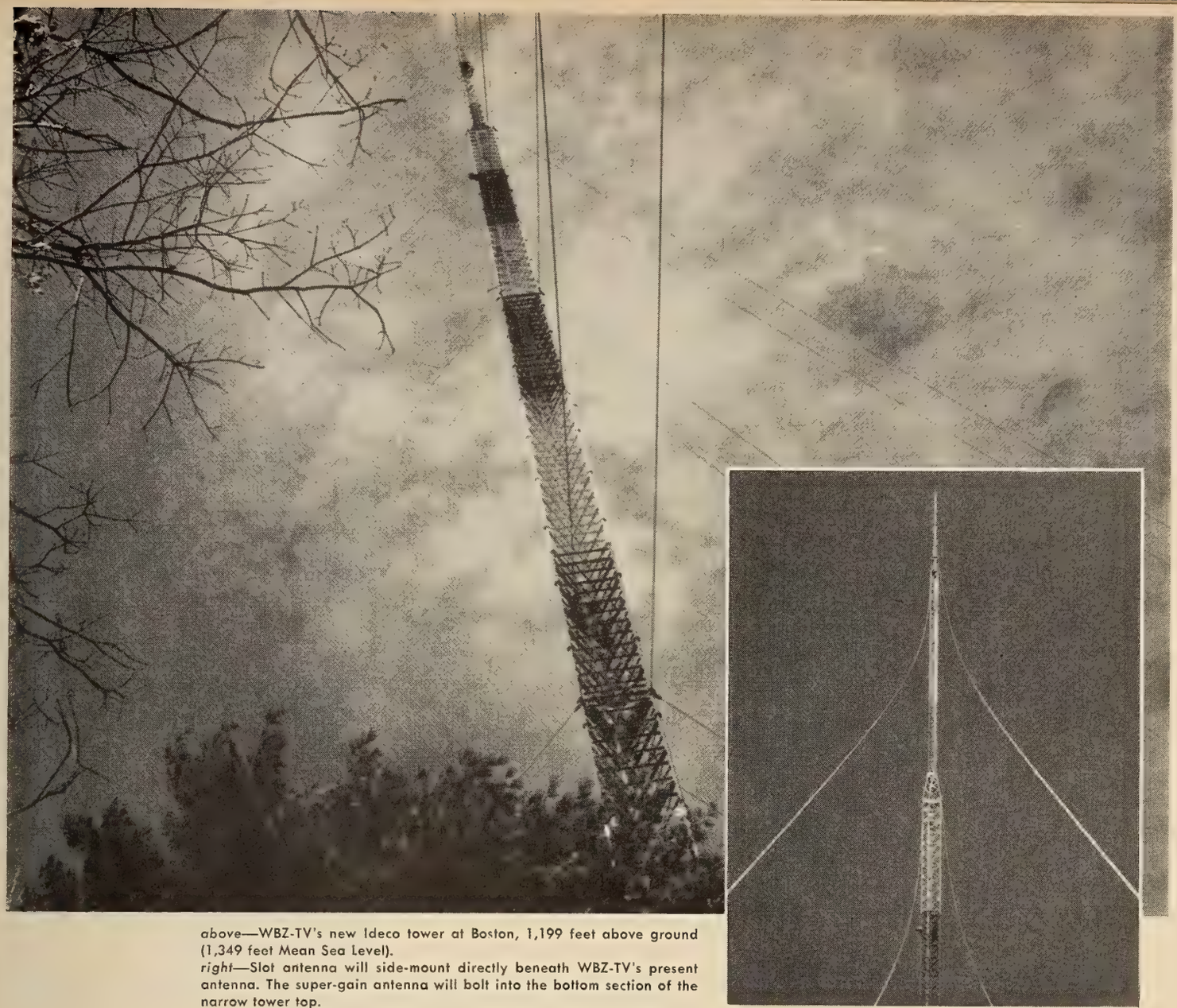
"Our method of merchandising is taking an element of the emotions—emulation—and translating it into merchandise sales," Mr. Saperstein explained. "Emulation," he said, "is what makes a papa want a sports car, mama to want clothes like those she's seen on Marilyn Monroe, Junior to want a Wyatt Earp gun or a Mickey Mouse cap or, if he's a few years older, something identified with Elvis."

This is big business, he said, reporting that his company alone handled merchandise items with combined sales of $62 million last year. He estimated that the three leaders in the field, Disney and Roy Rogers and his company, had total merchandise sales well over $200 million for the year. But it's a difficult business, Mr. Saperstein declared, pointing out that the stores seldom want any star-labeled merchandise until the public demands it and makes them stock it.

"You should have heard the cosmetic buyer for W. T. Grant stores scream when I went to him and told him I had a new lipstick," Mr. Saperstein said. "He told me in no uncertain terms that the last thing he wanted was another lipstick. But when I explained that what we were selling was not just a lipstick but a lipstick whose case carried the Elvis Presley signature, whose shades were named for the best-selling Presley records, and that what we were offering weren't really lipsticks but a concept and an impact, he bought the idea—and the public bought the lipsticks."

Theatres as a rule don't buy things to give away, but the Elvis Presley concept was strong enough to enable the Saperstein organization to sell more than five million autographed photos of Elvis to give away to his fans, Mr. Saperstein reported. "Education is the kiss of death" is what he was told when his company took on *Ding Dong School* as a merchandise client, yet "we sold 14 million Ding Dong School books and put Rand McNally into the small book business," he stated.

His firm's premium business has grown until last year it put out more than 200 million premiums, including 40 million Jack Webb Dragnet whistles, for Kellogg. "Here, again, the important thing was the concept," he declared. "Without the name Dragnet, and without that name signifying a very popular tv program, we'd have nothing. With those qualities we had a real smash."



above—WBZ-TV's new Ideco tower at Boston, 1,199 feet above ground (1,349 feet Mean Sea Level).
right—Slot antenna will side-mount directly beneath WBZ-TV's present antenna. The super-gain antenna will bolt into the bottom section of the narrow tower top.

New Ideco Tower Designed for Future Stacking of Antennas, Future 300-Foot Height Increase

"Give us a one-antenna tall tower now, but provide for adding more antennas and another 300 feet of tower later."

That was the problem presented to Dresser-Ideco by WBZ-TV at Boston. The solution is this recently completed guyed tower, carrying WBZ-TV's channel 4, 6-bay antenna at 1,199 feet above ground (1,349 feet Mean Sea Level) . . . still another over-1,000-foot Ideco tower. A channel 5 super-gain antenna and a channel 7 slot antenna can be mounted beneath the WBZ-TV antenna later, without disturbing WBZ-TV's antenna and with no modifications to the tower necessary. Likewise, with no modification necessary, the tower can be increased to 1,499 feet (1,649 feet Mean Sea Level) simply by temporarily removing the antennas and adding another 300 feet of tower.

This WBZ-TV project is still another demonstration of Dresser-Ideco's ability to solve the unusual in tower design and building problems. This same engineering ability contributes to the soundness and economy of more routine towers, too.

So when you start thinking about your new tower . . . both for your present need and for the future, too . . . start planning with Dresser-Ideco. Write us, or contact your nearest RCA Broadcast Equipment representative.

Dresser-Ideco Company
ONE OF THE DRESSER INDUSTRIES
TOWER DIVISION, DEPT. T-11, 875 MICHIGAN AVE., COLUMBUS 8, OHIO
Branch: 8909 S. Vermont Ave., Los Angeles 44, California.

DRESSER IDECO — ONE OF THE DRESSER INDUSTRIES

phone & Telegraph Co., whose free franchise from the city was referred to frequently and bitterly. "If we are going to grant PT&T an exclusive franchise here, let's know that we are, before we do it," one councilman said.

Despite their fears that toll tv might take some present free programs away from their constituents, several councilmen commented that the payment of fees might be preferable to the overload of commercials on some tv programs. Local sportscasts and late evening telecasts of feature films drew the heaviest criticism for excessive interruptions for commercials.

'Tv Guide' Regional Editions To Be Split in Northeast

THE three regional editions of *Tv Guide* serving the New England states and parts of New York, Pennsylvania and eastern Canada will be split into five regional editions effective with the Oct. 12, 1957, issue, according to an announcement by the magazine last fortnight.

Under the realignment, the present New England, Hudson Valley and Lake Ontario editions will be split into the following editions: New England, Connecticut Valley, New York State, Lake Ontario and St. Lawrence. They have a combined weekly circulation of 740,000, the magazine said.

Jerrold Happy Over Prospects For Community Antenna Sales

JERROLD Electronics Corp. looks for a steady growth during the next year and a half that will be comparable to the 40% sales increase tallied during its fiscal year ended last February, according to Milton J. Shapp, president.

The firm reported net sales and operating revenues of $5,142,702 for the year ended Feb. 28, compared to $3,703,065 in the previous period. Net income for fiscal 1957 was $161,529, or 15 cents a share, against $169,422, and 15 cents a share, in the preceding year.

Jerrold presently is operating nine community antenna systems. Mr. Shapp estimated the firm will take in about $1,600,000 from these relay systems in the current year—a sizeable increase from the nearly $1 million received from this source a year ago. Mr. Shapp said Jerrold also has a $750,000 backlog of new antenna system contracts, the biggest in the firm's history.

In another development regarding community antennas, Mr. Shapp filed a petition with the FCC calling on that agency to provide for the antenna system's microwave needs on a non-common carrier basis in any decisions FCC may make regarding the eventual allocation of frequencies above 890 mc.

The Commission currently is hearing testimony on the higher bands before rule-making for their assignment.

Mr. Shapp, who said he also was speaking for the National Community Television Assn. Inc., added his community systems are not "Pay-As-You-See" television.

He said his corporation is "basically requesting a means to facilitate bringing television to rural communities where it must be assumed present techniques have not proved economically feasible due to distance from signals of adequate strength to produce acceptable pictures."

Mr. Shapp renewed an earlier suggestion that the Commission consider "permitting the use of low cost microwave equipment comparable to translator equipment, operating in a band as near 590 mc as possible, utilizing highly directionalized antennas for relaying signals of broadcast stations to [community] systems and translators."

ASCAP Members Sue Owner Of WMCW Over Use of Songs

A SUIT for copyright infringement has been filed against Esther Blodgett, owner of WMCW Harvard, Ill., by Alan Jay Lerner and Frederick Loewe, writers of "My Fair Lady," and Chappell & Co., all members of American Society of Composers, Authors and Publishers, ASCAP announced Thursday. The plaintiffs allege that copyrighted songs were performed by the radio station without authorization. The Lerner-Loewe songs are "I Could Have Danced All Night" and "With a Little Bit of Luck." The Chappell songs are "Where or When" and "There's a Small Hotel," both by Richard Rodgers and Lorenz Hart.

The plaintiffs are asking the U. S. District Court for the Northern District of Illinois to restrain the defendant from publicly performing the songs in the future and to award damages of not less than $250 for each unauthorized performance, together with court costs and attorney's fees.

MILESTONES

► WROC-TV Rochester, N. Y., marks eighth anniversary with salute to Rochester Regional Red Cross Blood Donor program.

► WRC-TV Washington, D. C., observes 10th anniversary.

► BUD ZIMMERMAN, KGU Honolulu, celebrates 20th anniversary in radio.

► RADIO FREE EUROPE marked eighth year of broadcasting to Czechoslovakia, Hungary, Poland, Bulgaria and Romania.

► WRVA Richmond, Va., celebrates 20th anniversary as CBS affiliate.

► KDTH Dubuque, Iowa, celebrates 17th anniversary.

► CHARLES A. CLIFTON, sportscaster, KRKD Los Angeles, celebrates 20th anniversary with station.

► CHET BEHRMAN, operations director, WFIE-TV Evansville, Ind., celebrates 15 years in radio and tv.

► KFXD Nampa, Idaho, celebrates 27th birthday.

► WCBI-TV Columbus, Miss., marks first anniversary of telecasting.

"Live?"

. . . Not likely. Ghoulish tricks—or any tricks, illusions, visual sleight-of-hands—come off safest, surest on film. Time . . . space . . . reality even, are conquered with snap and precision.

And with film—show, station, time are yours to control.

Truly, a good release is a better release when you USE EASTMAN FILM.

For complete information write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Film, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Cal.


Be sure to shoot IN COLOR . . .
You'll be glad you did

Brown, Cole, Durham Figure In Personnel Changes at RAB

A SERIES of executive personnel changes at Radio Advertising Bureau, New York, will go into effect today (Monday), according to last week's announcement by RAB General Manager John F. Hardesty. Involved are:

• Walter E. Brown, an RAB presentation writer, who becomes senior presentation writer, succeeding Herbert Meyer, resigned to join CBS-TV as senior presentation writer. Before joining RAB in 1952, Mr. Brown was advertising manager for the former DuMont Television Network and a copywriter for ABC.

• Lloyd Cole, office manager, who becomes productions manager, supervising the art and visual aids sections of RAB. Before joining the sales and promotion organization in 1952, Mr. Cole was with a Wall Street investment house. He also appeared on Broadway as a singer-actor.

• Ralph N. Durham, assistant controller of Stehli & Co., a New York textile firm, who resigns from that firm and moves to RAB office manager. He reports to William L. Morison, RAB administration director.

Meanwhile, RAB President Kevin B. Sweeney announced Thursday that as an innovation at the forthcoming third annual National Radio Advertising Clinic in New York Oct. 8-9, RAB will play host to more than 750 corporate executives and broadcast management officials at an opening night cocktail party hosted by a group of radio network and recording stars.

Radio Listening Families Have Highest Incomes—RAB

THE more money a family has, the more it listens to radio. That's the conclusion drawn by Radio Advertising Bureau from a special report compiled several months ago in six widely-spread, Tv-saturated markets by The Pulse Inc. The interpretations of this Pulse report are to be found in a RAB report now being distributed to interested advertisers and agencies.

RAB singles out the heads of those families in the top 15% income bracket and notes they possess the "economic means to do the greatest spending, purchase the greatest volume of services and products in the highest price categories, exert decisive influences on major family purchases, spend more time listening to radio than they do in playing golf, watching baseball games or going fishing."

AIEE Meeting Set for August

THE AMERICAN Institute of Electrical Engineers plans to devote a panel session to television and aural broadcasting during its August 28-30 Pacific General Meeting at Pasco, Wash.

On August 29, F. F. McClatchie, Pacific Telephone & Telegraph Co., will discuss a modified microwave system for color tv transmission. J. H. Clark, same firm, will talk on a video differential phase and gain equalizer. W. S. Michel, Bell Telephone Labs., will talk on statistical encoding for text and picture communication.



NEW officers of the Art Directors Club of Los Angeles seem to enjoy putting down the brushes and modeling for their own inaugural portrait. They are (l to r, seated) Michael C. Such of Erwin, Wasey & Co., president; Arthur J. Sherman, Hixson & Jorgensen Inc., first vice president, and Joseph Franz, Stromberger, LaVene, McKenzie, second vice president; (l to r, standing) John Whyte, Dan B. Miner Co., secretary; James Knight, Neale Advertising Assoc., membership chairman, and James Coyle, Charles Bowes Advertising Inc., treasurer. The club sponsors the annual Exhibition of Advertising and Television Art, covering 11 western states, and gives six art scholarships each year.

Two to Represent NARTB

NARTB has named two representatives to the American Council for Education in Journalism. Robert K. Richards, NARTB consultant, was designated the association's representative, and Robert T. Mason, WMRN Marion, Ohio, member of the NARTB Radio Board, was named representative on the council's accrediting committee. The council is a joint project to promote training in aural, visual and print journalism.

Seven New York Firms Join Film Producers Assn. There

SEVEN companies have joined the Film Producers Assn. of New York as new members, it was announced last week by Harold E. Wondsel, president of FPA, which embraces producers of tv film commercials and industrial motion pictures in the East.

New association members are Thomas Craven Film Corp.; Depicto Films; Elliot, Unger & Elliot; Filmways Inc.; Fletcher Smith Productions; Roger Wade Productions, and Wondsel, Carlisle & Dunphy. Mr. Wondsel reported that film companies are prepared for "an unparalleled production boom during the summer and fall." He said that the delay by networks in "firming up" the tv fall schedule had held up normal spring production of commercials, but added more summer activity is expected.

FPA, Mr. Wondsel said, is preparing a program for this fall to "reassert its qualifications," acknowledging that the tv film and industrial film industry in the East is receiving stiffer competition from West Coast interests. On the agenda for fall is another tv commercials workshop; the preparation of a code of fair practices and responsibilities to fit the current demands of the tv film and industrial fields and the issuance of a booklet on New York production value.

Calif. Court Demonstration Urged

DEMONSTRATION of the ability of radio-tv to report a court proceeding without disturbing orderly procedure would be staged by the California State Radio & Tv Broadcasters Assn., under terms of a resolution adopted by the board of directors. The association is conducting a campaign to gain equal access with other media to courts.

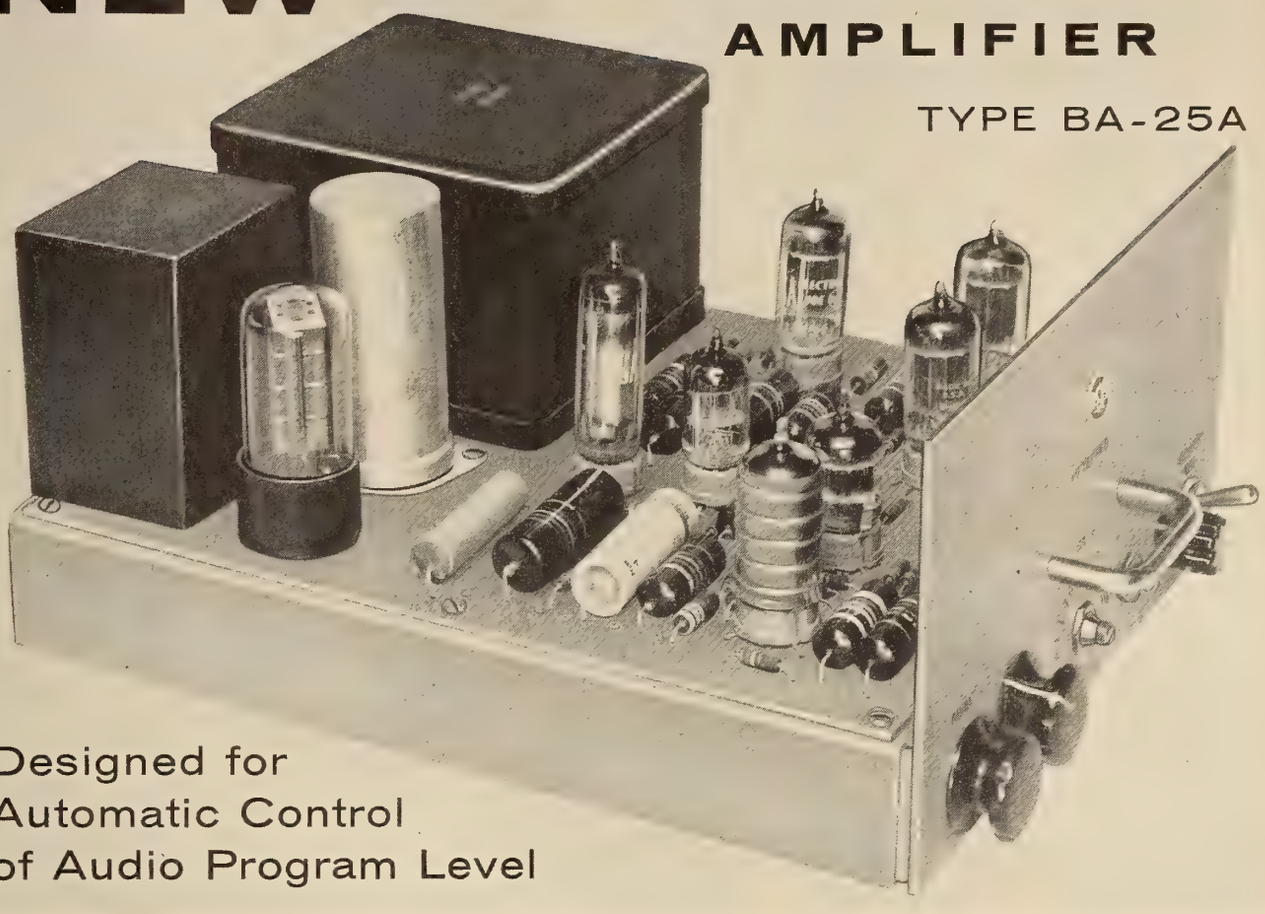
Annual convention of the association will be held in Los Angeles in November. Robert J. McAndrews, KBIG Avalon, and Loyd Sigmon, KMPC Los Angeles, are co-chairmen for the meeting. Hank Thornley, KBET-TV Sacramento, has been named publicity director of the association.



COLORADO Broadcasters Assn. elected new board members for 1957-58 at its annual meeting, held concurrently with the BMI clinic in Glenwood Springs June 20-21. L to r: George O. Cory, KUBC Montrose; Robert S. Hix, KOA Denver, secretary-treasurer; Jerry Fitch, KGLN Glenwood Springs, outgoing president; Robert Dolph, KFTM Fort Morgan, new president; Ray Beckner, KRLH Canon City, and Harry Hoth, KRDO Colorado Springs, vice president.

NEW AGC PROGRAM AMPLIFIER

TYPE BA-25A



Designed for Automatic Control of Audio Program Level

Features:

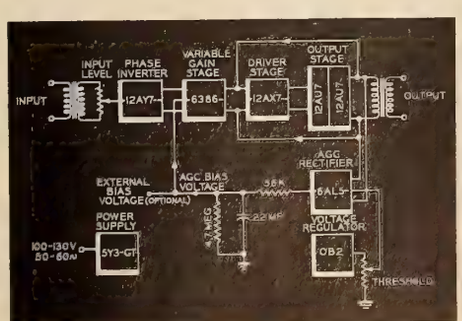
- Small, compact, plug-in construction.
- Feedback circuits assure excellent frequency response—low harmonic distortion at any degree of gain reduction.
- Provides automatic fading or remote gain control.
- Self-contained power supply.
- Metering switch provides quick tube check.
- Convenient front panel controls.
- Stabilized bias voltage.

Now you can improve your station coverage. This new RCA Program Amplifier with automatic gain control can maintain a nearly constant average output level over wide variations of average input level, thereby assuring maximum performance of your limiting amplifier.

Now you can prepare for unattended AM programming system. The amplifier is also used in conjunction with an external bias source for remote gain control or automatic fading permitting remote audio operation.

Other uses include its application as a master gain control for program line, microwave input audio control, automatic fader control, or straight program amplifier without level control (by removing tube disabling the automatic level control circuit).

Premium performance and ease of operation will assure years of successful application.



Ask your RCA Broadcast Sales Representative for complete information. In Canada: write RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

Tmk(s) ®

Industry Figures to Address Georgia Meeting Aug. 11-13

GEORGIA Assn. of Broadcasters will hear agency, advertiser, media and broadcast figures at its Aug. 11-13 meeting to be held at the Gen. Oglethorpe Hotel, Savannah. Frank H. Hoell, media director of D'Arcy Adv., Chicago, will speak at the Aug. 12 morning session and the Ford Edsel Division will send a representative.

FCC Comr. Robert E. Lee will speak at the Aug. 12 luncheon. Sol Taishoff, editor and publisher of B•T, will address the Aug. 11 night session. Gordon McLendon, head of the McLendon station group, and Gaines Kelley, WFMY-TV Greensboro, N. C., are other speakers. John M. Outler Jr., veteran broadcaster who is retiring from WSB-AM-TV Atlanta, will deliver a "farewell speech" at the GAB banquet. The association will elect officers. L. H. Christian, WRFC Athens, is president John W. Jacobs Jr., WDUN Gainesville vice president, is program chairman.

RETMA Studies Trade Shows' Value

A SURVEY of electronic manufacturers' opinions on the value of trade and industrial shows is being made by Radio-Electronics-Tv Mfrs. Assn. The study was ordered by the RETMA board at its May 17 meeting following expressions of growing concern by members over the increased number of trade shows and expositions. The survey is designed to yield data on cost of taking part in shows as well as membership opinion on the results obtained.

AWRT Picks Capital for 1961

THE national board of American Women in Radio & Television has selected Washington, D. C., as site of its 1961 national convention. The annual event will be held April 23-26 at Washington's Statler Hotel. Interim convention sites have been announced previously for San Francisco, 1958, and New York, 1959. AWRT board will not decide on a 1960 site until its fall meeting.

UPCOMING

July

July 8-Aug. 2: Television Institute, U. of California, Los Angeles.

July 16-19: ABC TV Affiliate Assn., Beverly Hills Hotel, Los Angeles.

July 20-23: National Audio-Visual Convention and Exhibit, Fairfax, Va.

July 27: United Press Broadcasters of Ohio, lunch, Deshler-Hilton Hotel, Columbus.

July 29: Iowa Broadcasters, summer meeting, Hotel Fort Des Moines, Des Moines.

August

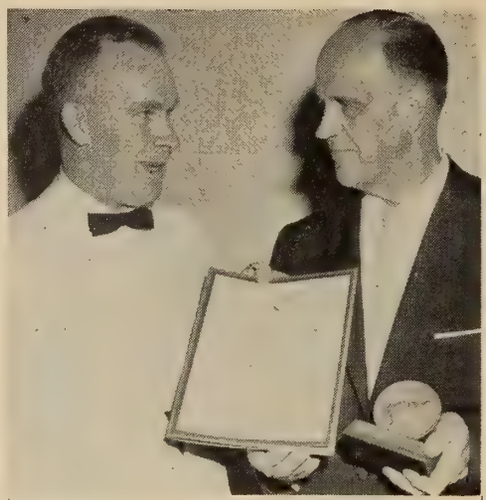
Aug. 11-13: Georgia Assn. of Broadcasters, General Oglethorpe Hotel, Savannah, Ga.

Aug. 15-17: South Carolina Radio & Television Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach, S. C.

Aug. 16-18: Semi-annual meeting, West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 20-23: Western Electronic Show and Convention, San Francisco.

Aug. 30-31: Annual meeting of Montana Radio Stations, Florence Hotel, Missoula, Mont.



HERE Lloyd E. Yoder (r), NBC vice president and general manager of WRCV-AM-TV Philadelphia, accepts the bronze medallion and citation of the National Education Assn.'s 1957 School Bell Award from Robert E. McKay (l), president of the National School Public Relations Assn., at special ceremonies in Convention Hall, Philadelphia, last fortnight. The award was made in recognition of the station's documentary tv series, Progress, in which New Jersey Education Assn. and the Pennsylvania Education Assn. presented programs dealing with current problems in education.

Stations Vie for Gold Medals

CALIFORNIA's radio and tv stations will complete for three Gold Medal Top Show Awards, given for the best program of the year—single or series, entertainment or public service—which will be presented by Gov. Goodwin J. Knight at the fifth annual Press-Radio-Tv Banquet to be held Aug. 31 at the California State Fair & Exposition, Bert J. Abraham, director in charge, said last week. Radio stations can enter as metropolitan (100,000 or more population range) or non-metropolitan. Tv stations are in their own category. Entries should be submitted by means of typewritten copy and/or story boards no later than midnight, July 20, to Press-Radio-Tv Awards, California State Fair & Exposition, P.O. Box 2036, Sacramento, Calif.

RTNDA Contest Now Open

ENTRY blanks for the annual news awards competition by the Radio-Television News Directors Assn., now in progress, may be obtained by writing Prof. Baskett Mosse, chairman, Department of Radio and Tv, Medill School of Journalism, Northwestern University, Evanston, Ill. Any radio or tv station in the U. S. or Canada may enter prior to the Sept. 1 deadline in four categories: outstanding radio news operation of 1957; outstanding tv news operation of 1957; outstanding news story or news feature broadcast by radio in 1957, and outstanding news story or news feature telecast in 1957.

AWARD SHORTS

WPTR Albany received 1957 award of Communication Arts Guild of Catholic Diocese of Albany for "the most original work by a medium of communication in strengthening the moral fibre of the community." Presentation was in recognition of station's participation in community campaign to get obscene literature off city's newsstands.

Johnny Grant, disc jockey, KMPC Los Angeles, received Certificate of Recognition, highest award of American Legion, presented by Los Angeles County Council of Legion at its annual Fourth of July fireworks show.

Otis Malcolm, make-up man, awarded Golden Palette of Society of Make-Up Artists for best tv make-up of 1956 for Loretta Young's make-up in "The Pearl" program of *Loretta Young Show* series on NBC-TV. Dick Smith received Golden Palette for best coordinated make-up and hair-styling for an entire tv production for "Taming of the Shrew" on NBC-TV's *Hallmark Hall of Fame.*

WGR-TV Buffalo received citation of merit from Erie County American Legion, for "its vital contribution to the community as a responsible medium of communication and for its whole-hearted co-operation with programming in the community interest."

Bob Emery, WBZ-TV Boston, received Certificate of Meritorious Service from Mass. Dept. of American Legion, for "his unceasing efforts to promote and instill in the minds of the youngsters . . . the basic concepts of loyalty and devotion to the American form of government."

WRCA-AM-TV New York was presented citation for its "outstanding public service contributions" by Richard E. Booth, executive director of Greater New York Fund.

KDKA-TV Pittsburgh received plaque from Lions International District 14-B for its work in drive for Pittsburgh Blind Assn.

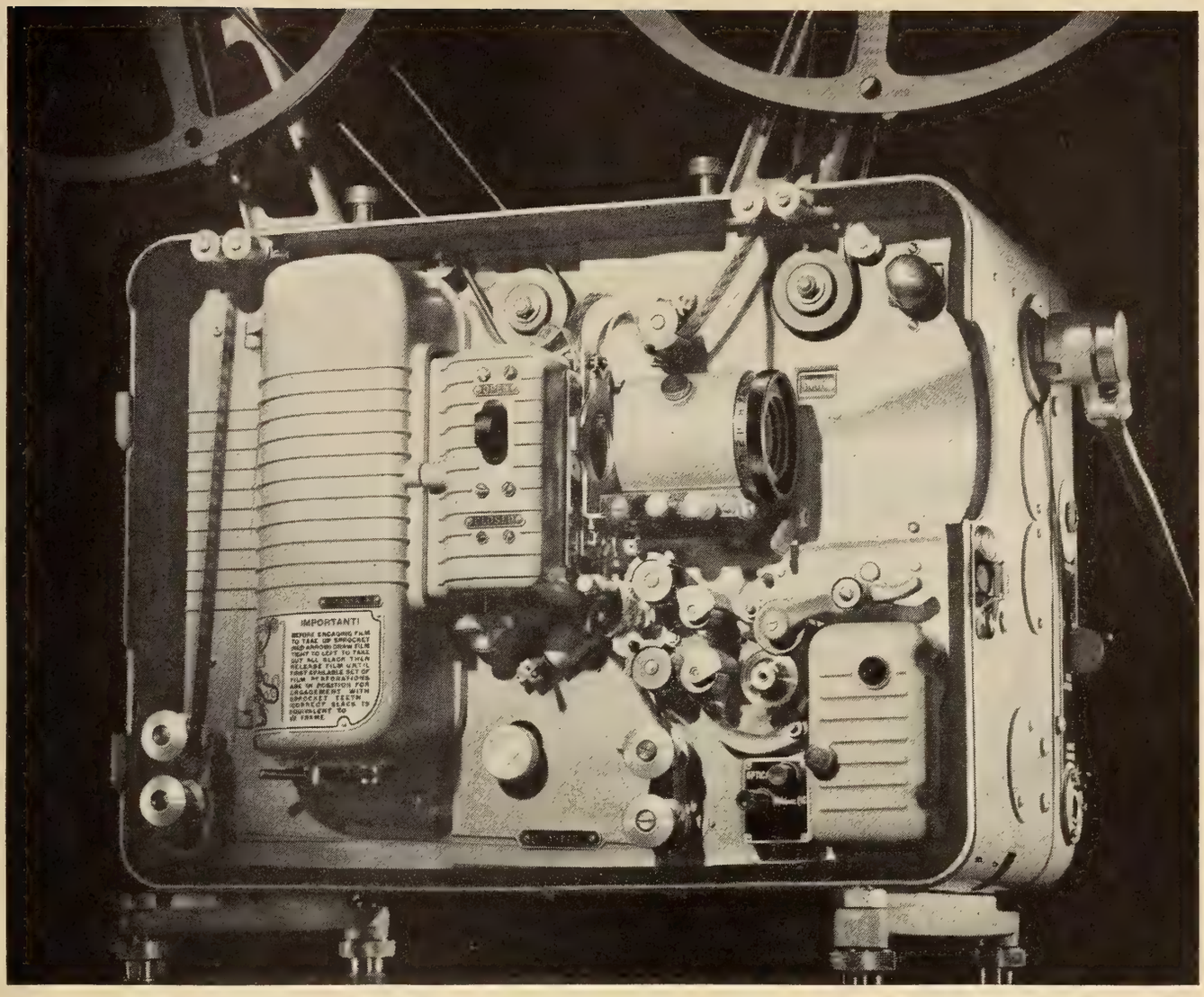
WMAQ (TV) Chicago's *Carnival of Books* program and its originator, **Ruth Harshaw,** cited by Chicago Council on Foreign Relations with its "World Understanding Award."

New York U. receives plaque from Federation of Hellenic American Societies for its tv series *Our Nation's Roots* (WCBS-TV N. Y., Sat. 2-2:30 p.m.).

Jessie B. Ferguson, Philadelphia school teacher, received NBC Public Service Award "in recognition of her outstanding service to the children of the community."

Adv. Club of Memphis honored at national advertising convention, Miami, for support of literacy course on tv and "Senior Citizen's Week."

WAVZ New Haven, Conn., honored by New Haven Safety Council for "its service to New Haven" and by National Safety Council with Public Interest Award for 1956.



BELL & HOWELL VIDICON PROJECTORS

Versatile Programming . . . Low Initial Cost



Originally produced to meet rigid JAN (Joint Army-Navy) specifications, this Bell & Howell projector is noted for its ruggedness, trouble-free performance, simplicity and ease of servicing. It includes the following special features: Optical and magnetic sound reproduction • Fixed-axis framing • Easy threading Built-in loop setter • Forward and reverse • Operating hour meter • Single-phase operation • 600-ohm balanced line output.

As an integral part of Vidicon film chains, this new 16mm Bell & Howell projector provides many unique advantages. For example, you get complete manual control, plus connection for remote control. At the push of a button, you can change from picture and sound on one projector to the same set-up on the other.

This Bell & Howell projector also conforms to proposed new ASA standards for placement of magnetic sound. All in all, the full potential of versatile programming is in direct proportion to the creativeness of your production people.

Talk to your Systems Supplier soon. His quotation will be a pleasant surprise. Or write for specifications on Design 614 CVBM projector. Bell & Howell, 7139 McCormick Road, Chicago 45, Ill.

FINER PRODUCTS THROUGH ***IMAGINATION***

Bell & Howell

Tv Gains Court Access At Trial in Texarkana

TELEVISION film coverage of a Texarkana, Ark., murder trial by KCMC-TV was started last week as the presiding judge, along with observing judges from Texarkana, Tex., voiced approval of broadcast reporting.

Circuit Judge Lyle Brown permitted silent film telecasts Thursday afternoon after viewing rushes with trial counsel. He expressed amazement that the camera was able to cover the courtroom so well, working behind a one-way glass panel installed in a side door of the courtroom. He added that the pickup caused no disturbance in the courtroom.

KCMC-TV went on the air Thursday evening with portions of the Wednesday proceedings. A commentary was supplied by the news staff, headed by Bill Gill.

Judge Brown was contacted Thursday by a representative of the American Bar Assn., he told newsmen, and informed the coverage was a violation of Canon 35 (ABA ban on broadcast-visual coverage of court proceedings). The judge said he took the matter "under advisement."

Attorney Harold Flowers, representing James Moore, 18-year-old Negro defendant, twice objected to tv coverage though it was stated he had agreed verbally to broadcast reporting prior to the trial.

The KCMC-TV telecasts attracted nationwide attention. At the weekend several news film services were interested in film footage. KCMC taped the proceedings for radio via concealed microphones. George Dobson, stationed in an anteroom, provided taped commentaries which were carried delayed, but actual sound recordings of the trial will not be broadcast until it is over, under terms of a ruling by Judge Brown. KCMC-TV is planning to cover final stages of the trial, including the verdict, with sound film.

Walter M. Windsor, KCMC-TV general manager, said plans for courtroom coverage were started more than a year ago. Mr. Gill obtained permission to film the Moore trial, which has aroused wide interest because the defendant had previously been found guilty in a joint trial involving three other defendants. The present trial follows a successful appeal for separate trials.

The broadcast coverage will be shown to the state Legal Council, comprising all Arkansas trial judges, at a later date in an effort to open all state courts to complete news coverage.

KPAC-TV Sets Sept. 15 Start; To Serve 'Golden Triangle'

KPAC-TV Port Arthur, Tex., which is affiliated with NBC and represented for national sales by Paul H. Raymer Co., has set Sept. 15 as its target date, reports Mack Newberry, sales manager.

The ch. 4 station, licensed to Texas Goldcoast Television Inc. (owned by Port Arthur College and Jefferson Amusement Co.), will serve Texas' "Golden Triangle": Port Arthur-Beaumont-Orange. KPAC-TV will broadcast with 100 kw video and 50 kw audio, as a full-time network-color station. Studios will be located in Port Arthur, says Mr. Newberry, with the antenna, 702 feet above average terrain, located in Vidor, Tex.

Julius M. Gordon, president of Jefferson Amusement Co. in Beaumont, will act as president of Texas Goldcoast Television Inc. and general manager of KPAC-TV. Mr. Newberry formerly was with WFAA Dallas and was promotion manager for KPAC-AM Port Arthur for the past eight years. Glenn Boatright will be the new station's chief engineer and in addition will continue as chief engineer of KPAC and as dean of electronics at Port Arthur College.

WATV (TV) Sale Talk Ends But 'Cash' Offers Welcome

DISCUSSIONS between WATV (TV) Newark, N. J., and a "group of interested parties" for purchase of the ch. 13 outlet came to an abrupt end last week with a terse announcement from the station's president-general manager, Irving R. Rosenhaus. The announcement, in its entirety: "Negotiations for the purchase of the station have been discontinued."

The station has been "on the block" since spring [Closed Circuit, May 27] but never "officially," according to a WATV spokesman. He explained that Mr. Rosenhaus had never publicly voiced a desire to sell the station (asking price $4 million plus $600,000 in property), but "listened attentively" when the Metropolitan Educational Television Assn., a non-profit educational group in New York, approached Mr. Rosenhaus with an offer to purchase his station. META currently operates out of a tv production center in Manhattan's Carnegie Endowment for Peace Bldg., opposite UN Headquarters, and is seeking a channel.

Shortly after META began talking with WATV, the spokesman continued, "word leaked out that we were actively looking for a buyer." He added, "we weren't." However, a number of other prospective buyers began talking with Mr. Rosenhaus, most serious of whom was Sylvester L. (Pat) Weaver Jr., former NBC board chairman, now president of Program Service Inc. It is reported Mr. Weaver and several of his associates bid approximately $3.9 million for the station, but balked at buying WATV's physical plant in New Jersey.

Another WATV source explained that at this point the station began to feel the pressures that come with news of selling out. Advertisers and agencies "begged off" making any sort of positive decision about their fall campaigns and "internal morale" was affected.

Mr. Rosenhaus' announcement, however, does not slam the door shut on any prospective purchaser, station management insists. The WATV spokesman added that the station will not "talk turkey" unless it gets a specific offer and unless that offer is backed with cash, "not vague promises."

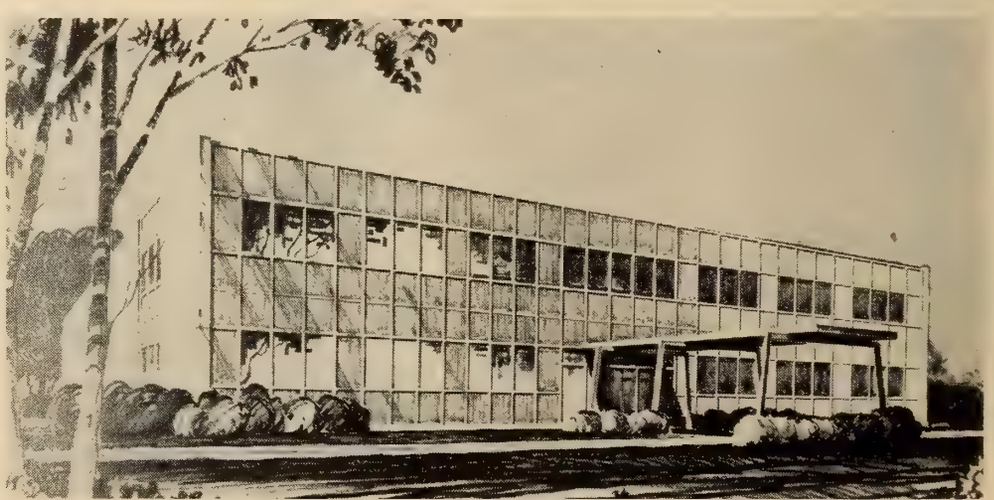
Reaffirming its position, WATV last week also anounced that it had completed the purchase of the National Telefilm Assoc. "Rocket 86" package of 86 20th Century-Fox Film Corp. pre-1948 pictures. It also told of "negotiations for sponsorship of a weekly boxing show . . . with a major advertiser" to start in mid-September.

. . . but these WERE sold

W. DEE HUDDLESTON and associates, owners of WIEL Elizabethtown, Ky., bought WLBN Lebanon, Ky. (1590 kc, 1 kw), from Charles Shuffett and C. H. Hulse for $65,000. Broker was Paul H. Chapman Co.

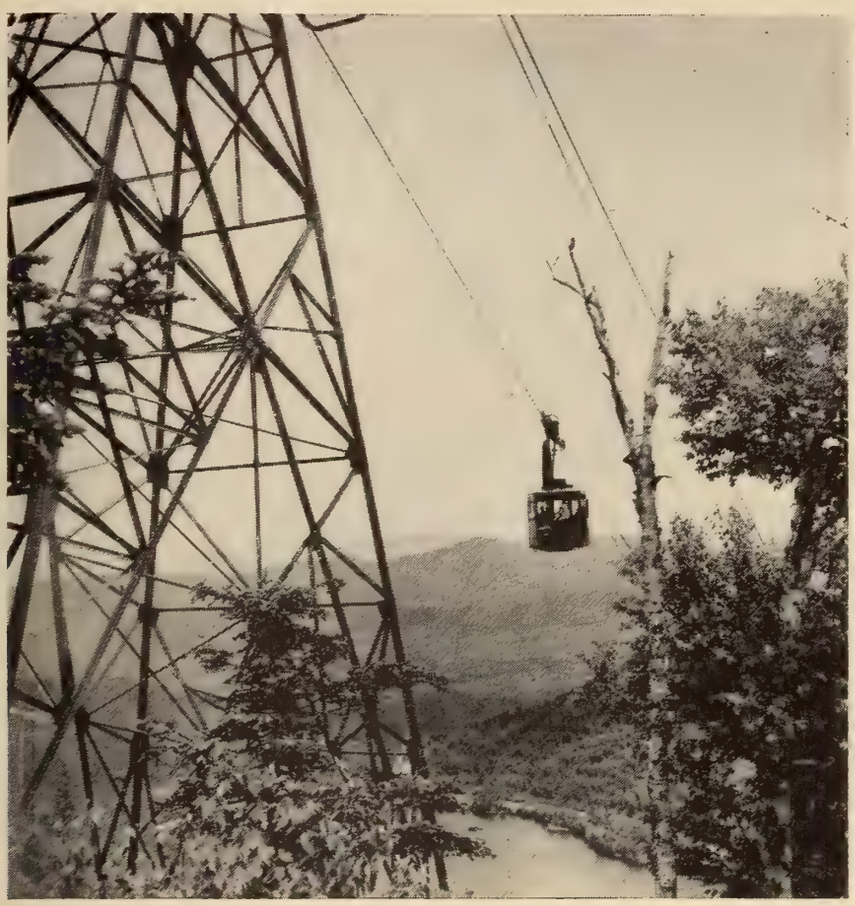
WPLY Plymouth, Wis. (1420 kc, 500 w), was sold by Milton Maltz and Robert Wright to Charles and Marion Boonstra, R. B. Rogoski, and Dalton C. Hille, all of Muskegon, Mich., for $65,000.

The Boonstras have substantial interest



CONSTRUCTION of the new WSOC-AM-FM-TV Charlotte, N. C., television city will begin within the next thirty days, it was announced last week by Larry Walker, president of the WSOC Broadcasting Co. The new radio-tv center, which will be one of the most modern in the country, will be erected on a large tract of land approximately 8½ acres and the main building will contain approximately 27,000 square feet of floor space. Completion of the "tv city" is expected in the spring of 1958.

Only STEEL can do so many jobs so well



You'll Float Through The Air—For A Mile. This is a cable tramway for tourists that goes up Cannon Mountain at Franconia Notch in New Hampshire. The heavy wire ropes are well over a mile long, 1⅞ inch in diameter and they weigh 28 tons apiece. The cable was made and installed by American Steel & Wire Division of United States Steel.



Carry Your Books? Walk into almost any school and you'll see row upon row of student lockers—made from cold rolled steel sheets. That's because no other material offers such a desirable combination of strength, durability, and low cost.



This trade-mark is your guide to quality steel



Biggest Airplane Hangar In The World— If you include the maintenance shops, the Air Force hangar in San Antonio sprawls out over *23 acres*. Inside the hangar there is a 250-foot clear-span area without a post or pole of any kind between the floor and ceiling. Airplanes can be moved about freely without obstruction. This has been made possible by long, strong steel roof trusses. The entire building was fabricated and erected by the American Bridge Division of United States Steel.

UNITED STATES STEEL

AMERICAN BRIDGE..AMERICAN STEEL & WIRE and CYCLONE FENCE..COLUMBIA-GENEVA STEEL..CONSOLIDATED WESTERN STEEL..GERRARD STEEL STRAPPING..NATIONAL TUBE
OIL WELL SUPPLY..TENNESSEE COAL & IRON..UNITED STATES STEEL PRODUCTS..UNITED STATES STEEL SUPPLY..*Divisions of* **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNITED STATES STEEL HOMES, INC • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 7-221

SEE The United States Steel Hour. It's a full-hour TV program presented every other Wednesday evening by United States Steel. Consult your newspaper for time and station.



Building a Station?

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'COPTER FINDS SITES

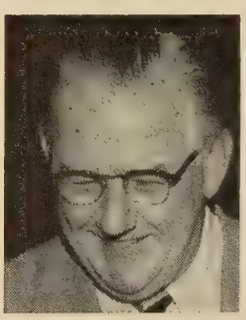
WHERE to erect the tv antenna seemed to be the main problem confronting potential set-buyers in Juneau Alaska's mountainous outskirts, miles from the city's station, KINY-TV. That is, it was a problem until enterprising tv set retailer Al Glover came up with the idea of using his helicopter to find good antenna sites. The helicopter, equipped with aerials on each landing skid, hovers over the home of a prospective customer until a clear picture is obtained on a 17-inch portable set in the copter's cockpit. A marker is then dropped signifying not only where an antenna can be built but also another sale for tv dealer Glover.

in WMUS Muskegon. Mr. Rogoski is WMUS president, and Mr. Hille is its general manager. The sale was negotiated by Allen Kander & Co.

WJMS-TV Ironwood, Mich., holding a permit for ch. 12 since 1955, has been sold by William J. Johnson and associates to WDMJ-AM-TV Marquette, Mich., for out-of-pocket expenses totaling round $10,000. The sale is contingent on FCC permission for operation of the station as a satellite of CBS-affiliated Marquette outlet and also authority to feed the Ironwood station via microwave relay.

Carter Leaves WAAM (TV); WBC Takes Over on Aug. 5

RESIGNATION of Kenneth L. Carter as general manager of WAAM (TV) Baltimore was announced Thursday by Ben Cohen, president. The station becomes a Westinghouse Broadcasting Co. property Aug. 5.



MR. CARTER

Mr. Carter joined WAAM in 1948 as local sales manager, becoming general manager in 1950 and vice president last October. Mr. Cohen said the station had received over 100 major public service awards during the Carter regime. Mr. Carter was a three-term member of the NARTB Tv Board, serving as vice chairman when his term expired last April. He was co-chairman of the 1957 NARTB convention.

Pending the transfer to Westinghouse ownership, Mr. Cohen will assume the responsibilities of general manager. Mr. Carter said he had no immediate plans. He has resigned from the board of Television Bureau of Advertising.

At WBC it was stated that no announcement of WAAM personnel plans would be made until Aug. 5. A major promotional campaign is planned, starting in September.

WINS Ballyhoo Ties Up N.Y. Phone Exchange

THE New York Telephone Co., which has been waging a campaign against promotion-minded film companies using telephone exchanges through which to publicize forthcoming films, last week tangled with WINS New York over the same principle. But in this case, WINS was plugging WINS, using "My Fair Lady" as the gimmick.

The station all week, during its early-morning weekday show, *Contact*, starring former sportscaster Bill Stern, offered two tickets a day to "My Fair Lady" to the first listener calling in whose private telephone number totaled 20 or 36 or some other "magic number." With "MFL" ducats harder to come by than invitations to the White House, WINS figured the stunt would boost *Contact's* audience to a considerable degree. It did: on Monday, enough people (WINS estimate: 50,000) called to put the Murray Hill 7 exchange as well as several "tandem lines" out of commission because of overloaded circuitry.

That afternoon, telephone company officials contacted WINS Sales Manager John M. Maupin and begged him to cease and desist, citing the Public Service Commission's stand on the use of telephone service. PSC, said the telephone company, feels that tying up phone lines for promotional services isn't "public service." WINS disagreed and argued that by being on the air it was doing the public a "service." The telephone company then said it would cancel service on the Murray Hill number used by the station. WINS reported it asked the company to take out newspaper ads to acknowledge publicly that WINS' popularity in the early morning had strangled the phone company's facilities, thus explaining the cancellation of the Murray Hill number. The telephone company, on the other hand, said Mr. Maupin volunteered to take the ads out himself.

At any rate, a temporary truce was called. WINS agreed to limit the contest to three minutes and said it would have Mr. Stern exhort his listeners not to call after a winner had been announced. Instead of the Murray Hill number, WINS took

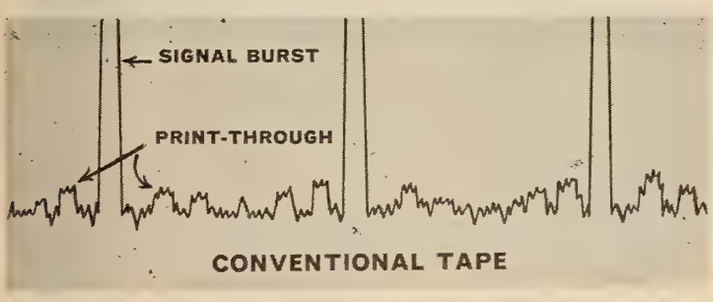


"Bet you can't lay an egg over KRIZ Phoenix!"

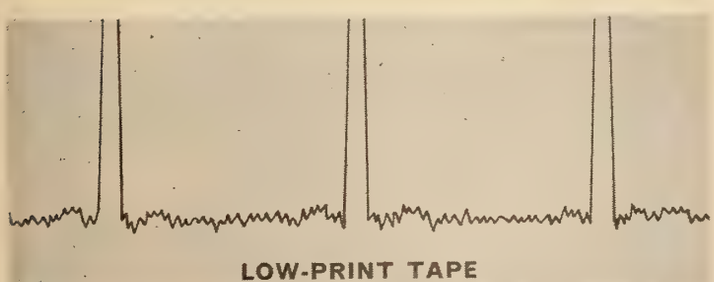
LOW PRINT



Another 3M first! New gold seal professional tape cuts print level 8 db!



Strip chart clearly shows prominent print-through signals before and after 1-second, 1-kc tone bursts on a conventional tape stored 5 minutes.



Strip chart with same signal proves that new "Scotch" Brand Low-Print Tape stored for same time has greatly reduced print-through.

Is print-through a problem with you? Solve layer-to-layer signal transfer in tape wound on rolls by using new "Scotch" Brand Low-Print Magnetic Tape with the lowest print level of any tape on the market.

New gold seal Low-Print Magnetic Tape gives you 8 db lower print level . . . reduces print-through to a point below noise level on most professional machines. First tested commercially a year ago, this new tape is the product of 8 years of intensive research in 3M Company laboratories.

Superb recording characteristics are another feature of "Scotch" Brand Low-Print Magnetic Tape. Its new oxide construction gives increased potency, greater sensitivity. Available in 1200, 2400 and 4800 ft. lengths.

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SCOTCH
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The term "Scotch" and the plaid design are registered trademarks for Magnetic Tape made in U.S.A. by MINNESOTA MINING AND MFG. CO., St. Paul 6, Minn. Export Sales Office: 99 Park Avenue, New York 16, N. Y. © 3M Co., 1957

WHAT'S NEW AT WCCO-TV: NEWS

MORE news is good news at WCCO-TV Minneapolis-St. Paul this year since the station has remodeled its building completely, expanded its news staff and facilities, and taken a calculated programming plunge by placing its greatest local production emphasis on a nighttime half-hour of news, weather and sports, according to F. Van Konynenburg, WCCO-AM-TV vice president-general manager.

The physical aspect of WCCO-TV's new news era began about three months ago with completion of its building expansion which, without at all interrupting the station's program schedule, added two-and-a-half stories to the structure, installed what the station claims is the largest television studio in the Northwest —originating point for the nightly *Ten O'clock News, Weather and Sports*— and so developed its basement that the enlarged news department situated there now occupies nearly the entire floor, with one large news room, a film lab, still photographic darkroom, projection room and news director's office.

But the growth and reformation of WCCO-TV's home tells only part of the news story. Over the past eight months the station has doubled the size of its news staff, which now numbers 22 reporters, writers, photographers and technicians. This is above and beyond the station's eight on-air personnel. WCCO-TV has increased its emphasis of news film coverage. Besides CBS Newsfilm, which is flown in 10 times each day, there is extensive filming of the local scene with photographers averaging 20,000 feet of news film each week, an approximate increase of one-third over last year.

In addition to the CBS film on ch. 4 in Minneapolis-St. Paul, viewers receive the benefits of the AP and UP wires and UP facsimile service. A dispatcher monitors police radios from both of the Twin Cities, as well as those of the sheriff's office and highway patrol. Information that has the makings of a news story is forwarded immediately by shortwave to the WCCO-TV cruisers and the station's news plane. While news film is processed in the WCCO-TV lab, the copy for it is written in the big editing room.

The primary production vehicle for all this news-gathering and preparation is the giant *Ten O'clock News, Weather and Sports* program, seen seven nights a week and containing 20 minutes of international, national, state and local news, plus five minutes each of the latest weather and sports. The WCCO-TV staffers who handle this show are: Dave Moore, news; Bud Kraehling, weather; Dick Enroth, sports. Prior to this extensive evening news program the station's nightly news effort was confined to a 10-minute news show at 10:30, five nights a week.

All told, the station has 28 local news offerings each week. The tv news day begins at 7:55 a.m. each weekday with a five-minute newscast followed by another five minutes an hour later. Charles McCuen broadcasts both programs as well as the *News at Noon*, five days a week at noontime and the *Sunday Noon News* at 12:30 p.m., Sundays. Cedric Adams handles the *Dinner Time News* at 6 p.m. each weekday. To supplement the *Ten O'Clock News*, experts in various fields sometimes appear on the show to analyze any complicated stories in readily understood terms.

In sum, WCCO-TV has gone all out to prove there will be no trend away from extensive news coverage in Minneapolis-St. Paul. As one viewer put it: "WCCO-TV now opens up the world of news, swings the door wide so I can hear, see and experience the events of the day."



STAFFERS *of WCCO-TV's news department pose in the new city room. Seated in the foreground are the reporter-writers (l to r): Ed O'Hara, Jim Richardson, Tom Pettit, Nat Rutstein, Bob Casey and Joe Bartelme. The photographers in right background (l to r): Wally Cameron, Gordon Bartusch, Joe Sullivan, Stan Zieve and John Croft. Associate News Director Bob Shafer is shown standing in center background behind the reporter-writers and photographers. Seated at the tables behind the reporter-writers are (l to r): Gloria Bartusch, news department librarian, and Mary Ellen Trueman, news department secretary. Behind them are dispatchers (l to r): John Briska, Dave Ziegenhagen, Jerry Norbery and Duane Gratz. Seated to the right of the dispatchers are lab technicians Larry Kohout and Bob Sjoholm.*

its four private lines, each a Bryant 9 exchange. This worked on Tuesday, but the following day, the WINS audience had memorized the four numbers and bombarded the station through the Bryant numbers. Although WINS claimed that by 1 p.m. Wednesday the Bryant numbers had gone "dead," assuming that the phone company had canceled the service, phone company executives contended this was "certainly not the case." WINS later attributed the halt in service to a "technical matter" unrelated to the *Contact* contest.

The telephone company said its most recent argument concerning the use of phones for film "ballyhoo" was with the publicity department of Columbia Pictures Corp., which had invited New Yorkers—by word of mouth—to call a certain number in order to hear a very "important" (and provocative) message. The message was delivered by an unidentified girl (on recording) doing her sexiest best to get people to see the film "My Sister Eileen." This situation was remedied after the telephone company had taken up the matter with Columbia.

L. A. Building Radio-Tv Facility

COVERING city hall is going to be a lot easier for the radio-tv newsmen of Los Angeles starting this fall when a new facility equipped with an Auricon sound tv camera, plus a 16 mm hand camera and a radio console will be completed. The facility also will be used for training films for new employes of the various city departments and offices.

WICU (TV) Tower Rises Higher

CONSTRUCTION work on the new WICU (TV) Erie, Pa., tower, which will boost the station's power to 316 kw, is expected to be completed by the end of this October, according to Ben McLaughlin, general manager. The tower's new height will be 782 feet above average terrain.

WSAZ Appeals Court Ruling Based on Out-of-State Suit

RECEPTION of a broadcast signal in a state could place the originating station in the position of doing business in that state under provisions of a federal court ruling being appealed by WSAZ-AM-TV Huntington, W. Va.

WSAZ Inc. is asking the U. S. Court of Appeals, Sixth Circuit, to reverse a ruling by the U. S. District Court (Eastern Kentucky) in a libel suit. The district court held that WSAZ Inc. properly stood trial in a local Kentucky court.

In its appeal, WSAZ Inc. contends it did not come under Kentucky jurisdiction since it has no offices or employes in the states; only 1.03% of its total $1,976,049 sales in the year preceding filing of the 1955 libel suit was sold to Kentucky advertisers; most of this advertising was negotiated in Huntington or handled there by phone; it sends newsmen into Kentucky only occasionally, and the broadcasts involved in the libel suit were not connected with any advertising.

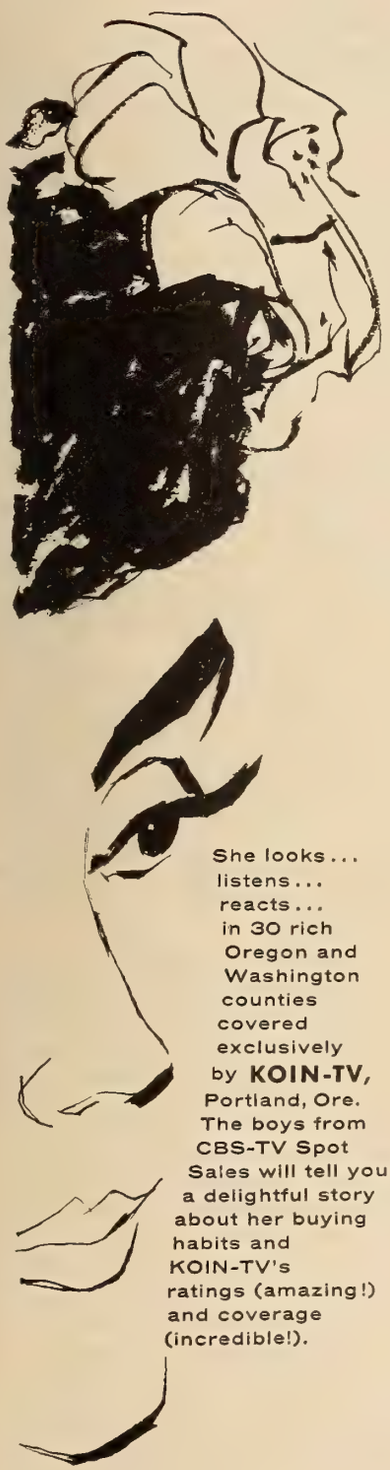
Since trial in the local Kentucky court was based on the claim that WSAZ Inc. was doing business in the state, WSAZ Inc. contends it should not have been forced to stand trial merely because its signal crossed the state line. The station brief poses this point: Can a broadcaster be sued and forced to stand trial in any state or territory where its signal may be received? Carrying the idea further, it is suggested the decision could mean that any radio or tv company could be held doing business in any state, though it had no property or employe within 1,000 miles.

WFGA-TV Sets Sept. 1 Target; Local Sales Staff Announced

WFGA-TV Jacksonville, Fla., ch. 12 uhf outlet, will go on the air Sept. 1 with basic NBC-TV programming, according to an announcement last week by Jesse Cripe, station manager. The WFGA-TV local sales staff will consist of Willard (Bill) Fraker, local sales manager, and account executives Bill Miller, Mel Bruning, Bill Slater and Ed Brett. Messrs. Fraker, Bruning and Slater formerly were on the sales staff of WJHP-TV Jacksonville, uhf outlet. Mr. Miller joins the WFGA-TV staff from WFLA-TV Tampa, Fla., and Mr. Brett was with the *All-Florida Magazine*. Ralph Nimmons is general sales manager of the new station.

APPRECIATION

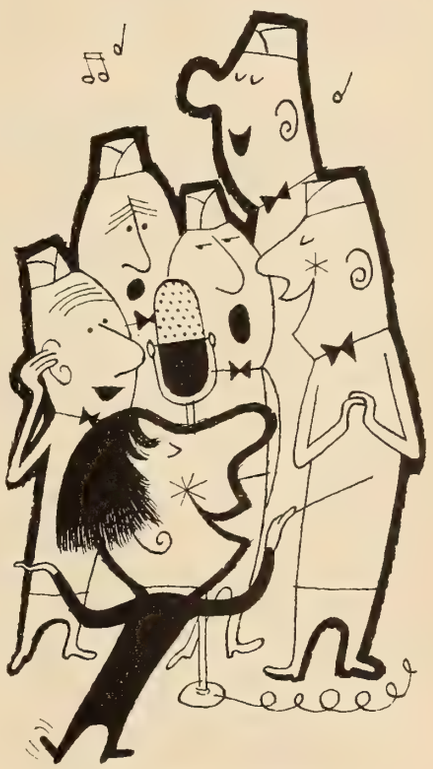
THE OWNER of Cooky's Grill in Morro Bay, Calif., received a surprise gift from six of his waitresses. They purchased three 10-second tv spots to boost the grill on KEYT (TV) Santa Barbara. The spots were scheduled to run just prior to the *Friday Night Fights* telecasts. The girls bought them to show their appreciation of their boss.



She looks... listens... reacts... in 30 rich Oregon and Washington counties covered exclusively by **KOIN-TV,** Portland, Ore. The boys from CBS-TV Spot Sales will tell you a delightful story about her buying habits and KOIN-TV's ratings (amazing!) and coverage (incredible!).

KOIN and the **FOOD CHAIN QUINTET** are a hot combo

(IN PORTLAND, OREGON)



PORTLAND'S FIVE BIGGEST FOOD CHAINS *(doing over 60% of the total volume)* **ARE LONG-TERM ADVERTISERS ONLY ON KOIN RADIO...**

Fred Meyer . . . . . 22 years
Kienow's . . . . . 10 years
Piggly Wiggly . . . 7 years
Safeway . . . . . 6 years
Columbia Mkts. . . 6 years

In Portland, the men who WATCH the sales use the station that MAKES the sales!

KOIN RADIO
PORTLAND, OREGON

REPRESENTED BY CBS RADIO SPOT SALES

DATELINES

Newsworthy News Coverage by Radio and Tv

DALLAS—On the morning of July 4 KLIF Dallas submitted new proof to its listeners that an independent station can do an impressive international news job without network facilities. Staffers worked through the night July 3 calling UP newsmen in London, Berlin, Belgrade and Paris by transatlantic telephone for first-hand reaction to the Kremlin political shakeup.

Starting just before midnight, Dallas time, KLIF News Director Dave Muhlstein finished the final call just before 7 a.m. The telephone tapes were edited and on the air by 8. KLIF broadcast the overseas report several times during the morning and afternoon and fed it to sister stations KTSA San Antonio and KILT Houston. Listener reaction to the international story was gratifying, KLIF reports.

KANSAS CITY—With the pool origination July 6 of the Truman Library dedication in Independence, Mo., for the full ABC-TV Network, KCMO-TV Kansas City completed its longest feed to date. To cover the hour-and-a-half affair, KCMO-TV used five cameras, 12 technicians, a five-man production crew and three stagehands, under supervision of Vic Anderson, technical advisor, and Steve Mills, director. Also on hand were newsmen Jim Monroe, Harold Mack and Allen Smith, two news cruisers and film cameraman Bob Youker.

TRAVERSE CITY—One of Michigan's worst traffic accidents, a seven-fatality smashup, July 5, brought President-General Manager Les Biederman of the Paul Bunyan Network to the scene to cover for his stations, NBC and the AP. Paul Bunyan stations are WTCM-WPBN-TV Traverse City, WATT Cadillac, WATZ Alpena, WMBN Petoskey and WATC Gaylord, all Mich.

When a car with nine passengers crashed into a truck 25 miles out of Traverse City, a Paul Bunyan remote unit rushed to broadcast bulletins, film the disaster scene and interview the surviving truck driver. Mr. Biederman's team also covered at the hospital, where two critically injured children were taken. A survivor of the deceased family, a married daughter in Bay City, Mich., was located after she heard the Paul Bunyan report over NBC there.

PORTLAND — KGW-TV Portland, Ore., cracked the courtroom camera barrier last month when it won permission to telecast the jury's verdict in the perjury trial of Portland Mayor Terry D. Schrunk. The not-guilty verdict was carried live on KGW-AM-TV and on KING-TV Seattle, and the video coverage was roundly commended in a feature story in the *Portland Journal* Sunday, headlined, "Tv Verdict Makes History."

Permission for the courtroom coverage was given by Circuit Judge James W. Crawford after consultation with jurors. KGW-TV's request was granted, the *Journal* said, "partly because of the fine manner in which the various news photographers conducted themselves during the main part of the trial" and partly because of a growing conviction that Canon 35 is outmoded. Judge Crawford told KGW-TV officials that the event was an important step "in opening the court to this new medium." KGW-TV's camera was stationed in the judge's chambers and required no extra lighting. Telecasting the verdict was called by the *Journal* "a great experiment," proving that "modern photography can be unobjectionable in a courtroom."

MIAMI—Combining primitive and modern communication techniques, WTVJ (TV) Miami has managed to give its viewers pictorial coverage of the impeachment trial of Miami Circuit Judge George Holt. When the trial got underway in Tallahassee, Fla., WTVJ cartoonist Roy Ritzell was on hand to sketch the proceedings. His cartoons have been transmitted to WTVJ studios each evening over a UP wire-photo line. The Holt trial started this month, when articles of impeachment were presented by the Florida House of Representatives, after months of investigations. All news cameras were barred from the trial.

HUNTINGTON—WHTN-TV took the same route around the camera ban to cover the local murder trial of Elmer Bruner in this West Virginia city. Staff artist Bill Sayre made daily sketches of the four-day proceedings, which ended in conviction of the defendant for the hammer-killing of Mrs. Ruby Miller.

COLUMBUS—News may not be strictly within the line of duty of J. D. Adams, janitor at WRBL-AM-TV Columbus, Ga. But Mr. Adams knows a story when he sees one. On a recent Sunday morning Mr. Adams, out in his automobile, saw a helicopter, buffeted by wind, clip off the top of a utility pole, go out of control and crash. He sped to a telephone and called the office.

The staff there, prepared for a quiet and routine Sabbath, had to call Chief Engineer Gamble off vacation to cover the helicopter mishap. But Mr. Adams' call was timely, since the air accident was the first of a series of news breaks unfamiliar to the Sunday beat.

At the crash scene, Mr. Gamble and Skeets Joiner, WRBL-TV cameraman who joined him to film the story, saw smoke billowing a mile away. Mr. Gamble rushed there to broadcast first reports on a cabinet shop blaze. He was joined by News Director Glen Broughman who wrapped up both crash and fire stories and sped away on still another tip to the Chattahoochee River to cover a reported drowning.

SAN FRANCISCO—KCBS here cut through the red tape of local and federal government agencies June 29 to broadcast dramatic police reports of the pursuit and capture of James Goldman, kidnaper of Sheriff's Deputy Harry (Kip) Haring.

The Napa County sheriff's office had recorded shortwave reports as they came in from police cars, airplanes and helicopters pursuing the dope-crazed kidnaper. On the recordings were police descriptions of how Deputy Haring wrested a gun from his captor, shot him and brought their car to a halt.

To get the documentary dialog, KCBS went through the Napa County sheriff's office, the Santa Clara sheriff's office relay station, the Associated Public Communications Office of California (which designed the shortwave network) and the FCC. KCBS and the CBS Radio Network broadcast the police report several times June 29-30.

LAKE CHARLES—Rehabilitation of coastal communities after the June 27 hurricane finds KAOK Lake Charles, La.—the station which broadcast the area's only signal during some of the worst of the storm—still serving a ravaged area. Daily reports of dead, missing and survivors last week still went out

DAVIS DELIVERS DAD

WHB Kansas City, Mo., disc jockey Gene Davis now can qualify as an official "stork helper." A call hit the station one morning not long ago from an excited listener who had good cause for her excitement; she was about to give birth. Would Gene try to reach her husband, somewhere between Kansas City and Wichita, on WHB? Gene would and did and the daddy-to-be rushed home just in time to be present for an early glimpse of his seven-pound baby boy.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

from KAOK, with Civil Defense. Red Cross messages and appeals for aid.

Hurricane Audrey first began to dominate KAOK broadcasts at noon, June 25, two days before it hit. Warnings went out on a signal that could be heard, KAOK says, in nearby Cameron, which was to be devastated, along with Pecan Island and Grand Chenier. As the storm mounted, Tom Gresham and Roy Rhodes, co-managers of KAOK, decided to sign on at 3:30 a.m. Thursday, some hours before the hurricane's full force was felt. Announcer Jack Minnis, through contacts at the Lake Charles Air Force Base, arranged to borrow a 5 kw gasoline power unit. Power failed at 8:30 a.m., leaving the area without broadcast service, until KAOK was able to transport the Air Force unit to its studio, borrow necessary cable and return to the air at 11:30 a.m. As gas dwindled, staffers had to siphon a supply from station cars to maintain power.

At this time KAOK studios were headquarters for Red Cross, Civil Defense, weather, city and utility officials, who broadcast emergency instructions to residents. KAOK was on the air all night, and as wind and rain diminished the next morning, survivors from Cameron reached Lake Charles. The next chapter of the hurricane story began on KAOK, and it goes on, as the gradual process of rehabilitation moves forward.

KFMB FAMILY DOES NONSTOP NEWS JOB

THERE is no conflict between job and family in the life of Merritt Hadley, news director of KFMB San Diego, Calif. Having assigned himself to fulltime duty, Mr. Hadley has put his wife to work, too. Monitors and loudspeakers in the Hadley home are tuned to police, fire, sheriff's and Coast Guard frequencies 24 hours a day. Reports are heard all through the house on a five-speaker system Mr. Hadley built. A monitor is on all night. Another monitor is in the family automobile, along with built-in tape recorder.

Police and other news sources are becoming as well acquainted with Mrs. Hadley as with her hard-working husband. When several stories break at the same time, Mr. Hadley calls home, and Mrs. Hadley covers whatever the regular staff can't. Neither of the team ever stops. As she fed the baby one recent 3 a.m., Mrs. Hadley heard an important police call and went to rouse her husband, only to find him almost out the door. He had heard the report on the bedside monitor.

Pleased with the service, KFMB brags that it has what it believes to be the country's only entire-family news director on the job around the clock.

SHREVEPORT — Al Crouch of KENT Shreveport, La., set out by car for Lake Charles Wednesday night and got there just as Hurricane Audrey hit Thursday morning. This was the beginning of a 104-hour job by the KENT correspondent, with about a dozen hours budgeted for sleep during the entire period.

News Director Crouch telephoned his first report to Shreveport from a phone booth outside a service station. While he reported, he saw the service station demolished, leaving only the booth where he stood. As communications failed, Mr. Crouch drove miles on almost impassable roads to reach a telephone. He put stories on a portable tape recorder, when there was no way out. Some reports got out by ham radio and were telephoned to KENT. When a ham operator in Lake Charles set up a national network, Mr. Crouch did a five-minute story and requested ham operators to give it to networks and news services. The KENT reporter covered the disaster area for five days, until exhaustion forced him to retire to Shreveport.

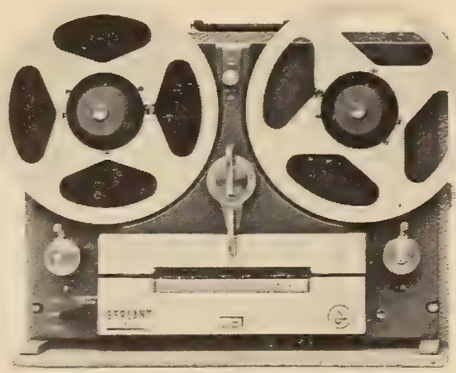
HOUSTON—Not far from the hurricane disaster area, KILT Houston maintained a fully-staffed emergency weather center. For hours KILT was the only outside con-

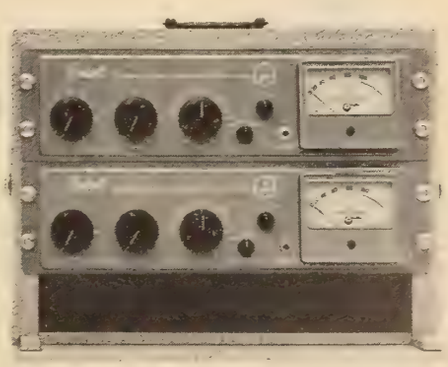
NOW

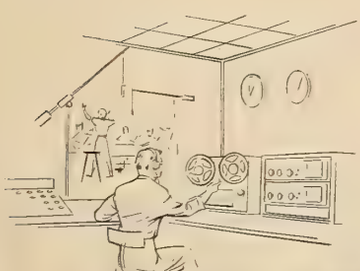
A Complete Single Package Source for Stereophonic Broadcasts

Model 33 Berlant-Concertone broadcast quality Stereophonic recorders enable small stations to produce full stereo broadcasts for the price of a single tape. With a Model 33 full stereophonic tape recorder, long expensive phone lines and duplicate remote equipment are no longer necessary for remote live stereo pickups. And, the Model 33 tape recorder saves on Engineers' time, too. It plays full track, half track and stereophonic tapes and offers operational standby protection for the price of one machine.

The Model 33 has three motors including hysterisis synchronous drive to give 99.8% timing accuracy. Frequency response ranges from 40 to 16,000 cps at 15 ips ± 2 db.







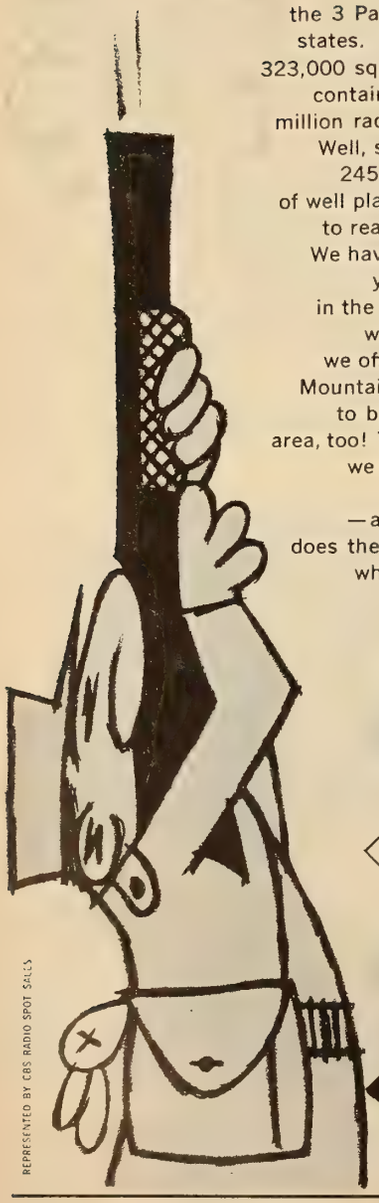
HAVE YOU HEARD ABOUT THE OUTSTANDING ENGINEERING OPPORTUNITIES AT AMERICAN?

OTHER OUTSTANDING FEATURES include 10½ inch reels, 4½ inch signal level meters, 2 channel input. Ease of editing and cueing as well as monitoring from tape while recording makes this equipment popular with stations planning stereo broadcasts simultaneously on AM and FM. Berlant-Concertone Model 33 recorders quickly pay for themselves by eliminating duplicate remote equipment, operator time and expensive phone lines. For information write for brochure 5012.2.

AUDIO DIVISION
AMERICAN ELECTRONICS, INC.
655 WEST WASHINGTON BOULEVARD, LOS ANGELES 15, CALIFORNIA

The Columbia Pacific Radio Network doesn't miss a thing!

Consider first the 3 Pacific Coast states. Their vast 323,000 square miles contain almost 6 million radio homes. Well, sir, it takes 245,000 watts of well placed power to reach 'em all. We have it! And if you market in the 8 other far west states, we offer you our Mountain Network to blanket that area, too! That's why we don't miss a thing —and neither does the advertiser who depends on us.



COLUMBIA PACIFIC RADIO NETWORK

REPRESENTED BY CBS RADIO SPOT SALES



A SHIRTSLEEVE planning session followed an announcement that Burgermeister beer will sponsor a new western and country music series on KABC-TV Hollywood. Drawing up plans for the new variety show are (l to r) Lew Rolle, BBDO, agency for the beer firm; Les Mullens, advertising director for Burgermeister; John Alexander, BBDO; Mal Klein, assistant sales manager of KABC-TV; Elton Rule, station sales manager; Peter Robinson, KABC-TV program director; Nat Nigberg, producer-packager, and Mack Chandler of BBDO.

tact for the people of High Island, Tex. There, townspeople were gathered in the school building and received survival instructions from KILT broadcasts. Listeners also heard running hurricane news from KILT staffers at points along the coast.

As Audrey subsided the entire KILT staff worked to the exhaustion point maintaining liaison with Texas, Louisiana and Washington authorities.

KNUZ Houston had newsmen waiting for the storm as it lashed Port Arthur Thursday morning. Bill Anthony covered from that city, Orange, Beaumont and Lake Charles. Dick Lahm reached Cameron by chartered plane to give one of the first reports of the complete destruction there. On-the-spot accounts by KNUZ were relayed to WWDC Washington; KIOA Des Moines; KSTN Stockton, Calif.; WHHM Memphis; KTTB Tyler, Tex., and NBC's *Monitor*.

SAN ANTONIO—This city's KONO Radio and KONO-TV, though covering the hurricane story competitively, came out about even, surviving alternate weather setbacks to both stations. In a spirit of "competitive cooperation" radio and tv staffers set out for Cameron the morning after Audrey struck.

Atmospheric conditions broke radio contact with the plane about 100 miles out of San Antonio. But KONO-TV cameraman Dick Perez was able to get some 400 feet of film as the plane approached the disaster area. En route home, pilot-newsman Bob Cooper tried to telephone a radio report from Beaumont, Tex., where he landed to refuel. Again weather conditions interfered, and the report was not of broadcast quality. But as the plane started its homeward dash, radio contact from plane to station was re-established, and Mr. Cooper recounted the Cameron story while steering the plane. "Competitive cooperation" paid off, the stations report, as KONO got its eyewitness reports, and KONO-TV got its film in time for an area exclusive the next morning.

Multi-Voice Radio Network Grows With Stations, Shows

ALABAMA's Multi-Voice Radio Network, which began operation last February with eight stations and now has more than double that number, although "dedicated primarily to regional news coverage," is currently making plans for other programs which will benefit member stations, reports Robert V. Dunnavant, originator and director of the network.

MVRN's prime program at present is *Contact-Alabama,* a half-hour news show from 10-10:30 a.m., broadcast five days a week with news gathered by each network affiliate. Mr. Dunnavant acts as the program's moderator and introduces each reporter from the other stations. Mr. Dunnavant reports that the network has had its share of state-wide scoops and exclusives during the more than five months it has been presenting *Contact-Alabama.* There also are special reports from Washington, D. C., on the show. The entire production is received and re-fed to the full network by Mr. Dunnavant's home station, WJMW Athens.

Mr. Dunnavant hopes in the future to establish regional networks similar to MVRN in "as many states as possible." MVRN already has organized a news service for the weekly papers in its broadcast area, known as the Multi-Voice News Bureau. Bailey Leopard, of the *Birmingham Post-Herald,* is in charge of the newspaper department.

THE COMMUNITY-NEWS VOICE
RADIO WSRS
GREATER CLEVELAND'S NUMBER 1 STATION
SRS "Radio-Active" MBS



WBRE-TV newsreel crew in action, filming the fire which destroyed the Methodist Church in Kingston, Pa., in February, 1957. Use of Du Pont Rapid Reversal Film has made it possible for this station to speed the telecasting of local news events.

"We give our viewers the news as it's made—thanks to Du Pont Rapid Reversal Film"

says Fritz Chamberlain, Staff Photographer, WBRE-TV, Wilkes-Barre, Pa.

WBRE-TV cut processing time for news film more than 85% by using Du Pont 930 and 931 Rapid Reversal Motion Picture Film. While it used to take an hour to develop, fix and dry 100 feet, it now takes only 8 minutes.

"During a recent fire," says photographer Chamberlain, "only 30 minutes elapsed between the time footage was shot and the time home viewers saw the fire on their TV sets. We scored a 'beat' by getting the film on the air before any other station, and we received many favorable comments from viewers because we were showing the fire while it was actually in progress."

WBRE-TV uses Du Pont film for all their programs and in servicing local school and college sports events. "We offer a 48-hour service to these schools," says Mr. Chamberlain, "but by using Du Pont 930 and 931 we are able to return their film within 15 hours.

"By switching to Du Pont Rapid Reversal Films," he concludes, "we now have much faster processing, combined with broad latitude that permits shooting under all lighting conditions. These films can be rated well above their assigned ASA ratings, give us improved sound, and they have eliminated the problem of switching polarity we had when using a negative type film."

FOR MORE INFORMATION about Du Pont Motion Picture Films for every TV use, ask the nearest Du Pont Sales Office, or write Du Pont, Photo Products Dept., Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

DU PONT
REG. U. S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

DU PONT MOTION PICTURE FILM

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Cleveland 16, Ohio...20950 Center Ridge Road
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Los Angeles 38, Calif., 7051 Santa Monica Blvd.
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BALANCED PROGRAMMING
the key to dominance
in **Peoriarea**

Programming with a purpose
To inform
To entertain
To serve
all the interests
of the Peoriarea

Thru
Top CBS Network
Top News Service
Top Sports Service
Top Farm Service
Top Local Personalities

Balanced programming pays off in greater audiences for WMBD advertisers. Sell the Peoriarea thru the ***dominance*** of WMBD!

FOR 30 YEARS . . .

First

IN THE HEART OF ILLINOIS

WMBD

PEORIA

CBS RADIO NETWORK • 5000 WATTS

Peters, Griffin, Woodward, Inc., Natl. Reps.



FOR its debut in fm, the House of Sight and Sound, Los Angeles, has picked KRHM (FM) Los Angeles where it will sponsor a 14-hour weekly schedule. Jerry Johnson of the hi-fi firm tunes KRHM, as agency and station men gather around. They are (l to r) Dale Peterson, KRHM program director; George Green, station account executives; Les Claypool Jr., m.c. of *Concert Hall,* which the House will sponsor from 11 a.m.-1 p.m. daily, and John Bainbridge of Tilds & Cantz, agency.

Fm Pioneer, Associate Open WGHF (FM) With Twin Multiplex

FM PIONEER Capt. W. G. H. Finch and his associate, Capt. A. J. Detzer, formally opened New England's newest FM-only station yesterday (Sunday), WGHF (FM) Brookfield, Conn., which is to provide "high-fidelity" music and news on its main program channel plus additional services on two multiplex channels. Capt. Finch Claims WGHF is the "first" fm outlet to provide twin multiplex channels on the main program channel.

One of these channels will be used to provide a background music service to restaurants and factories while the other will be used to air sterophonic programs and possibly a second background music operation or other service. Capt. Finch also has been an industry pioneer in development of facsimile transmissions. He first established WGHF (FM) in New York City in 1941 and later sold the station to Muzak Corp., retaining rights to use the call letters elsewhere.

WGHF is operated by Eastern Broadcasting System Inc., owned principally by former Navy Capts. Finch and Detzer. It operates on 95.1 mc with effective radiated power of 20 kw. The station is located on Carmen Hill Road in Brookfield. Telephone: Danbury, Spring 5-9000.

Program director for the new station is Gordon Myers, formerly chief announcer and later vice president of WGHF when it operated in New York. Jay Manning has been signed as news director and the station will feature local news and public service interviews. One time Class A hour rate is $50 with the one-minute spot in that classification rated at $15.

Both Capts. Finch and Detzer have been well known in communications circles. Capt. Finch at one time was an executive with the Hearst owned American Radio News Corp. and as president of Finch Telecommunications Labs is holder of over 160 patents on facsimile devices. Capt. Detzer specialized in electronics while in service and in 1951 became executive vice president of Haller, Raymond & Brown Inc., an independent electronic research and development firm.

Baker Heads Expanded WSAI News

DICK BAKER, WSAI-AM-FM Cincinnati sports director, has been given the additional title of director of news and special events, with his appointment as head of the station's expanded news department, the station has announced. This expansion, WSAI says, includes the use of Cincinnati's first mobile news units, three 1957 Pontiac station wagons equipped with radio-telephone and short-wave facilities, which went on the streets July 3 to supplement WSAI's regular news broadcasts with direct on-the-spot reports of both news and features in the greater Cincinnati area.

Radio Buy...
KOSI Denver 1 KOBY San Francisco
HOOPER — PULSE — NIELSEN
KOSI—See Forjoe KOBY—See Petry

WKRC-AM-TV, 'Times Star' Upset National League All-Star Vote

WKRC-AM-TV Cincinnati and the affiliated *Cincinnati Times Star* stirred baseball fans in the area to send in nearly 600,000 ballots for the National League all-star team playing in the major league event last Tuesday. The promotion was so successful that baseball officials may adopt a new system of picking the players, since seven of the Cincinnati Redlegs were voted to the team. This is the second year Cincinnati balloting has fouled up selection of the players.

Before the game Ford Frick, baseball commissioner, withdrew two of the Redlegs players "because an overbalance of Cincinnati ballots resulted in a team not typical of the National League." The stations printed 750,000 ballots in advance. Aiding in their distribution and collection were Burger Brewing Co. and Kroger stores.

Starting June 4 the stations carried a saturation promotion campaign urging fans to vote. Fourteen tabulators employed by the stations were working 12 to 14 hours a day near the end of the campaign, counting votes. The newspaper provided 16 employes to aid in the job.

In 1956 WSAI aided in placing five Redlegs players on the National League team, producing a third of all votes cast for National League players around the country.

Storer Broadcasting Observes 30th Birthday at All Stations

THE 30th anniversary of Storer Broadcasting Co. was celebrated Thursday at all stations in the organization and at the Miami home office. Founded as Fort Industry Oil Co. July 11, 1927, by George B. Storer and his brother-in-law, J. Harold Ryan, the company now comprises five tv and seven radio stations.

The original company was formed to sell Speedene gasoline and motor oil. Mr. Storer bought time on WTAL Toledo, soon deciding to buy the station as sales zoomed. Through radio's sales power, Fort Industry grew into a chain of gas stations in Toledo and Cleveland. WTAL's call was changed to WSPD after the brand name.

WWVA Wheeling, W. Va., was purchased, becoming Fort Industry's second station. Both are still in the Storer group. After disposing of the gasoline business, the company changed its name to Fort Industry Broadcasting Co. In 1952 this became Storer Broadcasting Co. Stations include WAGA-AM-TV Atlanta; WJBK-AM-TV Detroit; WJW-AM-TV Cleveland; WPFH (TV) and WIBG Wilmington-Philadelphia; WWVA; WSPD-AM-TV, and WGBS Miami, Fla.

Storer employes all over the system held family-style receptions last week. Observances included distribution of pieces from a gigantic birthday cake at WJW-TV; search for people born July 11, 1927, at WGBS, and on-the-air programs featuring sports figures, current events and music of 1927.

Brown New KMOX Sales Manager; Koch, Douglass Promoted

FOSTER H. BROWN, former promotion director of the station, was named sales manager of KMOX St. Louis last week, replacing Charles Burge, now with CBS Spot Sales in Chicago, announced Robert Hyland, general manager of the CBS-owned outlet.

Alice Koch, who served as Mr. Brown's assistant from the beginning of last year, was made promotion director of KMOX. Paul Douglass, former publicity director, has been named director of publicity and advertising.

Andrews to Manage WVIP, Which Goes on Air Sept. 1

NICHOLAS (NICK) ANDREWS, former general manager of WNRC New Rochelle, has been appointed general manager of WVIP Mt. Kisco, N. Y., it was announced by Martin Stone and E. Monrow Flyn, co-owners of the station which will go on the air Sept. 1.



MR. ANDREWS

The new station originally had been granted the call letters WWES, but requested and received its new designation, WVIP, as a promotional aid to its "VIP Merchandising Bonus" for advertisers. Mr. Stone, who also is head of Stone Assoc., package-producer, is a merchandising expert. His successes include the promotions on *Howdy Doody*, *Lassie* and *Jackie Gleason* among others.

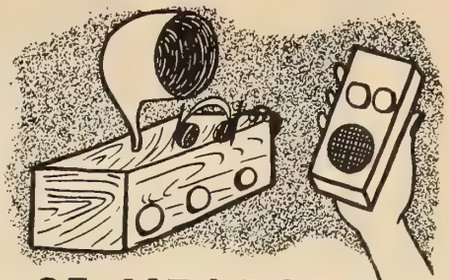
In keeping with its VIP theme, the station plans to take the air opening day with a panoply including Bennett Cerf, Jackie Robinson, Jackie Gleason and other celebrities. WVIP will operate as a "good music and news" outlet with heavy emphasis on local coverage through its own mobile unit.

Walker Wants Religion 'Sold'

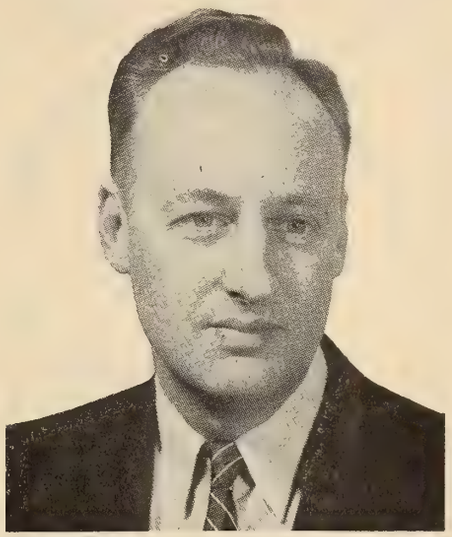
RELIGION should be "sold" to the unchurched by the use of Madison Avenue advertising techniques over radio, declared Fred E. Walker, general manager of WTTM Trenton, N. J., and advisor to the Broadcasting Commission of the New Jersey Council of Churches, at a meeting of the Commission last month in Trenton.

Mr. Walker took issue with theologian

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35 YEARS OF SERVICE..
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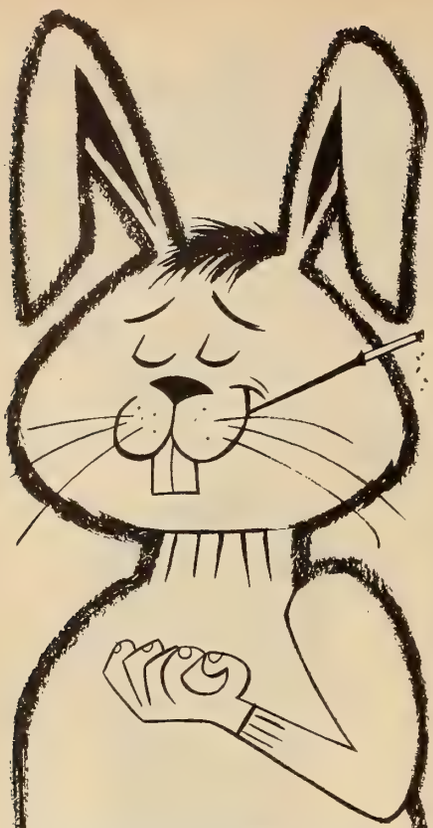
Jimmy Vinson

Though he's not been with us all those 35 years (come October) Jimmy Vinson helps us keep the good will, loyalty, and high listenership, all over Middle Georgia, that we've built up over those years.

Jimmy is, by every measurement, Middle Georgia's favorite emcee, and master of the turn tables on two of WMAZ Radio's (again, AND Middle Georgia's) outstanding shows: the morning "Merry-Go-Round" from 7:15 till 9:00; and the afternoon "Jimmy Vinson Show" from 4:00 till 6:00.

The ratings confirm it, and so do Jimmy's SALES RESULTS. Get on the "Merry-Go-Round" with Jimmy Vinson, and SELL your product in Middle Georgia!

10,000 WATTS
CBS
WMAZ
RADIO
MACON, GA.
National Rep:
AVERY-KNODEL, INC.



FREQUENCY

There are all kinds, but the kind that really stirs the heart of Al Terrence is the **sales frequency** that boosted his annual carpeting sales volume from $200,000 to $3 million in four short years.

KTTV's part in this growth is a matter of record... Al's record...

Al asks each new customer what brought him to the Al Terrence Carpet Company, and more than two-thirds cite Paul Coates' **Confidential File** and KTTV.

There's much more to the story. Just ask Al Terrence...

Better yet, ask your KTTV sales rep for the full KTTV story on **frequency**..

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

KRON-TV HAS AN ACE IN THE HOLE

ONE of the most powerful and expensive items of equipment in the plant at KRON-TV San Francisco has been put to work only 11½ hours in the past four and a half years. But this piece of machinery—a standby electric generator—earns its keep, the station claims.

Two power failures blacked out sections of San Francisco this spring, but KRON-TV remained on the air both times—alone among Bay Area stations, it reports—because of its standby generator, which never saw action at all for almost three years after it was installed.

KRON-TV put in its emergency generator in January 1953. Amortizing its cost and adding maintenance for the several occasions the equipment has been used since, KRON-TV figures the total cost now stands at $4.82 per kilowatt hour.

The standby equipment was only a reassuring presence from its installation until the end of 1955, when, on Dec. 13, storms knocked out power and KRON-TV put the unit to use for three hours until regular power was restored.

The most recent occasions when the generator was called upon were May 4, when a plane tore into electric power lines in Niles Canyon and blacked out sections of the city about 25 minutes, and June 18, when an insulator failure cut off power about 20 minutes.

Agreeing the cost of its generator per kilowatt hour is a little high, KRON-TV nevertheless rests secure in the knowledge that the standby unit is waiting and ready to meet the next emergency and feels dollars and cents are no measure compared to the uninterrupted service the station can assure its viewers.

Rheinhold Niebuhr, who criticized evangelist Billy Graham for using so-called Madison Avenue tactics in his crusade in New York City. He urged churchmen to use spot announcements over radio which are interesting and humorous. "There's nothing wrong with humor in religion," added Mr. Walker, who is the son of a Presbyterian minister.

First Explorer Scout Radio Unit Formed With WFIL Assistance

THE FIRST Boy Scout Explorer Post devoted to instruction of scouts in amateur radio and electronics has been formed by WFIL-AM-FM-TV Philadelphia, writes George A. Koehler, station manager.

The new communications unit was made possible by a grant for facilities and equipment from the M. L. Annenberg Foundation, in cooperation with the Radio and Television division of Triangle Publications Inc., of which WFIL is a part. The equipment was presented to the new scout unit by Roger W. Clipp, vice president, Radio-Tv division of Triangle Publications, on behalf of Walter H. Annenberg, president of Triangle and the M. L. Annenberg Foundation.

At ceremonies held in the WFIL transmitter building in Whitemarsh, Pa.—which will be used by the scouts for unit meetings and the study and construction of various types of radio equipment—a dedication message was sent via short wave radio relay to Dr. Paul A. Siple, chief deputy to the officer in charge of the American expedition currently in the Antarctic, informing him of the formation of the new Explorer Scout communications unit.

Explorer Scouts are groups of boys 14 to 19 years old who, in addition to their regular scouting activities, work on vocational, community service projects on an adult level. Robert W. Lawson of the Bell Telephone Co. of Pa. will act as leader of this first Explorer group to enter the field of radio communications.

STATION SHORTS

WJAN Spartanburg, S. C., announces new 24-hour-a-day format.

KCUL Fort Worth, Tex., moves to penthouse in Fortune Arms Hotel, Fort Worth.

WERI Westerly, R. I., announces affiliation with Yankee Network.

KAVE-TV Carlsbad, N. M., announces affiliation with CBS-TV.

KHQ-TV Spokane, Wash., completes installation of newly designed antenna atop its 826-foot tower.

WINR-TV Binghamton, N. Y., announces target date as Aug. 1, 1957.

WQAM Miami signed lease in DuPont Building in downtown Miami for complete north wing of building's 17th floor.

REPRESENTATIVE APPOINTMENTS

WBNY Buffalo appoints Jack Masla & Co.

WRKE Roanoke, Va., appoints Simmons Assoc., N. Y.

WIBW-AM-TV Topeka, Kan., appoints Avery-Knodel Inc., N. Y.

KHON Honolulu appoints Roche, Ekhoff & Lee, L. A.

BUY SOUND-FACTOR PLAN
RADIO WSRS
GREATER CLEVELAND'S NUMBER 1 STATION
SRS "Radio-Active" MBS

WGST Atlanta, appoints Venard, Rintoul & McConnell, New York, as national representative and James S. Ayers Co., Atlanta, Southeastern rep.

KRKD Los Angeles appoints Charles Bernard & Co., N. Y.

KGGM-AM-TV Albuquerque, N. M., and **KVSF Sante Fe, N. M.,** appoint Branham Co., Chicago.

WKAT Miami-Miami Beach, appoints Forjoe & Co., N. Y.

OK Group (WBOK New Orleans, KYOK Houston, KAOK Lake Charles, WXOK Baton Rouge and WLOK Memphis) appoints Stars National Inc., N. Y.

REPRESENTATIVE SHORTS

O'Connell-Palmer Co., L. A., opens new offices at 110 Sutter St., S. F. Telephone: Garfield 1-6936.

Broadcast Times Sales, N. Y., announces move of its offices to penthouse at 280 Madison Ave. Telephone: Murray Hill 4-6740.

Headley-Reed Co., N. Y., has announced new telephone number: Murray Hill 5-8700.

Blair Tv Assoc., moves its Chicago office into new quarters at 333 N. Michigan Ave., Chicago 1. Telephone: Franklin 2-3819.

Everett-McKinney Inc., Chicago, announces move of office from 400 N. Michigan Ave. to 410 N. Michigan Ave. (Wrigley Bldg.).

Mrs. John E. McCoy Dies

MRS. JOHN E. McCOY, 41, died July 3 in Miami, Fla., after a two-year illness. Mr. McCoy is vice president-secretary of Storer Broadcasting Co. Two children also survive, a daughter Gari, 15, and son Scott, 11. Mrs. McCoy was widely known in the broadcast industry, having accompanied her husband to many meetings. Friends are invited to send contributions to the cancer research fund, U. of Miami, in care of Dr. Ralph Jones, chairman of cancer research at the university medical department.

WPVL SAVES THE DAY

IT WAS Independence Day 1957 in Mentor Headlands, Ohio. The town's annual parade marched to stirring music. But there was no marching band; negotiations had fallen through at the last moment. WPVL Painesville, Ohio, however, had come to the rescue. Spotted at intervals between the marching units in Mentor Headlands' parade were 22 cars tuned to WPVL. As Dean Smith, the relieved parade chairman, later put it to WPVL Station Manager Carl R. Lee: "It was the most successful parade we've had yet. Everyone was in step and everyone heard the music."

RATE CARD

POPULAR CLASSICAL FAVORITES*

MONTHLY FEES

1 yr. contract	2 yr. contract	3 yr. contract
$35.00	$31.50	$28.50

** one of the 9 sections available from*

The SESAC Transcribed Library

THE POPULAR CLASSICAL FAVORITES SECTION CONTAINS:

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* Easy to read, authoritative program notes.
* Well integrated, audience attracting scripts.
* Outstanding artists on top quality discs.

For complete information, write—

SESAC INC.

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

Agency Executive Sold on Audit Bureau of Circulations



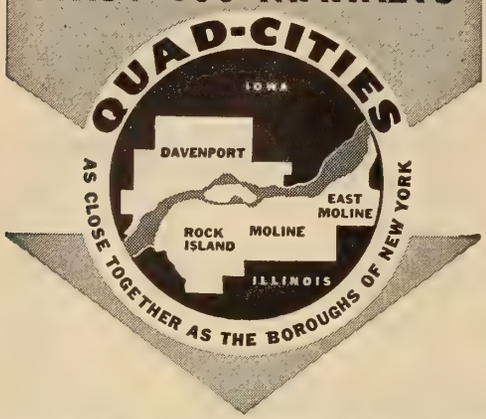
H. G. SELBY
Vice President—Media
Meldrum and Fewsmith, Inc.
Cleveland, Ohio

"In today's complex media climate, the factual character of ABC reports contributes MUCH toward sound media selection. Belated congratulations to Broadcasting • Telecasting *on the decision to join ABC."*

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest paid circulation in its field, is basic for subscribers and advertisers alike.

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TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

ONE OF THE
FIRST 100 MARKETS



WHBF
RADIO & TELEVISION
FIRST IN RADIO
1st In Downstate Illinois*
1st In The Quad-Cities
according to NCS No. 2
* All 68 stations outside of Chicago

CBS
REPRESENTED BY AVERY-KNODEL, INC.

Advertisement

Elmira Manager Praises C.C.A.

Elmira, N. Y.—"Our first Community Club Awards campaign . . . has certainly been an outstanding sales success. Our gross C. C. A. billings on contract at $10.00 per minute spot is $25,512.50," says Keith W. Horton, General Manager of WELM, in a letter to John C. Gilmore, Executive Vice President of Community Club Awards.


Keith W. Horton

Horton adds, "We purposely concentrated on new business and C.C.A. has brought us several 'blue chips' accounts from our competitor."

In his letter to Gilmore, he concludes by saying, "Many thanks for your help in getting us into C.C.A."

COMMUNITY CLUB AWARDS
1957
Box 11296
NORFOLK, VA.
Phone: MA 2-4842

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES



◄ **J. W. Keener,** executive vice president, B. F. Goodrich Co., N. Y., elected president, director and member of executive committee, effective Aug. 1. He succeeds **William S. Richardson** who will retire July 31. Mr. Richardson will continue to be a director of company.

William H. Gebhardt, formerly executive with Brooke, Smith, French & Dorrance, to Walter J. Klein Co., Detroit, as vice president and to serve as one of six account executives for firm.

Anthony Alberti named vice president of merchandising and sales for Advertising Agencies Inc., Studio City, Calif., and **Georgia Mode** named office manager.

Edmund F. Buryan, former marketing consultant, Booz, Allen & Hamilton (marketing firm), to W. A. Sheaffer Pen Co., N. Y., as vice president in charge of marketing.

Gerald T. Cowan, formerly chief accountant for St. Louis electrical manufacturing firm, to Gardner Adv., St. Louis, as comptroller-assistant secretary. **Jane Hauser** promoted to office manager of Gardner.

Paul Markman, vice president and director of BBDO, N. Y., joins agency's L. A. office as account supervisor for Western Airlines and North American Aviation accounts.

Larry Gross, account executive at J. M. Mathes, and **Jean S. Brown,** Lennen & Newell, to Grey Adv., N. Y., as account executive and copy group supervisor, respectively.

Aaron Krochmal, formerly with Standard Register Co. (national printing firm) as special accounts representative, to Dubin, Feldman & Kahn Inc., Pittsburgh, as account executive.

John Emmart, formerly with Italian Swiss Colony wines as advertising manager for seven years, to Roy S. Durstine, S. F., executive staff.

John A. Cawley, president of George W. Luft Co., N. Y., joins American Home Products Corp., as assistant to president.



◄ **G. B. (Brad) Battey Jr.,** formerly in production of institutional advertising for general offices of Mountain States Petroleum Co., to Mark Schreiber Adv., Denver, as production manager.

Charles V. Hicks, creative supervisor, Brooke, Smith, French & Dorrance, Detroit, promoted to executive copy director.

Sheldon Riss joins Cayton Inc. Adv., N. Y., as assistant film editor.

Frank Hopkins, tv-radio copy chief, Campbell-Ewald, Detroit, to N. W. Ayer & Son, same city, in radio-tv department. **Stephen W. Meader,** associate director of Ayer copy department in Philadelphia, retires after 30 years with agency.

Earl Soto, McCann-Erickson, Chicago and L. A. offices, and **Hal Ballman,** U. of Missouri graduate, to BBDO, L. A., art department and media department, respectively.

Bruce Barton, chairman of board of BBDO, N. Y., suffered slight stroke while on business trip in Midwest last week. He is convalescing at his home, 117 E. 55th St., N. Y.

FILM

Frank P. Bibas named producer-account executive for Transfilm Inc., N. Y. Mr. Bibas recently served as vice president in charge of production for Roland Reed-Gross Krasne Inc., Hollywood, and earlier as head of motion picture department of McCann-Erickson, N. Y.

NETWORKS

Elliot F. Alexander, formerly public relations account executive with BBDO, named manager of advertising and promotion, ABC-TV western division, headquartering at ABC Television Center, Hollywood.

Betty Boucher, American Broadcasting Network, promoted to head of station clearance department.

Bob Brady, formerly with *Los Angeles Times,* Long Beach staff and United Press, L. A., to CBS Radio, Hollywood, press information, succeeding **Alan Q. Allen,** transferring to CBS-TV program promotion.

Carol Davis, feature writer-publicist, Young & Rubicam, to ABC-TV network press information department, Western Div., Hollywood.

Frank Wilson, most recently of *Martha Roundtree's Press Conference* for C. O. Miller Agency, appointed producer-writer of CBS's *The Woolworth Hour.*

Dennis O'Keefe, Hollywood actor, named host of NBC-TV's suspense-mystery drama series, *Suspicion,* which begins Monday, Sept. 30 (10-11 p.m. EDT).

Al Collins, WRCA New York disc jockey, named host on NBC-TV *Tonight* June 24.

Sandy Sheldon, director of NBC-TV's *Ask the Camera,* father of girl, Amy, June 23.

Judy Tyler, 24, actress and tv personality, and her husband, **Gregory Lafayette,** 24, tv actor killed July 4 in automobile collision near resort town of Billy the Kid, Wyo. Miss Tyler appeared on NBC-TV's *Howdy Doody* show for three years before going to Hollywood early this year.



Art Van Harvey (Berschot), 73, formerly performer ("Vic") on NBC Radio's *Vic and Sade* and on NBC-TV's *Hawkins Falls,* died in Chicago July 7.

Fraser Edwards, 64, at one time associated with ABC and NBC, died of cancer, July 5.

STATIONS



◄ **William L. Putnam,** treasurer-general manager of WWLP (TV) Springfield, Mass., promoted to president of station. He succeeds **Roger L. Putnam,** who becomes chairman of WWLP board.

J. L. Stackhouse named president of WGLV-TV Easton, Pa. Other appointments include **Charles R. Thon,** general manager; **William T. Latham,** general sales manager; **Peter F. Gallagher,** director of programming-promotion-film buyer, and **Robert A. Francett,** chief engineer.



◄ **Myron T. Wile,** vice president in charge of business development and public relations, Citizens Savings Bank & Trust Co., Hamilton, Ohio, to WSRS Cleveland as vice president and business manager.

Lew Arnold, general manager, KTLA (TV) Los Angeles, elected vice president and member of board of directors of Paramount Television Productions Inc., licensee of KTLA.

Bob McKune, formerly with KWCO Chickasha, Okla., to KRGI Grand Island, Neb., as general manager. **Budd Duvall,** KOKX Keokuk, Iowa, to KRGI as program director.



◄ **John R. Mahoney,** general manager of WIBG Philadelphia, named station manager and sales manager. Mr. Mahoney joined station as sales representative in 1954 and was promoted to general manager in 1956.

Roy Marsh, formerly program director, KJAN Atlantic, Iowa, to KASL Newcastel, Wyo., as general manager.

Ed Shulz, KMBC Kansas City, to KJAY Topeka as general manager.

John McRae, local sales manager, KOBY San Francisco, promoted to general sales manager. **Bill E. Brown** resigns from KOBY and plans to enter broadcasting in southern California.

Chester R. Cooper, production coordinator in program department of Triangle Publications Inc. radio and tv division (WNHC-AM-FM-TV Hartford, Conn.; WFIL-AM-FM-TV Philadelphia; WFBG-AM-TV Altoona, Pa.; WNBF-AM-FM-TV Binghamton, N. Y.; WLBR-TV Lebanon, Pa., and owner of 50% of WHGB Harrisburg, Pa.) named program manager of WNHC-AM-FM-TV.



◄ **Raymond G. Mercier,** program director, WCSH Portland, Maine, promoted to station manager and **Robert Arnold** named WCSH program manager. **Duane Dow** joins station's announcing staff. **Agnes Day** becomes traffic manager for WRDO Augusta, Maine. **Edward J. Owen,** announcer and writer, WLBZ Bangor, Maine, promoted to program manager and **Irving Hunter** named coordinator of sales service and programming for WLBZ. All stations are owned and operated by Maine Broadcasting System.



◄ **James S. McMurry,** formerly production manager for WTOP-TV Washington and WRC Washington, to WPFH (TV) Wilmington, Del., as operations manager.

Larry Monroe, program director of WNOE New Orleans and formerly disc jockey with KLIF Dallas, returns to KLIF as program director.



◄ **Gary S. Franklin,** formerly with WTAR-TV Norfolk, Va., news staff, to WAVY-TV Portsmouth, Va., as news director. Station is scheduled to go on air Sept. 1.

Carroll McGaughey, formerly with KATV (TV) Little Rock, Ark., to WSOC-TV Charlotte, N. C., as news director.



◄ **John Holbrook,** news commentator, to WPST-TV Miami as news director. He has fifteen years of Washington and New York news network experience and is known as "Voice of Washington."

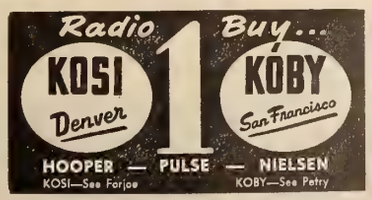
Steve Ellis, recently named "most versatile" sportscaster by New York tv and radio columnists, joins WPST-TV Miami as sports director.

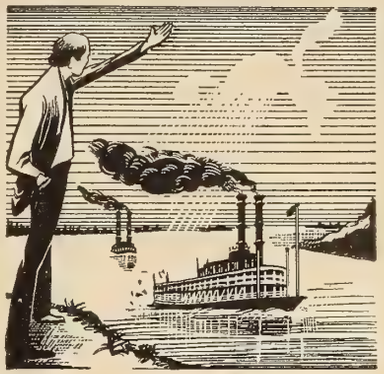
Arthur Lefevre Jr., photographic director, WPRO-TV Providence, R. I., to WTIC-TV Hartford, Conn., as photographic director.

Lee J. Hornback, formerly producer-director, WLW Cincinnati, named assistant special broadcast service director for WLW-AM-TV.

W. A. Reese, formerly with WDMJ-TV Marquette, Mich., to WEHT (TV) Henderson, Ky., as sales-service coordinator.

Charles W. Beintker, sales manager of WIL St. Louis, to KWK-TV St. Louis sales staff as account executive.





'WAY OUT IN FRONT!

Oldtime steamboat races along our Ohio River Valley were often close, and hazardous to put your money on. Quite different from today's audience race among TV stations. When you put your money on WSAZ-TV, you've picked *THE* winner. Survey after survey gives the title to this 69-county giant — and the latest Nielsen is no exception. Consider these WSAZ-TV margins over the next-best station:

95,670 more homes per month

99,430 more homes per week

101,130 more daytime homes, weekdays

100,580 more nighttime homes, weekdays

WSAZ-TV steams with comparable popularity across a four-state domain wherein almost $4,000,000,000 buying power awaits advertisers who like to ride with the winner. The gangway is down at any Katz office.



Robert W. Allen, formerly director of sports' broadcasts for WTAO Cambridge, Mass., to WEEI Boston as sales representative.

Gene M. Heard, formerly radio-tv time-buyer-producer, McCann-Erickson, Houston, to KTRK-TV Houston sales staff.

Russ Coughlan, formerly assistant manager, KROW Oakland, Calif., to KCBS San Francisco sales staff.

Charles W. Way, advertising director for Morrison-Neese Furniture Store, Greensboro, N. C., to WFMY-TV Greensboro sales staff.

Charles Bennett joins WGY Schenectady, N. Y., sales staff.

Edward C. Squires, account executive, WELI New Haven, Conn., to KGUN-TV Tucson sales department.

Keyes Perrin, former MBS announcer, to WPTR Albany, N. Y., as key man on station's news-public service staff.

Gilbert Faggen, assistant program manager, WPEN Philadelphia, to KYW Cleveland as producer-director.

Jon Massey, disc jockey with WWDC Washington for eight years, to WGMS Washington to do his own disc jockey show, *Jon Massey's 570 Club.*

Art Goodwin, WHEN Syracuse, N. Y., to WHEN-TV announcing department. **Gardiner Smith** and **Robert Raiman** join WHEN as general announcers and program specialists.

Alan Fleming, formerly in promotion department, Association Group Div. of Continental Casualty Co., Chicago, to KTIV (TV) Sioux City, Iowa, news staff.

Roy Storey, for nine years sportscaster in San Francisco, joins KNX Los Angeles sports department, where his duties will include handling daily sportscast, 6-6:15 p.m., effective Aug. 5.

Henry Clark, WEOK Poughkeepsie, N. Y., to WGSM Huntington, L. I.

Phil Bryce, account executive, KABC-TV Hollywood, father of girl, Eva Marie Elizabeth.

Mitchell E. Krause, director of sales promotion, WIP Philadelphia, married Elisabeth Woodward, July 4.

Charles C. Boysen, 61, former director-secretary-treasurer of WTOP Washington, died following long illness this month.

Arthur W. Richardson, 56, chief engineer of WGBH-FM-TV Boston, died June 29.

REPRESENTATIVES

Nick O'Neill, former salesman with Connecticut Mutual Life Insurance Co., to Adam Young companies as research assistant. **Barbara Wetzell,** research analyst with Katz Agency, to Young in similar capacity.

MANUFACTURING



◄ **Paul E. Gregg** named director of advertising for Magnecord. He also will handle advertising and merchandising for firm's parent company, Midwestern Instruments Inc., Tulsa.

William S. Wheeler, assistant to president for corporate planning at Motorola Inc., Chicago, appointed manager of its Chicago military electronics center.



◄ **Clarence Morgan,** chief studio engineer, WIBC Indianapolis, to Gates Radio Co., Quincy, Ill., as sales engineer. He is assigned to territory of northern Illinois, south Wisconsin and northwest Indiana, with headquarters in Chicago.

INTERNATIONAL



◄**Gunnar Rugheimer,** special assistant in commercial division, Canadian Broadcasting Corp., Toronto, to national director of sales for CBC. He will be in charge of selling CBC radio and tv programs to English-language network sponsors. Mr. Rugheimer is also in charge of exporting CBC programs to other countries. He joined CBC in 1948 as head of Swedish section of CBC's international shortwave service, and became tv producer in 1952 when CBC began telecasting at Toronto and Montreal. He became manager of CBC national tv news in 1953, and in 1955 moved to commercial division.

Jim Ross, former hockey player with New York Rangers, to sales staff of CHUM Toronto.

PROFESSIONAL SERVICES

Clyde Tussey, news editor of Los Angeles INS Bureau, joins public relations firm of McFadden & Eddy Assoc., as account executive.

Charles A. Parry, designer and developer of multichannel communications networks on three continents, to Page Communications Engineers Inc., Washington, as consultant to director of engineering.

Edward Wetter, executive secretary for special operations in Research and Engineering Office of Defense Dept., to Allen Kander & Co. (negotiators for purchase and sale of newspaper, radio and television properties), New York.

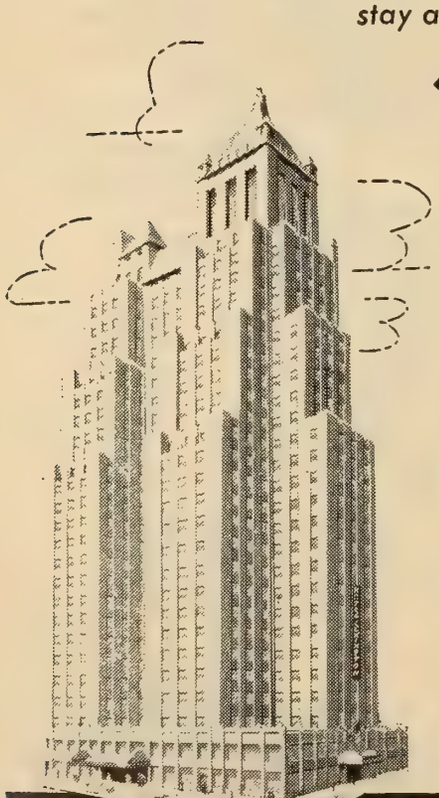


◄ **Sheldon J. Burke,** freelance announcer, to direct television performance survey for Screen Composers Assoc., Screen Actors Guild, Screen Directors Guild and Writers Guild of America West.

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- All Outside Rooms
- Radio; Television; Circulating Ice-Water; tub and shower

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HOME OF THE FAMOUS
'Hawaiian Room'
Known For Authentic Hawaiian Cuisine and Native Entertainment

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Near the United Nations
Hotel Lexington
LEXINGTON AVE. at 48th ST., NEW YORK CITY, 17

Station Authorizations, Applications
(As Compiled by B • T)
July 3 through July 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through July 9

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	263	383	145
Fm	539	519	49	56	0

FCC Commercial Station Authorizations
As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New station requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through July 9

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	389	88	477[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	354	325	669[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	858	583	1,440[3]
Noncomm. Educ.	67		37	33	67[4]
Total	1,162	337	895	616	1,507[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

APPLICATIONS

Erie, Pa.—L. E. U. Bcstg. Co., uhf ch. 66 (782-788 mc); ERP 65 kw vis., 35 kw aur.; ant. height above average terrain 142 ft., above ground 325 ft. Estimated construction cost $76,000, first year operating cost of $240,000, revenue $300,000. P. O. address 212 Commerce Bldg., Erie. Studio location Erie. Trans. location Erie County. Geographic coordinates 42° 07′ 26″ N. Lat., 80° 04′ 52″ W. Long. Trans.-ant. DuMont. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C. Consulting engineer L. H. Carr & Assoc., Washington, D. C. **Joseph P. Wardlaw Jr.**, owner **WLEU Erie**, will be sole owner.

Norfolk, Va.—Norfolk-Newport News Television Corp., vhf ch. 13 (210-216 mc); ERP 316 kw vis., 159 kw aur.; ant. height above average terrain 1,000 ft., above ground 1,026 ft. Estimated construction cost $547,000, first year operating cost $1,200,000, revenue $1,800,000. P. O. address % Jack Seigel, 1736 Buena Vista, Ormond Beach, Fla. Studio location Norfolk. Trans. location Princess Anne County. Geographic coordinates 36° 47′ 54″ N. Lat., 76° 10′ 41″ W. long. Trans-ant. RCA. Legal counsel Arthur Schroeder, Washington, D. C. Consulting engineer Page, Creutz, Steel & Waldschmitt, Washington, D. C. **Emil J. Arnold** (50%), 100% **WTAM Decatur, Ga.**, 50% **WINN Louisville, Ky.**, **WMFJ Daytona Beach, Fla.**, **WHIY Orlando, Fla. Robert E. Wasdon** (25%) and **Jack Seigel** (25%) each own 25% of WINN, WMFJ and WHIY.

Translators

ACTIONS

Springfield Television Bcstg. Corp., Newport, N. H.—Granted application for tv translator station on ch. 71 to translate programs of own station **WRLR (TV)** (ch. 32), **Greenfield, Mass.**

Grande Ronde Television Assn., La Grande, Ore.—Granted application for tv translator station on ch. 70 to translate programs of **KHQ-TV** (ch. 6) **Spokane, Wash.**

Conewango Valley Television, Inc., North Warren, Pa.—Granted application for tv translator station on ch. 82 to translate programs of **WBEN-TV** (ch. 4) **Buffalo, N. Y.**

Willapa Harpor T. V. Assn. Inc., Raymond, Wash.—Granted application for tv translator station on ch. 76 to translate programs of

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
NEW ENGLAND INDEPENDENT	NETWORK VHF	STATION WANTED	ARKANSAS NETWORK	NORTHWEST FULLTIME
$70,000	$1,300,000		$150,000	$58,000
Substantial single-station market. Diverse industry. Needs owner operator. Terms.	Compact money-making operation in diversified market. Earnings and gross climbing fast. Financing.	Have buyer for small to medium market station in Southeast. $15,000 down up to $85,000.	The finest plant you will see for a 250-watter. Inventory alone is worth the asking price. ½ down.	250 w network affiliate showing good profit on stable volume. Includes land and studio-transmitter building. $16,000 down.
WASHINGTON, D. C.	CHICAGO, ILL.	ATLANTA, GA.	DALLAS, TEX.	SAN FRANCISCO
Wm. T. Stubblefield	Ray V. Hamilton	Jack L. Barton	Dewitt (Judge) Landis	W. R. (Ike) Twining
1737 DeSales St., N. W.	Tribune Tower	1515 Healey Bldg.	Fidelity Union Life Bldg.	111 Sutter St.
EX 3-3456	DE 7-2755	JA 3-3431	RI 8-1175	EX 2-5671

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Planning a Radio Station?

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RADIO CORPORATION of AMERICA

RCA Tmk (s) ®

KOMO-TV (ch. 4) **Seattle, Wash.**

New Am Stations

APPLICATIONS

Flagstaff, Ariz.—Eldred O. Smith, 1290 kc, 1 kw unl. P. O. address 3701 E. Pasadena, Phoenix, Ariz. Estimated construction cost $13,045, first year operating cost $32,000, revenue $47,000. Mr. Smith, furniture dealer and one-third interest **KHEY El Paso, Tex.,** will be sole owner.

Cuthbert, Ga.—F. Keith Brown, 960 kc, 1 kw D. P. O. address Box 1537, Columbus, Ga. Estimated construction cost $6,650, first year operating cost $18,000, revenue $24,000. Mr. Brown, radio engineer and 12.2% owner **WGBA Columbus,** will be sole owner.

Coeur d'Alene, Idaho—Kootenai Bcstrs., 1330 kc, 1 kw D. P. O. address Rt. 1, Zillah, Wash. Estimated construction cost $12,400, first year operating cost $36,000, revenue $42,000. **Earl M. Bainter,** fruit rancher, will be sole owner.

Aurora, Ill.—Logansport Bcstg. Corp., 1480 kc, 1 kw D. P. O. address Box 399, Logansport, Ind. Estimated construction cost $18,250, first year operating cost $110,000, revenue $135,000. Equal partners are **Glenn L. Miller, Robert M. Booth** and **Herbert M. Bingham.** Mr. Booth has interests **WELL Battle Creek, Mich., WSAM Saginaw, Mich., WKHM Jackson, Mich.** and **WKMF Flint, Mich.** Mr. Miller and Mr. Bingham are attorneys.

DeSoto, Mo.—DeSoto Bcstg. Co., 1450 kc, 250 w unl. P. O. address **William F. Garrett,** 646 Highland Dr., Cape Girardeau, Mo. Estimated construction cost $11,837, first year operating cost $40,000, revenue $46,000. Mr. Garrett, former employe **KATZ St. Louis, Mo.,** will be sole owner.

St. Helens, Ore.—Columbia River Bcstrs., 1600 kc, 1 kw D. P. O. address 111 N. Minnesota, Yakima, Wash. Estimated construction cost $14,900, first year operating cost $26,400, revenue $36,000. **David L. Hubert** (58.5%), chief engineer **KLOQ Yakima, Edward F. Kelley** (30%), engineer-announcer **KITI Chehalis, Wash.,** and **Marian S. Olney** (11.5%), office manager **KKEY Vancouver, Wash.,** will be owners.

Bellefonte, Pa.—Bellefonte Bcstg. Co., 1330 kc, 500 w D. P. O. address Bellefonte. Estimated construction cost $10,325, first year operating cost $30,000, revenue $36,000. **Cary H. Simpson,** 50% **WKBI St. Mary's,** 48% **WFRM Coudersport** and **WNBT Wellsboro,** 89% **WMPT South Williamsport** and **WPXY Punxsutawney,** 100% **WTRN Tyrone,** 3.3% **WKMC Roaring Spring,** all Pa., will be sole owner.

New Fm Stations

APPLICATIONS

Huntington, N. Y.—Huntington-Montauk Bcstg. Co., 100.5 mc, 15 kw unl. P. O. address 379 New York Ave., Huntington. Estimated construction cost $5,900. Operating costs and revenue are figured with budget of **WGSM Huntington.** Principals include **Edward J. Fitzgerald,** 27% **WGSM** and others.

Middletown, Ohio—Paul F. Braden, 103.5 mc, 7.77 kw unl. P. O. address WPFB, Central Ave., Middletown. Estimated construction cost $16,100, first year operating cost $3,600, revenue $10,000. Mr. Braden, owner **WPFB Middletown,** will be sole owner.

Ownership Changes

APPLICATIONS

KSEI-AM-TV Pocatello, Idaho—Seeks assignment of license from **Radio Service Corp.** to **Pioneers Bcstrs. Corp.** for $213,362. **Henry H. Fletcher,** former stockholder **KTFI-AM-FM Twin Falls, Idaho,** will be 99.63% owner.

WHIM Providence, R. I.—Seeks assignment of license from **Intercity Bcstrs. Inc.** to **Buckley-Jaeger Bcstg. Corp.** for $640,000. **Richard D. Buckley** (66.7%), vice pres. **Dumont Bcstg. Corp.,** and **John B. Jaeger** (33.3%), exec. vice pres. **WNEW** division of DuMont, will be owners.

WIS-TV Columbia, S. C.—Seeks assignment of license from **WIS-TV Corp.** to **Bcstg. Co. of South.** Corporate change. No control change.

WTOV-TV Norfolk, Va.—Seeks relinquishment of control by **Tim Brite Inc.** through sale of stock (1 share) to **Norfolk Bcstg. Corp.** for nominal one dollar. Norfolk Bcstg. 21% **WLVA-AM-TV Lynchburg, Va. Louis H. Peterson,** pres. of Norfolk Bcstg., owns **WNOR Norfolk.**

PETITIONS

Clarence M. Mason, Hancock, Mich.—Petition requesting amendment of sec. 3.606 to amend the table of assignments so as to assign ch. 9 to Hancock, Mich., and to delete ch. 9 from Iron Mountain, Mich., and substitute ch. 8 therefor.

PETITION FOR RULE MAKING DENIED

WPAG-TV Ann Arbor, Mich.—Petition requesting amendment of sec. 3.606 so as to change the allocation of ch. 12 from Flint, Mich., to Ann Arbor, Mich.

Hearing Cases

FINAL DECISIONS

The Commission announced its decision of July 3 granting the application of **Allegheny-Kiski Bcstg. Co.** to increase power of station **WKPA New Kensington, Pa.,** from 250 w to 1 kw with DA, continuing daytime only operation on 1150 kc.

The Commission (1) denied petition by **Palm Springs Translator Station, Inc.,** to change place of hearing from Washington to Palm Springs, Calif., on its applications for two new tv translator stations to serve Palm Springs, and (2) denied petition by **Palm Springs Community Television Corp.** for declaratory ruling or enlargement of issues in that hearing.

The Commission granted a petition by **WJJD Chicago, Ill.,** and reopened the record and enlarged issues in proceeding on application of **Town and Country Radio Inc.,** for new am station in **Rockford, Ill.,** to determine its financial qualifications to construct and operate proposed station.

INITIAL DECISIONS

Hearing Examiner Elizabeth C. Smith issued an initial decision looking toward granting the application of **City of New York Municipal Bcstg. System** for extension of Special Service Authorization to operate station **WNYC New York, N. Y.,** additional hours from 6 A.M., EST, to sunrise New York City and from sunset Minneapolis, Minn., to 10 P.M., EST. **WCCO Minneapolis,** the dominant station on 830 kc, had petitioned to cancel WNYC's Special Service Authorization.

Hearing Examiner J. D. Bond issued an initial decision looking toward (1) grant of applications of **Albert John Williams** for new am on 1460 kc, 1 kw D, in **Inglewood, Calif.,** and **Palomar Bcstg. Co.** for new am on 1450 kc, 250 w, unl. in **Escondido, Calif.;** (2) denial of application of **The Cerritos Bcstg. Co.** for new am on 1450 kc, 100 w, unl. in **Signal Hill, Calif.,** and (3) dismissing as moot May 1, 1956, order to **Consolidated Bcstg. Co.** to show cause why its license for **KALI Pasadena, Calif.,** should not be modified to eliminate the overlap between its operation and the operation proposed by Cerritos.

Routine Roundup

BROADCAST ACTIONS

By the Broadcast Bureau

Approved specifications submitted by Frontier Television, Inc., for operation of **WNYT-TV Buffalo, N. Y.,** on ch. 29 pursuant to report and order (which substituted ch. 29 for ch. 59 and modified WNYT-TV authorization accordingly,

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effective June 20); ERP 263 kw vis. and 144 kw aur.; ant. 360 ft.

Approved specifications submitted by **WROM-TV Inc.**, for operation of WROM-TV on ch. 9 in Chattanooga, Tenn., instead of Rome, Ga., (which moved that ch. from Rome to Chattanooga and modified WROM-TV authorization accordingly, effective May 6); ERP 316 kw vis. and 178 kw aur.; ant. 1030 ft.

Actions of June 28

KONO-TV San Antonio, Tex.—Granted license for tv station.

WGHF (FM) Brookfield, Conn.—Granted license for fm station.

WXTV (TV) Youngstown, Ohio—Granted mod. of cp to change ERP to vis. 6.46 kw, aur. 3.47 kw, change studio location and trans. location, install new trans. and ant. system: ant. 330 ft.

WICU (TV) Erie, Pa.—Granted mod. of cp to change ERP to vis. 316 kw, aur. 158 kw, change trans. location, install new trans. and ant.: ant. 780 ft.

KQED (TV) San Francisco, Calif.—Granted extension of completion date to 1-24-58.

WXTV (TV) Youngstown, Ohio—Granted extension of completion date to 12-26.

Actions of June 27

WFBM, WFBM-TV, WTCN, WTCN-TV, Minnesota Television Public Service Corp., Indianapolis, Ind.; Minneapolis and St. Paul, Minn.—Granted mod. of licenses to change name to Twin State Bcstg. Inc.

WAVY Portsmouth, Va.—Granted mod. of license to change name of licensee corporation to **Tidewater Teleradio Inc.**

WMCR (FM) Kalamazoo, Mich.—Granted mod. of license to change name of fm to Western Michigan University.

The following were granted extension of completion dates as shown: **KGU Honolulu, Hawaii** to 7-31; **WBRC-FM Birmingham, Ala.** to 10-1; **KHTV (TV) Twin Falls, Idaho** to 1-25-58; **WVEC-TV Hampton, Va.** to 1-4-58.

Actions of June 26

WSPD-TV Toledo, Ohio—Granted extension of completion date to 11-2.

WNYT-TV Buffalo, N. Y.—Granted extension of completion date to 1-23-58.

Actions of June 25

WTVO (TV) Rockford, Ill.—Granted license for tv station.

WTOK-TV Meridian, Miss.—Granted license for tv station.

KOOK-TV Billings, Mont.—Granted license for tv station.

WHEN-TV Syracuse, N. Y.—Granted license for tv station.

KBAK-TV Bakersfield, Calif.—Granted license for tv station.

KHSL-TV Chico, Calif.—Granted license covering changes in facilities and specify studio location; ERP vis. 234 kw, aur. 117 kw, ant. height 1296 ft.

KSL-TV Salt Lake City, Utah—Granted license covering changes in facilities; ERP vis. 33.1 kw, aur. 18.2 kw, ant. 3660 ft.

KSPL Diboll, Tex.—Granted license for am station.

KSOX Raymondville, Tex.—Granted license for am station.

KGGM-TV Albuquerque, N. M.—Granted license covering changes in facilities: ERP vis. 44.7 kw, aur. 22.4 kw (DA), ant. 4180 ft..

KJEO (TV) Fresno, Calif.—Granted cp covering changes: ERP vis. 380 kw, aur. 191 kw (DA); install new trans. and directional ant. system.

WIIC Pittsburgh, Pa.—Granted mod. of cp to change name to WIIC Inc.

WLWL Mansfield, Ohio—Granted mod. of cp to change ant.-trans. and studio location, make changes in DA system.

The following were granted extensions of completion dates as shown: **WTAM Decatur, Ga.** to 2-20-58; **WCGC Belmont, N. C.** to 8-11; **WRMF Titusville, Fla.** to 11-14; **WSLA Selma, Ala.** to 12-12; **KOOS-TV Coos Bay, Ore.** to 10-29; **WTVK Knoxville, Tenn.** to 10-7; **WORA-TV Mayguez, P. R.** to 10-13; **WNOW-TV York, Pa.** to 10-5.

WROV-FM Roanoke, Va.—Granted request to cancel license of fm; call letters deleted.

WJAT-FM Swainsboro, Ga.—Granted request to cancel license of fm; call letters deleted.

WLSU (FM) Baton Rouge, La.—Granted request to cancel license of fm; call letters deleted.

Actions of June 24

WLAP-TV Lexington, Ky.—Granted mod. of cp to change ERP to vis. 15.5 kw, aur. 7.76 kw, change trans. and studio location, install new trans. and ant. system; antenna 640 ft.

WEEQ-TV LaSalle, Ill.—Granted mod. of cp to specify studio location and waived sec. 3.613 of Commission's rules; antenna 440 ft.

KTAG-TV Lake Charles, La.—Granted extension of completion date to 1-9-58.

KVIT (TV) Santa Fe, N. M.—Granted extension of completion date to 1-17-58.

Actions of June 17

WAIQ (TV) Andalusia, Ala.—Granted license for noncommercial educational TV.

KLSE (TV) Monroe, La.—Granted license for noncommercial educational TV.

Actions of July 5

KCFI Cedar Falls, Iowa—Granted mod. of cp to change ant.-trans. and studio location and change type trans.

WARE Ware, Mass.—Granted extension of completion date to 10-1.

Actions of July 3

WPRO-TV Providence, R. I.—Granted license for tv.

WHCT (TV) Hartford, Conn.—Granted license for tv.

KRGV Weslaco, Tex.—Granted license covering changes in TV.

KHQ-TV Spokane, Wash. — Granted license covering changes in TV.

WCMT Martin, Tenn.—Granted license for am.

KRAC Alamogordo, N. M.—Granted license for am.

KGAN Bastrop, La.—Granted license for am.

KDXU St. George, Utah—Granted license for am.

WNAE Warren, Pa.—Granted license covering increase in power and installation of new trans.

WOKJ Jackson, Miss.—Granted license covering increase in power, make changes in ant. system and installation new trans.

WPAL Charleston, S. C.—Granted cp to change ant.-trans. and studio location.

WHIY Orlando, Fla.—Granted mod. of cp to change type trans. and specify studio loc.

The following were granted extension of completion dates as shown: **KUMV-TV Williston, N. D.** to 10-18; **KINY-TV Juneau, Alaska** to 12-31.

Actions of July 2

WPAG-TV Ann Arbor, Mich.—Granted license for tv.

KENI-TV Anchorage, Alaska—Granted license for tv.

WJIM-TV Lansing, Mich. — Granted license covering changes in facilities; ERP vis. 100 kw, aur. 50 kw, ant. 1000 ft.

KVVG (TV) Tulare, Calif.—Granted mod. of cp to change ant. system from nondirectional to directional ant.; ERP to vis. 174 kw, aur. 87.1 kw (DA) ant. 820 ft.

WAVY-TV Portsmouth, Va.—Granted mod. of cp to change name to **Tidewater Teleradio Inc.**

KOZE Lewiston, Idaho—Granted request for cancellation of license; call letters deleted.

Actions of July 1

KRCG (TV) Jefferson City, Mo.—Granted mod. of cp to change ERP to vis. 214 kw, aur. 107 kw (DA), increase ant. height (1012 ft.)

KEAN Brownwood, Tex.—Granted extension of permission to sign-off at 7:00 p.m., local time, except for special events, for additional three months from 6-30-57.

KNET Palestine, Tex.—Granted permission to sign-off at 8:00 p.m. CST, for months of July and August, 1957, due to vacations and for financial relief.

KAUS Austin, Minn.—Granted extensi on of completion date to 10-2; conditions.



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RADIO

Help Wanted

Management

Immediate opening for commercial manager man or woman in Florida's fastest growing area. Must have creative ideas and know-how to produce. Excellent salary plus 20 percent commission if you write your own copy, 15 per cent if you do not, after reaching salary figure. This is an excellent opportunity for the person who really wants to work and make some real money. Send resume, photo, and ample script to Box 418A, B•T.

Commercial or assistant manager: Southwest indie, single station market of 100,000. Want young man with complete radio background. No announcing except on production commercials. Sales results essential. Start at $6,000 plus percent gross. Send complete information first reply. Tapes will be returned. Box 446A, B•T.

Sales manager—capable, solid and able. Real opportunity with Ohio major indie. Box 462A, B•T.

Experienced professional radio staffman with small station program director qualifications. Mail applications only. Give complete details and references first letter. Photo and tape later. Box 60, West Bend, Wisconsin.

Opportunity-new 5 kw. Contact Manager, KCSR, Chadron, Nebraska.

Sales manager, male or female, WMOA, Marietta, Ohio, earnings unlimited, wonderful town to live and work in. If interested contact Sandy Guyer, General Manager.

Sales

Sales manager in New York-New Jersey metropolitan area. Must be a go-getter. Storecasting and background music field. Commission basis. Box 361A, B•T.

One of nation's oldest radio stations in the middle west needs an experienced radio salesman. Pay and company benefits most attractive. Right man will be considered for sales manager's post. Box 388A, B•T.

Minnesota regional station needs salesman-announcer. Good salary plus commission. Box 399A, B•T.

Experienced radio salesman for the most progressive station in market of 450,000 in the Magic Valley of Texas. Guarantee and commission commensurate with ability. Supply employment and minimum income requirements with application. Box 400A, B•T.

Small market Texas station needs fulltime salesman. Salary plus commission. Send full details to Box 409A, B•T.

Experienced radio salesman in small to medium market. Must be good. Give references. Box 461A, B•T.

Salesman—Proven "hitter" growing multiple operation. Michigan major market. Good salary plus top earnings. Box 463A, B•T.

Salesman: Independent station in largest city in midwestern state with highest Hooper and Pulse ratings, needs aggressive, mature and experineed man for local sales work. Excellent income on salary and commission awaiting man with ability to take facts and figures and put them to work for him. Please include past sales record and references. Box 465A, B•T.

Opportunity-new 5 kw. Contract Manager, KCSR, Chadron, Nebraska.

Announcers

$160 a week for DJ—with flowing conversational delivery (breezy and informal)—sportscast pace. Adept at reading album liner-notes. Wanted by midwest—Great Lakes area station. If you're bright and bouyant, and use rhyming intros to records, write Box 692G, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

New Montana station will have openings August 15th for two staff announcers. Starting salary $80.00 to $85.00 per week depending on experience. Also desire an announcer holding first class ticket, no maintenance or construction experience necessary. Box 344A, B•T.

Approximately September first. Staff announcer who can also direct public service programming. Minimum 2 years experience. Group-owned station, New York State. All benefits. Send tape. Box 345A, B•T.

Good or potentially good announcer with 1st class license. Excellent salary. Rapid advancement if you can qualify as chief engineer for regional midwest independent. Send tapes, photo and references. Box 390A, B•T.

Announcer, regular staff and assistance to manager on sales and copy. Single station market Rocky Mountains. Box 405A, B•T.

Morning disc jockey for Penna. independent, at least 3 years experience, must be good ad-libber. Box 424A, B•T.

Announcer, experienced, with restricted license; West Virginia 250-watt station. Ability to attract and hold listeners. Box 425A, B•T.

Announcer with minimum experience for 250 watt network small market station in southeast. Send tape and resume in first reply. Box 426A, B•T.

Announcer-copywriter, mature voice, minimum two years experience network affiliate. $75 start. Periodic raises, retirement plan, benefits. Send tape, letter. Box 471A, B•T.

Combination announcer-engineer with first class ticket needed immediately. Good pay. Excellent working conditions. State all information in first letter to Les Ryder, KCIL, Houma, Louisiana.

Opportunity-new 5 kw. Contact Manager, KCSR, Chadron, Nebraska.

Staff announcer. Must have good voice and solid experience. Top Montana station. Forty hours. Profit sharing, two weeks' vacation, excellent salary. Contact Assistant Manager, KFBB, Great Falls, Montana.

Sports director-salesman. Emphasis on sales. Salary plus commission. Send details to KFRD, Rosenberg, Texas.

California kilowatt affiliate expanding. Need top-flight all-around announcers with or without 1st phone. Versatility and experience essential. Must handle news, personality disc shows, "good" music and have business-like approach to job. Salary in excess of $100 per week. Send tape, photo, full particulars to Operations Manager, KGMS, Hotel Senator, Sacramento, Calif.

Experienced announcer wanted at new 500 watt daytime independent. Single man preferred. Salary open. Send complete resume, salary requirements, tape and recent photo. We are located in heart of hunting and fishing territory. Congenial announcer please apply immediately. Si Willing, Manager, Radio KMAR, Winnsboro, Louisiana.

Need immediately, ambitious announcer, preferably first ticket. Above average pay. World's best fishing, hunting, living conditions. Paying commission on sales. Rush air mail tape, snapshots KPRK, Livingston, Montana.

Experienced announcer: Man who can read copy, news, and handle top record show in competitive two station market. Operate console. No beginners or drifters. Voice quality must be good. Send tape and photo. Personal interview required later. Contact KSIS, Sedalia, Missouri.

Wonderful opportunity for announcers with fundamental broadcasting experience. Good working conditions, chance for advancement. Send tape, photo and resume to Radio Station WARK-CBS, Hagerstown, Maryland.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening staff announcer. Send tape and resume first letter. WASA, Havre de Grace, Md.

Experienced staff announcer-control room operator. Emphasis on announcing. Must be reliable, have good voice, pleasant personality. Rush resume with references plus tape and photo to WIBX Radio, Utica, New York.

Wanted, combo man with first phone. 1000 watt midwest independent. Night shift. Good pay and working conditions. Contact Elzer Marx, Manager, WITY, Danville, Ill. Phone 1312.

Wanted, experienced play-by-play sportsman for basketball and football by CBS radio station located in middle sized midwest. Market duties also cover nightly sportscast. Radio and tv sales experience desirable but not necessary. Rush tape, audition play-by-play, photo and resume to Merritt Milligan, WTAD-KHQA-TV, Quincy, Illinois.

WTIM needs good announcer for music and news. $80.00 per 48 hour week, two weeks paid vacation per year. New equipment and modern studios. Send tape and resume to Roger Moyer, WTIM, Taylorville, Illinois. No phone calls.

And there you are. And here we are. Number one in all 4 of our markets, Kansas City, Minneapolis, New Orleans and Miami, more yet to come. Looking for bright sounding josh diskies like you just can't hardly find no more. Top pay, unlimited opportunities with America's most successful radio group. Send tape and resume to Bill Stewart—The Storz Stations, 820 Kilpatrick Building, Omaha, Nebraska.

Technical

Are you an energetic engineer who has no chance for advancement in your present job, then we're looking for you. We are a two-station chain with the third station permit expected shortly. We need a chief engineer, a man capable of maintenance repair, and purchase of technical equipment. The man we hire will have a chance at the construction of our proposed third station. If you're a young married man who desires to assume a permanent and responsible position with an expanding firm, send all information to Box 158A, B•T.

Capable chief engineer 5000 watt radio NBC affiliate, tv contemplator. Starting salary $80.00 weekly. Box 366A, B•T.

Engineer-ability to construct small am station. Nothing definite but let's swap notes. Box 408A, B•T.

Engineer-announcer with first ticket. Reasonable experience. Box 485, Aberdeen, Maryland.

Opportunity-new 5 kw. Contact Manager, KCSR, Chadron, Nebraska.

Chief engineer needed by northern California kilowatt affiliate. Experience with directionals, new construction. Fm and studio/transmitter maintenance necessary. All new RCA equipment. Metropolitan area. Salary in excess of $7000 per year. Contract Operations Manager, KGMS, Hotel Senator, Sacramento, Calif.

Wanted—Engineer with 1st class license, combo man who can either write copy, sell or announce. Top salary commensurate with ability. WBRV, Boonville, N. Y. Phone 11.

Engineer for small market 5,000 watt am station whose good with his hands as well as his head. Experience desirable but not essential. If you like challenging, creative broadcast work, contact Chief Engineer, WCOJ, Coatesville, Penna.

Engineer with first class license and car for transmitter position. WIRL, Peoria, Illinois.

RADIO

Help Wanted—(Cont'd)

Technical

Combo man wanted with first phone license by this financially sound newspaper owned am and fm station. Experience desirable but not necessary. If you are reliable and can fit in with congenial staff, call collect. Fred Gresso, WRSW, Warsaw, Indiana.

Two transmitter engineers with first class tickets. $1.60 per hour, two weeks vacation, no announcing, no maintenance. Please call or write James Hilderbrand, WTIM, Taylorville, Illinois.

Programming-Production, Others

Well established radio-tv operation has immediate need for an experienced radio-tv news director to assume complete charge of department. Must be able to handle on air assignments in both media. Rush complete information, picture and starting salary requirement. Box 395A, B•T.

Wanted, gal Friday. Typing, shorthand, bookkeeping, copywriting helpful. Top job. High salary. Good future. Outstanding midwest station. Send all info immediately. Box 413A, B•T.

Sports director needed immediately for one of central U. S. finest radio-tv operations. Unlimited opportunities. Send complete info to Box 436A, B•T.

Wanted experienced newsman for middle Georgia radio station in the process of inaugurating mobile news service. Send details to Box 448A, B•T.

Secretary—Exceptional opening as secretary to manager of big expanding power station in Great Lakes area. Real career opportunity for young woman familiar with various phases of station operation (preferably independent); excellent starting salary and rapid advancement if you are capable and energetic. Full details first letter. Box 455A, B•T.

Opportunity-new 5 kw. Contact Manager, KCSR, Chadron, Nebraska.

Looking ahead? So are we, to the day when a creative, energetic man or young woman with salable ideas takes over the production and control of our strong commercial radio station in a booming industrial and vacation area of 250,000. Michigan or Ontario go-getters write: Manager, WKBZ, Muskegon, Michigan.

RADIO

Situations Wanted

Management

Manager. Competent, confident, cheerful, congenial: successful, employed, ambitious. Top references: past, present employers. Nine years experience. Now with metropolitan independent. Box 349A, B•T.

Commercial manager in medium market desires midwest position immediately. Seven years experience - sales - announcing-production. Married, family, best references. Box 355A, B•T.

General manager, metropolitan fulltime independent. 10 years GM experience. Box 440A, B•T.

Manager, seeks change because of climate. Strong on sales, programming, administration. Box 452A, B•T.

I've resigned, but the boss won't accept my resignation. However, I'm determined to find managerial position with station that needs ideas, organization, administration. Have worked my way up thru copy, traffic, production, programming, sales and station promotion to present position of west coast sales manager medium market network station. Actually performing assistant manager duties supervising all phases. Have doubled local sales; helped bring station from bottom of rating ladder to 2nd. Young (31) with enthusiasm, energy, know-how. Single to devote fulltime to job. Ready to prove my 8 years radio-tv-agency experience on profit-sharing basis. Prefer western mountain country. Write Box 457A, B•T.

Managers-grab-save. Western states. 90-day leave starting August. Do work of 3 men—R&B, C&W, dj, news-sports. Age 31, married. Personal interviews only. In your territory August, September, #3 figured salary parties, with investment opportunities. Contact Ward Goodrich (Ned Needham) WMOP, Ocala, Florida. After August 3rd, Rte. 1, Box 401, Danville, Indiana. Chamness Residence.

Sales

For sale: 15 years of tough, wonderful years learning radio and tv trade, including copy, sales and management level in leading markets in Ohio and Wisconsin. No wonder boy, but plenty of savvy, with emphasis on salesmanship. Willing to submit to Wallace-type interview. If interested, write to Box 373A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Personality dj. Strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 261A, B•T.

Girl personality, dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 262A, B•T.

Dj, beginner. Capable, eager to please. Salary second to opportunity. Grad N.Y. radio school. Tape and resume immediate on request. Box 263A, B•T.

Experienced first class announcer—first phone seeking San Francisco—Bay or Peninsula area, top pay position. Tape will convince. Box 274A, B•T.

Country-western dj-announcer. Guitar. Third. Thoroughly experienced. Permanent. Box 378A, B•T.

Two years experience music, news and sports. Graduate of two year radio and tv school. Working summer replacement ½ million market in New England. Family man, desire fulltime position, will travel. Available September first. Box 401A, B•T.

Early morning, versatile, ad libs, anything goes, bright music, no r & r, five years experience, sales, news, veteran, married, third phone, can enlarge your morning audience, want to advance now. Box 402A, B•T.

TV newscaster-announcer. Seeks position with top-notch radio or news operation. Presently employed by leading midwest tv station. Box 403A, B•T.

Announcer, 9 years radio—1 year tv (booth & on camera.) Familiar all phases of on-the-air work except play-by-play sports. Strong on commercials-news. Authoritative, honest, reliable. Presently employed in northwest with leading outlet in area. Desire relocation southeast, with large quality operation. (However, all attractive offers considered.) Salary object. Box 404A, B•T.

Announcer-dj, two years experience in small station. DMS radio school graduate. First phone, no maintenance. Copywriting experience. Specialty personality dj. Any style music. Versatile—want to learn. Handicapped. Prefer mid or southwest. Box 410A, B•T.

Announcer - salesman, 15 years experience. Do play-by-play, country-western. Experienced management, want permanent position. Management considered in the south. Employer knows of this ad. Box 411A, B•T.

DJ with six months experience, operate own board, twenty years sales experience, Florida or warm climate. Box 412A, B•T.

Young man with first phone desires job as combo man, emphasis on announcing. No previous experience, but willing to learn. Box 414A, B•T.

If you are planning tv or are affiliated, give me a listen. Experienced, 28, college degree. Box 417A, B•T.

Just out of dj school. No experience. Married, 49 years old. Tape and photo available. Box 419A, B•T.

Newsman. Radio and television. 15 years experience including network and nation's capitol. Major market. Box 420A, B•T.

Professional broadcaster. What a combination! Dj, first phone, recordist, musician, arranger, writer, production. Ten years in radio and showbiz in east. Box 421A, B•T.

High type network voice, 6 years experience, ABC, Mutual, independents. Michigan or midwest preferred. Box 422A, B•T.

Attactive, superbly trained all phases, excellent negro girl dj available immediately. Dependable. Anything to please. Travel anywhere. Box 427A, B•T.

Former McLendon deejay, young (21), enthusiastic for music-news, seeks programming position in medium or large market, established or newly independent station. Box 431A, B•T.

Announcer, 2 years staff experience. Car, will travel. Third class ticket. Box 433A, B•T.

Fully pro mikeman adaptable to any surroundings. Trims sails (sales) to the wind. Box 434A, B•T.

Two for one. Sales proven original production commercials with sponsor-audience wise seasoned mike-master. Box 435A, B•T.

Let tape talk. Fit any operation, radio, tv. 16 years experience. 35 years old, married. Presently working. Available on two weeks notice. Box 443A, B•T.

ANNOUNCERS

Radio stations throughout the country are rapidly converting to "combo operation". Keep pace with the trend—protect your security—get your first class F.C.C. license without delay. Put yourself on the preferred list for better, higher-paid positions. A first class F.C.C. license gives you the advantage over otherwise equally qualified applicants. We have trained thousands and can prepare you, too, for a first class F.C.C. license in a minimum of time. Our 32 page booklet, Opportunities in Electronics, explains how you can prepare for this all-important license quickly, through home study or in resident classes. This booklet is free. Write for it today.

Our Guarantee
If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

FCC-Type Exams
FCC-type tests are used throughout the Grantham course. Constant practice with these FCC-type tests helps you prepare for the actual FCC examination.

MAIL COUPON TO SCHOOL NEAREST YOU

GRANTHAM SCHOOLS, Dept. 12-R

821 19th St., N.W., Washington 6, D. C. OR 1505 N. Western Ave., Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name_____

Address_____ City_____ State_____

I am interested in: ☐ Home Study ☐ Resident Classes

RADIO

Situations Wanted—(Cont'd)

Announcers

Staff/sports announcer. Six years experience in all phases of broadcasting, play-by-play all sports. Desirous of permanent position with progressive outlet. Box 445A, B•T.

Opportunity, presently employed, top dj, metropolitan experience, quality voice, age 30, college, veteran, family, 8 years both radio and tv. Consider all replies. Box 449A, B•T.

Wanna make money? Let Pulse-proven dj, with Storz-Noemac excitement know-how, help you become "Number One." Aggressive salesman. Family man, desires permanency. Box 451A, B•T.

Disc jockey: 3 years experience. College, single. Desire N. J., Conn., Pa., other replies considered. Box 454A, B•T.

Need announcer for afternoon-evening-night. Month's experience, good reference, conscientious, will travel. Box 458A, B•T.

Reliable - experienced - staff announcer. Seeking position in larger market. Strong on news-commercials and all types of dj work. Single, vet. Will travel. Box 459A, B•T.

Announcer-engineer. First phone. One year experience. College degree: Music (voice-piano). Clean-cut. Good voice. Box 470A, B•T.

DJ, 2 years experience, married, working on first. (Need job now). Box 472A, B•T.

Experienced announcer and copywriter desires summer full or parttime near D. C. Oliver 2-0380.

Experienced announcer. Prefer midwest. Good dj, sports, commercials, news. Single, reliable. Tape on request. Don Baskin, 5000 East End, Chicago.

Speech Degree, radio and tv announcer. Strong news and commercials. Age 28, married. Bill Brown, 3049 S. Harding Avenue, Chicago 23, Illinois. Cliffside 4-1223.

Experienced announcer. Excellent reference. Upper midwest preferred. David Copeland, 304 Eighth Street, Silvis, Illinois.

Announcer, control board, staff personality, news, commercials, platter specialties, one year experience, hard worker, single, travel, tape, references. Reno Martin, 111 Orchard St., Mount Vernon, N. Y.

Technical

Engineer, no announcer. Experience in construction remote control units, maintenance two and half years. Chief engineer. Now in TV. Want to go back to my true love radio. Desire job as chief engineer in Miss., La., or east Texas. Box 270A, B•T.

Eighteen years am-fm including directional antennas. Experienced chief. $8,000 minimum plus moving. Box 406A, B•T.

First class ticket young man desires start as combo man. Prefer small western town. Good voice. Box 415A, B•T.

Woman with first telephone license, two years transmitter and studio experience, typing and accounting. Box 423A, B•T.

Engineer, 1st phone, ham college degree. 2 years am experience, single, don't drink. Prefer Florida, consider anywhere. Available in August. Box 450A, B•T.

Engineer, first phone, experience in radio, transmitter and studio; instructor and ham; 29; married; seeking position at television transmitter or studio anywhere; salary and hours of secondary importance. Philip Koch, 3534 Connecticut St., St. Louis 18, Mo.

Programming-Production, Others

Newsman wants permanent position. Parttime experience with 50 kw metropolitan clear, while finishing school Master's and Bachelor's NU's Medill School of Journalism, radio-tv news major. Box 129A, B•T.

Copywriter extra-strong on radio, 10 years experience, also strong all media publicity. Acquainted tv copy and new layouts. For samples and references write Box 442A, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Newsman. Prefer major market, but will consider any money making potential in any news-making market. Box 453A, B•T.

Program director-announcer. Man who can sell you and your clients! PD with WRDB, Reedsburg, Wisconsin. News director with WTTN, Watertown, Wis. 32, college, single, seven years with the mike. One year with WJLK, Asbury Park, N. J. Contact Roger Magee, 1317 Stewart Ave., Wanamassa, N. J. PRospect 5-5345.

TELEVISION

Help Wanted

Management

Assistant manager for uhf station in midwest medium market. Must have five thousand dollars to invest. Box 467A, B•T.

Traffic manager opening. Young woman to take charge traffic department. This NBC affiliate. Experience in radio or tv traffic necessary. Please call or wire collect Office Manager, WTVO, Rockford, Illinois.

Sales

Television sales. Salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when qualified. Give previous selling experience and as many particulars as possible. Please enclose recent snapshot. Box 755G, B•T.

From radio to tv. Midwest medium market NBC tv station has opening for successful radio salesman now employed in midwest radio to join expanding tv sales department. Excellent opportunity. Guarantee plus commission. Box 372A, B•T.

Michigan regional vhf with strong net affiliations, desires man with local tv radio or space background as sales representative, serving several medium sized communities. Will live in his sales area and participate actively in 1st affairs. Send full details to Box 456A, B•T.

Technical

Transmitter engineer for vhf station in metropolitan midwest city. One of nation's top stations. Salary, vacations, other benefits above average. Our standards are high, and yours must be likewise. Radiotelephone first license required. State experience, education, and provide a recent snapshot. Box 384A, B•T.

Studio engineer for vhf station in large midwest city. Finest equipment to operate, good salary and other benefits. This is the leading station in the area, and requires grade A men to operate it. Supply resume of experience, education, and a photo. Reply Box 441A, B•T.

TV transmitter engineers for recently licensed Indianapolis television station. Transmitter building now under construction. Write today for application to WLWI, 714 Merchants Bank Building, Indianapolis 4.

Programming-Production, Others

Wanted: Male with B.A. or B.S. Degree with training and experience in audio-visual aids—needs experience in shooting and editing single or double system 16mm sound film—Knowledge of electronics and servicing helpful. Race is not a factor. Box 389A, B•T.

Copywriter. Man or woman. Experienced. To write tv copy. Good salary, working conditions, and profit sharing plan. Send all information to Assistant Manager, KFBB, Great Falls, Mont.

California television station needs executive secretary for program department. KSBW-TV needs a capable executive secretary with knowledge of television program department functions. Should have knowledge of network traffic, continuity, production. Detail minded, good administrator. Shorthand helpful but not necessary. Address all replies, with complete details of experience and references to Gary Ferlisi, Program Director, KSBW-TV, P. O. Box 1651, Salinas, California.

TWO MONOPOLY STATIONS NOW AVAILABLE IF YOU HURRY—

Station 1—500 w daytime independent in Indiana county seat city of 20,000. Serves growing industrial-agricultural market.

Asking $100,000 with $30,000 down. Long lease available on well equipped air conditioned studio building. Operating profit last year approximately $21,000.

Station 2—250 w daytime independent in central Iowa county seat city of 8,000.

Asking $75,000 with terms, and grossing at a rate near that figure. Excellent studio and equipment on land leased with option to buy.

For further details, write or call our Chicago or Washington offices.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON
1625 Eye Street, N.W. National 8-1990

NEW YORK
60 East 42nd Street Murray Hill 7-4242

CHICAGO
35 East Wacker Drive Randolph 6-6760

TELEVISION

Situations Wanted

Management

Operations manager. Nine years radio-tv experience, including new station Sign On. Excellent references. Employed. Box 350A, B•T.

Sales

Successful mature salesman; radio and tv, experienced in market-consumer research, promotion and closing sales. 35, veteran, married, 2 children. Prefer midwest or Florida for family reasons. Box 322A, B•T.

Announcers

TV newscaster-announcer. Seeks position with top-notch radio or news operation. Presently employed by leading midwest tv station. Box 403A, B•T.

Radio-television, 3½ years. Limited on-camera experience. Single, 28, college degree. Midwest. Box 416A, B•T.

Competent announcer for hire. Box 428A, B•T.

Will announce and direct for you if future leads to administration. Box 429A, B•T.

Technical

Twenty years am-fm-tv including color. Chief, supervisory experience. Reliable family man. Box 407A, B•T.

Programming-Production, Others

Experienced tv promotion manager. VHF network big market station. All phases promotion, publicity, merchandising. For complete resume, samples and references, please write Box 324A, B•T.

Program director. Nine years radio-tv experience, including new station Sign On. Excellent references. Employed. Box 351A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Continuity director. Radio-tv experience: department head, metropolitan stations. College graduate. Versatile man, early thirties. Know copy, promotion, production, art, etc. Seeking top position, top salary, top station. Now employed. Box 352A, B•T.

Programming and production (live and film) management, 9 years tv, primary and secondary markets. Wish to relocate. Box 382A, B•T.

Top references, five years experience station and agency. Qualified for program director, production manager, producer, director. Box 432A, B•T.

Capable director. Presently employed. Thoroughly experienced. Versatile, imaginative. Best references. Box 439A, B•T.

Writer-announcer-director, with top midwest radio-tv station, wants Florida location, radio or tv. 10 years experience. Mature, responsible family man. Box 447A, B•T.

Producer-writer: Seek progressive metropolitan station. 5 years experience. Desire personal interview. Details on request. Box 460A, B•T.

TV school grad, wants position as assistant art director or prop man. Prefer Pacific northwest. Box 469A, B•T.

FOR SALE

Stations

$80,000 will give you 60% of good income tv/radio operation, vhf, southwest, major network, $50,000 cash, balance on good terms. Please identify yourself fully. Box 299A, B•T.

Texas 1,000 watt daytime. Medium size market. Excellent potential. $75,000 with good terms. Box 430A, B•T.

FOR SALE—(Cont'd)

Stations

UHF station for lease in small midwest market. Approximately $9000 yearly. Excellent opportunity for film company to experiment with independent programming. Box 468A, B•T.

Massachusetts $75,000; Illinois $100,000; Michigan $55,000; Texas $40,000; North Carolina $45,000; Michigan $70,000; Florida $350,000; West Virginia $68,000; Illinois $135,000; Rhode Island $125,000; Vermont $85,000; New York $750,000; West Virginia $60,000; Vermont $40,000; Maine $125,000; Pennsylvania $78,000; South Carolina $110,000; New Jersey $150,000; Kentucky $125,000; Pennsylvania $150,000; South Carolina $85,000; New Hampshire $150,000. Please write Haskell Bloomberg, Broker, Lowell, Massachusetts.

Market with growth riding atomic age and future. Regional station. $87,500 full price. Liberal terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Southern major market network station. Operating at a profit. Responsible purchasers may buy, $50,000 down and $25,000 per year, 5 years plus interest. Details in confidence. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Wanted lease of am property with option or low priced buy. 25 years of broadcast experience prefers Florida, but will consider good offer. Box 330A, B•T.

Model 150 Wincharger 150 ft. guyed tower. $750. P. O. Box 608, West Sacramento, California.

Complete RCA Vidicon film chain type TK-21A and dual-disc slide projector type TP-3C like new. Price 75% of cost or will consider best offer. Vidicon available immediately, slide projector by July 15th. Equipment being replaced by 3-V color system. Write T. Frank Smith, KRIS-TV, Post Office Box 840, Corpus Christi, Texas.

For sale—regulated power supplies, available about August 1st: 17 RCA WP33B and 9 Dumont 5019A (modified to WP33B specs) at $290 each. 8 RCA 580D at $140 each. All in excellent electrical and mechanical condition. H. A. Bondy, WAGA-TV, Atlanta, Ga.

For sale—RCA-UHF type TTU1B—1 kw. 23 channel transmitter. Filterplexer to match. Good condition. WMSL-TV, Decatur, Alabama.

WANTED TO BUY

Stations

Wanted to buy 3 kw or 10 kw fm transmitter. Also want fm monitor, other fm accessories. Reply Box 220A, B•T.

Principal with radio, tv and promotional sales background interested in buying for cash or terms, plus outstanding services. Confidential. Highest references, capabilities and financial standing. Box 341A, B•T.

Problem station, west, southwest, midwest wanted by experienced broadcaster. Private. Confidential. Box 8545, Chicago.

Stations wanted. Private, independent service. Ralph Erwin, Broker. 1443 South Trenton. Tulsa, Oklahoma.

Fifteen successful years in broadcasting field, operator-investor looking for $75,000 to $150M gross or higher. New England or east. Or part ownership of still larger set-up. May Brothers, Brokers, Binghamton, N. Y.

Equipment

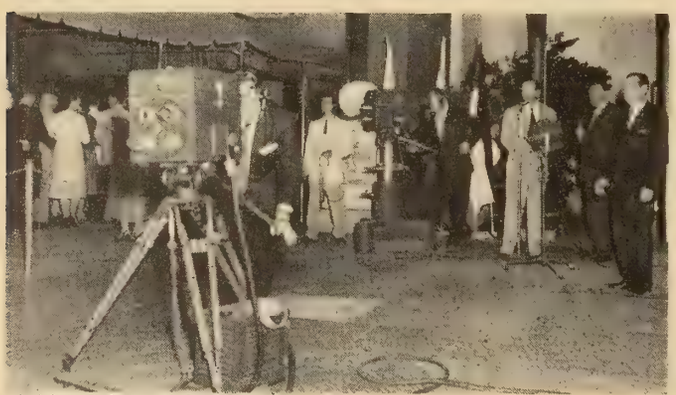
Wanted: 10 kw high level modulated transmitter, not over 10 years old. State condition and price. Box 347A, B•T.

Need Dumont camera cables, A, B, or connectors. Quote price. KOLN-TV, Lincoln, Nebraska.

Miscellaneous

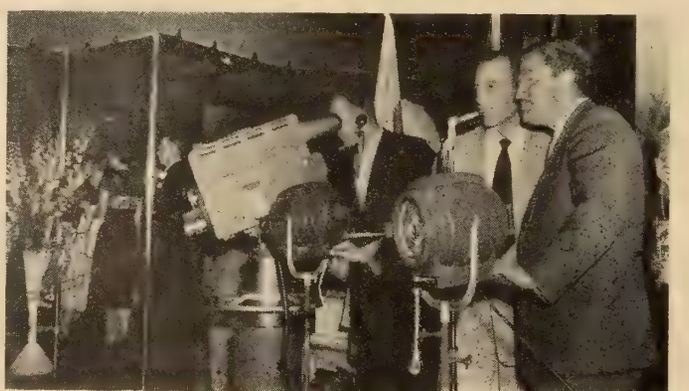
Danny Sheelds. Trying locate you. Anyone knowing whereabouts, write Box 475A, B•T.

EXAMPLE——PRACTICAL TV TRAINING



This is a typical example of the practicality of ALL Northwest training. These students are actually doing a live remote from a recent movie premiere.

All Northwest classes are trained using methods like these—letting students work in a practical manner with everyday Telecasting problems. For *top* TV people call John Birrel.



NORTHWEST
Television – Radio Division
SCHOOLS

HOME OFFICE:
1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA
1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS . . . . . .
540 N. Michigan Avenue
DE 7-4504

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive. Dallas, Texas.

F.C.C. First Class Phone License preparation, concentrated speed tutoring, no correspondence; beginners included. Monty Koffer, 743 Hendrix Street, Brooklyn 7, New York.

RADIO

Help Wanted

HELP WANTED: BROKER

Leading business brokerage house specializing in media needs top negotiator preferably with full knowledge of radio and television station operation. We are seeking conservative, industrious, sober-minded man who wants a rewarding, long-pull career—not a "fast sell" artist. Starting salary in five figures plus commission.

Send full particulars to

BOX 398A, B.T.

Sales

Need two aggressive Radio and/or TV Salesmen. Chance to affiliate with one of the nation's leading radio stations and TV affiliate, with excellent chance for advancement. State minimum salary, references, experience.

Box 473A, B•T

Announcer

$150 WEEKLY

Minimum Guarantee

for announcer-salesman; 5 KW regional; attractive Middle Atlantic states community; moderate living costs; seeking maturity and industry in individual who can be groomed for managerial responsibilities; facility owned by growing multi-station company.

Send full particulars to
Box 437A, B•T.
All replies Confidential

ANNOUNCER

Native southerner with first phone and ability to fit into finest and most congenial staff in the Central Carolinas. First personnel change in two years. Tape, resume, and references to Neil Terrell, WBSC, Bennettsville, South Carolina.

RADIO

Situations Wanted

Management

To Top Management
TV Radio Stations

I have a record of success in both radio and television management you should know about:

- *If you are in the top 75 markets.*
- *If you have a need for management/sales administration.*
- *If you are willing to start talking at $20,000.*

We both will be better off from our meeting. Still years under 40 . . . a vice president and general manager and have reason for wanting a bigger market.

Box 474A, B•T

Sales

NEW ERA FOR FM

Time salesman for new FM Station, two channel multiplex, metropolitan area. Sell station time and multiplex services. Salary and commission.

BOX 464A, B•T

Programming-Production, Others

One of Nation's top radio program men available July 15. Station group, agency, network.

Box 466A, B•T

Employment Service

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 Fourteenth Street, N. W.
WASHINGTON 5, D. C.

TELEVISION

Help Wanted

IMMEDIATE OPENINGS
WAVY-TV
CHANNEL 10
TIDEWATER, VIRGINIA

HAS NEED OF STAFF IN THE FOLLOWING CATEGORIES:

SALES
TRANSMITTER AND STUDIO ENGINEERS
ANNOUNCER-DIRECTORS
TRAFFIC
CONTINUITY
FILM EDITORS AND PHOTO LAB

THIS IS THE 27th LARGEST MARKET IN THE UNITED STATES. ITS LOCATION ON WORLD'S GREATEST HARBOR MAKES FOR INTERESTING LIVING. REPLY STATING SALARY AND REFERENCES TO WAVY, 709 BOUSH STREET, NORFOLK, VIRGINIA.

Sales

OPPORTUNITY UNLIMITED
for TV Salesman

with successful Sales Record who can "Hit The Ball" 8 hours a day. Outstandingly successful VHF Station in Single Station Market has immediate opening for a "Real Producer". Earning potential unlimited. Give previous TV Sales Experience, billing and complete personal information in first letter and send picture.

Box 438A, B•T

California Television Station

NEEDS EXECUTIVE SECRETARY FOR PROGRAM DEPARTMENT

KSBW-TV needs a capable executive secretary with knowledge of television program department functions. Should have knowledge of network traffic, continuity, production. Detail minded, good administrator. Shorthand helpful but not necessary. Address all replies, with complete details of experience and references to Gary Ferlisi, Program Director,

KSBW-TV
P. O. Box 1651 Salinas, California

We'll soon need:

3 Deejays **2 Newsmen**

1 Continuity Writer

Expanding Northeastern (and midwestern) major-market multi-station group. If you're a pro who can do a job in highly competitive markets, you'll like our organization. Salaries open—and good! Tell all first letter. Tapes returned after careful audition. All replies confidential and staff knows of this ad.

Box 850G, B•T

FOR SALE

Stations



Monopoly market making money. $60,000 total price.

PAUL H. CHAPMAN COMPANY
Station Brokers
84 Peachtree • Atlanta

Equipment

800-Foot Tower Available Shortly

Stainless—40 LB.
Also GE TY25A—Antenna
CONTACT R. M. PIERCE
WANE-TV—FORT WAYNE, IND.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

WANTED TO BUY

Stations

I WANT

A Radio Station in a large metropolitan market. Substantial cash available for right property. High net not prime consideration, but price tag should make business sense. Replies from principals only considered. Strict confidence respected. No brokers please. Box 316A, B•T.

NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel.

ANNOUNCEMENT

GTC ACTS AS

LOCAL SALES REPRESENTATIVES
ORIGINATES NEW ACCOUNTS
INCREASES CASH RECEIVABLES

PURCHASES STATIONS FOR THEIR OWN ACCOUNT
ARRANGES MERGERS
LONG TERM FINANCING

GAY THEATRE CO., 400 QUINCY STREET
FAIRMONT, W. VA., Telephone 8000

FOR SALE

1 only TOWER IDECO, 576 feet, 40# wind loading, guyed and insulated TV tower. This tower was installed in August 1954. It has supported an RCA TF-12BH antenna during this time. All guy lines are broken up with Lapp insulators for ⅛ wave at 950 kc. Tower includes Crouse-Hinds type A-4 tower lighting system. All conduit for wiring. Also has conduit and wiring for 3 phase antenna de-icer circuit. Galvanized throughout. Tower is constructed in 20 foot welded sections each 5½ feet across face. Has inside climbing ladder and brackets for hanging two 3⅛" copper coaxial lines. All are in good shape and to re-erect would require only new anchors and a modification of the lowest part of each guy line. All guy lines are of pre-stressed construction, made of Bethlehem Steel Bridge strand. Tower must be taken down by August 1, 1957. Original cost of tower alone $42,300.00.

Price of tower if taken down by buyer—$8,250.00
Price of tower if taken down by owner—$16,500.00

Address all inquiries to Technical Director, WCHS-TV, 1111 Virginia Street, East, Charleston, West Virginia.

INTERNATIONAL

Tv Set Production Drops In Canada; Radio Sets Up

TELEVISION set production continues to drop in Canada while radio receiver production is increasing, according to the report for the first four months of 1957 by the Radio-Electronics-Tv Mfrs. Assn. of Canada. Tv receiver factory production in the January-April period totaled 117,654 sets compared with 208,193 sets in the 1956 period. Tv receiver sales in the first four months of 1957 totaled 130,571 sets, of which 47,887 sets were sold in Ontario province, 34,427 in Quebec, 35,443 in the four western Canadian provinces, and 12,814 in the four Atlantic provinces.

Radio receiver factory production totaled 215,632 units compared with 209,768 units in the first four months of last year. Radio sets sold in the period totaled 164,620 units, with 74,774 sold in Ontario, 37,181 in Quebec, 44,089 in the four western provinces, and 8,576 in the four Atlantic provinces.

GM of C, CBC Negotiating

GENERAL MOTORS of Canada, Oshawa, Ont., and CBC are negotiating for what promises to be the most expensive television program series in Canadian history. General Motors plans to start this fall sponsorship of weekly one-hour live Canadian dramas on English-language tv stations and a live variety show from Montreal weekly on the French-language tv network. General Motors dropped sponsorship of the hour-long dramas this past season. MacLaren Adv. Co., Toronto, is GM of C agency.

Tv Is Spoiled, Says Hurly

ADVERTISING should not "be the crutch upon which a vast segment of the world of entertainment, culture and enlightenment . . . lean," C. O. Hurly, vice president in charge of sales of Chrysler Corp. of Canada Ltd., stated at the annual meeting of the Canadian Federation of Advertising and Sales Clubs at Minaki, Ont., last month. He said that "the great home world of entertainment" (television), which started a few years ago as a humble servant of advertising, now seems to be calling the tune. "In our eagerness to use him and his abundant talents, we as advertisers and advertising people have babied, humored and spoiled him to the extent that he has become, in some respects, a monster," Mr. Hurly said.

CJRH Begins Near Toronto

CJRH Richmond Hill, Ont., started operations dawn to dusk with 500 w on 1300 kc July 1 in Toronto's northern suburban area. John Graham is president-general manager, and John Tyrell, formerly of CKFH Toronto, Ont., program director. Radio Representatives Ltd., Toronto, handles sales.

Work Starts on Canadian Link

PRELIMINARY work has started on a new 225-mile microwave line between Toronto, Ont., and Windsor, Ont. (opposite Detroit), by Bell Telephone of Canada Ltd. The link is scheduled to begin operating early in 1959. Seven relay sites are planned on the route.

Tregale Honored on Retirement

JOHN TREGALE, radio division manager of All-Canada Radio Facilities Ltd., Toronto, Ont., was tendered a luncheon on July 4 by members of the radio station representation firms in Toronto, on his retirement after 24 years in the representation business. He was presented a purse of 165 silver dollars. When Mr. Tregale started in the representation business there was but one firm in the field. Now there are 11 station representation firms in Toronto. He joined All-Canada Radio Facilities in 1922 after heading Dawson Richardson station representation firm at Winnipeg for two years. He will retire to live in Victoria, B. C.

Brussels Exhibition to be Held

THE Postal and Telecommunications Group of the Brussels Universal and International Exhibition has announced that an international conference on Solid State Phenomena in Electronics and Telecommunications will be held at the U. of Brussels June 2-7, 1958. The Universal and International Exhibition, in which 51 nations are represented, will be held in Brussels from April through October 1958, and will provide "a focus for international scientific activity during that period." Invitations have been sent to a number of outstanding scientists and engineers, and the governments of several countries participating in the exhibition have agreed to send official delegations. Complete information on the conference can be obtained by writing the General Secretary, Societe Belge de Physique, Loveral, Belgium.

CBC to Rerun Some Radio Programs

BECAUSE MANY listeners miss top evening radio network programs in Canada when they are looking at competing television programs, CBC has started rebroadcasting top evening network shows on the daytime hours of the Trans-Canada network. CBC officials say this is strengthening daytime radio programming and giving more Canadian listeners a chance to hear Canadian talent programs which are aired in evening hours, mainly for areas which have no television. Radio network shows being rebroadcast on the daytime network include musical as well as commentary, travel, story and variety programs.

Survey Shows Rating Demand

CANADIAN advertisers and agencies are prepared to pay more money to receive more reliable radio and television audience information, according to preliminary reports coming into the Canadian Advertising Research Foundation, Toronto, from some 800 advertisers, advertising agencies, radio and television stations now being surveyed. Robin Merry, Lever Bros. Ltd., Toronto, chairman of the CARF broadcast audience measurement committee, stated that response to the 10-page questionnaire has been "most encouraging."

Broadcasters to Parliament

FOUR staff members of Canadian independent broadcasting stations were elected to the Canadian Parliament in the June 10 elections. Jim McGrath, CJON St. John's, Nfld., along with Bob McCleave and Edmund Morris, CJCH Halifax, N. S., were elected as Progressive-Conservative members, while Louis H. Lewry, CHAB Moose Jaw, Sask., will represent the Co-operative Commonwealth Federation (socialist) party.

All these Notes with Warrants attached having been sold, this announcement in so far as it relates to such securities appears as a matter of record only. The offering of the Common Stock is made only by the Prospectus.

NEW ISSUES

National Telefilm Associates, Inc.

$5,000,000

6% Sinking Fund Subordinated Notes, due June 15, 1962

With Common Stock Purchase Warrants

350,000 Shares

Common Stock

Price $7.75 per share

The Prospectus may be obtained in any State in which this announcement is circulated from such of the Underwriters as may legally offer the securities in such State

Cruttenden, Podesta & Co.
Chicago

Cantor, Fitzgerald & Co., Inc.
Beverly Hills

Westheimer & Company
Cincinnati

Ira Haupt & Co.
New York

Smith Hague & Company
Detroit

July 15, 1957

PLANS SET FOR NATIONAL TV WEEK

TELEVISION stations and networks will combine with set manufacturers and the distribution industry to promote National Television Week Sept. 8-14. Two promotional campaigns are planned this year, with NARTB and Television Bureau of Advertising handling one phase, while Radio-Electronics-Tv Mfrs. Assn. and National Appliance & Radio-Tv Dealers Assn. will cooperate.

NARTB President Harold E. Fellows and TvB President Norman Cash said their promotion will be built around the theme "Television—a Member of the Family." Joseph M. Sitrick, NARTB special projects manager, is coordinating the NARTB and TvB activity.

TvB will tie its activity to expanded services to advertisers which are now underway. The services include documented capsule facts showing the dimensions and dynamics of tv as well as its ability to move goods, according to Mr. Cash. Mr. Fellows said NARTB's objective will be to unite stations and networks in an all-out effort to project the story of tv's service to the nation.

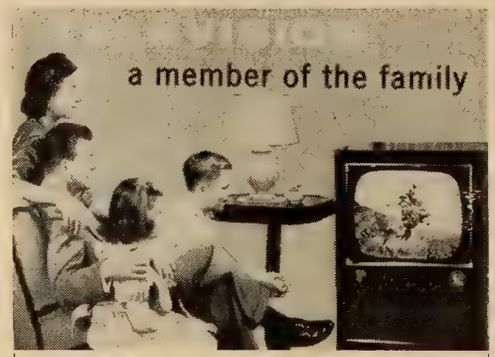
RETMA and NARDA have developed a slogan, "Be a New Tv Family," urging replacement of obsolete receivers and stressing major increases in multiple set ownership by American families.

Several related trade groups, including home furnishings, music merchant, distributor, supplier and electronic association and utility representatives, will cooperate in the manufacturer-retailer program, to be spearheaded by the National Electronic Distributors Assn., National Retail Furniture Assn. and National Assn. of Music Merchants.

This phase of National Television Week will receive heavy followup merchandising support, during the "Television Fall Festival." Daniel J. Edelman & Assoc., New York and Chicago, has been engaged to handle public relations for manufacturers and dealers during the festival and NTW observance.

The festival campaign will be implemented at national and local public relations levels, with the retailer as the key factor, according to A. W. Bernsohn, NARDA executive vice president and chairman of the manufacturing-retailing steering committee. A variety of sales promotion and public relations materials will be made available to local chairman and their committees for both projects. Dealers and their area groups will be helped in organizing for National Television Week and the festival. Some 150 cities in all 48 states will participate, he added.

Members of the manufacturing-retailing steering group, in addition to Mr. Bernsohn, are James D. Secrest, RETMA executive vice president; Julius Haber, RCA community relations director and chairman of RETMA's advertising committee; Roscoe Rau, executive vice president-secretary of the furniture association; Alex Greenberg, business-advertising manager of the same group; Virginia Pegram, managing director-secretary, Home Furnishings Industry Committee; Winston Ryan, convention-exhibit manager of the music merchants' group; Herbert D. Hedeen, NEDA executive officer; Mrs. Michelle Rodgers, NARDA executive secretary; R. Ebert, Hotpoint Co. public relations specialist; Martin Sheridan, public relations director, Admiral Corp., and Mr. Edelman.



THIS *is the pictorial slogan of NARTB and Television Bureau of Advertising for National Television Week, which is scheduled Sept. 8-14.*

KTTV (TV) Los Angeles Takes Leaf From Earlier Generation's Book

BRAVING the wrath of women's clubs, parent-teacher groups and others who concern themselves with the effects of televiewing on the nation's youth, KTTV (TV) Los Angeles is introducing "cliff hangers" into its late afternoon programming.

Release issued by the station last week reads: "Remember? Saturday afternoons, when you rushed downtown for your week's big event—the latest exciting, thrilling, chilling chapter of the movie serial? Southern California's young viewers soon will have the same advantages that you had. Starting Monday, July 8, the same adventure 'cliff hangers' that left you worrying about the hero until the next chapter will be presented on channel 11, Mondays through Fridays, 4:30-6 p.m. . . ."

One advantage today's kids have over their oldsters—in this speeded-up age—is that they only have to worry 24 hours as to whether the hero gets out of his predicament safely; the earlier generation had to wait all week.

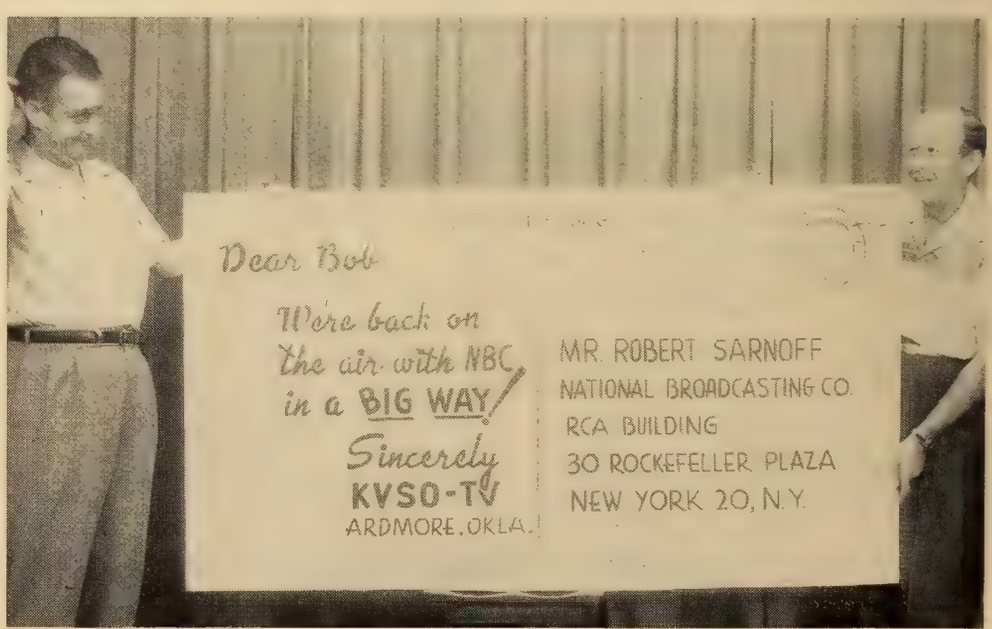
2 Games (at Least) of Series Set for Telecasts in Color

TWO or more games of the 1957 World Series will be telecast in color, Ford C. Frick, Commissioner of Baseball, announced last week. Mr. Frick said he had been advised by NBC-TV and Gillette Safety Razor Co., the sponsor, that at least all games played in the American League city will be telecast in color.

Mr. Frick noted that since the series this year will open in the American League city, at least the first two games will be colorcast. If the series extends beyond five games the additional contest also will be carried in color. Tom Gallery, NBC director of sports, said all six games of the 1955 series between the New York Yankees and the Brooklyn Dodgers, were colorcast and reported that in the event teams from the same city are contenders again this year, NBC-TV will carry all games in color.

WRCA-TV Seeks 'Miss No-Cal'

KIRSCH Beverage Co. has purchased a seven-week campaign of 210 announcements over WRCA-TV New York to promote a hunt for "Miss No-Cal" the "most sparkling girl" in the metropolitan area, beginning July 24, according to Max E. Buck, director



KVSO-TV Ardmore, Okla., has mailed a 3½-foot by 6-foot postcard to Robert Sarnoff, NBC president, advising him that the station is now back on fulltime operation. A tornado leveled its tower last April and the station was operating part-time. The reverse side of the card, which required 180 three-cent stamps to mail, contains tear sheets of newspaper ads. Above, J. Galy Varnell (l), KVSO-TV operations director, gives card to Martin Cassity, local postmaster for mailing.



"What do you want to be when you grow up, Son?"

We all assume our little boy will have a choice. Because he is the son of an American, this little fellow *will* have a choice.

Not so in most of the world, where increased population leads to increased starvation rather than a foundation for increased prosperity.

The reason for the difference is basic: Jobs are made, not born.

The creation of enough jobs for each generation (in America the record has been also *better paid* jobs) is the result of forward-looking business management. Jobs are created when capital is raised, when manufacturing facilities are expanded, and when new processes and products are developed. Management foresight contributes to continuing prosperity by the creation of additional jobs *before* the new job seekers arrive on the market.

At Republic our $150,000,000 expansion program is creating new jobs and more steel for the strength and the prosperity of the future.

REPUBLIC STEEL Cleveland 1, Ohio

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET

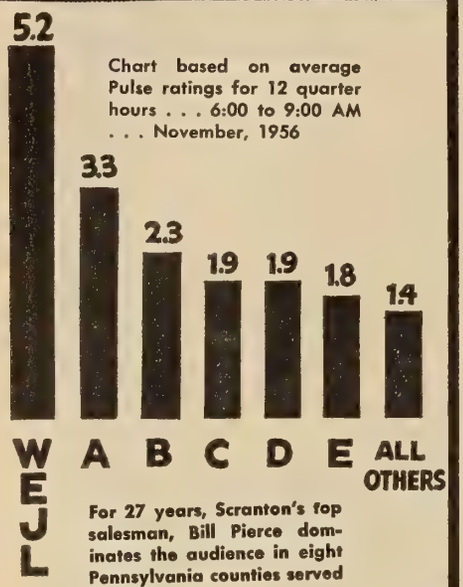


Chart based on average Pulse ratings for 12 quarter hours . . . 6:00 to 9:00 AM . . . November, 1956

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!

WEJL

The Scranton Times

SCRANTON, ... PENNA.

BMI

"The American Story"

"The American Story" is another important BMI Program Series which joins such features as the Meet the Artist, the Book Parade, Milestones and the other continuities used by hundreds of broadcasters regularly.

The staff of BMI can think of no more satisfying work, in the midst of a troubled world, than to play a part in the restatement, in words and music, of the fascinating story of our country's origin and growth.

Your Station Program Department should be receiving this script package regularly. If not, please write to BMI's Station Service Department for "THE AMERICAN STORY."

BROADCAST MUSIC, INC.

589 FIFTH AVE., NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

SHAGGY DOG STORY

A DOGGED attempt by KTTV (TV) Los Angeles to use a live St. Bernard to deliver announcements on the debut of *Topper* as a nightly half-hour strip failed when the cold-hearted building management, insensitive to the artistry of the idea, refused to let the dog enter the elevators.

Topper concerns the adventures of a living human being and three ghosts —man, woman and dog, the dog being Neil, a "spirited" St. Bernard, to quote KTTV.

of sales and marketing for WRCA-AM-TV. The sale to Kirsch represents an unusual diversion of a station promotion into a revenue-producing event, he pointed out. WRCA-TV plans to make available to advertisers other established station promotions such as its WRCA-TV Dodger bat boy contest.

A weekly schedule of thirty 10- and 20-seconds spots will be used by Kirsch. Prizes for the winner include an RCA Victor color television receiver, a diamond wrist watch, a two-week vacation and guest appearances on various NBC-TV programs. Kirsch agency is Paris & Peart, New York.

Promotion Plugs WCKT (TV)

THE fast-growing Miami area, which is expected to double its 1950 population figure by 1960 according to NBC Spot Sales, is the subject of the fourth of a series of market data books issued by the representative firm in promotion of WCKT (TV). The study, based on the latest information issued by the Economic Society of South Florida, notes that there are now 385,000 television homes in WCKT's primary coverage area—a 39% increase since the Advertising Research Foundation census estimates of March 1956.

CBS Sets Two New Series

TWO new programs, *Stan Freberg Show* and *Sez Who!*, were scheduled to debut yesterday (Sunday) on CBS Radio. The *Stan Freberg Show*, featuring the popular recording satirist, and Billy May and his orchestra, is aired 7:30-8 p.m. and is produced by Pete Barnum. *Sez Who!*, a panel show with Henry Morgan as moderator, and Gypsy Rose Lee, Joey Adams and John Henry Faulk as panelists, is produced by Frank Cooper Assoc. and is aired 7-7:30 p.m. EDT.

ABC-TV Schedules 'Lady Luck'

ABC-TV announced that *Lady Luck*, audience and at home participation show featuring Keefe Brasselle, will debut Monday, Sept. 30 (Mon.-Fri. 4:30-5 p.m. EDT). The series, created by Walt Framer, will present contestants, chosen because of an unusual lucky event in their lives, who will compete with one another for prizes. A studio-to-home telephone contest also will enable home viewers to compete.

WTMJ-TV Publishes Results Of 16-County Trendex Survey

WTMJ-TV Milwaukee has published a 17-page, illustrated sales piece, "The Milwaukee Television Market," which profiles viewing patterns in the 16-county Milwaukee trading area. Trendex Corp. was commissioned to make the survey, believed by the station to be one of the most exhaustive such studies ever undertaken.

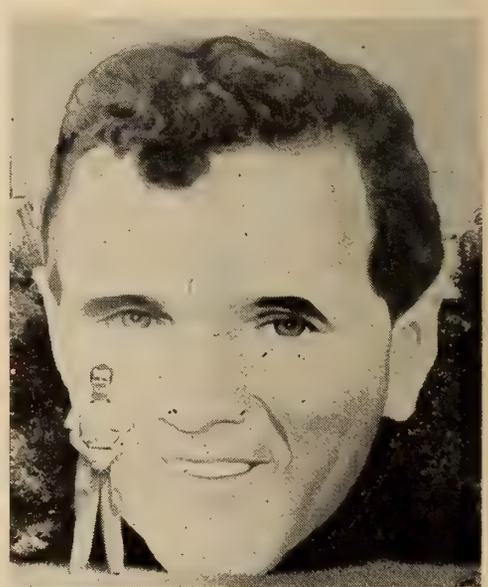
To gather data on 504,830 homes in the area (275,570 of them in Milwaukee County), Trendex made 228,000 coincidental calls. Results are printed in large type on outsize paper, with accompanying graphs and maps.

After presenting an area birds-eye-view picturing "Milwaukee—Inside and Outside" in terms of sales and viewership, the promotion piece gives "encyclopedia" treatment to individual counties, with program ratings, daytime and nighttime hourly indexes and local-national comparisons.

Results of the WTMJ-TV survey show close agreement with figures of other national research firms, the station reports. Other conclusions WTMJ-TV has drawn: that a station's rating in its home county cannot be projected to other counties in the trading area or coverage area, and that proximity of other counties to a station's home county does not necessarily have a relationship to rating (WTMJ-TV has a higher rating in Sheboygan County than in next-door Ozaukee County).

Murray to Star in New Series

JAN MURRAY, currently host of *Dollar a Second* on Saturday evenings, will star in another NBC-TV show when *Treasure Hunt* debuts Aug. 12 in the Monday through Friday 10:30-11 a.m. EDT period. Manie Sacks, vice president, television network



KNUZ Houston has arranged to put up billboards in that area which feature 16½-foot high heads of each of the station's personalities. Paul Berlin, KNUZ disc jockey, is seen above with the picture of his head to be used on one of the 45-foot billboards.

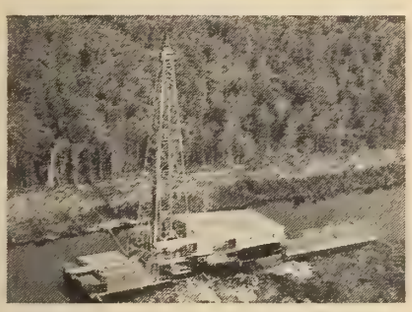
George Veazey

From Atchafalaya Swamp, more for your money at the gasoline pump

"Somebody has called this the atomic age. It's really the petroleum age.

"In 1935 America used about 300 gallons of oil products a year per person. Today it's over 800 gallons. The industry has a big job to meet this demand. But we're doing it.

"For one thing, we go farther to find oil. Atchafalaya Swamp here in Louisiana where I head Union Oil's production crew, is a good example.



"Before we start to drill we have to dredge canals to float the rig in. When we drill we often go twice as deep as we did ten years ago. And the number of dry holes is much higher now.

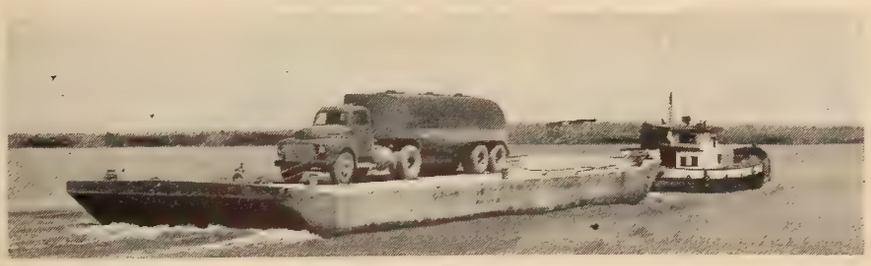


"When we do strike oil, we have to refine it and get it to market. Some of our oil travels thousands of miles by boat, pipeline and truck before it reaches your car as Union gasoline.

"Costs are up all along the line, but we're drilling more wells than ever. In spite of more dry holes, our production is up. And our products are better than they've ever been!"



GEORGE VEAZEY, "COMMUTING" TO HIS JOB IN THE ATCHAFALAYA SWAMP COUNTRY



The problems George Veazey discusses are very real.

Despite them, though, you never got more for your money than you do today at a Union Oil Service Station.

Today, gasoline is 15 octanes higher than it was in 1939, and you get free services with every gallon. The price, on the other hand, has increased only 65% as compared with a 100% rise in the average of all consumer prices.

We intend to continue to bring our customers the best possible products at the lowest possible price.

YOUR COMMENTS ARE INVITED. *Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

programs, said Mr. Murray will quiz contestants in pairs and the highest scorer in each set of four questions will then select a number from one to 50 and a "pirate girl" will bring forward a corresponding "Treasure Chest." One of the chests will contain cash of an undisclosed amount and the other 49 miniature replicas of valuable prizes ranging from mink coats to color television sets. No sponsor was announced.

KRCA-TV Covers Consecration

A full-hour program was devoted to the consecration of the Rt. Rev. Clarence H. Bishop as Bishop of the Protestant Episcopal Church in Sacramento, Calif., by KRCA-TV Sacramento last month. Except for a brief, live introduction, the program was filmed and showed the people gathering, the procession of dignitaries into the church, the communion service, the consecration service and the actual signing of the letter of consecration. The show ended with a live interview of Bishop Dana F. Kennedy, executive secretary of the radio and tv division of the Episcopal National Council.

CKLW Marks Silver Jubilee

CKLW Windsor-Detroit, marked its silver jubilee to advertisers and advertising agency executives in Canada with a 1957 Canadian silver dollar sent in a special mailing envelope. A gift card carried the message, "For 25 years your best radio dollar buy! CKLW."

Fruit for Thought

WOL Washington has mailed a photograph of three station personalities, Milton Q. Ford, Jim Gibbons and Tom Barry, to radio advertising agencies and their employes. The three dj's are pictured with a cucumber and a watermelon, which are supposed to represent the growth of WOL in the Washington area.

Recipients are asked to guess the number of seeds in the watermelon. The prize: an all-expenses-paid week for two at Galen Hall Hotel & Country Club in Wernersville, Pa. In case of a tie, the entry with the earliest postmark will be the winner. The contest ends July 31.

WICC Issues Market Brochure

WICC Bridgeport, Conn., has issued a new 16-page market data brochure which breaks down the day and night hour by hour and shows what its audience is doing; the percentage of men, women and children listening; WICC's share of the audience, and the advertising cost per thousand homes. It also contains pictures and background of its personalities and an article entitled "The New Radio" written by Philip Merryman, president of WICC.

TAKING 'EM OUT TO THE BALL GAME — VIA KDKA

IT WASN'T too hard for KDKA Pittsburgh to decide this year on the best way to win converts for its year-old news-music-service programs concept: The 37-year-old Westinghouse Broadcasting Co. station went back to broadcasting baseball this year after 17 years off the diamond.

The reasons were more than self-evident: The National League Pirates always draw stupendous home attendance figures even though they more often than not finish in the league's second division. It was no secret in the Pittsburgh area that ratings jump during baseball broadcasts, and KDKA, and KDKA-TV, wanted this new audience.

With the Pirates' broadcasts sewed up for 1957 (KDKA carrying all games, home and away, and KDKA-TV carrying 24 weekend away games), KDKA opened up what it feels is the biggest audience promotion in the station's history. The objectives: to re-identify KDKA as the community baseball station thus corralling a new audience to be exposed to the news-music-service formula and to re-educate out-of-town listeners to tune to KDKA for Pirates games (KDKA's 50-kw clear channel signal and resulting wide coverage caused the sponsors to drop several area stations from the Pirate network).

In connection with its promotion of baseball, KDKA hired Helene Susce, daughter of former Pirate catcher George Susce and sister of George Jr., Boston Red Sox pitcher, equipped her with a white Mercury Turnpike Cruiser, plus a specially designed Pirate uniform, and sent her out to sell "good will for KDKA" and to talk baseball with the sponsors.

In addition to visiting the sponsors, Atlantic Refining Co. and Pittsburgh Brewing Co., Miss Susce makes various public appearances, attends ball games, visits newspapers and takes pictures with a Polaroid Land camera of VIPs standing by the KDKA baseball car.

The first big promotional stunt that she participated in was a Welcome Home parade for the Pirates when they had finished spring training. Attending the festivities was comic Joe E. Brown, father of Pirate General Manager Joe L. Brown. After the celebration, Joe L. Brown was signed for a half-hour show weekly in which he answers questions from listeners. Everyone sending in a letter is given a pair of reserved seat tickets to a Pirate game. Mr. Brown reportedly averages 700 letters a week.

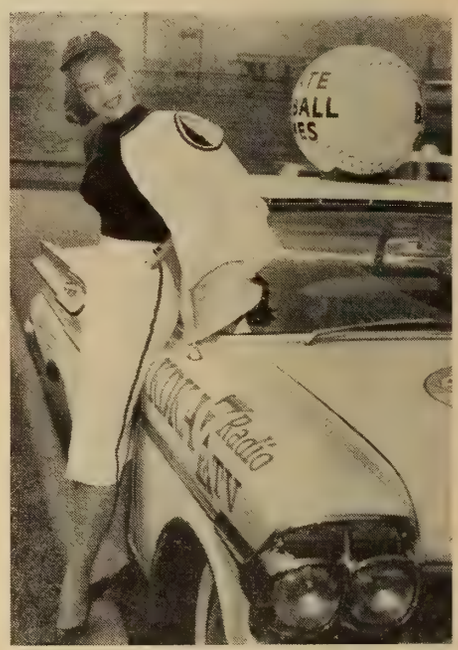
In still another promotion, KDKA is sponsoring a contest to find the best boy sportscaster in that area. The contest, which will run until July 22, is called the "Junior Sportscaster Contest," and is open to boys 18 years old and under. It is sponsored jointly by the Pittsburgh Pirates, the Atlantic Refining Co., KDKA and the other stations of the Pirates' radio network.

KDKA has planned a "Family Contest," to begin today (Monday) and run through August 31, which is based on a crossword puzzle. The winning family will receive a major Westinghouse appliance for each member of the family, a Mercury station wagon and an all-expenses-paid trip to New York. The format of the puzzle is based on KDKA's news-music-service format.

Cost of KDKA's Baseball Promotion

Event	*Estimated Cost*
HELENE SUSCE ($65 x 16 weeks)	$1,040.00
CAR ($400 x 4 months)	1,600.00
CAMERA ($100 plus $50 film)	150.00
CAR SIGNS-LETTERING-BALL	200.00
GAS AND OIL FOR CAR	240.00
PUBLICITY	200.00
ADS—AREA PAPERS	2,000.00
ADS—LOCAL PAPERS*	
OUTDOOR SIGNS	800.00
MAILINGS TO DEALERS	500.00
HELENE'S UNIFORM	200.00
FAMILY CONTEST*	
LUNCHEON AT SEASON'S BEGINNING	500.00
INSURANCE	370.00
MISCELLANEOUS SIGNS AND STUNTS	200.00
TOTAL	$8,000.00

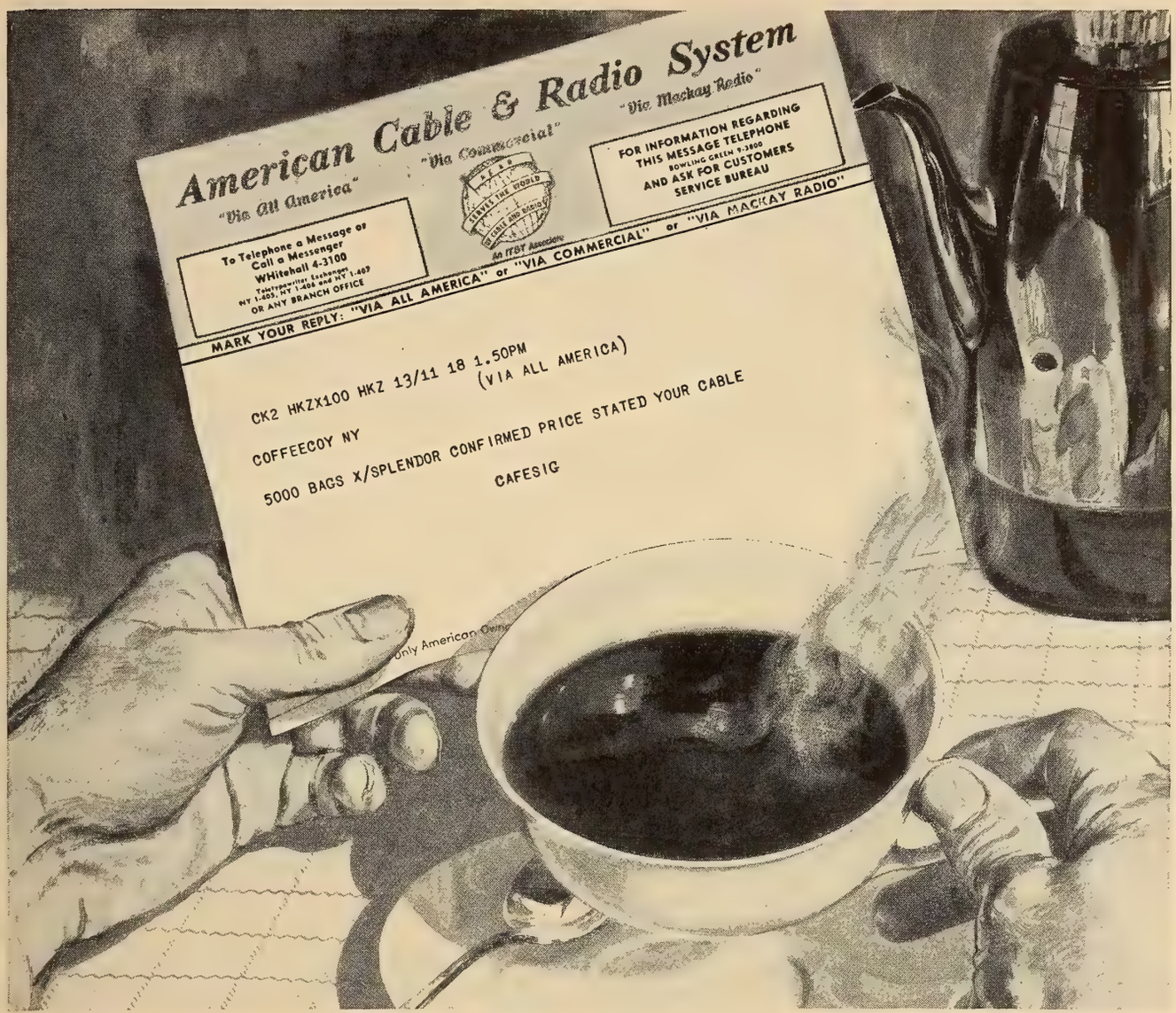
* Trade deal—product for equal amount of air time $ value of these is about $7,000.



FRONT VIEW: *Miss Susce and her automobile in a moment of repose. KDKA's estimated cost of girl's salary is $1,040; car, $1,600; gas and oil for car, $240; insurance for girl and car, $370, and uniform, $200.*



REAR VIEW: *Miss Susce at work taking a picture of an Atlantic dealer. KDKA's estimated cost of camera is $100 and film, $50.*



It takes a lot of communication to make a good cup of coffee...

Between coffee grower, roaster and your breakfast table lie thousands of miles of ocean and mountain terrain ... and thousands of words of business transactions, market reports and shipping instructions.

The pulsing thread that "delivers" your pound of coffee is made of submarine cable, radiotelegraph, and ship-to-shore radio—networks of modern communication operated by American Cable & Radio Corporation, through the cooperation and farsightedness of our good-neighbor governments in the coffee lands.

AC&R, an associate of International Telephone and Telegraph Corporation, is the largest American-owned international telegraph system. It provides direct cable and radiotelegraph circuits linking the United States and the principal countries of Central, South America and the West Indies, Europe, Africa, the Middle and Far East. The movements of coffee, together with other vital commodities and thousands of items in commerce are speeded by these communication "lifelines."

Since the first cables were laid ... more than three-quarters of a century ago ... AC&R has contributed to the economic growth of many lands. Through its subsidiaries, Commercial Cable Company, Mackay Radio, and All America Cables and Radio, Inc., backed by the world-wide manufacturing and research facilities of IT&T, it offers the finest in international communication services.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York 4, N.Y.

For further information address American Cable & Radio Corporation, 67 Broad Street, New York 4, N. Y.

DOES THE SPONSOR GET HIS FOOT IN THE TV NEWSROOM DOOR?

Survey indicates he encounters little success in soliciting news 'kills'

HOW far into the tv newsroom does the sponsor's sphere of influence extend?

The more cynical answer that the cash register's ring is all-commanding. This touches off a rebuttal from those with more faith in the newsman's integrity.

The latter view appears more nearly correct, according to a study of newsroom practices by Per Holting this spring in preparing his master's thesis at the U. of Minnesota School of Journalism. The sponsor influence aspect was part of a comprehensive 75-question form submitted to news directors at 138 tv stations. A total of 118 responded (including 19 from Canada).

Principal conclusions from the study:

- Requests for inclusion of stories for a client exceed requests for omission of news.
- By slightly less than a 2-1 margin the tv news directors do not honor client requests for deletions.
- There is considerably more leniency however, in allowing inclusion of news favorable to a sponsor.
- Clients generally do not approach the tv news director directly on such matters; requests for kills usually are channeled through the station manager; the station sales, promotion and programming departments are responsible for many of the requests for inclusion of news favorable to a sponsor.

Seventy-seven tv news directors said they never omitted a news item so "as not to offend the sponsors" (Table I). Another 41 conceded they made omissions in frequency ranging from "rarely" through "occasionally" to "frequently." In addition, 91 of 110 respondents said they had not made this concession in the past two months.

The tendency to be more lenient in honoring sponsor desires to have favorable news items included is reflected in the fact that only 19 of 118 reported they had never used such stories (Table II). In response to a similar question, 43 said such intentional inclusion had been permitted in the past two months.

One tv news director summed it up this way: "My general feeling is that no one—sponsor, salesman or program director—can tell me to kill a news story that I consider important on any grounds. However, if occasionally I can help the other departments by including a story of particular interest to a small group or to a potential client, then I see no objection. Of course, considerable discretion must be employed in granting these requests so that they don't become an everyday occurrence."

Mr. Holting pointed out that no mention of the importance of the omitted or included stories was made.

"It can be taken for granted," he said, "that the vast majority of these stories were not big local stories such as murders, bank robberies or spectacular fires. The omitted stories may well have all been drunk driving stories, items about a competitor's success or the mischievous adventures of a sponsor's son. The included stories might have been coverage of a sponsor's new warehouse, the sponsor's father-in-law placing a wreath somewhere, or if the sponsor is an auto dealer, the debut of the new models."

Moving from questions of how the tv news director ultimately acted on such requests, Mr. Holting's study solicited information on how and where the sponsor "pressure" had been applied.

Of 114 news directors that answered, 106 reported they had not been directly approached by a sponsor during the past two months to drop "unfavorable" news (Table III). In addition, 89 of 115 tv news directors said they hadn't been asked directly by a client to include a news story in the past two months.

What about the advertiser who feels rebuffed? How often does he threaten to cancel? How often does he cancel?

While 19 of 114 respondents said they had encountered cancellation threats in varying frequencies, only 8 of 115 said such threats had been carried out.

Mr. Holting conceded this is an area difficult to pinpoint since some advertisers do not go to the news director but to the station manager or sales department. Also, he said, in some cases it's difficult to say whether a sponsor drops a show for news content reasons or begs off for some less debatable purpose.

If the clients aren't breaking down the

TABLE I

Tv news directors who omitted news stories to avoid offending sponsors

(118 responses)

Frequently	1%
Occasionally	6%
Rarely	28%
Never	65%

Directors who granted requests to omit stories during a two-month period to avoid offending sponsors

(110 responses)

Dozen or More Times	2%
At Least Ten Times	0%
About Half Dozen Times	1%
Three or Four Times	2%
Once or Twice	13%
Never	82%

TABLE II

New directors who included stories in tv news shows to please sponsors

(118 responses)

Frequently	4%
Occasionally	28%
Rarely	52%
Never	16%

Tv news directors who granted requests to include stories during a two-month period to please sponsors

(113 responses)

Dozen or More Times	3%
At Least Ten Times	2%
About Half Dozen Times	3%
Three or Four Times	10%
Once or Twice	45%
Never	38%

TABLE III

Directors who received requests directly from sponsors to omit news stories during a two-month period

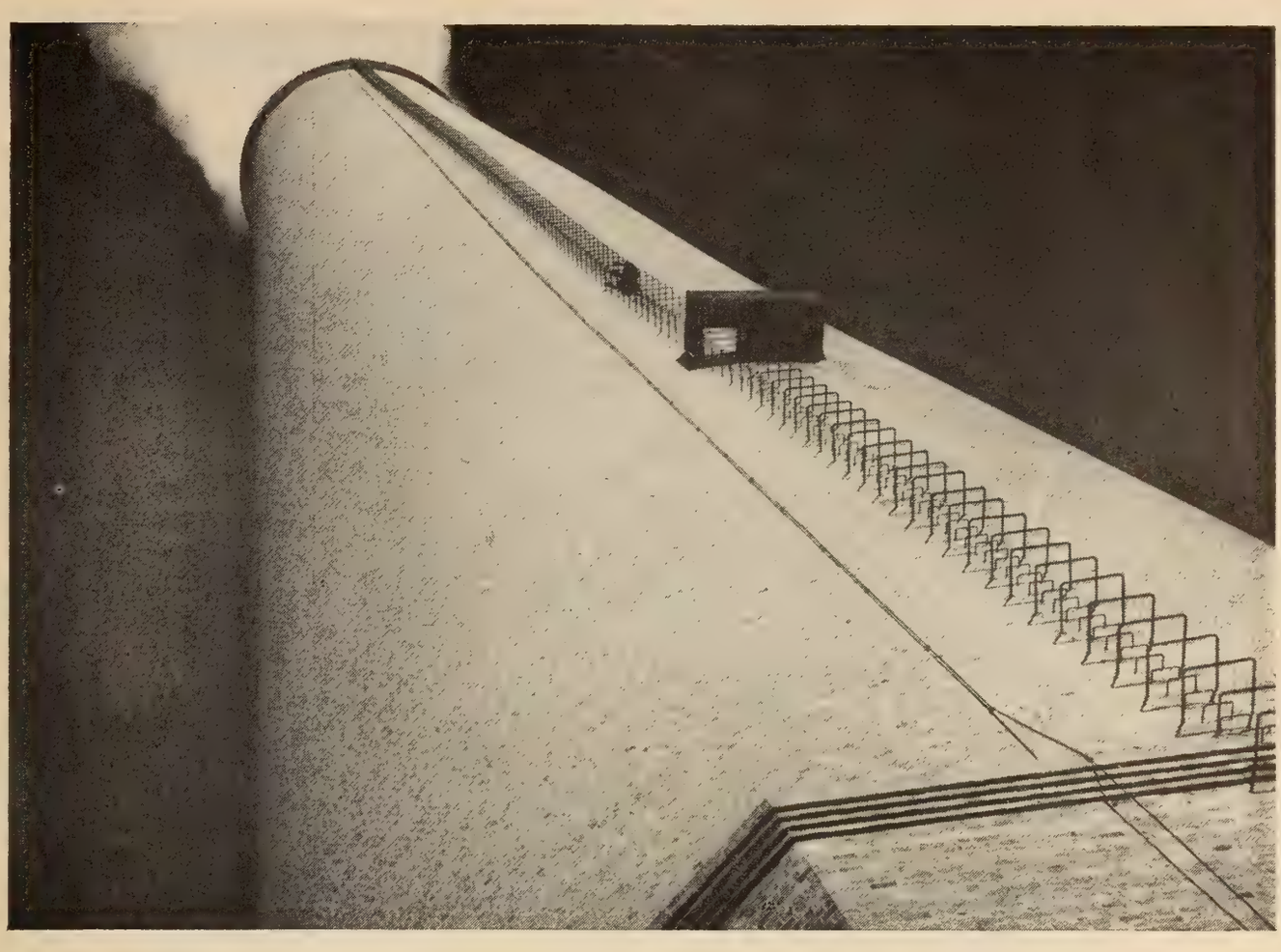
(114 responses)

Dozen or More Times	0%
At Least Ten Times	0%
About Half Dozen Times	0%
Three or Four Times	1%
Once or Twice	6%
Never	93%

Directors who received requests directly from sponsors to include news stories during a two-month period

(115 responses)

Dozen or More Times	1%
At Least Ten Times	0%
About Half Dozen Times	0%
Three or Four Times	3%
Once or Twice	19%
Never	77%



FOR AN ADDED VACATION THRILL

see America the BOUNTIFUL

VISIT THE ANACONDA COMPANY'S REDUCTION WORKS AT ANACONDA, MONTANA — WHERE MODERN METALLURGICAL MAGIC TRANSFORMS MILLIONS OF TONS OF ORE INTO MANY USEFUL METALS AND CHEMICAL PRODUCTS.

The ANACONDA Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

Within an easy drive of Yellowstone Park's scenic splendors is another spectacular facet of America's rich heritage. It's the famous Anaconda Reduction Works at Anaconda, Montana, 26 miles northwest of Butte. Include a visit to Anaconda in your plans if you're heading out Yellowstone way. A contrast to majestic waterfalls and panhandling bears, what you'll see at Anaconda will join them as memorable highlights of your trip.

You'll see the concentrators, smelters, electrolytic reduction plants, that have made the Anaconda Reduction Works one of the foremost operations of its kind. Towering over all like a sentinel, you'll see the famed "Big Stack," higher than the Washington Monument, from whose base — by a system of electrical precipitation — many tons of valuable material are reclaimed from furnace gases. You'll see batteries of giant rod and ball mills, able to grind more than 40,000 tons of ore to sand-grain fineness in a day, and molten copper pouring from converters and casting furnaces. These, and other facilities you'll see at Anaconda will, in a typical year, contribute to America's economy some 260,000,000 pounds of copper, 160,000,000 pounds of zinc, thousands of tons of manganese, sulphuric acid, superphosphate, mixed fertilizer and other varied products.

The Anaconda Company extends a cordial invitation to "come see us" when you're in Montana, at Anaconda, Great Falls, Butte, or at the Anaconda Aluminum Company plant at Columbia Falls. At many of the Company's facilities you may take expertly guided tours, above ground and below. We're sure your visit will give you a new pride and appreciation of your America the Bountiful.

57272-A

newsroom door with requests for favors, then whom are they contacting? The tv station manager? Other departments?

So far as the station manager is concerned, answers to Mr. Holting's survey showed, they followed the same general pattern in seeking more often to have news items included than asking for kills. A total of 96 of 114 responses from news directors said that in the preceding two months they had not been approached by the station managers to withhold news stories (Table IV). Conversely, 53 out of 115 said station managers had sought to have client news items added to programs.

The survey indicated that of 115 tv stations providing questionnaire responses, 82 were reported by news directors under general managers with no news background. Mr. Holting concluded:

"Most television station managers are businessmen and not newsmen. This tends to make them regard news shows in the same light they regard other shows: as so much broadcast time that has to be sold. Many of them, I think, have no sense of news values and this may lead to situations where they cannot see the newsman's or news director's point of view."

The sales, promotion and programming departments requested inclusion of news items, according to 64 of 115 tv news directors. Omission requests from these departments were practically nonexistent: Only eight out of 114 reported such incidents (Table V).

Mr. Holting also explored the contacts that exist between the sponsor and the tv news director. Sixty-seven directors reported they had no news discussions with advertisers, while 49 said they did have such discussions with clients. The majority of this latter group, however, said such contacts were rare.

The logical question which follows on the heels of all the foregoing queries: Can the tv station news director make his decision stick? Ninety reported that they have the final say on what goes and what does not go into a news show. The other 28 said they did not have the final say. Mr. Holting also said that news directors who omit or delete a news story for a sponsor are not as likely to have the final say on program content.

Two other sub-hypotheses offered by Mr. Holting: (1) as might be expected, sponsors have more influence at stations where talent fees are received from the clients for commercial news shows, and (2) members of the Radio-Television News Directors Assn. are not as likely to omit or include stories for a sponsor.

Mr. Holting emphasized that the findings of his study do not represent the "typical" or "average" tv newsroom. He said the questionnaire did not go into the networks' own stations where "the flow of instructions, if any" from network headquarters on news policy would complicate the study.

TABLE IV

News directors who received requests from station managers to omit news stories during a two-month period to avoid offending sponsors

(114 responses)

Dozen or More Times	0%
At Least Ten Times	0%
About Half Dozen Times	0%
Three or Four Times	5%
Once or Twice	11%
Never	84%

News directors who received requests from station managers to include stories in news shows during a two-month period to please sponsors

(115 responses)

Dozen or More Times	0%
At Least Ten Times	3%
About Half Dozen Times	7%
Three or Four Times	4%
Once or Twice	33%
Never	53%

TABLE V

Directors who received requests from the sales, promotion and programming departments to omit stories in a two-month period to avoid offending sponsors

(112 responses)

Dozen or More Times	0%
At Least Ten Times	0%
About Half Dozen Times	2%
Three or Four Times	1%
Once or Twice	5%
Never	92%

Directors who received requests from sales, promotion and programming departments to include news stories to please sponsors in a two-month period

(115 responses)

Dozen or More Times	3%
At Least Ten Times	1%
About Half Dozen Times	3%
Three or Four Times	9%
Once or Twice	40%
Never	44%

PLAYBACK

QUOTES WORTH REPEATING

THE HEAVY COST OF JUSTICE

THE Orlando *(Fla.)* Sentinel, *after broadcaster-publisher Edward R. Lamb was cleared of communist association charges [B•T, June 17], retraced the history of the long case and offered this summation.*

After all the hullaballoo, it seems crystal clear that Mr. Lamb was being persecuted. Where was all the evidence the FCC claimed it had? It never appeared.

Worst thing the FCC produced was some "dream book" type evidence from a woman who appeared to be playing a cloak and dagger game. She charged Mr. Lamb with infamy, withdrew her charges and with a 180-degree turn said the FCC had bribed her to lie. She was convicted of perjury.

Now Mr. Lamb has cleared his name. The courts have smiled upon him and rightly so.

The government has treated Mr. Lamb cruelly and harshly. It forced him to spend a fortune to clear his name of hideous charges, and while the government was chasing will-o'-the-wisps, its officers spent $900,000 of taxpayers' funds on the hunt.

The *Sentinel* congratulates Mr. Lamb for his vindication, sympathizes with him for his long and arduous ordeal.

THERE'S MORE BETTER MUSIC

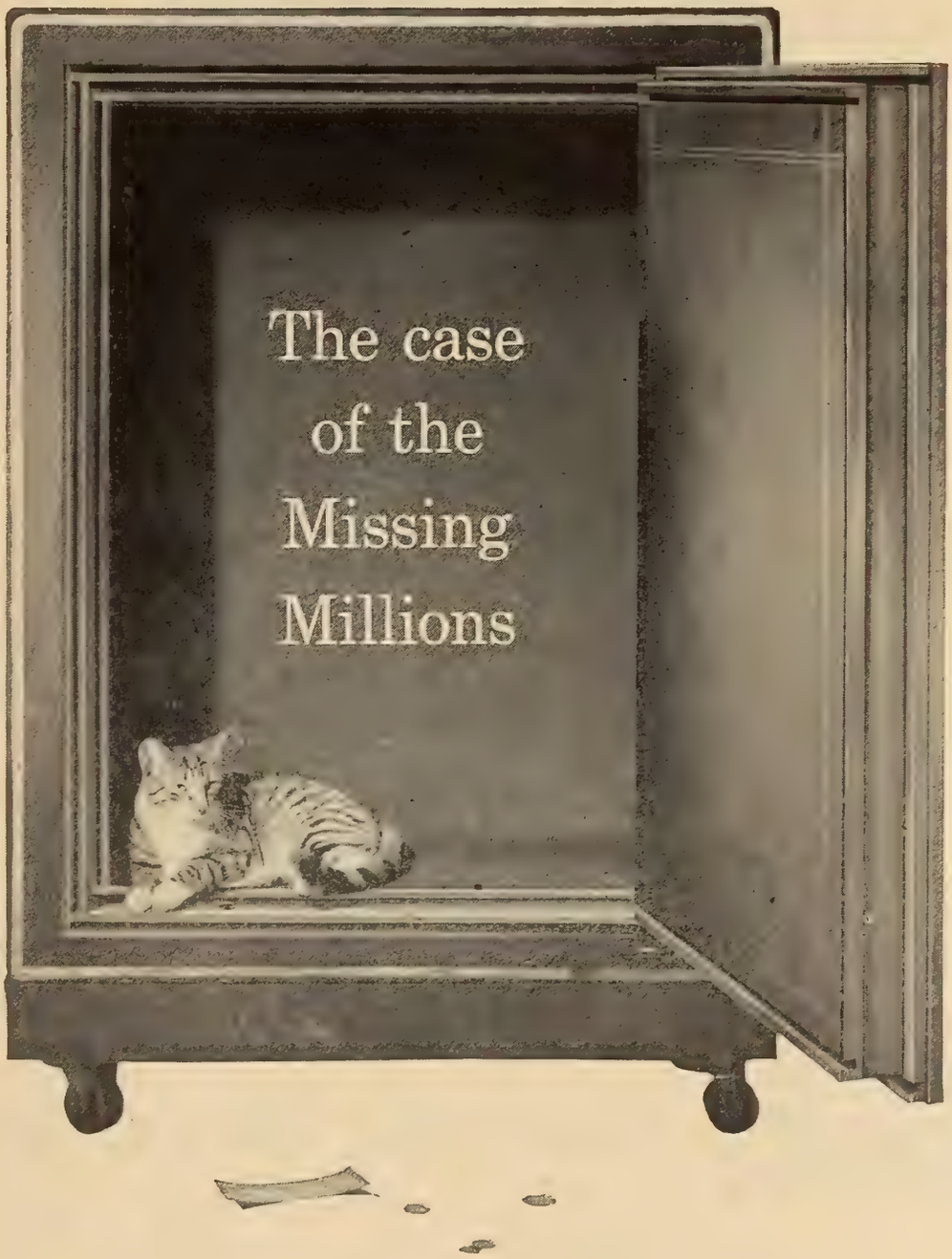
CARL HAVERLIN, president of BMI, speaking June 15 at the American Symphony Orchestra League Convention in Sioux City, Iowa, described the status of concert music in the U. S. and reported this growing acceptance through broadcasting.

A QUESTIONNAIRE we sent to broadcasters developed that in 1950 460 stations were broadcasting concert music for an average of two hours and 45 minutes a day. Each year since we have sent out the same questionnaire.

The 1957 questionnaire just tabulated shows returns from 1,800 stations. Of these some 1,200 broadcast concert music and the average usage per week is just over six hours. About 400 of these stations are in the 178 counties with heaviest population.

Simultaneously, we also mailed out to all interested stations a weekly continuity series called "Your Concert Hall" . . . The copy for a whole hour program rarely took more than three minutes to read.

Many broadcasting stations testified to the fact that whereas they previously had tried to keep programs on the air and failed, now they found to their delight that there was a general appetite far beyond their expectations. They had learned to let the music speak for itself with but the barest spoken statement as to title, composer and orchestra. In short, they were taking the stuffing out of the shirt.



Millions of tax dollars are lost every year through a strange kind of tax favoritism. And you are taxed extra to help balance the loss.

As a customer of an independent electric light and power company, about 23¢ out of every dollar you pay for electricity goes for taxes. But because of present tax laws, people served by federal government power systems escape paying most of the taxes in *their* electric bills that you pay in *yours*.

They pay taxes of only about 4¢ per dollar if their power comes from the government's TVA, for example. So to make up for the lost tax revenues which federal power projects *don't* pay, you have to be taxed *more*.

Don't you think that *every* American should carry his fair share of taxes? *America's Independent Electric Light and Power Companies**.

**Company names on request through this magazine*



"GEE! That's the car for me!"

He was watching WGN-TV where top programming has a way of getting viewers interested and absorbed. He was part of a 722,700-person audience delivered by the 10 o'clock movie (May 1957 Nielsen, 17.1%).

Top programming week after week lets WGN-TV offer you the kind of audience you want to reach—morning, noon *and* night.

That's why Top Drawer Advertisers use WGN-TV

Let our specialists fill you in on some exciting WGN-TV case histories, discuss your sales problems and advise you on current availabilities.

Put "GEE!" in your Chicago sales with WGN-TV

CHANNEL 9—CHICAGO

from **SYLVAN TAPLINGER**, *director of tv & radio, Peck Advertising*

TELEVISION IS PERMITTING ITSELF TO TUMBLE INTO TOO MANY RUTS

THE other evening I saw a screening of the new Budd Schulberg motion picture, "A Face in the Crowd." This powerful film about the tv industry triggered a chain of random thoughts in me—some new, yet most of them had lain dormant in my mind.

Many of the situations are exaggerated but they are based on truths. Tv folks will belittle the film as a Hollywood slap at the industry. Maybe it is but it won't put television out of business any more than movie exposes on video dramas have hurt Hollywood. However, it is going to provoke a lot of thinking. Here is some of mine.

First, there's the overall production. It's ironic that it is produced with the great natural acting and realism that characterized much of the live tv drama of the past several years—the original "Marty," "Patterns," "Middle of the Night," "One Left Over," "The Comedian," and so many, many others. It was television that reminded audiences big names are not vital to good drama, that women don't require perfect features and figures to be attractive, that ordinary people can be interesting, that unglamorous attire can heighten dramatic effect. All these techniques are a part of "A Face in the Crowd." All add to its great impact.

And what is television doing about this pattern it has evolved? Well, here is irony at its most bitter. Television is going in even more and more for Hollywood film shows reminiscent of Grade B (and lower) movies—rushing in to fill the gap being abandoned by feature film producers who are profiting by what tv taught them. On home screens we'll see an increasing number of shows in which the "ugly duckling" bowls over the hero with her beauty simply by removing her glasses. Realism is portrayed by a perfectly groomed hero or heroine crawling out of a horrible wreck with only a smudge on one cheek and a single lock of hair out of place. Type casting is personified by poor old Regis Toomey who will die a sympathetic death two-thirds of the way through a hundred tv film plays. We'll hear more of that wonderful canned laughter that can stop a show on a line as hilarious as "It looks like rain today." And worst of all, those assembly-line scripts seem like rehashes of material found in the "rejected" file at the old Monogram lot.

WE'VE ALLOWED DETERIORATION TO SET IN

I've had the opportunity to talk with several important motion picture people. Despite the cold shoulder their companies were giving tv all these individuals were openly honest about their admiration and respect for what tv was doing. Now these people are adapting the very techniques they admired while tv is giving in to mediocrity.

Just as we're allowing show production to fall into a mass production rut there are signs commercials are doing likewise. The realism that is giving way to the Hollywood-type synthesism actually is even more important in commercials than in shows because of the necessity for the viewer to identify himself with the people in the commercials. Yet type-casting can be found here, too. Outside of the gent with the tattoo, are young, vivacious boys and girls the only people who smoke cigarettes? And those lovelies in the hair spots. I defy anyone to differentiate between the models who primp for Toni, Drene, Prell, Sof-Set or any of the hair preparations.

"A Face in the Crowd" also reminds us what a great selling force tv is—for products, personalities and ideologies. For now I'll concern myself with the selling of products and leave the other two to Messrs. Schulberg and Kazan.

Used properly, tv can make a product and break its non-tv competitors, so we're told. Well, there's no doubt that many products and companies have been made in this way and these companies have found it good business to put much of their profits back into additional tv to expand their gains.

THE SUCCESSFUL CLIENTS KEEP ADDING

Revlon didn't exactly sit back and let the *Question* do all the work for it. There followed the *Challenge, Twentieth Century-Fox Hour,* the forthcoming Guy Mitchell and Walter Winchell shows and so on. P&G is another that moves in and buys top shows as they open up. Now, if an advertiser like this did well on one show a week just imagine his sales increases when he has four or five going for him.

These increases have to come from somewhere so it figures that as these sponsors' sales charts go up their competitors' have to go down. Let's assume one of the distressed competitors decides to do something—he scrapes up the $2.5 million required to buy himself an alternate half-hour show, then hopefully approaches the networks only to find them sold out. Does he resign himself or does he, knowing his rich competitor controls several periods and shows, run to Washington screaming, "Monopoly!" This conceivably could happen and perhaps the networks know it because they've been saying they want to help the "little" advertiser.

On the other hand there has been a tendency to make it tougher by insisting on expensive, long-term contracts. The 13-week contract is rapidly becoming a thing of the past. This business of big advertisers getting bigger through tv applies not only to national manufacturers but on a local level one or two large stores could grab up all the good availabilities to the distress of their competitors. It all leads me to wonder. Isn't television contributing to the trend of bigness?

Not arguing—just wondering.



Sylvan Taplinger; b., June 9, 1914 in Atlantic City. Entered radio at CBS as assistant to program director. He produced and directed Kate Smith radio show. Served with Armed Forces Radio Service during World War II. Returned to civilian life as radio director of Weiss & Geller. Resigned to join Kenyon & Eckhardt as associate radio-television director. Later joined Peck Adv., and is now serving as director of radio and television.

Last Toll Stop—Congress

OF ALL the comments received last week by the FCC on the subject of subscription television, the one supplied by Rep. Emanuel Celler (D-N. Y.) will be the most difficult to ignore.

Mr. Celler, who is chairman of the powerful House Judiciary Committee, told the FCC that subscription television is too big an issue to be handled by a government agency. It entails questions of public policy that only Congress can decide.

To be sure, his is not a unique view. It was advanced last week by networks, leading television broadcasters and the NARTB. But it carries special weight when expressed by Mr. Celler, for he, among all members of the House, is least suspect of consorting with the major television interests.

The FCC must accept Mr. Celler's view as his own. It cannot dismiss as the ghost-writing of the television networks the comments of a man who within the past two months has introduced legislation and urged antitrust investigations that would knock the networks in the head.

Mr. Celler is the second chairman of a powerful House committee to raise serious questions about the FCC's authority to approve tests or operations of subscription television. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, has exchanged lengthy letters with the FCC, suggesting that toll tv is a matter for Congressional decision.

Together, Messrs. Celler and Harris represent a formidable bloc of Congressional thinking. It would be a headstrong if not foolhardy FCC that proceeded to a decision without seeking the advice of Congress.

The rashness of such a course of action is made the more emphatic by the recent announcement that the FCC is to be a prime subject of investigation by the House Subcommittee on Legislative Oversight. This committee, under the chairmanship of Rep. Morgan M. Moulder (D-Mo.), was established to find out whether the FCC and other independent agencies were flouting Congressional authority. Unilateral action by the FCC on subscription tv would be an ideal subject for the Moulder committee to look into.

In a letter which FCC Chairman John C. Doerfer sent July 5 to Rep. Harris [AT DEADLINE, July 8] the FCC strongly asserted its legal right to authorize subscription television. We suggest that the question now confronting the FCC is not whether it has the right, in the narrow, legal sense, to approve toll tv but whether it has the ability to establish policies of such vast significance to the public.

The Commission must also consider the inescapable fact that only a hand full of station operators have indicated an interest in broadcasting subscription television. In the comments filed with the FCC last week, only five were from stations—all uhf and some inoperative—supporting or at least not opposing toll tv. If to be licensed, it must be licensed to stations. Can the Commission act to approve toll tv when practically no broadcasters wish to enter it?

WE CANNOT leave the subject of subscription television without commenting on a reference to us in a statement filed last week with the FCC by Eugene F. McDonald Jr., president of Zenith and foremost advocate of toll tv.

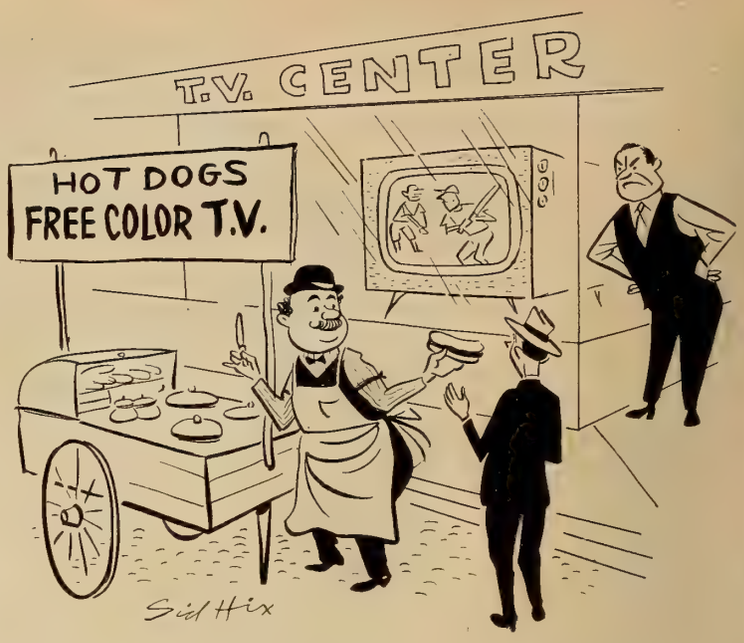
Comdr. McDonald said we were a network house organ.

Since reading Comdr. McDonald's remark we have looked at our mail assiduously, but in vain, for some negotiable evidence of our sturdy service on behalf of networks. The mail having failed to bring any retainer from networks, we extended our research into our own history of opposition to subscription television.

We discover from back files that our position was taken in the mid-forties when subscription radio was being urged. We find editorials opposing subscription television in issues going back to the late forties.

We recall few if any public statements of importance on the question of subscription television from networks until some time after the present FCC proceedings got under way in 1954. In fact, we could quote editorials from this journal urging networks and other broadcasters to take an interest in the subject.

Perhaps Comdr. McDonald got his syntax twisted and really meant to say that the networks were house organs of us.



Drawn for BROADCASTING • TELECASTING by Sid Hix

Community Antenna 'Competition'

DROWNED out in the sound and fury over subscription tv are the pleas of small market television stations, mostly in the sparsely settled areas of the West, for relief from the inroads of community antenna systems, which pick up and retransmit by wire the network programs of metropolitan tv stations—for an installation fee and a monthly rental.

A dozen tv stations, fighting for survival in secondary markets as yet unserved by AT&T interconnections, have asked the FCC to assume jurisdiction over CATV systems. So far, the FCC has turned a deaf ear, apparently unsure of its authority, or unwilling to meet the problem head-on.

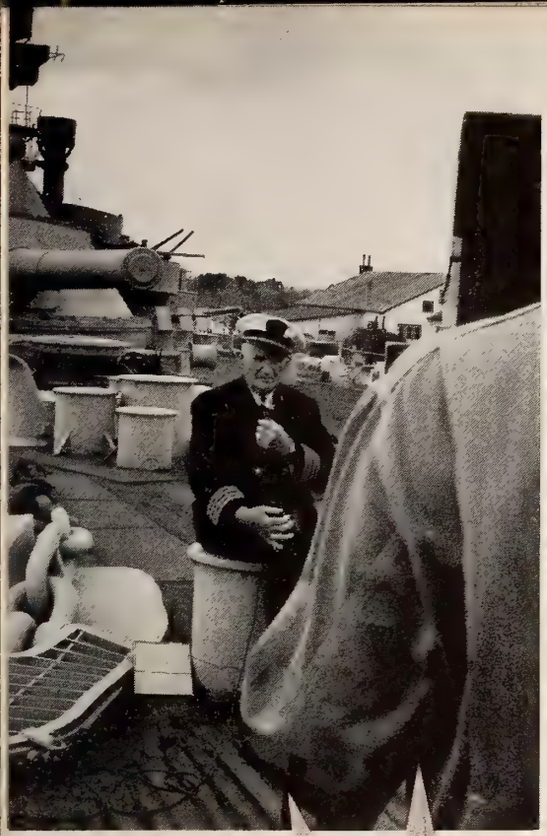
Interplay of free competitive enterprise is not involved. CATV systems do not originate programs. They simply pick them up from remote network stations. So far, networks, advertisers and stations have not objected. They like the increased "circulation" at no cost to them. The stations enjoy bonus coverage extending beyond their normal contours.

Some day—and it may not be too distant—the networks, stations and sponsors are going to pull the string on the CATV operators. It will probably be on the basis of program property rights. The development of closed-circuit toll tv (call it wired tv, cable theatre, or what you will) may trigger the end of the *entente cordiale* between CATV operations and the program owners.

The mystery is the FCC's lackadaisical attitude in regard to CATV. The Commission licenses mivrowave companies which provide common carrier service to the CATV operators. But the CATV operators are not regulated. Patently, they are common carriers in piont-to-point communications.

The FCC may have more pressing problems involving more people than those affected by the vexing CATV condition. But it has none of greater concern to the people affected, viewers and telecasters alike. The FCC established as a main objective in tv allocations under the Sixth Report and Order, the fair, efficient and equitable distribution of service to the states and communities. Its firm intention was to provide each community with at least one tv station as a local outlet for self-expression.

These remote area tv stations (and virtually all of them are vhfs) are faced with extinction, not because of competition from other creative program sources, but from unregulated wire systems which are getting a free ride from remote network tv stations and are getting paid for it.





WIDE, WIDE TEXAS

The show — Wide, Wide World, the engineering and production facility — KPRC-TV, the assignment — live camera coverage of the 70-mile Houston ship channel from sea, air and land in a 20-minute period. A 48-man KPRC-TV staff with supplementary personnel and equipment delivered coverage for the network, using nine cameras located on a shrimp boat, helicopter, battleship, moving truck and atop a grain elevator. The art of knowing how in Houston belongs to KPRC-TV . . . the most potent advertising force in the Houston market!

NETWORK QUALITY

at the local level!

KPRC-TV

HOUSTON

CHANNEL 2

JACK HARRIS
Vice President and General Manager

JACK McGREW
National Sales Manager

EDWARD PETRY & CO.
National Representatives

KPRC-TV . . . FIRST IN EXPERIENCE WITH OVER 900 MAN-YEARS







FOLLOW THE LEADER IN SACRAMENTO...



A graphic demonstration of KCRA-TV's rise to audience dominance from sign-on to sign-off, Sunday-Saturday. **Ask Petry about The *Highest Rated* NBC Station in the West.**

*ARB, Sacramento

KCRA·TV

SACRAMENTO, CALIFORNIA

Serving 28 Northern California and Nevada Counties

CLEAR 3 CHANNE

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION JULY 22, 1957 35¢ PER COPY

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More about pay tv

Pen poised over Mutual

Westinghouse booms fm



In each of these major markets more radios are tuned to the Storz Station than to any other.

MINNEAPOLIS-ST. PAUL . . . WDGY #1
Hooper, Trendex, NSI Area—all day.
Pulse in the afternoon.

KANSAS CITY . . . WHB #1
Metro Pulse, Nielsen, Trendex, Hooper,
Area Nielsen, Pulse

NEW ORLEANS . . . WTIX #1
Hooper, Pulse.

MIAMI . . . WQAM #1
Hooper, Pulse, Trendex.

WDGY, Minneapolis-St. Paul
WHB, Kansas City
WQAM, Miami
Represented by John Blair & Co.

THE STORZ STATIONS • TODD STORZ, PRESIDENT

WTIX, New Orleans
Represented by Adam Young Inc.

On Friday, July 5th, against nation-wide competition, WRCV-TV became the first local station in the country, television or radio, ever to win the educational profession's highest honor, the National Education Association's School Bell Award.

Chosen for its documentary series, *Progress*, WRCV-TV joins such other winners of this highly-prized award as *The Saturday Evening Post, The Reader's Digest, Changing Times: The Kiplinger Magazine, Look Magazine, The NBC Television Network* and *The American Broadcasting Company.*

Progress is presented by WRCV-TV with the co-operation of the Pennsylvania State Education Association and the New Jersey Education Association. Experimenter and trailblazer in developing effective new formats, it concerns itself with current problems of education. In the Fall of 1956, *Progress* became the first local educational program in the United States to be presented in *color* on a weekly basis.

A CLASS BY ITSELF!

WRCV-TV views the School Bell Award not only as a distinguished mark of achievement, but as an incentive, a challenge, and a constant reminder of greater goals that lie ahead. Deeply aware of the responsibility a broadcaster must feel for his community, this station pledges itself to continue to pioneer, and to search out new ways of fostering a fuller community awareness of achievements unheralded and problems unsolved.

WRCV-TV CHANNEL 3
NBC TELEVISION IN
PHILADELPHIA

WRCV-TV





Photo by Henry R es

WJIM-TV

Michigan's Area Station . . . Proudly announces the inauguration of the First Local Live TV Service for the FLINT area . . . . from its new FLINT studios Opening Sept. 15.

WJIM-TV now serves Lansing, FLINT and Jackson with a Dominant 100,000 watt signal from its new 1023' tower located between Lansing and FLINT.

Represented by Peters, Griffin, Woodward, Inc.

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St. James' Episcopal Church St. John's Episcopal Church St. John's Lutheran Church St. Joseph's Church St. Joseph's Hospital St. Mark's Methodist Church Lebanon St. Mary's Church St. Paul's E. & R. Church St. Paul's E.U.B. Church St. Paul's New Baltimore Lutheran Church Lebanon Moose Home Reading League of Women Voters Harrisburg Polyclinic Hospital Reading Disabled Veterans School Harrisburg Community Theater Harrisburg Colonial Park Fire Company Bellegrove Fire Company Bethany E. & R. Church Bethany Presbyterian Church Bethel Sisterhood Blain Lutheran Church Boys Club Boy Scouts of America Broad Street Methodist Church Bucknell University Camp Curtin Junior High School Canadochly Valley Elementary School CARE Cassel's Union Church Catholic Daughters of America Catholic War Veterans Catholic Women's Club Catholic Youth Organization Chamber of Commerce Chanceford Presbyterian Church Shrewsbury Christ Lutheran Church Lititz Church of the Brethren Church of God Civil Air Patrol Commonwealth of Pennsylvania Community Chorus Community Theatre Conestoga Methodist Church D.A.R. Daughters of Union Veterans Day Care Training Center Decatur Fire Company Degel Israel Synagogue [illegible] Club [illegible] College Hanover Harrisburg Bethel Sisterhood [illegible] Fellowship House [illegible] Policy [illegible] East Juniata High School [illegible] Emanuel [illegible] Church English Presbyterian [illegible] Club [illegible] Lutheran Church F.B.I. [illegible] Civil Defense Fine Club First Church of the Brethren First Church of God [illegible] Methodist Church First Moravian Church First Presbyterian Church Foreign Policy Association 4-H Clubs Franklin and Marshall College F. & A.M. Gettysburg City Preparations for the President Grace Evangelical Congregational Church A. D. Good School Grace E. & R. Church Grace Methodist Church Ground Observer Corps Reading Kiwanis Club Harrisburg Melrose Gardens Grace Brethren Church Harrisburg Quota Club Girl Scouts Hamilton Park E. & R. Church Hand Jr. High School Heart Association Hempfield High School Holy Name Society Indiantown Gap Military Reservation Iris Club Jewish Community Center Jewish War Veterans Jewish Theological Seminary Jackson School Junior Chamber of Commerce Kings Daughters Kiwanis Clubs Knights of Columbus Lancaster Camera Club Lancaster Catholic High School Conference Luther League Flying Aces Club Lancaster Free Public Library Lancaster General Hospital Opera Workshop Symphony Orchestra Lancaster County Dental Association Federation of Women's Clubs Landis Valley Museum . Landisville Fire Company Laurel Fire Company League of Women Voters Lebanon Valley College—Annville, Pa. Lemoyne Citizens Fire Company Leola Fire Company Lincoln Engine Company #9 Lincoln Fellowship of Pa. Lincolnway Fire Company Lions Clubs Lititz Business Men's Club Littlestown Assembly of God Locust Street Methodist Church Long Level Playground Association Loyalsockville E.U.B Church Lutheran Mission Synod Lycoming College Manheim Catholic Women's Club Manor Joint High School Manor Township Civic Association Manufacturers Association Marian Grange #1853 Maryland Line Fire Company Matamoras Methodist Sunday School McCaskey High School Medical Society of Pennsylvania Mental Hygiene Association Middletown Methodist Church Millersville State Teachers College Miniature Railroad Club Moose Home Moravian College Alumni Association Mt. Gretna Fire Company Mt. Zion Methodist Church Muddy Creek Reformed Church Muscular Dystrophy Association National Association of Cost Accountants National Assn. for Retarded Children National Council of Catholic Youth National Council of Catholic Men National Council of Churches in Christ National Safety Council Neffsville Fire Company Newberrytown Fire Company New Holland Fire Company New Holland Methodist Church Newport Joint High School Newtown E.U.B. Church [illegible] Business Association Optimist Clubs Order of De Molay Order of White Shrine of Jerusalem Otterbein E.U.B. Church Our Mother of Perpetual Help Church Paradise Elem ference Pearl Street E.U.B. Church Pennsylvania Assn. for Retarded Bureau Pennsylvania Farmers Association Pennsylvania Game Comr of Craftsmen Penna. Motor Truck Assn. Penna. Retail Growers Assn. Penna. State Police Perry County Educational Association Perry Club of Lancaster Polyclinic Hospital Porters Sideling Fire Compan America P.T.A.'s Purchasing Club Reciprocity Club Red Lion Street Methodist Church Sacred Heart Parish Salem E. & R. C St. Andrew's Episcopal Church St. Anne's Church Harrisburg St A.A.A.S. Akron Fire Company Alert Fire Company of Manchester To Relief Appeal All Saints Episcopal Mission American Automobile Society American Business Club American Cancer Society American Diabetes Association American Education Week American Legion Mothers of York Amvets Archery Club Art Association of Lar St. Paul's Union Church St. Peter's Catholic Church St. Rose of Lin Club Schoeneck Fire Company Scottish Rite Cathedral & Masonic Templ Day Adventist Church Shiloh Lutheran Church Smithville Church of vancement of Management Soroptimist Clubs Southern Manheim Towns dale Methodist Church Terre Hill Fire Company Thomasville Fire C Trinity Episcopal Church Trinity E.U.B. Church Trinity Lutheran Ch Community Campaign United States Air Force United States Army United States Coast Guard United States Department of Defense United States National Guard United States Navy United States Naval Rese States Social Security United States Treasury United States Wea Weigelstown Fire Company Wesley Methodist Church West Hempfield pathic Hospital West Snyder High School West York Boro High Sch Club Willow Street E. & R. Church Willow Street Fire Company Women's Clubs World Alliance of Y.M.C.A. and Y.W.C.A. Yorkann Schools York Hospital Auxiliary York Junior Service League York Little Theatre York Navy Mothers Club Young GOP of Lancaster County Y.M.C.A. Y.W.C.A. Zion Lutheran Church Zoar's Lutheran Church Zwigle Reformed Church Bethel A.M.E. Church Buchanan Little League Baseball Club Women's Auxiliary Cotiette Club Conestoga Elementary P.T.A. East Petersburg P.T.A. E.U.B. Church Fellowship House Foremen's Club Harrisburg Educators Association Heistand School P.T.A. Hummelstown P.T.A. Ladies Auxiliary of the Rowlinsville Camp Meeting Lady Sutter Rebekah Lodge Married Women's Club Martic Township P.T.A. Melrose Gardens Grace Brethren Church Paradise Township P.T.A. Pennsylvania Economy League Pharmaceutical Association Presidents Committee for Highway Safety Quota Club Religion in American Life Ross P.T.A. Reading and Berks County Women's Missionary Federation Lebanon Valley Chapter, Pennsylvania Guild of Craftsmen Lebanon Catholic High School Albright College, Reading Reading Program of the Week Club Yorkshire P. T. A. Zion E. and R. Church Landisville Zion Lutheran Church Schaeffer School P.T.A. University Club Warwick Union P.T.A. Winky Dink Club of Ephrata

serving its many communities through civic programs

WGAL-TV

Lancaster, Penna.
NBC and CBS

One of the basic objectives of WGAL-TV programming is to uphold and assist important civic projects. Strategically scheduled programs and announcements are carried daily, in a never-ending effort to serve the hundreds of worthwhile organizations vital to the life of the many communities in the WGAL-TV coverage area.

CHANNEL 8 MULTI-CITY MARKET



STEINMAN STATION
Clair McCollough, Pres.

Representative
THE **MEEKER** COMPANY, INC.
New York Chicago
San Francisco Los Angeles

closed circuit®

TAXES ON TOLLS • Always on alert to tap new sources of revenue, members of both Senate and House are talking up "admission" taxes on toll tv—whether it comes by closed circuit (wire) or open circuit (air). Federal taxes now are assessed on all events where "admission" is charged, and legislators see in toll tv new source of revenue perhaps bigger than current return from ball parks, theatres, operas, concerts and other events.

B•T

HISTORICALLY, legislators point out, federal excises are coupled with state and perhaps local "admission" excises. For example, in Los Angeles, where hearings were held last week on closed-circuit toll tv franchises, spokesman for Public Utilities Board said city expected to derive 2% of all revenues of operating company, which presumably would be aside from what public would pay on its "admission" charge to unscramble programs, what state would levy and what Uncle Sam would want for federal treasury.

B•T

PITTSBURGH'S THIRD TV • Barring technicality, Pittsburgh will get ch. 4 authorization before FCC's August recess, settling five-way contest through merger and drop-outs. Last week, Television City Inc., (KQV principals) and WCAE Inc. (Hearst) agreed on 50-50 partnership, and petition for leave to amend applications will be filed with FCC this week. Station would become ABC-TV outlet. FCC anxious to see third outlet in market, but had been deadlocked 3-3 as between WCAE and KQV.

B•T

PREVIOUSLY, other three applicants, through counsel, had agreed to accept $50,000 each toward out-of-pocket expenses. One of three—Irwin Community —needed stockholder approval, which was to be forthcoming at meeting scheduled for Saturday (after B•T closed). Contract between KQV and WCAE principals provides that WCAE-AM will be retained by Hearst; that KQV will be sold, to avoid duopoly. Contract also contains buy-or-sell provision and is for ten years. Each principal advances $1 million to capitalize Television City Inc., which would become licensee, with Hearst assuming management.

B•T

CALLER • John C. Doerfer, who took over as FCC chairman, July 1, paid courtesy call last Tuesday on Chairman Magnuson (D-Wash.) of Senate Interstate & Foreign Commerce Committee. Among other things, it's understood, he urged speedy confirmation of Commissioner-designate Frederick W. Ford, so FCC can be brought up to full strength. Mr. Doerfer also plans courtesy call on Chairman Harris (D-Ark.) of House Interstate & Foreign Commerce Committee, in near future.

B•T

FOLLOWING quick hearing last Friday, before Senate Commerce Committee, predictions were that Frederick W. Ford would be confirmed for membership on FCC, before FCC takes its hiatus during August. Mr. Ford's nomination (story, page 9) met no apparent opposition but Chairman Magnuson kept record open until committee's regular meeting, Wednesday, when favorable report to Senate appears assured. Senate action will depend upon order of business in light of pending civil rights legislation.

B•T

PICTURE QUALITY • There's good chance solution may be found to one of television's vexing problems: What constitutes an acceptable picture? Research program to find out how much interference public can stand is proposed by board of Television Allocations Study Organization, conducting industry-government crash study of uhf-vhf problem. Board proposes to set up picture source in laboratory and record amount of interference viewers will tolerate.

B•T

FAMED call letters WJZ may return to air, but in Baltimore instead of former New York locale. Westinghouse Broadcasting Co., which has purchased WAAM (TV) Baltimore for $4.4 million, has petitioned FCC to assign celebrated call letters to Baltimore outlet when it takes over August 5. Westinghouse points out that it established WJZ in Newark, N. J. on Oct. 1, 1921 (its third commercial station) and operated station until 1923, when it was transferred to RCA and subsequently moved to New York City. It points out WJZ call is not now assigned and that its return to Westinghouse would be of "historical value".

B•T

HOT NEWS • NBC Radio officials are beginning to regard their five-minute hourly newscasts, which created wide controversy when launched early this year, as one of hottest selling properties in their program lineup. Newest evidence: They've just signed *Life* magazine as one-fourth sponsor to take over when Del Monte finishes summer run on behalf of its seasonal pineapple-grapefruit drink. Del Monte in turn had taken over after quickie campaign by Pontiac. If projected to full-year basis, *Life* contract would represent about $1.1 million in billings. Contract was placed through Young & Rubicam, also agency for Bristol-Myers, one of original sponsors of newscast series. Remaining half of newscasts is sponsored by Brown & Williamson, other "founding" sponsor.

B•T

WHILE they're elated with newscasts' sales record, NBC Radio authorities are confident they have another hot one in My True Story, *daytime drama series moving to NBC in fall, after 15 years on American Broadcasting Network, which is dropping it in line with new policy emphasizing music and personality shows. Within days after getting rights to* MTS *in $3.5 million five-year contract with MacFadden Publications [B•T, July 15], NBC signed U. S. Steel (through BBDO, New York), Swift's All-Sweet margarine (J. Walter Thompson Co., Chicago), and Plough Inc. (Lake, Spiro and Shurman, Memphis); now has 12 of 20 weekly participations sold, and expects complete sell-out before series opens Oct. 4 (Mon.-Fri., 10:05-30 a.m.).*

B•T

FAIR TRIAL • Experience of The Fair, Chicago retail department store, in first four months of $250,000 feature film gambit on tv has proved "very satisfactory," say principals. In first such deal involving substantial package buy by local major retailer, store reportedly jumped sales during first 13 weeks on WGN-TV while volume in other State St. stores dropped. Store committed to firm 39 weeks. Agency for The Fair is Malcom-Howard Adv., Chicago.

B•T

RE FAIR TEST: If tv experiment proves successful overall, authorities agree, it would mean breakthrough for visual medium in Chicago retailing, because commercials have pushed specific products rather than store institutionally. Additionally, it would raise question whether Montgomery Ward & Co. (which bought store, effective July 31), will follow similar pattern. (Ward's has used tv announcements primarily in past.)

B•T

AIR TO AIR • Best Foods Inc. (Nucoa margarine), New York, investing $25,000 in New York market for surprise "teaser" campaign on radio tied in with unusual skywriting gimmick starting today (Monday.) Two-week concentrated effort on eight New York stations, using up to 50 spot announcements per day on some outlets, is part of test devised by Nucoa's new agency, Guild, Bascom & Bonfigli, San Francisco. Agency understood to feel zany commercials created for radio spots and "offbeat" skywriting maneuvers, making use of several planes over New York during time announcements are aired, will both amuse and jolt New York's reputedly blase inhabitants.

THE FACTS* PROVE IT - READ THEM AND YOU'LL

"PICK CHANNEL 6" in the OMAHA Market!

CHANNEL 6

★ Leads over 3 to 1 — in Quarter-Hour "Firsts" (129 to 40) in the vital 6 p.m. to sign-off period!

★ Leads in Quarter-Hour "Firsts" for entire telecast week — 267 to 194!

★ Has 12 of the top 15 once-a-week shows!

*Source: MAY 1957 ARB

WOW-TV Channel 6 Omaha

A Meredith Station

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Sales Manager

IN OMAHA	it's	WOW and	WOW-TV	represented by BLAIR-TV, Inc.
IN SYRACUSE	it's	WHEN and	WHEN-TV	represented by The KATZ Agency
IN PHOENIX	it's	KPHO and	KPHO-TV	represented by The KATZ Agency
IN KANSAS CITY	it's	KCMO and	KCMO-TV	represented by The KATZ Agency

* Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

Those Toll Tv Plans—Skiatron's Matty Fox gives Congress a rundown on his plans for Los Angeles (at installation cost of about $12 million) and San Francisco (approximately $6 million). Rep. Frank Chelf (D-Ky.) urges test of toll tv. Page **31.**

ADVERTISERS & AGENCIES

Babbitt Makes Double Shuffle—B. T. Babbitt, first cleanser manufacturer to introduce a liquid detergent, overhauls internal management structure, and at same time appoints two new agencies to service product line billing a current total of $2.5 million. Page **34.**

BBDO in Middle—Tobacco industry, scored by *Reader's Digest* article on filter-tip cigarettes, blows smoke in publication's eyes as "conflict of interests" forces BBDO to resign $1.8 million *Digest* account. Conflict: BBDO places $17 million American Tobacco Co. billings annually. Page **35.**

Cadillac Increases Dealer Aid—Cadillac Motor Car Div., General Motors Corp., acquiesces to dealers' repeated requests that it make more use of tv by setting up special $100,000 factory money fund dealers may use for local programs. Page **39.**

Another Parting of Ways—The sweetness in Manischewitz dry concord wines sours for New York agency as Emil Mogul Co. and Monarch Wine Co. part company after client seeks: (a) "dignity" in its advertising platform and (b) to cut back use of radio in favor of other less "jazzy" media. Page **36.**

What's a Panel Show and What's a Quiz Show?—Revlon Inc. for third straight week finds itself unable to answer $64-000 question whether Hal March is free to host new EPI show *"What's It For?"* (formerly "What's The Use?") and instructs attorneys to make thorough study of tv quiz show history. Page **40.**

Crosby and Sinatra to Croon for Edsel—Special in Ed Sullivan time slot Oct. 13 to feature Hollywood's Bing and Frank in a first-time co-star appearance on live tv. Surprise show packager-producer: Gonzaga U. Page **39.**

New President at FC&B—Foote, Cone & Belding, at a business peak, elects Rolland Taylor as president in first top-level executive change in six years. Fairfax M. Cone heads new policy committee. Page **35.**

Kaiser Bolsters Tv Activity—Pat Weaver retained to direct all tv advertising; Mort Werner to move from NBC to take charge of all internal tv activities of Kaiser companies. Page **40.**

A Loan Firm Acknowledges Its Debt to Radio—Seaboard Finance Co. and Frank Bull Agency explain how the company's "delicate" services have been successfully sold by radio. Page **40.**

FILM

CNP No Silent Film Service—President Levitt says NBC film syndication arm will have one series selling to non-network advertisers with another completed but held in the can. California National this year will have an estimated $4 million invested in film series. Page **64.**

NETWORKS

MBS Affiliates Kept on Edge—Mutual network business goes on as usual while financial group fronted by Paul Roberts, Los Angeles broadcaster, dickers to buy 500-station hookup for estimated $550,000 plus another million dollars to cover deficits. Page **52.**

TRADE ASSOCIATIONS

Radio Sets Hit New High—RAB estimates 135 million radios were in working order in U. S. as of July 1, gain of 11 million in 18 months. Home sets put at 90 million, car radios at 35 million, sets in public places at 10 million. Page **67.**

OPINION



MR. MANOFF

The Little Man's Plight in Tv—Agencyman Dick Manoff, writing in B•T's MONDAY MEMO series, says that the present structure in television, particularly spot, gives all the breaks to the big advertiser. Page **121.**

Niven Evaluates Tv Film Problems—The actor-turned-producer describes some of the headaches he and his partners encounter at Four Star Films Inc. Page **60.**

STATIONS

Fm Gets More Backing—Westinghouse fm stations to be programmed independently, featuring classical music. Separate fm staffs being set up. McGannon sees fm finally "on its way to becoming a major broadcast medium." Page **94.**

A Pioneer Passes On—James M. Cox, broadcaster-publisher-nationally prominent political figure, dies at 87. Page **94.**

MANUFACTURING

Gates' 35 Years—The Quincy, Ill.-based manufacturing firm passes another milestone in its long career of specialized service. Page **76.**

GOVERNMENT

Evaluation of Spectrum Above 890 Mc—Broadcasters testify at FCC hearing that loss of private relays would spell disaster. NARTB agrees but takes milder viewpoint. Page **86.**

KERO-TV Sale Gets Nod—Purchase by Walter-Alvarez approved by FCC over protest of Robert K. Straus who claimed earlier agreement to buy Bakersfield property. Page **88.**

DEPARTMENTS

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

WHEN KANSAS CITY GOES SHOPPING . . .

It's a WHB world

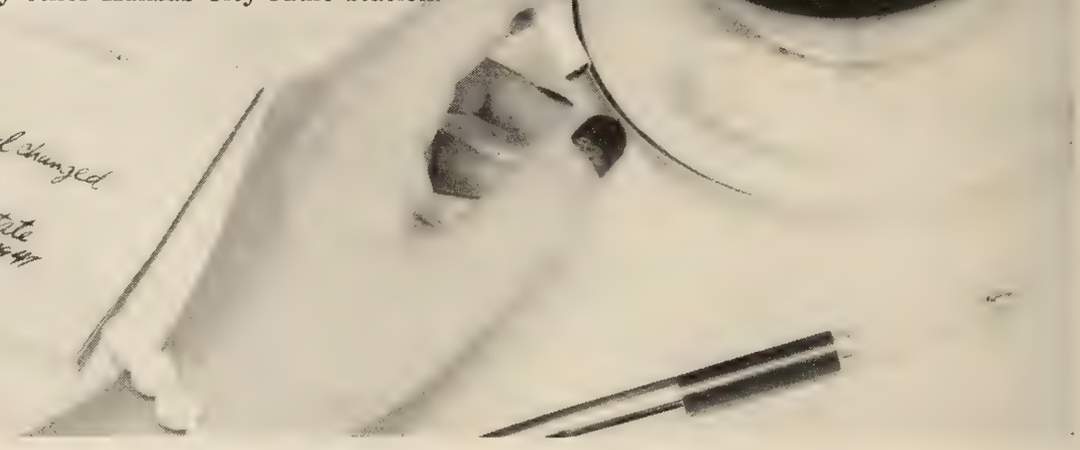
FOOD . . .
More national food product advertising is placed on WHB than on all other local radio stations combined. And locally, virtually all major food chains advertise consistently on WHB.

DRUGS . . .
National drug advertisers and local drug stores spend more money on WHB than on all other local radio stations combined.

AUTOMOTIVE . . .
WHB carries schedules for every major national automobile advertiser. Local car dealers buy more time on WHB than on all other local radio stations combined.

CIGARETTES . . .
Every cigarette brand buying spot radio in Kansas City in 1956 bought WHB.

NEW HOMES . . .
Kansas City home builders put more new-home advertising on WHB than any other Kansas City radio station.



. . . *because* **IT'S A WHB AUDIENCE . . .**

Whether it be *Metro* Pulse, Nielsen, Trendex or Hooper—
whether it be *Area* Nielsen or Pulse — WHB is the dominant first among every important audience-type. That statement embraces the housewife, her husband, their teenagers — as well as the farm family. *Every* survey agrees. Whether it's *audience* or *advertising* it's a WHB world! *Talk to Blair or WHB GM George W. Armstrong.*

WHB 10,000 watts on 710 kc. Kansas City, Missouri

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

Commerce Committee Quizzes FCC Nominee Frederick Ford

FCC nominee Frederick W. Ford Friday morning made his first appearance before four members of Senate Commerce Committee, which must confirm his appointment as commissioner. And, if friendly attitude and questions of senators is any indication, Mr. Ford faces smooth sailing in his quest for confirmation.

No advance public announcement of Mr. Ford's appearance was made by committee, and others will be afforded opportunity to testify at Wednesday committee meeting. Mr. Ford currently is assistant Deputy Attorney General of Justice Dept.

Expressing concern over widespread reports that federal independent agencies are not operating as Congress intended, Sen. Warren Magnuson (D-Wash.), committee chairman, questioned Mr. Ford on his conception of the FCC's functions. Mr. Ford replied that he has spent "number of hours" studying Communications Act and is well acquainted with its provisions and purposes.

Both Sen. Magnuson and ranking-Republican committee member, Sen. John W. Bricker of Ohio, stressed to nominee that FCC is arm of legislative branch of government, rather than executive. Sen. Bricker also stated feeling that commissioners are delegating too much important work, which he felt they should be doing themselves, to staff members and warned Mr. Ford about continuing this practice.

Sen. Lyle Yarborough (D-Tex.) said that commercial broadcasters were attempting to secure unused educational channels in Texas. He would not, he told Mr. Ford, put him on spot by asking his position before nomination is confirmed, but merely wanted to point out seriousness of matter in his state.

Fourth committee member present for hearing, Sen. A. S. (Mike) Monroney (D-Okla.), joined his three colleagues in approving past FCC experience of Mr. Ford, about which he was questioned at some length. Sen. Magnuson told Mr. Ford "not to hesitate for one minute" to come to committee with suggested legislation [if appointment is confirmed] which would assist Commission in accomplishing its regulatory duties.

WFAA-TV to ABC Sept. 9

WFAA-TV Dallas becomes ABC-TV's affiliate in Dallas-Fort Worth market Sept. 9 as WBAP-TV Fort Worth is slated to become NBC-TV affiliate in market [B•T, July 15]. Al Beckman, ABC-TV vice president, and Alex Keese, WFAA-AM-TV managing director, jointly announced ABC-TV pact. Mr. Beckman said WFAA-TV will be able to carry all of network's fall shows. It previously had split affiliation with NBC-TV and ABC-TV.

Doerfer to Celler: It's 'Duty' Of FCC to Consider Toll Tv

FCC Chairman John C. Doerfer Friday told Rep. Emanuel Celler that it is "Commission's duty" to consider test program for toll tv. Statement came in answer to letter from Rep. Celler fortnight ago urging FCC to wait until Congress has chance to pass legislation before Commission acts on pay tv comments [B•T, July 15, also see page 31].

Rep. Celler, as did Rep. Oren Harris (D-Ark.) on two occasions, also questioned by what authority FCC could authorize test of pay tv.

"We [commissioners] agree that Congress could reach the conclusion that use of radio frequencies for subscription tv service should be prohibited," Chairman Doerfer wrote. "However, in absence of congressional action . . . Commission is obligated to abide by provisions of Communications Act and Administrative Procedure Act."

Mr. Doerfer explained FCC delay in acting on pay tv proposals ["pressing problems of tv allocations"], beginning in 1955, which would use frequency space. He also said Commission is "fully aware" of problems set forth by Rep. Celler and that all have been dealt with in "considerable detail" in comments before FCC.

Sidley Suit Settled

SUIT of Morton Sidley, former sales manager of KFWB Los Angeles, for $620,000 damages against Crowell-Collier Corp., present owner of KFWB, and Harry Maizlish, former owner, settled out of court for "quite a substantial sum," Mr. Sidley, now general manager of KLAC Los Angeles, said Friday. Final papers not yet executed will stipulate that suit may be reopened up to 1962 or 1963 and indicate that payments to Mr. Sidley are to be over five or six-year period.

THREE JOUST FOR JERGENS

RACE for $4 million Andrew Jergens Co. account that departed from Robert W. Orr & Assoc. last month (precipitating absorption of that agency by Fuller & Smith & Ross) has narrowed down to one leading contender and two "dark horses." In lead reportedly is Cunningham & Walsh, but agency sources don't discount possibility of Burke Dowling Adams Inc. and Calkins & Holden Inc. being named to account. BDA last month picked up several other Orr accounts; C&H has been "pitching" for big account to offset loss this past spring of $6 million Prudential Insurance Co. of America to Reach, McClinton & Co.

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 34.

AVON CALLING AGAIN • Avon Products Inc. (cosmetics), N. Y., pleased with its spot tv effort in about 60 markets last winter and spring, is reported to be adding to its market lineup for new campaign, starting this fall, with number in excess of 60 still undetermined. Agency: Monroe F. Dreher Inc., N. Y.

BUYING IN FLORIDA • Borden Co. (Borden's instant coffee), N. Y., set to extend its tv spot campaign this week in major markets in Florida and to continue this effort until end of year. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

WILL SHELL OUT MORE • Shell Oil Co., N. Y., in almost 50 markets on spot television basis, understood to be looking for choice availabilities in limited number of cities this summer to extend spot tv effort on local news, weather and sports shows. Agency: J. Walter Thompson Co., N. Y.

ADMIRAL EXPANDS • Admiral Corp., Chicago, plans 20% budget increase over last year's, with portion in network radio. Company has renewed participations in *Breakfast Club* on ABN, and may use additional radio or tv. Agency: Henri, Hurst & McDonald, Chicago.

RADIO SPOTS FOR LUCKIES • American Tobacco Co. (Lucky Strikes) through BBDO, N. Y., starts Aug. 1 with radio spot campaign which will burn through remainder of year in about 100 markets.

MAKING FALL PLANS • Consolidated Cigar Sales Co. (Harvester cigars) understood working out details for spot radio campaign to begin in fall and continue for about 13 weeks. Number of stations and announcements to be used still undecided. Agency: Erwin, Wasey & Co., N. Y.

ADDING MORE MARKETS • Lever Bros. (Dove soap), N. Y., reportedly launching spot tv campaign during August in 15 markets in South and Southwest, following introduction of product in these areas. Agency: Ogilvy, Benson & Mather, N. Y.

OCTOBER FROSTINGS • Taylor-Reed Corp., Glenbrook, Conn., for QT frostings, to launch four-week tv spot campaign in early October in New York, Baltimore, Boston and Philadelphia. Agency: Hicks & Greist, N. Y.

Continues on page 10

at deadline

RCA Didn't Seek Pay-Tv Patents, Rep. Chelf Was Misled—Sarnoff

BRIG. GEN. David Sarnoff, RCA board chairman, Friday branded as "utterly false and untrue" any statement that RCA tried to buy control of Zenith's pay-as-you-see television patents "or the pay-as-you-see television patents of anyone else."

Denial was in letter to FCC Chairman John C. Doerfer, who earlier in week had received letter from Rep. Frank Chelf (D-Ky.) containing that charge (earlier story, page 33). Gen. Sarnoff asserted:

"Not only is the charge that RCA was interested in acquiring these patents from Zenith, the company which is bent on acquiring a monopoly of Phonevision patents, untrue but the suggestion in Congressman Chelf's letter that my opposition to pay-as-you-see television stems from this event which never occurred, also is unfounded."

He noted that in 1953, "when Zenith and other promoters of pay-as-you-see television were beating the drums in Washington," he cautioned NARTB convention that pay-tv would destroy "freedom to look and freedom to listen" and jeopardize present competitive system of broadcasting. He expressed similar views in comments filed with FCC in June 1955.

He said he did not consider it "any coincidence that whoever so misled Congressman Chelf also must have concealed from him the fact that this untrue statement was made once before—in June of 1955—by the president of Zenith Radio Corp. [Comdr. E. F. McDonald]" and "was immediately denied by me in a public statement widely reprinted in the press."

AB-PT Profits for '57 Not Matching 1956 Pace

NET operating profit of American Broadcasting-Paramount Theatres for second quarter was estimated at $957,000 (21 cents per share) as against $1,632,000 (37 cents per share) for second quarter of 1956. For first six months it was $2,700,000 (61 cents per share) compared to $4,202,000 (97 cents per share) in first half last year. AB-PT report was released Saturday by President Leonard E. Goldenson.

Mr. Goldenson noted that ABC division "has been concentrating its efforts toward creating and selling 1957-58 season programs that should serve to attract increased audiences and thereby strengthen the television network's competitive position." This, he added, will be reinforced by new affiliates in "major markets heretofore closed to ABC on a regular basis."

He said seasonal downturn in theatre business in second quarter was sharper this year than in past, but he was hopeful third quarter, "which is becoming the best theatre period . . . will bring good results."

L. A. City Council Gives Skiatron 21-Year Franchise for Toll Tv

CITY Council of Los Angeles Friday granted application of Skiatron Tv Corp. for 21-year nonexclusive franchise to install and operate closed-circuit toll tv system in that city. Council referred to Board of Public Utilities & Transportation application filed that morning jointly by Fox West Coast Theatres Corp. (operating some 70 theatres) and International Telemeter Corp. (subsidiary of Paramount Pictures and developer of its own system of pay tv).

Council instructed city attorney to advertise franchise for competitive bids, calling for minimum payment to city of 2% of gross revenues and for "faithful performance bond" of $100,000 (raised from $25,000 to insure financial responsibility of applicants).

Proposals that council assume program supervision or investigate financial status of applicants were rejected on advice of city attorney. Move for joint consideration of Skiatron and Fox-Telemeter applications failed when city attorney pointed out that anyone can compete with Skiatron in bidding for franchise and losers can file new applications.

Details Ironed Out Friday In Mutual Sale Negotiations

CLOSING of contract today (Mon.) for sale of Mutual network to four-man syndicate headed by Roger L. Stevens was indicated late Friday as negotiators worked over contractual and legal details (early story page 52). Fronting Stevens group is Paul Roberts, KRKD-FM Los Angeles, who presumably is slated to be president of network in case of sale.

Others who may hold leading posts in operation are: A. A. Schechter, former Mutual news executive and public relations consultant to Stevens' group during pending negotiations, and Burt Hauser, also ex-MBS executive who is mentioned as executive vice president. Mr. Hauser has been advising purchasers in negotiations with Mutual. Henry Crown, associated with Mr. Stevens in Empire State Bldg., reportedly has disclaimed active participation in buying group.

Storer Drops WMUR-TV Bid

STORER Broadcasting Co. has withdrawn its application for FCC approval to purchase WMUR-TV Manchester, N. H., and move station closer to Boston. Storer also notified WMUR-TV of its intentions and asked for return of $50,000 deposit. Agreement for $850,000 purchase was signed July 7, 1956, and expired July 7 of this year. Several groups had protested Storer-WMUR-TV plans and FCC twice had indicated necessity for hearing.

PEOPLE

DRAPER DANIELS appointed vice president in charge of creative department at Leo Burnett Co., succeeding **ANDREW ARMSTRONG,** who retires but continues as creative consultant. Mr. Daniels, formerly vice president in charge of copy, also is member of board of directors and plans supervisory committee.

SHELDON W. PETERSON, news and special events director, KLZ-AM-TV Denver, to WTCN-AM-TV Minneapolis-St. Paul, in similar capacity, early in August. Both are Time Inc. properties.

RAY FULD, formerly with N. Y. sales staff of MGM-TV, to Official Films Inc., N. Y., as account executive.

WOR's Leder Blasts 'Life' Radio Piece, Scores RAB

BLAST at multi-page layout on "Radio's Riches" in *Life* magazine's July 22 issue was loosed Friday by Robert J. Leder, vice president and general manager of WOR New York, who said it "went a long way" toward leaving impression that radio "is a medium dedicated to mental midgets and unemployed beachcombers." Mr. Leder's blast was in letter to RAB President Kevin Sweeney because, he said, RAB newsletter had notified members in advance that RAB was cooperating closely with *Life* on piece.

Mr. Sweeney said he had not received letter but that "somehow Bob Leder has the impression that we edit *Life* and are responsible for the story. All RAB did—along with dozens of radio stations and networks—was to provide *Life* with data.

"Most of the RAB data went down the drain because *Life* naturally was interested in sensations and not statistics. . . . While what they printed does give a distorted picture of what radio is today, it was designed to interest the mass reading audience. We think it did that, and that it in no way hurt radio either with the mass of readers or with the buyers of advertising."

• BUSINESS BRIEFLY

Continues from page 9

RADIO IN AIRLINE PLANS • American Airlines, which will inaugurate new "Royal Coachman" luxury nonstop DC-7 coach service out of S. F., L. A. and Chicago late August, planning giant promotion—utilizing radio stations—in all three cities. Agency: Lennen & Newell, N. Y.

MUELLER ALTERS PLANS • C. F. Mueller & Co. (macaroni), N. Y., through Calkins & Holden understood returning to radio-tv spot this fall after scrapping radio spot last year for splurge in syndicated tv programs. Advertiser planning campaign through spring 1958 to include five tv and 30 radio stations.

TIME PLANS SALVO • Time Inc., N. Y., will kick-off semi-annual promotion campaign for *Life* magazine in mid-August with three-week burst of radio spots in about 125 markets and tv spot in 75-100 markets. Agency: Young & Rubicam, N. Y.


DANGER
FOR THIS
MAN ----------
HIGH
RATINGS
FOR YOU!

ZIV's spectacular new *ACTION* show!

"HARBO COMMA

EXCITEMENT! DANGER! THRILLS! STARRING



HEROIC

Adventure...

FILMED ON LOCATIONS NEW AND FRESH TO TV!

A whirlwind of action spotlighting America's toughest and most dramatic law enforcement job: guarding our vital harbors from enemies within and without.

ABOARD ocean liners, police and Coast Guard boats, tramp steamers, fire boats.



ALOFT in Port Authority helicopters and Coast Guard planes.



OR
ND"

WENDELL COREY

AS CHIEF OF THE HARBOR COMMAND



Produced with the cooperation of the Port Authorities and the U. S. Coast Guard.

TRUE-TO-LIFE *IMPACT* THAT BRINGS VIEWERS BACK!

ASHORE in warehouses, U S Customs Offices, Oceanography Laboratories.



SALES MOUNTING FAST!

Scores of markets already bought by:

HAMM'S BEER
MILES LABORATORIES
(Alka-Seltzer, One-A-Day Tablets)
BLUE CROSS in Buffalo
HOUSEHOLD FINANCE
KROGER
SQUIRT BOTTLING
KBAK-TV—Bakersfield,
KBOI-TV—Boise
WNAC-TV—Boston
KYW-TV—Cleveland
WTVY-TV—Dothan, Ala.
WFGA-TV—Jacksonville
KTTV—Los Angeles
WTVJ-TV—Miami
WOR-TV—New York City
WKY-TV—Oklahoma City
WCAU-TV—Philadelphia
KPHO-TV—Phoenix
WIIC-TV—Pittsburgh
KSL-TV—Salt Lake City
KRON-TV—San Francisco
WDAU-TV—Scranton, Pa.
KOVR-TV—Stockton,
KTNT-TV—Seattle-Tacoma
WTVT—Tampa-St. Petersburg
KTVX-TV—Tulsa-Muskogie

ZIV Television



gets you 9

Nine billion, that is. Yes, all it takes is DETROIT'S CHANNEL 2 to tap the 9-BILLION-DOLLAR purchasing power in WJBK-TV's coverage area... the nation's fifth market.

WJBK-TV

CHANNEL 2 DETROIT

MOST VIEWERS! No. 1 (Pulse and ARB) in 1,700,000 Detroit and outstate TV homes, including the heavily populated Flint and Port Huron areas.

MAXIMUM POWER! 100,000 watts, 1,057-foot tower.

TOP CBS AND LOCAL PROGRAMS

A STORER STATION

Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal.

Pepsi Pleased

EDITOR:

I just returned to my office after a swing to the West Coast and the mail is piled high on my desk. It isn't, however, piled too high for me to take time to thank you for that splendid article [B•T, June 24] you people did on the fortunes of the Pepsi-Cola Co. . . .

Joseph C. Lieb
Vice President
Kenyon & Eckhardt, Inc.
New York

Who Sawed Off the Log?

EDITOR:

After seeing the two stories regarding tv listings in the newspapers in Albuquerque [B•T, June 10], I have a few comments.

KOB Albuquerque has undertaken not only to cancel program listings but to force the newspaper into printing them free. After the programs were out of the paper for a few days, I stepped in as a local advertiser and made a deal to publish the tv logs in both papers daily, after having been told by both Stanley Hubbard and George Johnston, his local manager, that I would receive listings from their station. They then changed their minds and decided to make a fight of it. . . . I have been one of the largest tv users among local advertisers, and also have used a rather extensive newspaper schedule for years. . . . You say in your CLOSED CIRCUIT that Mr. Hubbard was paying $14,000 a year for these [tv] listings. . . . This is approximately four times the amount he actually paid.

KOB-TV and KGGM-TV have refused to cooperate with me in furnishing me their listings for the newspaper. They are giving them to every other single source any advertiser chooses . . . to publications that are sold, for listings that are given away, and for any use except publication in the newspaper. It has always been the policy of radio and tv as I have known it to try to secure all possible promotion aids for their commercial shows. . . . They were, in effect, telling me I could not list my own shows and their adjacencies. . . .

John C. McCormack
John McCormack Inc.
(Carpets, Rugs, Interior Decorating)
Albuquerque, N. M.

Hat's Off to McGannon

EDITOR:

Your interview with Donald H. McGannon, president of Westinghouse [B•T, July 8] . . . was a wonderful article—enlightening and encouraging.

Every independent station owner or manager should read it without fail. My hat's off to B•T and Mr. McGannon for giving us independent station owners a true picture of independent radio at its best.

A. W. Fiorani
Manager-Owner
WPTS Pittston, Pa.

A Bouquet Is Tossed

EDITOR:

Thanks for the Lanvin Perfume and Playhouse Pictures mention [B•T, July 8].

It isn't often that our creative personnel —the artists who create and draw our animated commercials—receive press mention for a spot on which they have worked. The story . . . is a pacesetter.

From them and our staff—a bouquet to B•T.

George W. Woolery
Public Relations Director
Playhouse Pictures, Hollywood

Requests Market Studies

EDITOR:

About a year ago your publication carried a series of splendid market studies. These reports covered the economy of the various sectional market areas of the country.

Do you have reprints of the entire series? If available, please send a copy to me.

I would be most appreciative to have in our files and at hand for reference use this excellent series of market articles.

Vincent H. Bergmann
Director of Research
and Marketing
D. P. Brother & Co.
Detroit, Mich.

[EDITOR'S NOTE: Reprints of the market stories covering the Mid-Gulf States, Georgia, Canada and Texas are available. Our supply of the Pacific Northwest, the South, the Carolinas and California market stories is exhausted.]

Willing—But Need Chance

EDITOR:

In regard to an item in OPEN MIKE [B•T, June 24] concerning a leading manufacturer who has granted scholarships to young men aspiring to the industry, I'd like to find a few radio stations interested in some top-flight announcers.

Each year, we run up against the problem of jobs for KARL personnel, not because they're not good but because the radio industry is scared of anything without a "radio school" diploma. KARL announcers have practical experience in all phases of announcing—news, music, sports, etc.

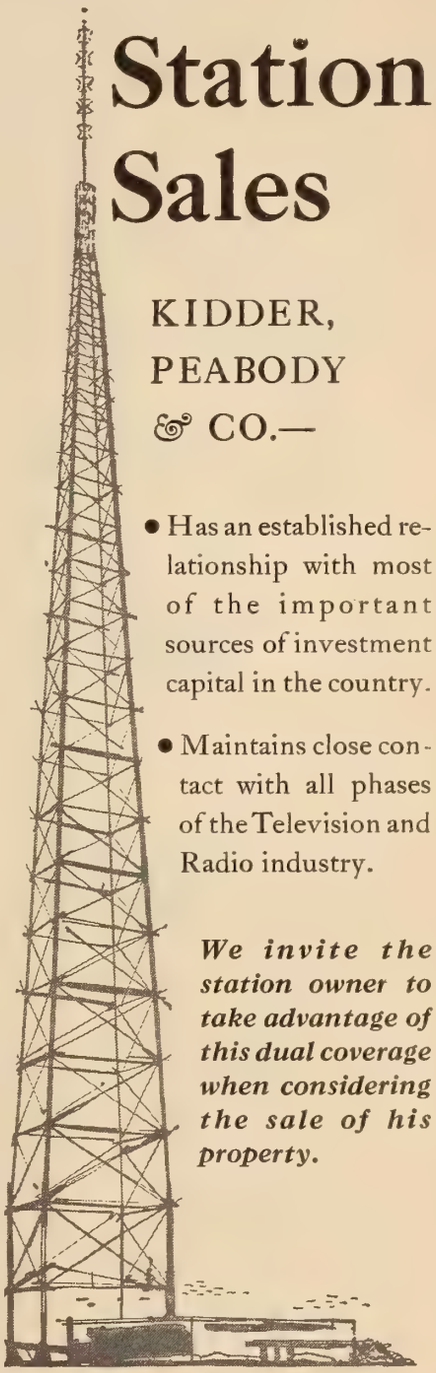
Those who do get jobs generally get them through pull with the home town station; most of them are forced to leave the field because of a lack of interested would-be employers. Sure, they're young. But youth has enthusiasm and ideas. I think it's a shame for an industry, as big and great as radio, which can't take a little interest in trying to encourage real talent.

Post-graduation employment is hard to find, but summer jobs even harder. The station that doubles up regular men to allow for other staff vacations is missing the best deal in the world by not hiring college radio summer replacements. By so doing, the station helps itself and guarantees the future of radio by getting the top young men in the field before the public.

None of us at KARL, or college stations like it, expects to be hired without an audition. All we ask is that audition.

Richard Baker
Program Director
KARL (Carleton College) Northfield, Minn.

Station Sales



KIDDER, PEABODY & CO.—

- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

KIDDER, PEABODY & CO.
FOUNDED 1865

NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States

Address inquiries to:

ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

There Must Be A Reason Why



Edward

NEW YORK · CHICAGO · ATLANTA

Millions and Millions of Dollars

were *invested* in Spot TV advertising

by leading automotive manufacturers during 1956.

The reason? More sales mileage to the advertising dollar, that's why! Spot TV, more than any other medium travels your message straight to the prospective car buyer. And Petry represented stations show the greatest get-up-and-go selling power when it comes to getting results for automotive advertisers.

KOB-TV ..... Albuquerque	WISN-TV ..... Milwaukee
WSB-TV ..... Atlanta	KSTP-TV ..... Minneapolis-St. Paul
KERO-TV ..... Bakersfield	WSM-TV ..... Nashville
WBAL-TV ..... Baltimore	WTAR-TV ..... Norfolk
WGN-TV ..... Chicago	KMTV ..... Omaha
WFAA-TV ..... Dallas	WTVH-TV ..... Peoria
WESH-TV ..... Daytona Beach	WJAR-TV ..... Providence
WTVD ..... Durham-Raleigh	KCRA-TV ..... Sacramento
WICU ..... Erie	WOAI-TV ..... San Antonio
WNEM-TV ..... Flint-Bay City	KFMB-TV ..... San Diego
WANE-TV ..... Fort Wayne	KTBS-TV ..... Shreveport
KPRC-TV ..... Houston	WNDU-TV ..... Sound Bend-Elkhart
WHTN-TV .... Huntington-Charleston	KREM-TV ..... Spokane
WJHP-TV ..... Jacksonville	KOTV ..... Tulsa
KARK-TV ..... Little Rock	KARD-TV ..... Wichita
KCOP ..... Los Angeles	

Television Division

Petry & Co., Inc.

THE ORIGINAL STATION REPRESENTATIVE

BOSTON · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

1957 PULSE PROVES WPTF is



A Better Buy Than Ever!

1. First in every period measured

2. Over six times the night audience and almost six times the audience during most of the day than next nearest station.

3. Two and one-half times the morning audience and over three times the afternoon and night audience than a 10-station local network.

Share of Audience
Monday through Friday

	6 a.m.-6 p.m.	6 p.m.-Midnight
WPTF	35.4	39
Station B	6.1	6
Station C	5.2	5
Local Net	12.6	11
All Others*	40.7	39

*None of which has more than 4% share

Tune-in: Morning, 25.2; Afternoon, 26.5; Night, 25.7

*Source: Standard Rate and Data



WPTF

50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

Broadcasting Publications Inc.

Sol Taishoff, President · Maury Long, Vice President · Edwin H. James, Vice President
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THE BUSINESSWEEKLY OF RADIO AND TELEVISION

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444 Madison Ave., Zone 22, PLaza 5-8355
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James Montagnes

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issue: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

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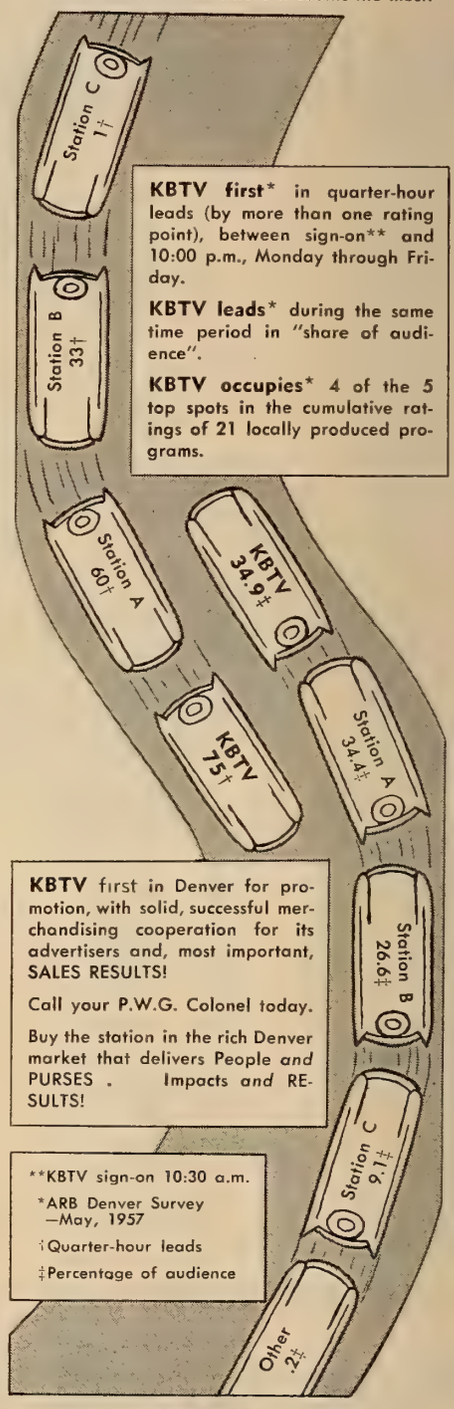
*Reg. U. S. Patent Office

Copyright 1957 by Broadcasting Publications Inc.

Coming or Going

KBTV is leader in DENVER TV

Whether you are just moving into the Denver market, or already going "great guns" here, you need Channel 9 because KBTV is FIRST in Denver when and where it counts the most!



KBTV first* in quarter-hour leads (by more than one rating point), between sign-on** and 10:00 p.m., Monday through Friday.

KBTV leads* during the same time period in "share of audience".

KBTV occupies* 4 of the 5 top spots in the cumulative ratings of 21 locally produced programs.

KBTV first in Denver for promotion, with solid, successful merchandising cooperation for its advertisers and, most important, SALES RESULTS!

Call your P.W.G. Colonel today.

Buy the station in the rich Denver market that delivers People *and* PURSES . Impacts *and* RESULTS!

**KBTV sign-on 10:30 a.m.
*ARB Denver Survey —May, 1957
†Quarter-hour leads
‡Percentage of audience

Write, wire or Phone KBTV or Peters, Griffin, Woodward, Inc.

KBTV channel 9

DENVER, COLORADO

JOHN C. MULLINS, President · a · JOSEPH HEROLD, Station Manager

WSM Talent Explodes into New Field!

Grand Ole Opry Artists
Long-time Kingpins of Country Music
Now Have Four Solid Hits
on Pop Honor Roll!

Tune	Talent	Billboard Honor Roll — June 17
WHITE SPORT COAT	MARTY ROBBINS	Number 3
BYE, BYE LOVE	EVERLY BROTHERS	Number 7
FOUR WALLS	JIM REEVES	Number 8
GONE	FERLIN HUSKEY	Number 15

LOOK FOR MORE POP HITS FROM THIS ROSTER OF GRAND OLE OPRY STARS

TV, too

During the last six months, 24 WSM artists have made 70 Network TV guest appearances.

Roy Acuff	Eddie Hill	Ray Price
Chet Atkins	Stonewall Jackson	Jean Shepard
Rod Brasfield	Johnny & Jack	Hank Snow
The Carlisles	George Jones	Stringbean
June Carter	Jordanaires	Ernest Tubb
Carter Sisters & Mother Maybell	La Dell Sisters	Justin Tubb
Johnny Cash	Lonzo & Oscar	T. Texas Tyler
Wilma Lee & Stoney Cooper	Benny Martin	Porter Wagoner
Cowboy Copas	Minnie Pearl	Kitty Wells
T. Tommy Cutrer	Bill Monroe	Wilburn Brothers
Flatt & Scruggs	Jimmy Newman	Del Wood
Hawkshaw Hawkins	Odie & Jody	Faron Young

There is a difference ... it's WSM radio

50,000 WATTS, CLEAR CHANNEL, NASHVILLE • BLAIR REPRESENTED • BOB COOPER, GENERAL MANAGER



There's more to Florida!

It's still the nation's favorite place to get a sun tan, but business and industry have given the northern part of the state a new complexion. This area is today a rich sales empire, centering on Jacksonville and extending even far beyond the state boundaries.

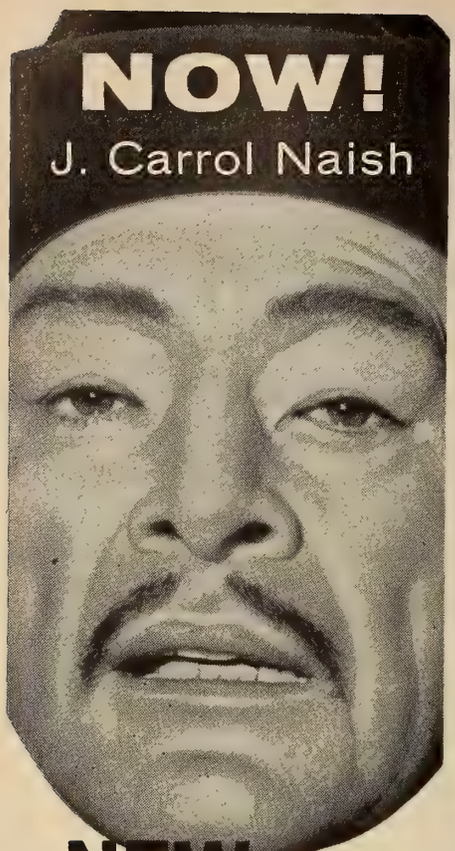
There's Georgia, for instance

...much of which is considered part of the Florida sales picture. The multi-county Jacksonville distribution area covered by WMBR-TV accounts for 22.9% of total retail sales in Florida and 16.3% of all the retail sales in the state of Georgia as well. In fact, it accounts for 20.3% of total retail sales of Florida and Georgia combined.

and WMBR-TV, Jacksonville

is a long-ingrained habit with the 295,000 television families in this 67-county area. Throughout the "outside" area, NCS showed WMBR-TV to be the eleven-to-one favorite over competing stations. "Inside" (i.e., within the Jacksonville metropolitan area), the most recent ARB proved that WMBR-TV commands close to five times the audience of its competition. To reach and sell one-fifth of Florida and Georgia combined, you need only...

Channel 4, Jacksonville – **WMBR-TV**
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales



The NEW adventures of
CHARLIE CHAN

Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carrol Naish, makes Charlie Chan live and breathe. James Hong is the Number One Son. Beloved by millions, who've paid out their dollars to match their cleverness with Earl Derr Biggers' most famous detective! Wire or phone collect today to reserve your market before some other quick-thinking advertiser snaps it up.

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

THE BIG BEAT

EIGHT DAYS after Independence Day, a half hour of network tv time was liberated for the rock 'n' roll crowd. If one's ear is tin and not attuned to the popular recorded music spun in teen-age (and pre-teen-age) quarters throughout the U. S., the efforts on ABC-TV's new Friday night summer offering, *The Big Beat,* sound more like the "big bleat."

In nearly all the July 12 program emceed by Alan Freed, the juke box came alive. Recording stars—among them Ferlin Huskey, Don Rondo, Johnnie and Joe, the Everly Brothers, Connie Francis and Sunny Gale—took turns appearing before the tv camera and running through "hits" which spin for the delight of r & r fan clubs everywhere.

Luckily, Mr. Freed and the Billy Williams Quartet provided ballast. As m. c., Mr. Freed introduced each singer without unnecessary embellishment. Billy Williams & Co.'s performance was gratifying, and on familiar ground.

ABC-TV ought to be commended, though, for attaching to this new live musical series a title that is by far one of the most intriguing of the year and for courageously offering chocolate soda music along with the bubbling champagne served these past years by Lawrence Welk.

Production cost: Approximately $20,000.
Telecast sustaining on ABC-TV, Fri., July 12, 10-10:30 p.m., EDT.
M.C.: Alan Freed.
Cast for premiere telecast: Ferlin Huskey, the Billy Williams Quartet, Don Rondo, Johnnie and Joe, the Everly Brothers, Connie Francis and Sunny Gale.
Producer: Frederick Heider.
Director: Cort Steen.
Music director: Alan Freed.
Technical director: John Broderick.
Scenic designer: Fred Stover.
Assistant director: George Patrick.

THE STAN FREBERG SHOW

THERE may be a new menace to highway safety these summer Sunday evenings. For CBS Radio has let madcap Stan Freberg out of his straitjacket just long enough to put homeward bound motorists on the car floor in spasms of laughter.

The comedian, with his mastery of voices and sounds, always has been a natural for radio. The *Stan Freberg Show* format, if such a thing can truly exist for the zany show, is sheer nonsense.

For example, the first show was concerned mainly with the rivalry in a Nevada resort town of two night clubs, the El Sodom and Rancho Gomorrah. Each counters the other with promotional stunts to lure the trade: Florence Chadwick attempting to swim the club swimming pool so wide that the management provides helicopter rescue service for customers lost in its vast expanse; the importation of a world famous orchestra with Harry Truman at the piano; the transfer of a section of the Gaza Strip to the Nevada club site where vacationers can view actual battles.

Throughout the skit the multi-voiced Freberg takes on a number of roles as he makes digs at names and places, sparing none. Even in the rare instances where lines weren't up to par, the star's intonations made them riotous.

Around all this, Stan Freberg places the pleasing vocals of Peggy Taylor as well as Jud Conlon and the Rhythmaires. All in all, the *Stan Freberg Show* is a relaxing climax for the weekender.

Production costs: Approximately $10,000.
Broadcast sustaining on CBS Radio, Sun., July 14, 7:30-8 p.m. EDT.
Origination: Hollywood.
Producer-Writer: Pete Barnum.
Director-Writer: Stan Freberg.
Writer: Howard Gossage.
Music: Billy May and orchestra.
Cast: June Foray, Daws Butler and Peter Leeds—with additions from week to week.
Announcer: Bud Sewall.

BOOKS

THE AMAZING ADVERTISING BUSINESS: a collection of *Fortune* magazine articles; Simon & Schuster Inc., N.Y.; 178 pp.; $3.50.

THE EMPHASIS in this anthology is on the business end of advertising. According to the editors of *Fortune,* the "advertising world of story and popular imagination is a sort of zoo where the male animals wear $100 neckties and communicate in a bright, rapid, chatter that sounds almost like human utterance. . . . The legend dies hard."

But this book helps to kill off the legend. Contained herein are some of *Fortune*'s best pieces on advertising bearing the bylines of Perrin Stryker, William H. Whyte Jr., Dan Seligman, Spencer Klaw and the late Bernard DeVoto, whose "The Professor Complains" is considered one of the most pungent criticisms of the agency's role in society. Then, too, there're the stories of how the $14 million Edsel account screened a number of agencies before settling on Foote, Cone & Belding, of Gerard B. Lambert and his moneymaking Listerine "machine" (written by Gerard B. Lambert), of how Bristol-Myers determines its advertising budget and how copywriters feel—privately, of course— about "hard sell," "soft sell," etc.

It is a good anthology in the sense that it makes for reading anytime of the day. The *Fortune* editors themselves, in a foreword, declare that "the great majority of books about advertising fall into one of three familiar literary categories, but this book falls into none of the three. It is not, first of all, a textbook; there is nothing in it about traffic control, mechanical production, or the art of making a layont. Nor is it an expose of fraudulent or tasteless advertising practices. Finally, this book is not, of course, a work of sentimental fiction (or any other kind of fiction). This is a book . . . in fact, about the *business* of advertising—about the product, the techniques, and the economic problems of an industry that pervades American life."

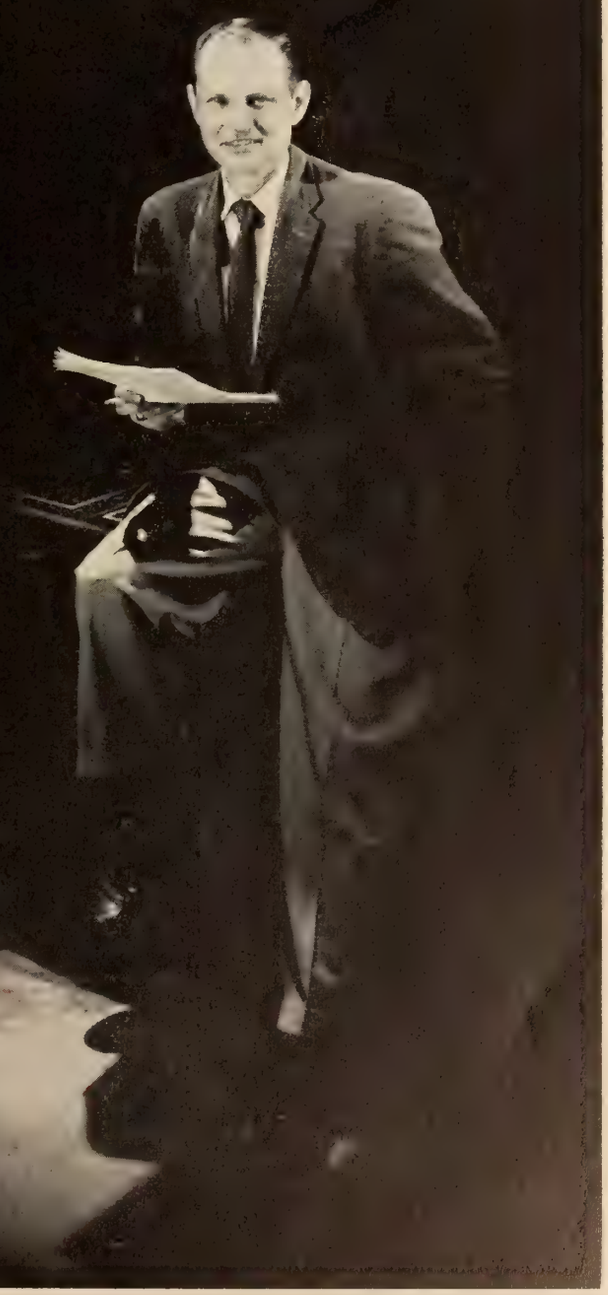
MOST POPULAR NEWSMAN
in Denver TV

Look over the last two years of ARB ratings for the Denver market.

Consistently, Carl Akers' 10 p.m. newscast has been Denver's highest rated newscast—and Denver's highest rated local program as well.

Even more important, co-sponsors Standard Oil Company and Denver & Rio Grande Western Railroad are both in their third consecutive year.

Dynamic local programming coupled with the leading TV personalities of Denver are two more reasons KLZ-TV is first with Denver viewers—first in selling results, too.



KLZ-TV
CBS in DENVER
Channel 7

Represented by the KATZ Agency

Lost Lad 'Lassoed' by Radio

A LAD was missing. He had last been seen at home in Hammond, Ind., several days before, when he had put out a fire in the garage behind his parents' house. Then suddenly, he vanished. Several hundred miles away, in Amarillo, Tex., a highway cafe owner who just happened to have his radio tuned to WBBM Chicago, heard announcer Julian Bentley's description of the boy. When he realized that his newly-hired dishwasher fit the description, the cafe owner immediately called the station. As a result, the boy was returned to his parents in Hammond.

Santa Wipes His Brow

KYW Cleveland is doing something about the seasons in an attempt to disprove the oft-lamented adage that "Christmas comes but once a year." For this year Christmas will come on July 25, as well as Dec. 25, in a "Christmas in July" program planned by the station for the children of the Salvation Army and Society for Crippled Children. In addition to raising funds for a canteen at Fort Herrick, the Salvation Army camp for underprivileged children near Mentor, Ohio, KYW is accompanying station breaks with Christmas music and announcements that there are "so many giving days until Christmas."

Prodigious Prosecutor Hailed

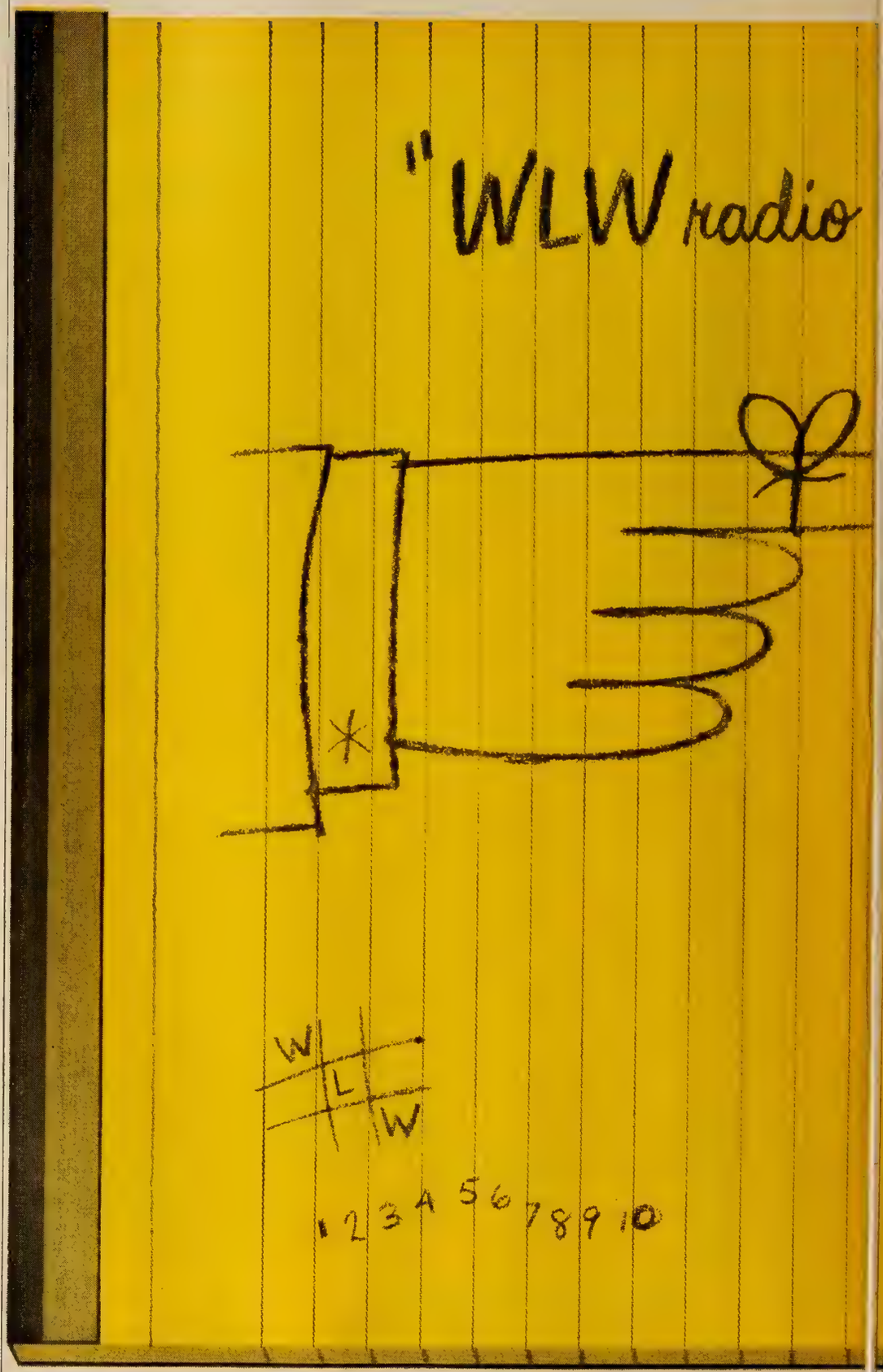
WDRC Hartford gave a day-long series of "salutes" to attorney James Egan of Hartford, a $32,000 winner with his brother, William, on the *$64,000 Question*. Mr. Egan retired July 1 as a police court prosecutor. He held the post for two years and retired because of "pressure of business, which includes appearances on the *$64,000 Challenge*."

KMPC Helps Curtail Fire

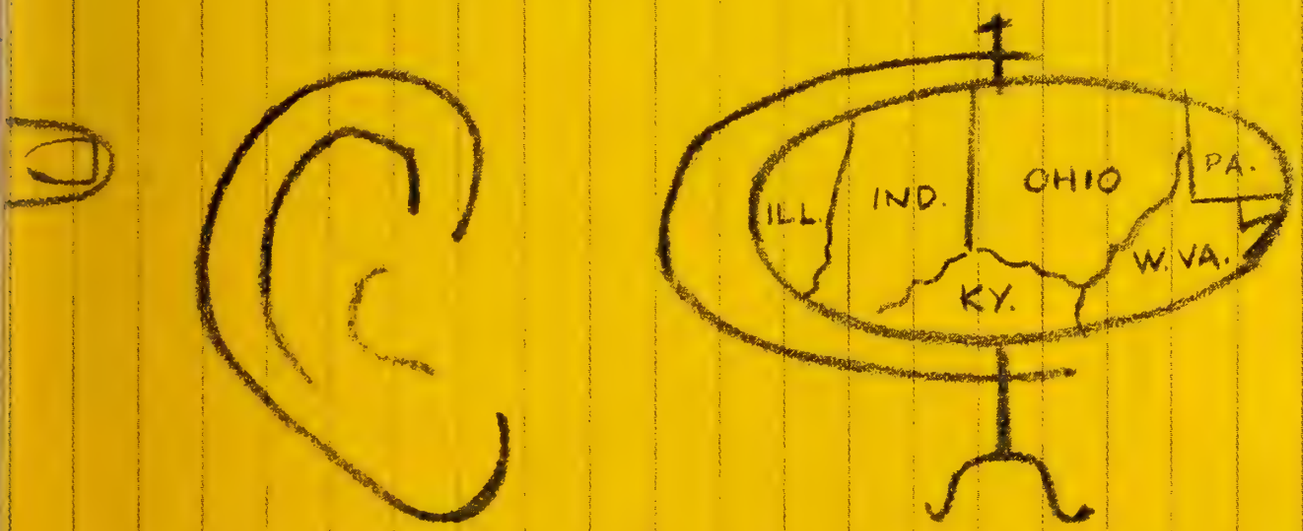
A TIMELY news bulletin from the KMPC Los Angeles news room made a hero out of 28-year-old Jerry Potter of Van Nuys, Calif. Mr. Potter was listening to KMPC when the program was interrupted to announce that fire had broken out at American Butane Co. in the San Fernando Valley. Because he had a knowledge of butane and propane equipment, and because he "had a hunch" he might be able to help out, Mr. Potter raced to the scene and convinced firemen that he could help curb the flames by closing a series of valves. For the next two hours, Mr. Potter worked feverishly, closing the more than 10 valves, thereby winning the praise of Fire Chief Marvin Meador.

2,000 Listen, Then Write

A SPECIAL $4 million Ventura, Calif., boat bill had already passed both houses of the California Legislature, but was expected to be vetoed by Gov. Goodwin J. Knight, who was reportedly not in favor of the bill. In an effort to dissuade the governor, KUDU Ventura's Bill Williams went on the air urging his listeners to phone the station and add their name to a special petition that was to be taken to Gov. Knight's office. In less than 48 hours, there were 2,000 more signatures on the document.



audience among TOP 10 in America"



(WLW radio world)

A. C. Nielsen Company reports – WLW Radio consistently with one of the 10 largest audiences of the more than 2870 Radio Stations in America. And WLW Radio gives you the nations 5th largest unduplicated radio audience. SO BEFORE YOU BUY RADIO TIME, check with your WLW Radio representative. (You'll be glad you did!)

Network Affiliations: NBC; ABC; MBS **Sales Offices:** New York, Cincinnati, Chicago
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

WILS

114% MORE audience
than Station B ALL DAY!*

5000
LIVELY WATTS

Mar.-Apr. '57 Hooper In Lansing Shows
MONDAY THRU FRIDAY

	WILS	Station B
7:00 a.m.-12 noon	61.4	23.5
12 noon-6:00 p.m.	53.7	30.1

LANSING

MORE listeners than
all other stations
heard in Lansing
combined.*



* Mar. thru Apr. average
C. E. Hooper, Inc.

WILS
music news sports

Represented Nationally by
Venard, Rintoul & McConnell, Inc.

OUR RESPECTS

to William Brewster Lodge



AS CBS-TV's top engineer and head of station relations, quiet, unassuming Bill Lodge often must exercise the patience and wisdom of a Job.

Mr. Lodge, a vice president since 1948 and last February placed in charge of station relations and engineering, estimates he spends two-thirds of his time in station relations administration and the other third in engineering.

Bill Lodge's personality is a glove-fit for the newly-assigned responsibilities. A stickler for detail, Mr. Lodge has the expert engineer's scientific approach, warmed by a sense of humor that starts with a sudden twinkle in the eye. He dresses modestly, has a mild demeanor and speaks the English language with no trace of the technical terminology that often makes an engineer almost unintelligible to the uninitiated.

William Brewster Lodge was born Aug. 17, 1907, in Whitemarsh, Pa., the son of a mining engineer who soon afterward moved his family to northern Nova Scotia. Mr. Lodge recalls trudging along two snow-covered miles to and from a schoolhouse heated only by a pot-bellied stove. When he was in the sixth grade, the family went "south" to Newton, Mass. Higher education started with two years at Wesleyan U., followed by four years at the Massachusetts Institute of Technology.

In his twenties, Mr. Lodge was mechanically-bent, already having built his share of crystal sets and showing an aptitude that in later years was to catapult him to the forefront of the ranks of radio and electronics engineers.

In 1929, Mr. Lodge was in vacuum tube research at Bell Telephone Labs as an MIT student working under the university's cooperative on-the-job and classroom training. There, he developed and patented a gas plazma tube for demodulation.

After he was graduated with a master's degree in electrical engineering, Mr. Lodge in 1931 worked with CBS hitching wavetraps onto radio sets near Wayne, N. J., for the network's WABC (now WCBS). The network then was forming its engineering department. For the next three years he worked at maintenance, setting up studio master control, designing some equipment and measuring field strengths.

BY 1934, radio was becoming big business. Hearings in Washington, station construction and transmitter design now were part of Mr. Lodge's responsibilities. The industry was maturing and so was Mr. Lodge. In 1936, he was put in charge of the CBS Engineering Dept. Radio Frequency Division, a post he held until 1942. During that time he obtained an "inkling" of station relations, for station coverage in radio networking was becoming important. He made field trips, visiting stations and their facilities. In 1937, he attended his first meeting abroad (in Havana for sessions on a radio treaty). That year, too, he was married to Margaret Wilkinson, a former faculty member at Skidmore College.

Mr. Lodge in 1942 departed from CBS for the first and only time in his career. The U. S. was in World War II and Mr. Lodge was appointed associate director of the airborne instruments lab operated by Columbia U. for the U. S. Office of Scientific Research and Development. Mr. Lodge was among the scientific talent applied by the U. S. to the development and perfection of MAD (magnetic detection of underwater craft from the air) as part of the underwater sound detection program (sonar).

In 1944, war duties were about over and CBS was in post-war planning, its engineering department was being assembled and tv was in the laboratory. Mr. Lodge returned to CBS as director of general engineering.

Since that time Mr. Lodge has been deeply engaged in engineering policy and in conducting research on coverage, as the tv transitional phase of broadcast history progresses.

For some five years Mr. Lodge, along with others in the broadcast field, followed closely the development of video tape recording. Two years ago, he was among a group of network and government experts invited by Ampex of Redwood City, Calif., for confidential demonstrations. Mr. Lodge, in sizing up the situation, reported to his network that the principle was sound even though the pictures rendered were not suitable for commercial use. Three machines were ordered and CBS engineering knowhow was activated to apply the Ampex device for practical broadcasting contributions being made to the final commercial design.

The Lodges live at Hastings-on-Hudson, N. Y. A fondness for travel keeps them hopping about abroad, that is, when he can break away. Somehow he also manages to pursue golf, photography and gardening. His industry organizational activities include delegate to the North American Regional Broadcasting Agreement; NARTB board member; vice chairman of Panel Five (theory and analysis) of Television Allocation Study Organization; fellow in the Institute of Radio Engineers; member of the Assn. of Federal Communications Consulting Engineers, and fellow and former member of the board of governors, Society of Motion Picture Engineers.



EDMUND PURDOM

stars in a new and exciting romantic adventure

"Sword of Freedom"

FOR FIRST RUN SYNDICATION

SOLD!
NEW YORK, LOS ANGELES, WASHINGTON, D.C.
for top market availabilities call "the man from Official"

Moving with the swiftness of a sword-thrust from the pages of history, this thrilling new series is set against the background of Europe's most dramatic era — the Italian Renaissance — marked by men like Michelangelo, the Medicis, the Borgias. This unusual and exciting production has been created for a discriminating audience. Your product will appear in a prestige showcase that offers unlimited exploitation. Make Sword of Freedom your basic sales tool for Fall.

Edmund Purdom, known to millions as the star of such great films as THE EGYPTIAN, THE PRODIGAL, THE STUDENT PRINCE and JULIUS CAESAR, now appears in his greatest role as MARCO — foe of the Medici and the Borgias!



ARTIST *— painting the beautiful Florentine women*



PATRIOT *— fighting for a free Republic of Florence*



LOVER *— wooing the loveliest women of Renaissance Italy*

produced by the makers of ROBIN HOOD!

OFFICIAL FILMS INC.
25 West 45th Street • New York 36, New York
PLaza 7-0100

REPRESENTATIVES IN:
Beverly Hills • Chicago
Dallas • San Francisco
St. Louis • Boston
Minneapolis • Atlanta
Philadelphia

Now, durin minute, the Bi in daytime tele to them



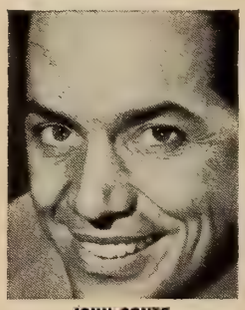
ARLENE FRANCIS
(Aug. 12, HOME's hostess begins new 10 a. m. Show. Jan Murray's Treasure Hunt follows at 10:30)
10:00 AM



BILL CULLEN
THE PRICE IS RIGHT
11:00 AM



TENNESSEE ERNIE FORD
(Bride and Groom with Frank Parker and Bob Paige premiered in this period July 1)
2:30 PM



JOHN CONTE
NBC MATINEE THEATER
3:00 PM



JACK BAILEY
QUEEN FOR A DAY
4:00 PM

g the average
ggest audience
vision Comes



BOB BARKER
TRUTH OR CONSEQUENCES
11:30 AM



JACK BARRY
TIC TAC DOUGH
12:00 NOON



BILL LEYDEN
IT COULD BE YOU
12:30 PM



MARTHA SCOTT
MODERN ROMANCES
4:45 PM



DICK STARK
COMEDY TIME
5:00 PM

...to the ten popular NBC Television personalities and the fresh new programs they star in, during the major networks' regular daytime schedules. There are still some availabilities in such big-audience shows as The Price Is Right with 5,000,000 viewers per average minute; Truth or Consequences with 5,300,000; and Comedy Time with 7,300,000. Take advantage now of the greatest growth story in the history of daytime television.

Source: Nielsen Television Index, AA Homes, June 1 '57 (NBC sustaining and commercial segments, 10 am–5:30 pm, N.Y.T.). ARB, Viewers per Set, June '57

NBC TELEVISION

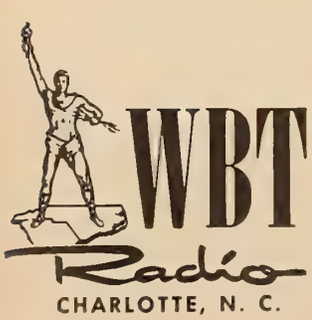
Know Charlotte by the company it keeps

Charlotte's 303,542 commercial air passengers in 1956, topped totals for Phoenix, Springfield or Albany, all "first 50 markets."*
Proof that Charlotte rates a "first 50" radio appropriation, enough to use the station that exceeds its nearest Charlotte competitor in total audience (NCS #2) by 894%.

*Standard Metropolitan Area Population

Phoenix 236,448 • Springfield-Hartford 167,786 • Albany-Troy-Schenectady 147,409 • Charlotte 303,542

Call WBT or CBS Radio Spot Sales.



WBT
Radio
CHARLOTTE, N. C.

JEFFERSON STANDARD
BROADCASTING COMPANY



BROADCASTING TELECASTING

Vol. 53, No. 4 JULY 22, 1957

THE PAY-TV DEBATE (continued)

- **Fox, Stoneham tell Celler about Skiatron-Giants tieup**
- **Estimates on wiring S.F. range from $4 to $60 million**
- **Rep. Chelf crosses colleagues, asks for test of toll**

PAY TV—particularly the cost of wiring San Francisco and Los Angeles—continued as a major topic of conversation last week in Washington and on the West Coast. Among developments:

• Matthew Fox, president of Skiatron Tv Inc., told the House Antitrust Subcommittee about his firm's plans for toll tv "in a great many cities in a great many states," with emphasis on "costs" and commitments with the Brooklyn Dodgers and New York Giants.

• Horace Stoneham, president of the Giants, testified before the same congressional group on the Giants' activities in the pay tv field and plans to move to San Francisco.

• Rep. Frank Chelf (D-Ky.), taking an opposite view from that of Reps. Emanuel Celler (D-N. Y.) and Oren Harris (D-Ark.), urged the FCC to authorize a toll tv test.

• Reports from the West Coast were published on the "staggering costs" of wiring San Francisco and Los Angeles. [Not so, say Skiatron executives.]

• Skiatron attempted to secure a franchise in Los Angeles and applied for same in San Francisco.

• A letter from Raymond F. Kohn, president of WFMZ-TV Allentown, Pa., to an undisclosed number of tv stations expressed concern over the challenge of wired pay tv, which can "cripple or destroy the broadcast services we know today."

FOX TESTIMONY PROVIDES RUNDOWN ON SKIATRON PLANS

IN TESTIMONY Thursday before the House committee, chaired by Rep. Emanuel Celler (D-N. Y.), which is investigating possible antitrust aspects of professional sports, Mr. Fox shed light on the plans of Skiatron in the pay tv field. Mr. Fox repudiated published statements from San Francisco that it would take from "$30 to $60 million" to wire that city for toll tv. Actually, it could be done for about $6 million, he said, while the cost for Los Angeles would be approximately $12 million. [For contradictions of these estimates, see below.]

On Wednesday, Mr. Stoneham had told the committee that if the Giants moved to San Francisco, their 1958 baseball games will be offered via Skiatron's system, at a cost to the set owners.

The Skiatron president stated that his firm was organized in May 1954 and shortly thereafter acquired U. S. rights to Subscriber-Vision, a toll tv system developed by Skiatron Electronics & Tv Corp. [This system is one of three which have applications pending before the FCC seeking authorization. The other two are International Telemeter Corp., a subsidiary of Paramount Pictures Corp., and Teco Inc., a subsidiary of Zenith.]

Skiatron's business interests are single-minded, Mr. Fox said. "It has no sidelines; it engages in no other kind of business operations. The sole point and purpose of its corporate existence is to bring this medium [pay tv] to the public."

While Skiatron's interests may be "single-minded," Mr. Fox's are not. He also is president of C&C Television Corp., which owns and distributes the RKO library of feature movies to tv.

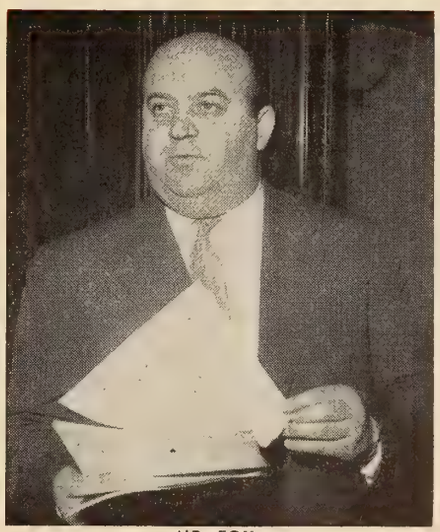
He testified that Skiatron first tried to bring toll tv to the American public by "traditional broadcast methods." However, he said, because of the FCC's delay, Skiatron "has found it necessary to move ahead with plans for toll tv . . . through the utilization of closed-circuit wiring techniques." He stated that by using this system, "the American people would for the first time be able to enjoy first class programming free from the annoyance and constant vexation of commercial messages."

It is an "illusion," he said, to describe the existing network tv service as free television. "The public pays for television programming today, and pays heavily. The fact that such payments are cloaked . . . does not alter the fact that these added charges are attributable to the advertising outlays of manufacturers and distributors for tv programs . . . ," he said.

"Closed circuit tv, however, accords to the public the opportunity to pay only for



MR. STONEHAM



MR. FOX

TELLING the public—and the House Antitrust Subcommittee—that it will have to pay to see the Giants' games on tv next year (from the West Coast) are Horace Stoneham, president of the Giants, and Matty Fox, president of Skiatron. Also explained: how the Skiatron system will operate. Undecided: how much it will cost to install.

NOT THAT POWERFUL

AT one point during the questioning of Mr. Stoneham, Rep. Kenneth Keating (R-N. Y.) expressed concern over the legality of the pay tv operation proposed by Skiatron. Evidently referring to Rep. Celler's position that the FCC does not have the legal right to authorize a pay tv test using the spectrum, Rep. Keating said, "Our chairman isn't going to let them [Skiatron] operate."

Amid laughter, Mr. Celler assured his fellow congressman he had no such power. Mr. Fox was not present during this exchange, which took place on Wednesday.

those attractions which it chooses to view. And who is to know which of these two media for tv programming costs the public more."

Mr. Fox claimed that owners and producers of program material are "strong supporters" of toll tv because it would offer them a new source of revenue. He stressed that Skiatron planned to present only "those types of entertainment and attractions which are presently presented . . . to audiences which pay for the privilege of attending them." These would include, he said, operas, ballets, theatrical attractions, first-quality feature films, educational courses, professional sports attractions.

"The television population of every area will support such programming," he claimed, "without the need for an advertiser who presently provides the money to make such programming available only in the large and concentrated population areas of the country where the advertisers' dollar can be felt."

The criticism leveled at toll tv today, Mr. Fox said, is reminiscent of the criticism "which was directed by the theatre owners against radio and tv stations when they were new, and by the horse and buggy business against the automobile industry . . ."

Under direct questioning, Mr. Fox admitted that he has negotiated, for Skiatron, with the Giants, Dodgers and New York Yankees, as well as the Pacific Telephone & Telegraph Co., three independent telephone companies in Los Angeles and with others in a "great many cities in a great many states." He declined, with permission of the committee, to give specific details of the progress of negotiations on the plea of protection from competitors. Many other queries were passed over on the same grounds.

His statements pretty well corroborated those made the previous day by Mr. Stoneham and last month by Walter O'Malley, president of the Dodgers [B•T, July 1]. The questioning of Messrs. Fox and Stoneham brought out that:

• Giant or Dodger games would be carried via pay tv next spring if those two teams move to the West Coast but that their games would remain on free tv because of previous commitments if they stay in New York.

• No set price for games has been established, but talks were in the neighborhood of 50¢-$1 per game.

• Negotiations were carried out with the Giants in April and May, with Mr. Fox meeting with the Giants' board of directors in May.

• Pay tv would be more feasible on the West Coast than in New York because of technical problems in the East.

There was a wide discrepancy between Mr. Fox' testimony and PT&T officials on just how much it would cost to wire the two West Coast cities for toll tv. Mr. Fox was asked about a statement attributed to PT&T President Mark Sullivan and released by San Francisco Mayor George Christopher that it would cost from "$30 to $60 million" and take "three to four years" to wire San Francisco.

Mr. Fox said that these estimates were based on the current coaxial cable in use, which costs 40¢ per foot and uses many and expensive amplifiers. He told the committee of a new Skiatron system which permits the laying of wire at a cost of 4¢ per foot and the use of fewer and less expensive amplifiers.

With this method, he said, San Francisco could be wired at a cost of $6 million ($12 per tv home) and Los Angeles for $12 million. New York would be a different situation because practically all the wiring there would have to be underground. He had no estimate of the cost for wiring that city.

Skiatron plans do not call for all tv homes in the two California cities to be wired at one time, he testified. However, enough could be hooked up by next spring to make operation "economically feasible," he felt. New York plans call for the outlying areas to be wired first, with a target date of late-1958 for programming.

If necessary, Skiatron could operate without the facilities of the telephone company, Mr. Fox stated.

Mr. Fox was asked if Skiatron has reached an agreement with telephone companies in New York, Los Angeles or San Francisco but again was excused from answering, because he said his negotiations were varied and many. He again did not answer when queried as to the locations involved in these widespread talks. [For comments of PT&T executives concerning Skiatron negotiations see below].

In explaining how the Skiatron system would work, Mr. Fox said that a "decoder" box would be attached to the conventional tv set. It could be activated only by using a decoder card which would be mailed monthly to all subscribers. This card also would list all programs to be offered during the month, with the price for each program.

At the end of the month, the customer would mail the card to Skiatron and he then would be billed for all programs he viewed during the month. The decoder would be arranged so that the viewer could switch from the pay channel to a free channel and back to the pay channel again without paying more than once.

Skiatron would offer programming on three unused channels simultaneously: one channel would provide 24-hour daily hi-fi music free of charge, while a variety of programming would be offered on the other two. Mr. Fox said that baseball would be only a small portion of the programming offered, but, again for competitive reasons, declined to elaborate.

A minimum $3 monthly charge would be made to subscribers, whether or not they viewed any of the offered programs during the month. This $3 charge would take care of hooking up the subscriber's set to the central system and all maintenance costs of pay-tv equipment associated with the set.

Mr. Fox labeled pay tv a "poor man's medium" designed for the man who can't afford to pay high prices to see a sporting event, a play or some other major attraction. He said the Skiatron system actually would save the viewer money by giving him a far greater number of attractions at less cost than he now pays.

Rep. Peter Rodino Jr. (D-N. J.) asked Mr. Fox if it would be fair to the set owners who bought their sets with the understanding and belief that they would not have to pay for home viewing. The witness replied that set buyers received no guarantee all programs always would be free. He said that the Skiatron system would not be taking anything from viewers, but would add programs.

He said the public does not have an "inalienable right to view baseball free of charge any more than it means the people have the right to be admitted to a stadium without paying the admission price." Skiatron also is prepared to "serve all clubs [baseball] in all locations of the country upon terms and conditions which take into account the size and population concentration of the respective areas," he stated.

COOPERATIVE WITNESS STONEHAM SAYS HE WANTS TO MOVE

MR. STONEHAM, highly praised for his cooperation and sincerity by Chairman Celler, did not have a prepared statement. His testimony followed much the same line as that offered by Mr. O'Malley of the Dodgers.

A committee counsel asked Mr. Stoneham: "Do you have a firm commitment from Skiatron to televise [Giant] games next year?" Mr. Stoneham replied that an agreement had been reached but that the Giant board of directors had not voted its approval. The agreement covers both New York and San Francisco.

Pay tv would not be possible next year in New York, he said, because the Giants' present tv contract has two years to run. He also stated that the cost of wiring San Francisco for pay tv would have no effect on the Giants' plans.

He did, however, express concern over reports that it would cost $30 to $60 million to wire San Francisco for pay tv.

Until he read this, he said, he was convinced that the Giants' west coast games—if played there in 1958—would be carried on pay tv.

Since its very beginning, tv has been an important source of revenue for the Giants, Mr. Stoneham revealed. The National League club received $400,000 for its tv rights

in 1947, compared to $730,593 in 1956. Figures for 1952-56 were released for 15 of the 16 major league clubs by the committee last month [B•T, June 24]. "Unofficial" talks with possible free tv sponsors in San Francisco indicated the Giants could receive more money from them than they have received in New York.

Skiatron guaranteed the Giants "quite some more [money]" per game for tv rights than the club presently receives, he stated without revealing an exact figure. However, the Giants would receive one-third of all money taken in, with a third going to Skiatron and a third to the licensee (distributor or agent).

Mr. Stoneham estimated that as many as 500,000 sets would be tuned in to a single Giant game. He agreed with a committee counsel's quick compilation that, at $1 charge per game and less 25% of the Giants' take which would go to the visiting club, this would amount to $125,000 for the Giants.

First contact between the Giants and Skiatron, Mr. Stoneham said, came last April when Mr. Fox asked him: "Would the Giants be interested in pay tv?" "Definitely we would," Mr. Stoneham said he replied.

The Giants president agreed with Mr. Fox that pay tv would be much more feasible at the start, on the West Coast than in New York. He estimated it would take from 10-15 years to "iron out the bugs" in a New York operation.

The Skiatron-Giants contract rules out the airing of commercials of any type, Mr. Stoneham testified, and Mr. Fox said his company does not plan to use commercials in any of its programming. However, in his testimony three weeks ago, Mr. O'Malley said there was a possibility of commercials being incorporated into the Dodger's telecasts on pay tv.

Mr. Stoneham was asked if tv is the cause of the Giants' diminishing gate returns. He replied it is, to some extent, but not as much as the figures would indicate. The main causes, he felt, are lack of parking facilities, poor public transportation to the ball park and the "pari-mutual" machines at Yonkers Raceway.

When asked if he owned any stock in Skiatron, Mr. Stoneham said that he owned 1,000 shares in Skiatron Electronics & Tv Corp., as distinguished from Skiatron Tv Inc. He said that he paid $5.50 per share.

CONGRESSMAN CHELF URGES FCC APPROVE PAY-TV TEST

TAKING direct issue with two of his colleagues, Rep. Frank Chelf (D. Ky.) last week urged the FCC to authorize a test for pay tv.

In a letter to Chairman John C. Doerfer, Rep. Chelf said that he has made a study of the toll tv problem over the past several years and has come to the conclusions that (1) the Commission has the "full, complete and final authority to permit these very necessary trials before the public," and (2) "the people of the country ought to be given an early opportunity to decide if they want any part of subscription television."

Rep. Oren Harris (D-Ark, chairman of the House Commerce Committee) and Rep. Emanuel Celler (D-N. Y., chairman of the Judiciary Committee) previously had written the FCC questioning its authority to sanction a test of pay tv. Both argued that Congress should first have a chance to legislate on the subject.

It was Rep. Celler's letter [B•T, July 15] which brought the response from Rep. Chelf. "Since when has it become a 'calculated risk' [as charged by Rep. Celler] to give to the people of the U.S. the right to decide whether a commodity is good or bad?" Mr. Chelf asked. "If pay-as-you-see tv is good, the people will demand it; if it is bad, nobody could give it to them."

A member of Rep. Celler's Judiciary Committee, the Kentucky congressman said in his letter that "my dear friend [Mr. Celler], an astute and an excellent lawyer . . . knows that existing law gives your Commission the proper authority to permit these subscription tv trials." [Mr. Chelf pointed out Thursday that Mr. Celler is the "soul of honor and integrity" and that he and Mr. Celler had an honest difference in opinion].

"It appears to me that my chairman might be disturbed, as I am sure is his New York friend, Gen. Sarnoff [RCA Board Chairman David] and other leaders in the radio-tv industry, that if a 'fair trial run' is authorized for pay tv, the people might just demand this particular service," Rep. Chelf wrote Mr. Doerfer.

He said that in his study of pay tv, it came to his attention that RCA tried to buy the patents for toll tv "from its inventors when it was first developed. If pay tv wasn't extraordinarily good— if it did not have a terrific potential—if the good general [Sarnoff] could not see its great possibilities, I feel reasonably sure he would not have wanted to waste his or his company's money for its purchase.

"Could it be that the good general became soured on pay tv when he found he could not buy or otherwise control it?" Mr. Chelf wanted to know.

[In New York last week, RCA said that if Rep. Chelf was referring to allegations made in June 1955 by E. F. McDonald, president of Zenith Radio Corp., RCA again denies the allegations. Its last statement on toll tv was filed June 6, 1955, with the FCC, RCA stated, at which time it took the position that if pay tv should prove successful economically, free broadcasters would be forced into toll operation.]

Mr. Celler had charged that a test of pay tv would result in "waste and delay" and that there would be "costly, time-consuming litigation." To which Mr. Chelf replied in his letter: "If this petition of subscription television, which has long been pending before your Commission, hasn't been 'time-consuming and costly,' I do not know the definition of these words. More delay by your Commission in rendering the decision would be about as useful as the *Queen Mary* docked at the corner of 12th & Pennsylvania Avenue [in Washington] at high noon."

To support his stand, Congressman Chelf quoted from an August 1955 *Christian Science Monitor* editorial, which stated: "Progress would not have been served by suppressing radio to save the newspapers. Free enterprise demands that every invention shall have opportunity to show its worth."

The letter closed with this advice to Mr. Doerfer: "At this late hour, do not allow anybody, no matter what position he may hold in or out of government, to attempt to either pressure or intimidate any of you [commissioners]."

Rep. Chelf said that his only interest in pay tv was in seeing that every invention "be given a fair opportunity to be heard and tried. If I thought for a minute that it would put free tv out of business—and I doubt seriously that it would—I could not be for it."

A MATTER OF MILLIONS: WHAT WOULD WIRED TV COST?

ADD to the maze of conflicting testimony about pay tv the estimates of how much it would cost to wire Los Angeles and San Francisco for such an operation.

Last Monday, Mayor George Christopher of San Francisco expressed grave concern that it would cost $30 to $60 million and take three to four years to wire a city the size of his.



MR. CHRISTOPHER

Not so, said Skiatron President Matty Fox in his testimony to the Celler subcommittee Thursday. Only $6 million would be needed, he said.

Meanwhile, after being closeted with Skiatron engineers, a relieved Mayor Christopher revised his estimate Thursday to $4 million for San Francisco, $8 million for Los Angeles. He also said that Skiatron applied for a franchise in San Francisco, Wednesday, but he did not know the details of its proposal.

Anyone not satisfied with those estimates could take that of Jerome L. Doff, vice president and general manager of Skiatron, who testified that $12 million would do it in Los Angeles.

Or take the testimony of officials of Pacific Telephone & Telegraph Co., with whom Skiatron has been negotiating. "In the tens of milllions," said Mark R. Sullivan, president of PT&T, who held a news conference in San Francisco. Mayor Christopher's original three to four year timetable was tempered by Mr. Sullivan's statement that while it "could not be done in a hurry (wiring a complete city), perhaps the television people want to do it piecemeal. I would say it would be unlikely that we could have much ready by next baseball season. I'm reluctant to predict to 1959. On the other hand, if the tv people want

only a few wires to start with, we could have those ready next week."

Alan Lane, vice president and director of operations for Skiatron, told the same news conference that "there must be a beginning to any project. We may, for example, start off with wiring 100 homes today and add 10,000 tomorrow." Asked if Skiatron had the money to afford such an operation, he replied in the affirmative. He said that Skiatron had submitted a detailed budget to PT&T, but had received no counter-proposal.

Mr. Sullivan said that while conversations had been held with Skiatron, PT&T was not limiting the project to that pay-tv firm. "We have been in contact with other tv people," he said, "but I don't think they were involved in baseball. Clearly, baseball alone could not support a project of this magnitude. Skiatron or anybody else would need more programming for its wires than baseball."

Coupled with the news about pay tv coming out of San Francisco last week was that from Los Angeles, where Skiatron's Doff appeared before the City Council. The council was considering a recommendation of its industry and transportation committee that the Skiatron application be approved and the city attorney instructed to prepare a notice of sale of such a franchise. The council, which had previously discussed the matter but postponed action until Wednesday [B•T, July 15], again put off its decision when time ran out before several opponents of the Skiatron proposal who were waiting to testify could be heard. This time, however, the postponement was for only two days and several councilmen said they expected to complete their questioning and be ready to vote on the recommendation by Friday [see AT DEADLINE].

One of those waiting to testify was Harrison W. Hertzberg, attorney for Tele Movie Development Corp., which plans to equip between 1,000 and 1,500 homes in the Los Angeles suburb of Oceanside with the Telemeter coin boxes developed by International Telemeter Corp., Paramount subsidiary [B•T, June 17].

Another was Hubert D. Long, president of the import-export firm, H. D. Long Co., who was there as a representative of a "group of leading citizens." This group, Mr. Long said, is concerned over the quality of programs that might be sent into the city's homes by a company that is not answerable to the FCC and wants to be sure that in granting any franchise the city council reserves some form of program control. In addition, his group believes that a closed-circuit tv system should be home-owned and therefore it intends to apply for a franchise itself, Mr. Long stated.

It was expected that both Mr. Hertzberg and Mr. Long would address the council Friday. International Telemeter Corp. has already expressed its intention to apply for a franchise and the council has received a letter from Harry E. Franks, president of Transamerican Television Enterprises Inc. of Boston, asking to be notified of the city's franchise terms so that he also may enter a bid.

Questioned at length by the council, T. M. Chubb, chief engineer and general manager of the city's board of public utilities and transportation, said that the franchise could not be an exclusive one, that the city would derive 2% of all revenues of the operating company, that the council had the right to revoke a franchise if it felt the holder was not going ahead with the installation but was merely using his franchise to block others and that the council could not control the rates to be charged subscribers for the service unless it first declared the franchise holder to be a public utility.

Skiatron plans are based on providing a program service that will be "esthetic as well as entertaining," Mr. Doff told the council. He noted that "our programs will have to be different, for who would pay for the same kind of programs he's already getting free?" The greatest beneficiaries will be families with the lowest incomes, who cannot afford to go out to commercial places of entertainment, he said, and for that reason Skiatron does not plan to make any charge for installing its decoding devices into subscribers' home. There will be a minimum program charge of perhaps $2 or $3 a month, he said.

When he gave his estimate of $12 million for installing a closed-circuit tv system in Los Angeles, Mr. Doff was immediately challenged by council members who cited

ADVERTISERS & AGENCIES

BABBITT MAKES TWO-WAY SHUFFLE

- **Drastically revamps top executive echelon**
- **Names Donahue & Coe, Doyle Dane Bernbach**

B. T. BABBITT Inc., New York, a firm specializing in household cleansers and allied products, made news two ways last week. The firm, a heavy user of both broadcast media, but with emphasis on tv, not only overhauled its internal management structure but also surprised Madison Ave. with the selection of two new agencies. They are:

• Donahue & Coe Inc., New York, inherits Bab-O, the Aerosol products of Babbitt's Bostwick Div., Cameo copper cleaner, Am-O powdered ammonia and the Lye brands—billing a total of $2 million. Bab-O and Bostwick had been serviced by Dancer-Fitzgerald-Sample; Cameo by Maxon Inc., and Am-O and the Lye products by Harry B. Cohen Adv.

• Doyle Dane Bernbach, New York, was assigned the $500,000 Glim liquid detergent account, also serviced by Cohen.

The Glim-Am-O-Lye brands account left Harry B. Cohen (now Cohen & Aleshire Inc.) several weeks ago after the agency and the client failed to resolve management problems. Though Babbitt officials declined to comment on what happened next, B•T learned that the company then decided to appoint D-F-S as its sole agency for all products. However, that agency could not accept the fattened Babbitt account since there would be a product conflict between Glim and two Procter & Gamble Co. liquid detergents, one of which is Biz, the other an as-yet-unannounced brand name.

Unable to accept Babbitt's "package" account, the agency then "regretfully" resigned its portion. The client then listened to various agency presentations, finally settled on D&C and DDB. Though D&C Executive Vice President Walter Weir told B•T that his agency "tried" for the entire account, it failed to get it all. Mr. Weir saluted President Bill Bernbach of DDB for "a helluva fine presentation."

The new acquisition ups Donahue & Coe's total billing to $34 million, that of Doyle Dane Bernbach to $19 million.

Behind Babbitt's agency switching is an executive reorganization affecting all ranks of the company. In turn, this reorganization stems from a "broad new program" of diversification, expansion and acquisition over the past year. The 120-year-old firm most recently acquired Bostwick Labs Div. of the Connecticut Chemical Research Corp., Bridgeport, Conn., and with it, Bostwick's line of Hep Aerosol insecticides, deodorants, oven cleaner and other household products. (The firm also manufactures Aerosol containers for such firms as John H. Breck Co.)

Also absorbed by Babbitt in recent months was Chemicals Inc. of San Francisco, manufacturers of Vano liquid starch and The Cameo Corp., manufacturers of Cameo copper cleaner.

Babbitt's internal shakeup will affect the following:

• Samuel Mendleson, president of the company, moves up to board chairman and member of the executive committee. He will be succeeded by

• Harold H. Shincel and A. O. Samuels, both members of the executive committee, who will operate the company as a team. Mr. Shincel is a former management consultant and now president of the Consolidated Metal Products Corp., Albany, N. Y., Mr. Samuels is the founder of Connecticut Chemical Research Corp., the parent firm of the Bostwick Labs.

• John L. Woolley, assistant vice president of Babbitt, and Jack Schenbergan, vice president of Bostwick. This team will head Babbitt's sales marketing activities, with Mr. Woolley directly responsible for Babbitt's grocery products line, Mr. Schenbergan for the non-grocery products.

• John E. Phillips, promoted from Bab-O marketing manager to advertising director of the company.

• Gilbert Plugge, former Glim marketing manager, to field manager of all Babbitt products.

Though the company announced it "plans an expanded budget for the most aggressive advertising and sales promotion

other estimates in the neighborhood of $50 million. But he stood firm on his original figure as the correct one for his company. Asked whether Skiatron could afford to go as high as $50 million, he replied that that would depend on the people who will be licensed to operate the service in the city.

PAY-TV: FRIEND OR FOE?

RAYMOND F. KOHN, president of WFMZ-TV Allentown, Pa. (ch. 67, dark), doesn't know "whether subscription television is our friend or foe" but he has written to an undisclosed number of station operators stating that the only way to find out, is a pay tv-test. Meanwhile, he is alarmed.

Mr. Kohn, who believes that "wired tv can cripple or destroy the broadcast services we know today" said he has been making "an exhaustive analysis of the implications involved in closed circuit, or wired, pay tv." He has concluded, he said, that "there is nothing a broadcaster is programming today that future closed-circuit tv couldn't also do." He attributed this possible competition to his recent understanding that it is economically possible to run cable with six separate circuits to a home television set."

Such techniques, he added, if backed by the resources of American Telephone & Telegraph Co., would make it very difficult for broadcasters to compete with "such a concentration of financial strength, if wired tv ever gets going, particularly if it is allied with the motion picture industry."

Because of all this, Mr. Kohn stated "if subscription tv is inevitably coming," and he thinks it is, it should be in the industry's and community's hands.

"I shudder to think what will happen if it [wired tv] proves to be a tremendous economic success. For on that day the control over the nation's tv screen will pass to those who will have no responsibility, under law or tradition, to serve the public good. Television frequencies, uhf and vhf, will be worth a dime a dozen," he warned.

program" in recent years, neither Donahue & Coe nor Doyle Dane Bernbach were prepared to offer specific figures. The figures used above applied to advertising expenditures at the three former agencies.

While the company intends to increase the budget, Mr. Phillips told B•T that he was in no position at this time to issue any figures "of any kind". Donahue & Coe thinks that 75% of the Babbitt budget at its shop will go toward broadcast media. Doyle Dane Bernbach isn't quite ready to go that far since it maintains that it only had "two days in which to think about the new account," the appointment apparently coming as "a sudden thing."

Of the Babbitt line, the big headache seems to be with Glim. Originally the first liquid detergent on the market when Babbitt acquired the formula from the Dyestuff & Chemical Div., General Aniline & Film Corp. (a U. S. corporation formed by the federal government during the war from enemy [German] war assets and subsequently transferred to private ownership), Glim at one time spent as much as $2 million on advertising. But then Procter & Gamble invaded Glim's hold on the U. S. market when P&G came out with Joy, knocking Glim into second place. Joy, in turn, assumed second place (and Glim third) when Lever Bros. Co. joined the battle with Liquid Lux. When Colgate-Palmolive came out with Vel, the market, according to a Babbitt official, "cracked wide open." The upshot: Glim was lost in a waterfall of competing liquid detergents.

At the time Harry B. Cohen and Babbitt came to a parting of the ways June 24, Glim was spending about $120,000 in advertising. But Maxwell Dane, vice president of DDB, is confident that Glim will once more be reckoned with as a liquid detergent. Doyle Dane Bernbach, one of the most visual advertising-conscious agencies in the country, makes extensive use of television, both in spot and network.

Y&R Appoints Brinkerhoff

ROBERT H. BRINKERHOFF, vice president at Young & Rubicam Inc., has been appointed manager of the agency's Chicago office, it was announced last week. He will continue his duties as manager of Y&R's contacts department under E. E. Smith, vice president in charge of Chicago operations.

Taylor to Presidency Of FC&B; Cone Moves Up

A NEW executive alignment at Foote, Cone & Belding—the first top level change in six years—is being announced today (Monday) by Fairfax M. Cone, who moves from the agency's presidency to chairman of the executive committee.

Rolland W. Taylor, vice chairman of the board and manager of the New York office, has been elected to succeed Mr. Cone as president. Also involved is the designation of a formal executive committee, which, along with the long-standing FC&B operations committee, will provide policy direction.

Mr. Cone, who has been president since 1951, noted that Mr. Taylor's election "comes at a time when our business is at the highest point in the agency's history. This is due both to increased advertising activity by old clients and the addition of several new accounts.

"Since Jan. 1 [1957] we have been retained by Hawaiian Pineapple Co. Ltd., Tidewater Oil Co., S. A. Schonbrunn & Co. (Savarin coffee) and Shulton Inc. The latter two [Savarin and Shulton] are served by our New York office, where Mr. Taylor will continue to make his headquarters."

Earlier this month, B•T pointed up FC&B's billing and account activity, estimating that the agency is handling an advertising billing that represents more than $100 million—that is $8-10 million above its level of a year ago [B•T, July 8]. Of this figure, about $40 million is in radio-tv.

The executive committee will include Mr. Cone, chairman; Robert F. Carney, who also continues as chairman of the board of directors; Mr. Taylor, and Roy Campbell, who is executive vice president of the agency. These four also serve on the eight-man operations committee.

Mr. Taylor has an impressive background in the merchandising and advertising fields. He started his career in 1930 with the Kroger Co., rising to assistant branch manager with responsibility over 540 food stores. In 1937, he joined the merchandising division of *American Weekly* and *Puck the Comic Weekly*, with which he was associated for five years.

Mr. Taylor in 1942 entered the advertising field as a vice president of William Esty & Co., where he worked on the R. J. Reynolds Tobacco, Colgate - Palmolive, Thomas Leming and Pacquin accounts.



MR. TAYLOR MR. CONE

His first association with FC&B was in 1947 when he supervised the Pepsodent, Hiram Walker and General Foods accounts at the agency. Mr. Taylor left FC&B in 1953, however, to become vice president in charge of advertising for Colgate-Palmolive Co. He returned to the agency in January 1956 as a director and executive vice president in charge of the New York office and last December was elected vice chairman of the board of directors.

BBDO Drops 'Digest' Over Cigarette Article

LONG - SMOLDERING warfare between *Reader's Digest* magazine and the U. S. tobacco industry erupted again last week as BBDO suddenly resigned the $1.8 million *Digest* account after 28 years. Reason: BBDO also services $17 million worth of American Tobacco Co. products, of which one, Hit Parade cigarettes, was singled out by the *Digest*'s current "The Facts Behind Filter-Tip Cigarettes" as being ineffectual in screening out harmful tars and nicotines.

Concerning reports that American Tobacco Co. officials had "read the riot act" to BBDO and insisted the agency either resign the *Digest* account or face possible loss of the tobacco account, Charles H. Brower, BBDO vice president-general manager, said the agency's action last Monday morning was "completely voluntary," and that it was a matter of "conflicting interest and business ethics," not of "client pressure." (No official announcement has yet been made by BBDO; all incoming calls concerning the *Digest* ac-

count were automatically referred to Mr. Brower's office.)

BBDO's action came as a surprise to *Digest* officials in Chappaqua, N. Y., who claimed they had received no previous "warning" from the agency. The client, which still claims complete satisfaction with BBDO's work, reportedly was "very unhappy" with the agency's move.

The *Digest,* which has a follow-up to the first filter-tip article scheduled for the August issue, promptly appointed J. Walter Thompson Co. as its principal agency for $1.3 million of the BBDO billing. The remainder, covering the *Digest* Condensed Book Club, has been assigned to Schwab & Beatty, N. Y., an agency specializing in publishing house accounts. JWT has been handling the magazine trade publication advertising and sales promotion.

Digest has never been a heavy broadcast user, but often has embarked upon what a BBDO official calls "opportunistic buying," that is, launching quick spot campaigns on behalf of one of its articles that happens to be in the public news. An example of this occurred last year when the *Digest* ran an article on crowded air traffic lanes. The day after the Grand Canyon air collision of TWA and United Airlines planes, the *Digest* broke a radio spot campaign in all major U. S. markets. It also has used network radio, from time to time, a recent example being CBS Radio's *Arthur Godfrey Show.*

Besides Hit Parade, sponsor of the *Marge & Gower Champion Show* on CBS-TV, BBDO also services Lucky Strike, alternate sponsor of *Your Hit Parade.* Other agencies working with American Tobacco are Sullivan, Stauffer, Colwell & Bayles (Pall Mall) and Lawrence C. Gumbinner Adv. (Herbert Tareyton).

Kroger Names Campbell-Ewald, Campbell-Mithun as Agencies

TWO national agencies were named last week to handle the account of Kroger Co., third largest U. S. food chain with retail sales of $1.4 billion last year. The agencies are Campbell-Ewald Co., Detroit, and Campbell-Mithun, Minneapolis. They take over the advertising of 23 Kroger divisions in 21 states starting Oct. 7.

Since 1930 the bulk of Kroger advertising has been handled by Ralph H. Jones Co., Cincinnati, except for a period when Ruthrauff & Ryan had the account. Campbell-Mithun has handled the St. Louis division since late 1956, having developed a personal-word guarantee technique emphasizing electronic media.

The Kroger account has been allocated roughly 10% to radio and 11% to tv in the last several years. As the fastest-growing food chain, Kroger spends an estimated $10 million a year at least on advertising, roughly $2 million for radio-tv time.

Campbell-Ewald was awarded these divisions, according to Henry G. Little, C-E president—Charleston, Chicago, Cleveland, Detroit, Fort Wayne, Grand Rapids, Indianapolis, Madison, Peoria and Toledo. Ray Mithun, Campbell-Ewald president, said his agency will handle these divisions—Atlanta, Cincinnati, Columbus, Dayton, Little Rock, Louisville, Memphis, Nashville, Roanoke, Wichita, St. Louis, Kansas City and Carbondale, Pa. The two agencies will divide advertising of the Kroger manufacturing division.

MONARCH, MOGUL PART OVER 'POLICY'

- **Differ on ad concepts, media**
- **Winemaker goes to Gumbinner**

AN unexpected shift of accounts took place last week as Monarch Wine Co. (Manischewitz wines), a heavy-radio-tv user, pulled up stakes at Emil Mogul Co.—its agency for three and a half years—and moved to Lawrence C. Gumbinner Adv., both New York.

Although the parting of Manischewitz and Mogul was said by agency President Emil Mogul to have been effected "without rancor or recrimination," Mr. Mogul issued a lengthy statement to staff employes in which he attributed the loss to "policy differences." These, he said, arose from the client's desire that the agency "adopt a radically-changed advertising concept and media strategy" with which "we just could not go along wholeheartedly." He said the agency felt such a new advertising program "might not bring credit to the agency even though it satisfied the client's wishes. It boiled down to a very simple proposition—either we capitulated completely, did what the client wanted us to do and endorsed it as right, or we voiced our objections as forcefully as we could. We chose the latter course."

Manischewitz and Monarch Gold Ribbon wines billed a total $1.5 million, of which $1.2 million was in radio-tv, $720,000 in radio and $480,000 in television. Its radio strategy was primarily in spot radio, with emphasis on disc-jockey programs, featuring transcribed jingles ("Man, Oh Manischewitz!") and/or adlibbed copy. In television, Manischewitz used local programming such as KYW-TV Cleveland's Big Wilson sportscasts.

The differences between Mogul and Manischewitz boil down to two areas of disagreement: copy platform and media strategy. Sources close to the account, but not necessarily within the agency, seem to feel the Manischewitz principals, while they have thought very highly of the jingle (" 'Man, oh Manischewitz!' made the name easy to remember"), nevertheless have felt a "certain dignity" was lacking in the Mogul sell which upped Monarch's business some 40% over the past three years. It also reportedly was felt by the wine firm's officials that "kidding" the product (negative sell) made Manischewitz the butt of many a joke. While Monarch officials—pleased with the results to date—found themselves on the horns of a dilemma, the agency was understood to have felt a sudden shift in strategy might hurt sales.

Monarch principals could not be reached for direct comment. The wine firm is on its summer vacation and will not resume operations until July 29. Nort Wyner, former Mogul account executive on Manischewitz, who last year joined the client as advertising-sales director, could not be reached at his home. Neither could President Leo Star nor Treasurer-Sales Manager Meyer H. Robinson.

The account switch becomes effective Aug. 7. Paul Gumbinner, radio-tv vice president of the new agency for Monarch, said that while no "definite recommendations" had yet been made to the client, a "complete overhaul" in advertising strategy is being "considered." Declining specifics, Mr. Gumbinner said broadcast media would continue to figure prominently in overall strategy, but that the roles of radio and television might be reversed, with television receiving the emphasis. Print, he added, will be used more.

Along this line, it was understood Monarch wanted to eliminate stations with top disc jockey programs such as KLAC Los Angeles, WHDH Boston and WNEW New York. Mogul, it was understood, felt this would strike a blow at the strategy used to give Monarch its 40% sales increase over the three years.

Mr. Mogul pointed to another factor that helped decide the mutual parting. Despite Mogul's part in bringing the client increased sales, he indicated, the agency did not participate substantially in the fruits of this success. Monarch's advertising budget "remained constant" over the entire period, he said, as "many markets were added . . . new products introduced and media rate increases experienced. In other words, we made every advertising dollar work much harder for the client—at no significant increase in billings for the agency."

Monarch is the second major Mogul ac-

MARILYN TERRORIZES US

AMERICANS are oversexed, say many foreign visitors. But one foreigner who has made the transition into an American citizen and very successfully so, Viennese-educated Dr. Ernest Dichter, president of the Institute for Motivational Research, thinks just the opposite. Americans, he maintains, are scared of sex, and the ads on television and in print show it. "We are so afraid of feminine flesh that we have enthroned as the national ideal the flat-chested angular bodies of immature adolescent models," he concludes.

The Dichter organization bases its findings on a study of tv and print media commercials and thinks that while "democracy and the feminist movement have made man and woman equal, advertising [has gone] one step further: It has made them identical . . . advertising, over-anxious not to offend taboos, leans backward in denying that desire, flesh and sexual imagination have survived in the era of consumerism."

IMR's findings are contained in the July-August issue of *Motivations,* a regular publication of the institute.



Greatest food merchandiser in America!

Baltimore supermarkets and corner groceries . . . Baltimore chains and independents . . . W-I-T-H delivers them *all* to you with the most powerful assortment of food promotions ever created by a radio station. Here's the "merchandising muscle" W-I-T-H will give *your* grocery product over a 13-week period.

- **W-I-T-H Feature Foods Merchandising Service.** You get *all* this:
  1. A minimum of **60 store calls** in high volume groceries, including point-of-purchase merchandising such as increasing shelf exposure, restocking shelves and installing displays for your product.
  2. A minimum of **20 special one-week displays.**
  3. **20 days of Bargain Bar promotions** in chains and supermarkets, plus additional merchandising by demonstration, sampling, couponing, etc.
  4. Complete merchandising reports issued to you twice each 13 weeks.
- **W-I-T-H Chain Store Food Plan,** providing for dump, end-of-aisle and shelf extender displays in leading chain stores.
- **W-I-T-H Weekly Merchandising Service** with independent GA Stores.
- PLUS merchandising letters . . . PLUS trade paper advertising of *your* product . . . PLUS potent advertising material for your own salesmen's kits . . . PLUS personal supervision by head of W-I-T-H Merchandising Dept.

Add W-I-T-H's low, low rates and W-I-T-H's *complete* coverage of Baltimore's 15-mile radius . . . and you've got the station that delivers the groceries!

Buy

Tom Tinsley
President

R. C. Embry
Vice Pres.

WITH CONFIDENCE

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington. **Forjoe & Co.** in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

HOUSTON WAKES UP TO FUN RADIO ON KILT



NOW TRENDEX AND PULSE CONFIRM HOOPER — FIRST IN 30 DAYS!

It's a new world's record! On Tuesday, May 14, the McLendon Corporation changed the call letters of Houston's KLBS to KILT and began a sensational new *fun radio* format. On May 14, KILT was *last* in the Houston market with only 4.6% of the Houston audience (May '57 Hooper). On June 15th — just 30 days later — KILT had jumped to 30.5% of the Houston audience (June '57 Hooper) — *first both morning and afternoon!* And now, Trendex corroborates it to the very percentage point — giving KILT a solid 30.2% all day long — first place mornings and afternoons! And so does Pulse — June, '57 Pulse figures show KILT a solid overall first place! If you're still looking at the Houston market through sleepy May eyes, wake up with the new Houston where everything has been going full Kilt on KILT, the station that's Kilt 'em in Houston.

affiliated with

KLIF/DALLAS and **KTSA**/SAN ANTONIO

count to go to Gumbinner. Last autumn, Mogul resigned the Block Drug Co. account (Poslam ointment, Laxium, Omega Oil) which subsequently went to Gumbinner along with the Block portion serviced by Dowd, Redfield & Johnstone, New York.

Mr. Mogul, in the staff memorandum, assured the employes working on Manischewitz that "no personnel reduction would result from the loss . . . since our current billings of over $10 million will remain at least at that level this year, with increased budgets and the acquisition of one new account more than compensating for the billing that Manischewitz represented."

The agency last week picked up Pierce Proprietaries Inc. from Kastor, Farrell, Chesley & Clifford with an account billing of $200,000 in radio only (see story, p. 42); its Revlon billings have been upped considerably since it took over the Top Brass hair lotion and the Revlon men's line and was appointed as agency of record for ABC-TV's *Guy Mitchell Show*. Knomark Mfg. Co. (Esquire shoe polish), Ronzoni, Rayco seat covers and National Shoes also all have increased billing over the past few months. Park & Tilford, Revlon, Knomark and Rayco each bill over $1 million. Mr. Mogul predicted that within three years Mogul Co. will reach $15 million in billing. The Gumbinner agency now will bill in the neighborhood of $14 million.

Edsel Signs Crosby-Sinatra For First Special, Oct. 13

EDSEL Div. of Ford Motor Co., since its inception the "talk of the advertising trade," is holding to its colors. Last week, a joint announcement revealed that Edsel's first network special for the next tv season will:

- Feature Bing Crosby and Frank Sinatra in a live, one-hour show in the Sunday 8-9 p.m. slot held by *Ed Sullivan Show* on CBS-TV. (Edsel's agency, Foote, Cone & Belding, completed the negotiations in June for taking over the show for one week [B•T, June 24].)
- Be packaged and produced by Gonzaga U. at Spokane, Wash., as a "benefit" for that institution. The show, however, will originate Oct. 13 in Television City, Hollywood.

The announcement was issued by Hubbell Robinson Jr., CBS-TV executive vice president in charge of network programs; the Rev. Francis Corkery, president of Gonzaga, and John B. Simpson, vice president of FC&B.

Mr. Crosby will act as m. c. Mr. Crosby and Mr. Sinatra have never before shared co-billing on a tv program.

Mr. Sullivan, m. c. of his Mercury and Eastman-Kodak sponsored show, and the Mercury dealers offered the time period "so that the Ford Motor Co. may present its newest addition to the 'Ford family of fine cars' under the most auspicious circumstances and in one of the most popular television time periods available."

Gonzaga U. will add other "outstanding entertainers to this special Edsel show in the coming weeks," according to the FC&B-Gonzaga-CBS-TV statement.

Cadillac Said Planning $100,000 in Radio-Tv

CADILLAC Motor Car Div. of General Motors Corp., which won a special 1957 American Newspaper Publishers Assn. award for spending most of its advertising budget in newspapers, is beginning to think more about broadcast media.

The account, which normally has limited radio-tv use to a short introductory period in the fall, is understood to be taking the unprecedented step—for Cadillac—of setting up a special dealer "slush fund" of factory money exclusively for radio-tv advertising by dealers in the top 12 markets.

Although executives at MacManus, John & Adams, Cadillac's agency in Bloomfield Hills, Mich., and New York, prefer not to discuss the auto maker's official strategy now, it was learned unofficially more than $100,000 will be allocated to the fund, presumably to bolster local advertising programs with radio-tv programming after the initial announcement drive in the 12 markets.

The move reportedly follows repeated requests by dealers asking the auto firm to use more tv. Although the dealers know 1957 has been the best year in Cadillac's history (as for many high-priced auto makers), they feel tv shows off the luxury car at its best advantage, these reports indicated, and they point to Lincoln's success through bill boarding on CBS-TV's *Ed Sullivan Show* which Lincoln will drop this fall.

Although MJ&A isn't talking officially, the unofficial report is that the agency has been "selling" Cadillac on tv, and that Cadillac, though "interested," is not sold and will use the special fund to back into the medium to see what tv "is all about." This is not to say that Cadillac doesn't believe in the power of television. It has used the medium to some extent in past years. Last announcement time — October-November 1956 — Cadillac spent approximately $75,000 on a three-network "spread." At that time, it participated in NBC-TV's *Today-Home-Tonight*, CBS-TV's *Good Morning With Will Rogers Jr.*, and ABC-TV's *John Daly and the News*. In 1955, it used only NBC-TV's *T-H-T* lineup; the year before, it appears not to have used television, but in 1953, it showed up between quarters on NBC-TV's NCAA football series.

On a non-paying basis, Cadillac from time to time has appeared in tv ads by automobile accessory manufacturers and will get "the full treatment" this summer in tv spots for U.S. Rubber through Fletcher D. Richards Inc., New York. But factory money from Detroit never has been spent on the local level.

Cadillac will use radio this year, but only for a three to four week period, allocating roughly $250,000 to the introductory drive both on network (for example, NBC Radio's *Monitor*) and on local radio.

The unofficial explanation of one reason Cadillac feels more freely disposed to the broadcast media is that it, too—like several other car makers this year—will drop co-op funds. With no more worry about "balancing its dealer aid funds proportionately all over the country," Cadillac, with its slush fund, can spread its allocations about with much more ease than before, it was said.

For a minimal sum, Cadillac will sell dealers transcriptions of the Cadillac commercials, leaving timebuying responsibilities up to each dealer, it was explained.

MORE MILEAGE

THERE's just no getting away from commercials. This fall, RCA Victor will release a musical album by Joe Reisman and his orchestra, featuring —among many other selections—a Spanish rhythm number titled "Eldorado." The arrangement, by Mr. Reisman, is of the Cadillac radio commercial scored last year by Mark Lawrence, vice president of radio and television at Cadillac's agency, MacManus, John & Adams, New York. Mr. Reisman, according to an RCA Victor official, thinks "Eldorado" is the hottest number in the album and is even thinking of turning out a "single" of the tune.

U. S. Steel Sets Network Radio For Its 'Snowflake' Promotion

U. S. STEEL Co., which last year successfully used spot radio to put over its "Operation Snowflake" major appliance promotion [B•T, Nov. 19, 1956], this winter will turn to network radio instead. The major steel producer had not been a recent radio user up to the time of last year's concentrated spot effort on 54 stations in 40 markets.

BBDO, U. S. Steel's agency, announced last Friday that the client will run the fourth consecutive "Snowflake" operation for six weeks starting Nov. 18. To supplement the usual "Snowflake" announcements on the company's *U. S. Steel Hour* on CBS-TV (alt. Wednesdays, 10-11 p.m., 144 markets) starting Nov. 20, the agency has bought a three-network lineup. Participations have been bought on American Broadcasting Network's *Don McNeill's Breakfast Club*, NBC Radio's *My True Story* (which the network inherits from ABN); and the following CBS Radio programs: *Gunsmoke, Robert Q. Lewis Show, Our Miss Brooks, Galen Drake Show* and *Amos 'n' Andy*.

Although U. S. Steel won't invest any of its funds in purchasing local radio time, it once again will make available to "tie-in advertisers," namely, appliance stores, gas and electricity utilities, the "Snowflake" radio kit containing the U. S. Steel musical signature, spot announcements and hints on how to make use of local radio. (Last year, 1,588 radio stations used the kit.)

BBDO officials did not explain why U. S. Steel decided to abandon spot radio after one try, but other agency sources working on "tie-in" appliance accounts indicated the principal reason for the about-face seemed to be the feeling by U. S. Steel that network radio, with its new prestige and built-in discount structure, offers more mileage for the radio dollar.

Kaiser Retains Weaver Werner Joins as Tv VP

KAISER Industries Corp. underscored its growing interest in television last week with two major appointments.

The company, which signed two weeks ago to sponsor the hour-long *Maverick* on ABC-TV next fall [B•T, July 8], retained Sylvester L. (Pat) Weaver Jr. to direct all its tv advertising activities. Two days later it announced that Mort Werner, NBC vice president, would join Kaiser as a vice president in charge of "all the internal television activities of the affiliated Kaiser companies."

The affiliated companies, in addition to Kaiser Industries, include Kaiser Aluminum, Kaiser Steel, Permanente Cement, Willys Motors, Kaiser Engineers and Kaiser Metal Products. The Kaiser interests also include, through recent acquisitions, 50% of KHVH and 75% of KHVH-TV Honolulu.

The announcement of Mr. Werner's appointment, made Friday by President Edgar F. Kaiser, said it would become effective Aug. 19 and that Mr. Werner would "work in close association" with Mr. Weaver. Mr. Werner currently is NBC vice president in charge of tv daytime programs.

Mr. Weaver, President Kaiser said, will begin immediately to act on behalf of Kaiser and have "full responsibility" for Kaiser's position as a sponsor of *Maverick*. Coordination of the show, publicity and promotion, commercial production and contact between Kaiser, ABC-TV, Young & Rubicam (Kaiser agency) and Warner Bros. (producers of *Maverick*), will be the immediate responbilities of Mr. Weaver, the announcement said.

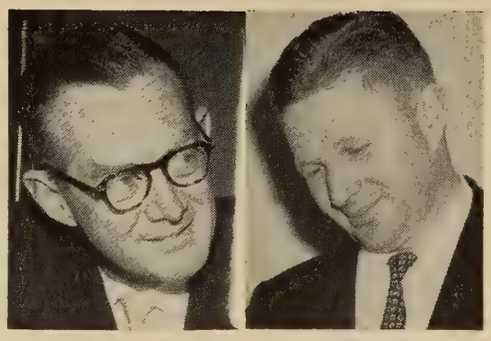
Spokesmen said that as director of all Kaiser's tv advertising activities, Mr. Weaver also would be in a position to recommend sponsorship of other programs or spot campaigns, if he felt expansion of the company's tv usage was desirable. At present, however, they said planning was concentrated on *Maverick*, a multi-million-dollar western-adventure package to be pitted against the highly-rated *Ed Sullivan Show* on CBS-TV and *Steve Allen Show* on NBC-TV.

Maverick is scheduled for 7:30-8:30 p.m. Sundays, starting Sept. 22.

Details of Mr. Werner's Kaiser duties were not spelled out in the announcement, except that he would be elected a vice president and be responsible "initially" for the Kaiser companies' internal tv activities, also working closely with Mr. Weaver.

It was learned, however, that among other duties he will have a prominent role in developing the Kaiser Companies' advertising and marketing plans for 1958 and expects to make a thorough study of the broadcast station ownership field, presumably to determine whether other properties should be added to the Kaiser Honolulu interests.

Mr. Werner plans to remain at NBC for at least two or three more weeks however—until three new programs on which he is working have been launched. These are the new Jack Paar *Tonight* show, the new Arlene Francis show, and the Jan Murray *Treasure Hunt* show. All three are scheduled to go on the air within the next few weeks.



MR. WEAVER MR. WERNER

Spokesmen said his successor at NBC had not been named.

Mr. Werner has been in charge of NBC-TV's *Today*, *Home*, and *Tonight* shows in addition to his vice presidency in charge of daytime programs. He joined NBC in 1951 and was assigned first to the development of morning television. Later he was named vice president and national program director, and has had a key part in the development of the Steve Allen Sunday-night show (which Kaiser will be opposing through its sponsorship of *Maverick*).

Mr. Weaver, former chairman and president of NBC, recently formed Program Service, a production and distribution organization which has lined up a 14-city "baby network" slated to be activated Aug. 26.

Anheuser-Busch Negotiations For Ruppert Control Founder

THE HEAD on many a stockbroker's beer went flat Wednesday as the oft-rumored merger between Anheuser-Busch Brewing Co., St. Louis, and Jacob Ruppert Brewery, New York, failed to materialize. Anheuser-Busch is a heavy radio spot user and Ruppert is a baseball game broadcast sponsor.

The reports of Anheuser-Busch acquiring control of Ruppert had been circulating in Wall St. for over a month. They started after a group of Ruppert stockholders began discussing stock purchase with the St. Louis Brewery. But apparently, these discussions came to naught after A-B had offered $15 a share for Ruppert stock and Ruppert had held out for $20.

In New York last week, John L. Wilson, Anheuser-Busch executive vice president, stated that negotiations have been terminated. Attorneys for Ruppert issued a statement disassociating the brewery from its stockholders' action and declaring that business is "satisfactory" and may show a profit this year under "the new management."

But Ruppert stock slipped somewhat midweek. It opened at $14.37½ a share Wednesday but closed that day at $12.50.

Anheuser-Busch brews Budweiser and Michelob beers; Ruppert brews Knickerbocker beer. Agencies are Warwick & Legler, New York (Ruppert), and D'Arcy Adv., St. Louis (Anheuser-Busch).

Tampa Agency to Become Lacey & Patterson Inc.

PHYLLIS LACEY announced this week the expansion of her advertising agency, Phyllis Lacey Adv., Tampa, into a corporation to be known as Lacey & Patterson Inc.

Mrs. Lacey will head the organization as president and treasurer, and Paul Patterson, who resigned recently as director of advertising for the Florida Citrus Commission, will be vice president and secretary. Raymond Sheldon, Tampa attorney, will be second vice president, and Carlton Bortell, creative director of Phyllis Lacey Adv., will continue in the same capacity with Lacey & Patterson, Inc.

Headquarters will be at 2308 North Dale Mabry Highway, Tampa.

MUCH ADO ABOUT MARCH

THE "misunderstanding" between Revlon Inc., Hal March and Entertainment Productions Inc. entered "Phase Two" last week as the cosmetics firm instructed attorney William B. Jaffe to hire a staff which will study the history of broadcast quiz shows. The point: to find out out just what is a "quiz" show and what is a "panel" show.

This stems from Revlon's insistence that Mr. March cannot perform as host on EPI's new panel quiz, *What's the Use?* now renamed *What's It For?* [B•T, July 8]. The program has been purchased by Pharmaceuticals Inc. through Parkson Adv. (formerly Ed Kletter Agency) and is scheduled to bow on NBC-TV (Sat. 10-10:30 p.m.) either Sept. 28 or Oct. 5.

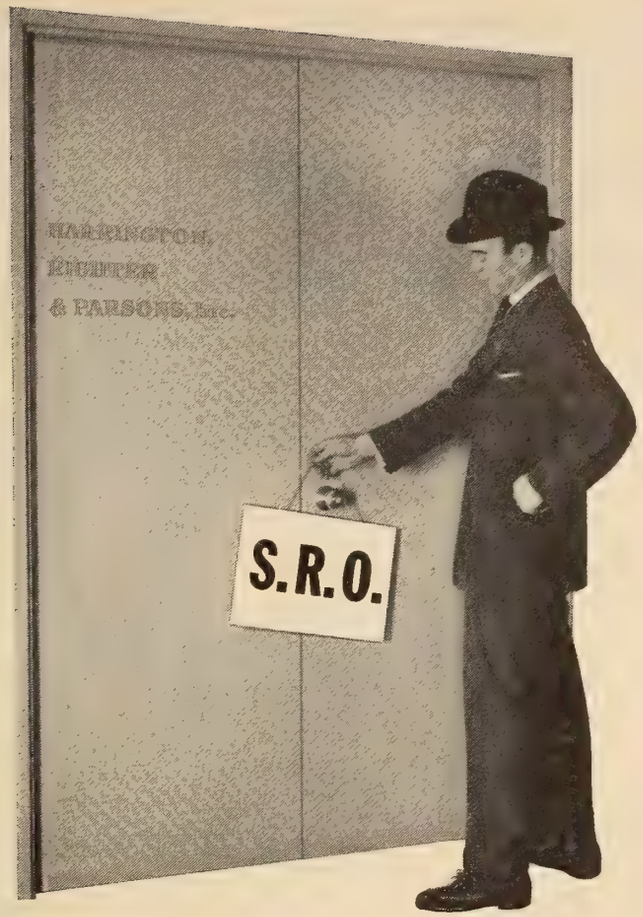
It was learned that while Revlon had instructed Mr. Jaffe to seek an injunction in court that would bar Mr. March from appearing on EPI's new show, the attorney had not yet done so and will wait until the completion of his quiz show study project.

The contract, insists Revlon, prohibits Mr. March from appearing on any other quiz show. But Mr. March and EPI President Harry Fleischman both maintain that *What's It For?* is not a quiz, but a panel show, and claim that there is a world of difference between the two.

Steve Carlin, EPI executive producer, said Thursday that "Our attorneys [Smith & Steibel, New York] inform us that we have every right to use Mr. March," and that the packaging firm sees no reason why it should "reconcile" this legal opinion with Revlon's claim. "Revlon," he said, "seems to think that we don't have the right to hire Mr. March. Well, we think we do have that right and we are willing to prove it."

The irony of the situation is that EPI produces both *The $64,000 Question* and *The $64,000 Challenge* for Revlon as well as *What's It For?*

THIS ISN'T WHAT YOU THINK



This "S.R.O." stands for what we give our stations listed below—*"Specialized Representation Only"*.

The uniqueness of each market—the individual character of each station — the particular kind of job the station delivers for a particular sponsor — that's where Harrington, Righter and Parsons concentrates manpower, time, skills and imagination. And — since a specialized, tailor-made job takes more of these than mass-produced run-of-the-mill representation — we *focus* our energies by —

1. *Restricting ourselves to the television medium*
2. *Representing a limited list of outstanding stations*
3. *Working for quality television stations that appreciate what specialized representation can do for them.*

This is a simple, sound line of reasoning — and it *works.* By delivering most to the few, Harrington, Righter and Parsons today serves a group of eminent television stations. Perhaps other stations who share this same point of view would like to know more of the story.

HARRINGTON, RIGHTER & PARSONS, Inc.

NEW YORK • CHICAGO
SAN FRANCISCO • ATLANTA • BOSTON

television — the only medium we serve

WCDA-B-C *Albany* **WABT** *Birmingham* **WBEN-TV** *Buffalo*
WJRT *Flint* **WFMY-TV** *Greensboro/Winston-Salem*
WTPA *Harrisburg* **WTIC-TV** *Hartford* **WDAF-TV** *Kansas City*
WHAS-TV *Louisville* **WTMJ-TV** *Milwaukee* **WMTW** *Mt. Washington*
WRVA-TV *Richmond* **WSYR-TV** *Syracuse*

Radio Fertilizes Sales For Fertilizer Company

"AN ESSENCE distilled from an unusual blend of steer manure, honey and guts." That's the way Byron S. (Bob) Reynolds, advertising and sales manager of Bandini Fertilizer Co., Vernon, Calif., described the radio campaign that put his company into the mass market, in a talk Thursday to the Southern California Broadcasters Assn. monthly meeting in Los Angeles.

Bandini's principal business "is the development, production and mixing of chemical fertilizers and soil conditioners," Mr. Reynolds reported. "Our principal products are Gro-Rite and Dichondra for lawns; steer manure, planting mixes as conditioners and Turf, a strong entry in the liquid fertilizer field. Our products are sold through nurseries and hardware stores, with some supermarket distribution.

"Our promotional budget was always directed to the 'green thumb' market," Mr. Reynolds said, describing the green thumber as "an amateur horticulturist who spends most of his time gardening." But a sudden realization that if the green thumb market were sold 100%, the left-overs would be the real garden business changed Bandini's approach to the thousands of home-owning families who want nice gardens and lawns, but whose hobbies are something else than gardening. The agency recommended radio to reach this mass market and a spot was prepared.

"This spot was an essence distilled from steer manure, honey and guts," Mr. Reynolds said. "Steer manure because that was our product promotion at the time. Honey we came upon by chance. At a recording session Joan Jordan had a straight line on the tag, 'Bandina is the world for steer manure.' It was suggested that she soften her voice and move closer to the microphone. This resulted in the honey, or sex, approach that has been so successful.

"We say 'gut' because our conservative management was concerned about dropping steer manure out into a captive audience. We feel that radio stations were courageous for airing this intangible. They gambled along with us.

"Everyone was anxious excepting possibly our agency, then the Mayers Co., now Cunningham & Walsh. They sat back assuring us that come what may, they would protect us with every last cent we had. The spot went on the air and in came the returns."

First came a letter calling the spot "the height of shocking bad taste." Then a station reported a telephone call from a listener who got the message as she sat down to eat lunch and who was never going to listen to that station again. But then "we began to hear nice things about our spots," Mr. Reynolds said. "People enjoyed their humor . . . (and) wherever we went, began to talk and joke about our entertaining spot.

"We became confident that we were on the right track, that if with the most odious product in our line we could entertain the public, then the direction of our other product programming would be successful."

In the second Bandini spot the man suggests, "Get a load of that spread" and, when the girl reacts, "I beg your pardon," says, "No, I mean look at that Dichondra spread." This would "be difficult to produce in any other medium, yet in radio we can take advantage of the listener's own imagination," Mr. Reynolds stated.

"This makes possible the use of shock, double meaning and innuendo of inflection. This makes possible a great impact from small dollars spent. This, then, is attractive to a small budgeted advertiser such as ourselves."

Mr. Reynolds credited radio with playing "a big part in building up the Bandini stereotype. We have made legions of new friends without losing our green thumb market," he said.

Breast-o'-Chicken Names GB&B In Agency Switch From FC&B

BREAST-O'-CHICKEN Tuna Inc., San Diego, has named Guild, Bascom & Bonfigli, San Francisco, as its advertising agency, effective Sept. 1, according to an announcement today (Monday) by Walter Guild, agency president. The account, estimated at $1 million in gross billings, currently is handled by Foote, Cone & Belding, Los Angeles. No explanation was given for the change in agencies.

Media plans on Breast-o'-Chicken Tuna were not revealed, but it is believed radio and television will be a strong factor with GB&B, which is regarded as "bullish" on broadcasting, with more than 80% of its billings in radio-tv.

GB&B lost the $1.7 million Regal Pale Brewing account two months ago. A spokesman said, however, that with the acquisition of Breast-o'-Chicken Tuna and, in recent weeks, of Max Factor's Dry-Mist and Sof-Set products, plus Mary Ellen's jam and jelly, GB&B has "more than recouped" the billings lost by the defection of Regal. GB&B continues to handle Regal until a new agency is named.

Monsanto Signs With CBS-TV For Sunday Afternoon Series

MONSANTO Chemical Co., although it sold its principal consumer item, "All" detergent to Lever Bros. this past May, will turn to television in force this fall. It has signed with CBS-TV for a series of "special" science programs to be seen 10 times during the coming season under institutional sponsorship by Monsanto.

The science series is titled *Conquest* and will bring together CBS News, the American Assn. for the Advancement of Science and the National Academy of Sciences. Though final details are yet to be ironed out, Monsanto will be seen "occasionally" during the 1957-58 season in the regular time slot allocated to the as-yet-unsponsored *Seven Lively Arts* (Sun., 5-6 p.m.). It was understood that *Conquest* would receive only one showing during the balance of this year, with the rest scheduled in 1958.

Agency for the series is Gardner Adv., St. Louis, which services Monsanto's organic chemicals and consumer products divisions, Rez home finishes, "All" starch, Krilium soil conditioner and Nu fabric finishes. The series, B•T learned, was first presented to Dow Chemical Co. but was turned down after considerable work on the show by Dow's agency, MacManus, John & Adams, Bloomfield Hills, Mich. Had Dow signed for the series, it would have placed MJ&A in the position of competing with itself, for the agency services General Motors institutional advertising for *Wide Wide World*, also scheduled Sundays, 5-6 p.m., but on NBC-TV.

Pierce's Tonic Moves to Mogul

PIERCE's Proprietaries Inc., Buffalo, N. Y., has appointed Emil Mogul Co., New York, for Dr. Pierce's Golden Medical Discovery, stomach tonic, effective Sept. 1. The account, presently handled by Kastor, Farrell, Chesley & Clifford, N. Y., may be expected to bill approximately $200,000 in radio alone. Nat C. Wildman, Mogul vice president assigned to supervise Pierce's, believes television may be used in the future.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

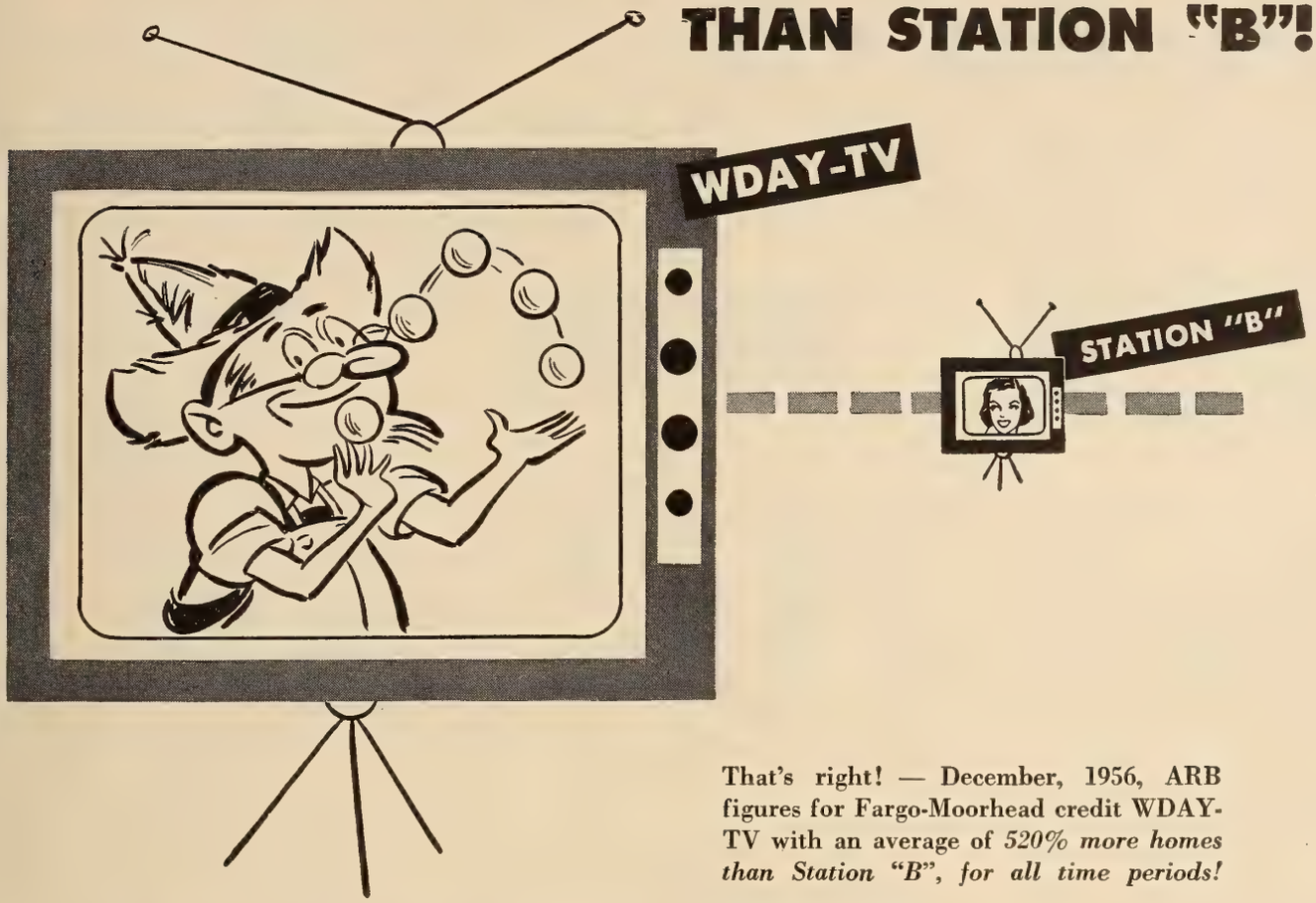
THERE WERE 122,818,000 people in the U. S. over 12 years of age during the week June 30-July 6. This is how they spent their time:*

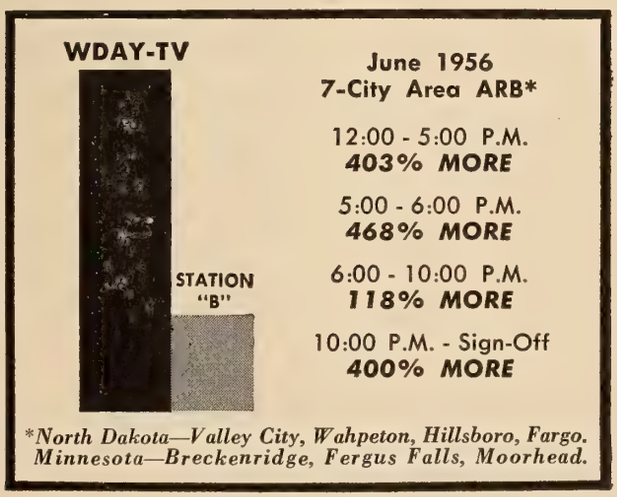
54.4%	(66,892,000) spent	1,132.1 million hours	WATCHING TELEVISION
56.2%	(69,106,000) spent	1,066.9 million hours	LISTENING TO RADIO
79.9%	(98.248,000) spent	359.0 million hours	READING NEWSPAPERS
27.0%	(33,200,000) spent	165.2 million hours	READING MAGAZINES
24.2%	(29,757.000) spent	410.3 million hours	WATCHING MOVIES ON TV
48.4%	(59,557,000) spent	251.1 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

*** All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.**

WDAY-TV DELIVERS 520% MORE FARGO-MOORHEAD HOMES THAN STATION "B"!





That's right! — December, 1956, ARB figures for Fargo-Moorhead credit WDAY-TV with an average of *520% more homes than Station "B", for all time periods!*

WDAY-TV gets—

760% More—12 Noon to 5:00 P.M.!
872% More—5:00 P.M. to 6:00 P.M.!
181% More—6:00 P.M. to 10:00 P.M.!
270% More—10:00 P.M. to Sign-Off!

That's just the Fargo-Moorhead picture. June, 1956 ARB figures (left) prove that WDAY-TV is almost as popular in five other Red River Valley cities — *each between 40 and 60 miles away!*

Your Peters, Griffin, Woodward Colonel has all the facts.

P. S. *Average ARB Rating, 6:00 - 10:30 P.M., WDAY-TV—43.6. Station "B"—11.9.*

WDAY-TV

FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC



PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

Ad Council, Business Donated $149 Million

IN 1956, American business, through the Advertising Council, donated more than $149 million in commercial time and space to support national welfare projects.

This commentary highlights the 15th anniversary report of the council to be issued this week. The $149 million figure is said to represent a peacetime record of contributions by industry to public service advertising, surpassing 1955's $125 million.

Radio and television are credited with a significant role in the 16 major campaigns conducted by the council last year, plus 54 other projects to which the non-profit organization lent support.

On radio, the report says, regular coverage was given to 14 major campaigns and 54 other causes by broadcasters and advertisers. Circulation gained through sponsored network radio programs alone amounted to 1½ billion impressions (based on A. C. Nielsen Co. figures). It was pointed out this figure does not include "broad coverage given generously" by regional radio advertisers, major networks and radio stations throughout the country.

On television, the report states, an increase of more than 20% coverage over that of 1955 was allocated to council projects. Network advertisers alone were reported to have contributed 9.2 billion tv home impressions (Nielsen figure) to council campaigns, compared to six billion in 1955. The council estimates additional circulation contributed by local stations and tv networks would double or triple this figure.

Agencies Share Credit

The council pays tribute to the advertising agencies, which assigned a task force, consisting of an account executive, copywriters, radio and television personnel, artists and production workers, to a campaign. The agencies which served on the projects last year were: three campaigns, J. Walter Thompson Co.; two, BBDO, Campbell-Ewald Co., Compton Adv. and Foote, Cone & Belding; one, Ted Bates & Co., G. M. Basford Co., Benton & Bowles, Leo Burnett Co., Geyer Adv., Bryan Houston, Kenyon & Eckhardt, McCann-Erickson, Ruthrauff & Ryan, Schwab & Beatty, Jack Scott Inc., Sullivan, Stauffer, Colwell & Bayles and Young & Rubicam.

Some of the more effective council campaigns to which radio and tv, among other media, contributed, the report says, were Register & Vote (more Americans registered and cast their ballots than ever before); forest fire prevention (the number of forest fires decreased to 145,000 in 1956 from 210,000 in 1942); Hungarian relief (Americans contributed $7 million to this emergency); Red Cross (Americans contributed almost $85 million in 1956); Stop Accidents (there were 40,000 accidents in 1956 instead of 42,000 predicted by the National Safety Council, and NSC credited the Advertising Council campaign with helping to save these 2,000 lives).

LATEST RATINGS

TRENDEX

Tv Report for July 1-7

TOP 10 NETWORK SHOWS

Rank		Rating
1.	*$64,000 Question*	20.0
2.	*What's My Line*	19.7
3.	*The Lineup*	18.6
4.	*Hitchcock Presents*	17.9
4.	*Twenty One*	17.9
6.	*$64,000 Challenge*	17.5
7.	*Gunsmoke*	17.3
8.	*Ed Sullivan*	16.6
9.	*G. E. Theatre*	16.1
9.	*I've Got a Secret*	16.1

NIELSEN TV

Tv Report for June 9-22

TOP NETWORK SHOWS

TOTAL AUDIENCE†

Number of Homes (000)

1.	*I Love Lucy*	12,735
2.	*Gunsmoke*	12,695
3.	*December Bride*	11,929
4.	*Ed Sullivan Show*	11,808
5.	*$64,000 Question*	11,768
6.	*Playhouse 90*	11,284
7.	*I've Got a Secret*	11,163
8.	*Climax*	11,042
9.	*20th Century-Fox Hour*	10,962
10.	*The Lineup*	10,881

Per Cent of Homes*

1.	*Gunsmoke*	32.6
2.	*I Love Lucy*	32.4
3.	*December Bride*	30.4
4.	*$64,000 Question*	30.2
5.	*Ed Sullivan Show*	30.1
6.	*Playhouse 90*	29.7
7.	*20th Century-Fox Hour*	29.1
8.	*I've Got a Secret*	28.5
9.	*Climax*	28.2
10.	*The Lineup*	27.7

AVERAGE AUDIENCE‡

Number of Homes (000)

1.	*Gunsmoke*	11,606
2.	*I Love Lucy*	11,566
3.	*December Bride*	10,599
4.	*$64,000 Question*	10,559
5.	*I've Got a Secret*	9,914
6.	*The Lineup*	9,551
7.	*Ford Show*	9,309
8.	*What's My Line*	9,108
9.	*20th Century-Fox Hour*	8,826
10.	*Ed Sullivan Show*	8,745

Per Cent of Homes*

1.	*Gunsmoke*	29.8
2.	*I Love Lucy*	29.4
3.	*$64,000 Question*	27.1
4.	*December Bride*	27.0
5.	*I've Got a Secret*	25.3
6.	*The Lineup*	24.4
7.	*What's My Line*	24.4
8.	*Red Skelton Show*	23.7
9.	*Ford Show*	23.5
10.	*20th Century-Fox Hour*	23.4

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on TV homes within reach of station facilities used by each program.

Copyright 1957 by A. C. Nielsen Co.

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor(s), agency(s), day and time.

Climax (CBS-173): Chrysler Corp. (M-E), Thurs. 8:30-9:30 p.m.
December Bride (CBS-185): General Foods (Benton & Bowles), Mon. 9:30-10 p.m.
Ford Show (NBC-172): Ford (JWT), Thurs. 9:30-10 p.m.
G. E. Theatre (CBS-152): General Electric (BBDO), Sun. 9-9:30 p.m.
Gunsmoke (CBS-162): Liggett & Myers (D-F-S) alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.
Alfred Hitchcock Presents (CBS-138): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.
I Love Lucy (CBS-162): General Foods Corp. (Y&R) alternating with Procter & Gamble (Grey), Mon. 9-9:30 p.m.
I've Got a Secret (CBS-190): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.
The Lineup (CBS-153): Brown & Williamson Tobacco Corp. (Bates) alternating with Procter & Gamble (Y&R), Fri. 10-10:30. p.m.
Playhouse 90 (CBS-134): American Gas Assn. (Lennen & Newell), Bristol-Myers (BBDO), Philip Morris Co. (Leo Burnett), Thurs. 9:30-11 p.m.
$64,000 Challenge (CBS-117): P. Lorillard (Y&R), Revlon (BBDO), Sun. 10-10:30 p.m.
$64,000 Question (CBS-178): Revlon (BBDO), Tues. 10-10:30 p.m.
Red Skelton Show (CBS-109): Pet Milk (Gardner) alternating with S. C. Johnson & Son. (FC&B), Tues. 9:30-10 p.m.
Ed Sullivan Show (CBS-174): Lincoln-Mercury (K&E), Sun. 8-9 p.m.
Twentieth Century-Fox Hour (CBS-133): Revlon (C. J. LaRoche), Wed. 10-11 p.m. alternate weeks.
Twenty One (NBC-144): Pharmaceuticals Inc. (Ed Kletter), Mon. 9-9:30 p.m.
What's My Line? (CBS-104): Helene Curtis (Ludgin), Remington Rand (Y&R), Sun. 10:30-11 p.m.

NC&K Announces Appointments

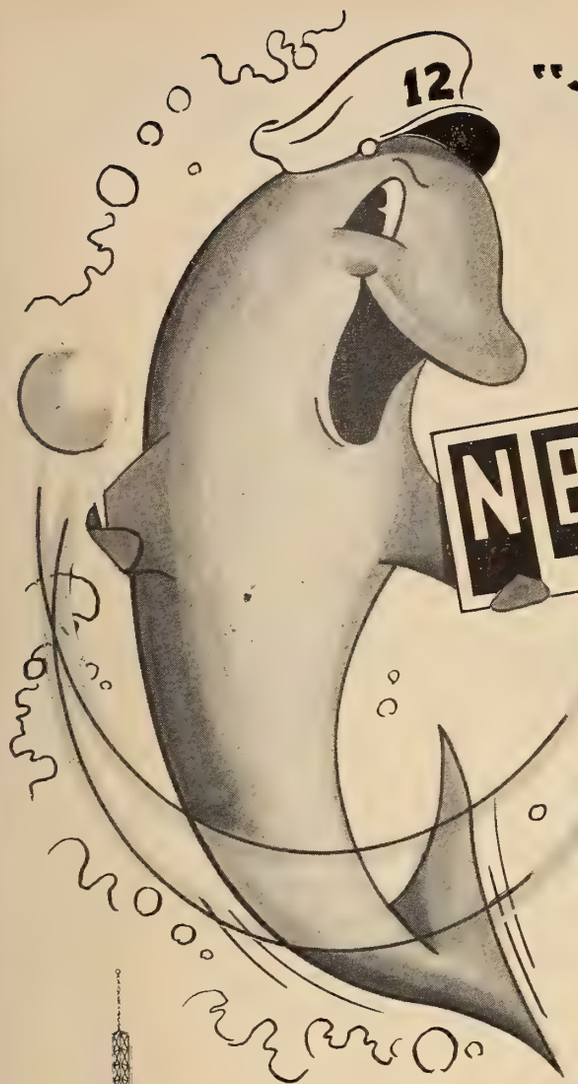
NORMAN, Craig & Kummel, New York, announced three new appointments last week. Gerald Shapiro, formerly with Al Paul Lefton, Philadelphia, has been named senior account executive. Anne Tolstoi Foster, formerly with BBDO, and Sidney Lerner, NC&K copywriter, have been appointed copy group supervisors.

Beckman-Koblitz Agency Formed

FORMATION of Beckman-Koblitz Inc., Los Angeles advertising agency, from a merger of two established agencies, was announced a fortnight ago by Milton J. Beckman, owner of Beckman, Hamilton & Assoc., and Edward L. Koblitz, founder of the Edwards Agency. Beckman-Koblitz will have headquarters, effective Aug. 1, in its own building at 915 N. La Cienega Blvd., Los Angeles, 46.

Tidewater Names Wellmerling

FRED WELLMERLING, formerly national sales and advertising manager of both Tuxedo Candy Co. and Jell-Well Dessert Co. (subsidiaries of Safeway Stores Inc.), has been appointed advertising manager of Tidewater Oil Co., according to J. Ronald Getty, Tidewater administrative vice president for marketing. Mr. Wellmerling will direct Tidewater's advertising program from headquarters in San Francisco.



"Jaxie" proudly announces . .

WFGA-TV

NBC Jacksonville, Fla.

Becomes Basic NBC

SEPT. 1st

For A Service Area of 64 Florida - Georgia Counties

TV Sets	226,880 (1)
Population	1,511,300 (2)
Buying Power	$1,785,944,000 (2)
Retail Sales	$1,562,627,800 (2)

(1) Television Magazine, June, 1957.

(2) Sales Management Survey of Buying Power, 1957

WFGA-TV • Channel 12 • VHF

equipped for **FULL COLOR** • 1000 ft. tower

Top Power 316,000 watts • **JACKSONVILLE, FLORIDA**

Represented by Peters, Griffin, Woodward, Inc.



FLORIDA'S COLORFUL STATION!

Tv Clearing House Introduces European Goods for Tv Barter

BRITISH and other European advertisers appear to be headed for exposure on U. S. television stations—not as "money" clients but as barter customers under the formula evolved by Television Clearing House Inc., New York [B•T, July 15].

Louis J. Dahlman, president of TCH, announced Thursday that the company's London office, opened last month, had negotiated three transactions. The first product exposed under his trade plan is called Accura Three Universal, described as "a three-way razor" manufactured in West Germany. He said that about $75,000 (wholesale value) worth of the razors will be bartered on New York area stations via live programs.

Awaiting clearance from U. S. customs officials, Mr. Dahlman said, are two other products never featured in America that also will be exposed on "merchandise-for-tv time" basis. They are Begley's bottle warmer (for baby bottles) and Wonderfill pens, both British products.

Under TCH's plan, a station receives merchandise instead of cash from an advertiser and turns over to the advertiser spot announcements on live programs equal to the manufacturer's wholesale value of the merchandise, with the announcements computed in the amount of the lowest one-time spot rate on the station's card.

LOAN FIRM ACKNOWLEDGES ITS DEBT TO RADIO

WITHIN recent months the personnel of Seaboard Finance Co. offices throughout the land have become accustomed to small boys sticking their heads in the door and shouting "Yenom" before scurrying away.

More important, they're finding their clients and prospective clients using the word in friendly fashion. Letters from competitors and total strangers as well as friends and acquaintances, flow in to comment on this strange word, and all in complimentary fashion.

This is scarcely a typical experience for any advertiser, particularly when the comments concern his radio commercials and especially when his business is that of making small loans, a rather serious business to the borrower. But before proceeding with the public reaction to the commercials, it might be well to see what they're like. Here's one that was used in the early spring:

"Folks, if you suffer from backaches caused by too many *back* bills, you need YENOM . . . Y-E-N-O-M, that's money spelled backwards. This 'new' green vitamin is recognized as the only cure for money worries. Yes, YENOM gives quick relief from pains brought by bills for taxes, new spring clothes and other seasonal demands that take EXTRA money. Apply for prescription at your nearest Seaboard Finance Company office. Ask for it by name, YENOM . . . Y-E-N-O-M, money spelled backwards."

And here's one used in June:

"Folks, 'Budgetitis,' an inflamed condition of the budget, is common during vacation time. Watch out for it! Most common symptoms are blood-shot eyes, sleeplessness, stinginess, fumbling for luncheon checks. It is caused by a large deposit of unpaid bills on your doorstep due to car repairs, summer fashions, wedding presents, vacation expenses. At the first sign of this annoying budgetary upset, get YENOM (money spelled backwards), the new green vitamin. You'll find it gives fast relief. Apply for prescription at nearest Seaboard Finance Co. office."

The first YENOM commercials, two of them, were included in the group of 10 prepared and recorded by Frank Bull & Co., Los Angeles, Seaboard's agency. YENOM is the brainchild of Bill Asay, radio-tv director of the agency and assistant account executive on Seaboard as well as writer of the company's commercials. "We started out easy with YENOM, as we weren't sure just how it would go over," he said, "but the branch managers went for it to the extent that since then YENOM has been the theme of all Seaboard commercials."

Finding a new copy approach for a small loan account is not easy, Mel Roach, account executive commented. Because of legal restrictions—and 32 states have statutes covering the preparation of advertising for small loan companies, with 10 requiring that all copy be submitted to a state board before use—no company can undersell or offer any essentially different service from that of any of its competitors. So coming up with a fresh copy slant that will appeal to the prospective borrower without running afoul of the law is a real problem.



MR. ROACH

"Fortunately," said Mr. Roach, "the small loan business has come of age since the days when I first began working on the Seaboard account in the mid-1930's. Then, borrowing money from a loan company carried with it a sort of stigma; most loan company offices were on second floors and had enclosed cubicles for borrowers so they could transact their business without anyone catching them at it. The light touch in copy would have been all wrong then.

"But now it's different. People know when they need money and why. They know that when they borrow it they'll have to pay it back and meanwhile they'll have to pay interest. They know those things and it's unnecessary for us to belabor them in our advertising. Today, the light touch is appropriate.

"That's why Seaboard pioneered with the use of jingles. It was the first loan company to adopt a singing commercial. That was about six years ago. We recorded four and we're still using them in rotation."

Backing up radio, Seaboard uses direct mail and point-of-purchase display material, Mr. Roach said. These, like radio, are fine for the YENOM theme, he commented, whereas an outdoor poster (which was thought of but not used) wouldn't work because "the word won't stand alone.

Just as Seaboard was the first advertiser of its kind to use the YENOM type of copy approach and, earlier, to pioneer with the singing commercial, so, about 30 years ago, was it the first in its field to go into radio. Originally, Seaboard picked radio because it was "virile, novel, exciting and new," Harold G. Simms, vice president, told a radio advertising clinic last fall.

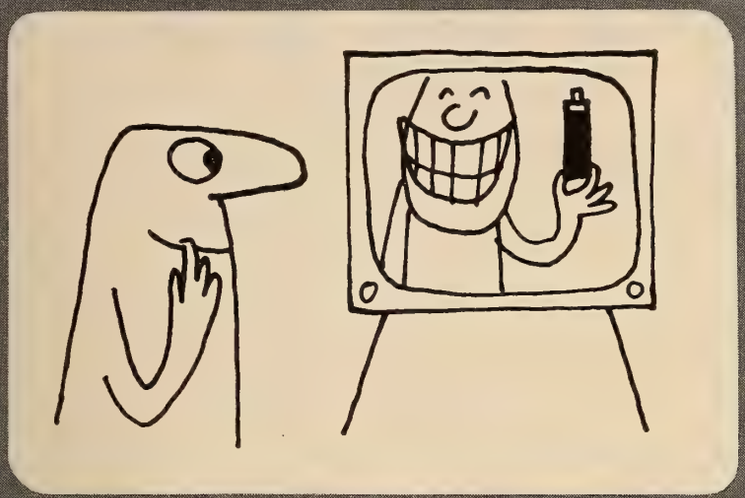
"Yet, 30 years later we will allocate almost $1 million of our national budget in this fiscal year to the same medium. Radio is still virile . . . perhaps not so novel or exciting . . . but firmly established in the family home, outdoor and motoring life," Mr. Simms stated.

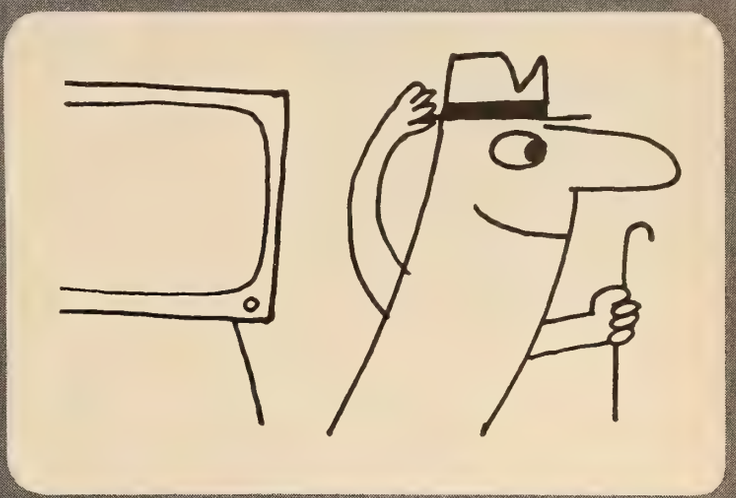
Over the years, Seaboard's use of radio has changed. First, programs were used; during the war it was newscasts, at 8 a.m. and 8 p.m. with a ship's bell sound effect as a natural tie-in with the company name. Today it is spots, bought run-of-schedule during daytime hours on about 130 stations in the 34 states, Hawaii and Canada, where Seaboard offices are located. The spots are written by Bill Asay and recorded (at Capitol in Hollywood) with Mel Roach as announcer.

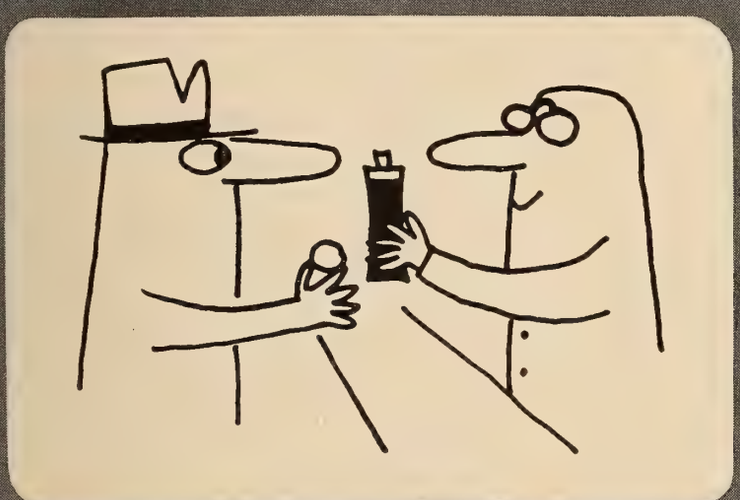
Meanwhile, Seaboard has changed, too. From a small beginning it is now third among all small loan companies (Household ranks first, Beneficial, second), with some $246 million in receivables. From 50 offices in 1945, Seaboard has grown to a chain of 380 offices today.

And radio has played a vital part in that growth. As Mr. Simms explained: "Seaboard watches the source of new business very carefully. Each loan application includes a question about the source of the customer. But, by and large, we watch the bigger picture of company expansion . . . office by office, and area by area. Radio is still our most potent productive source of business, at lowest cost."

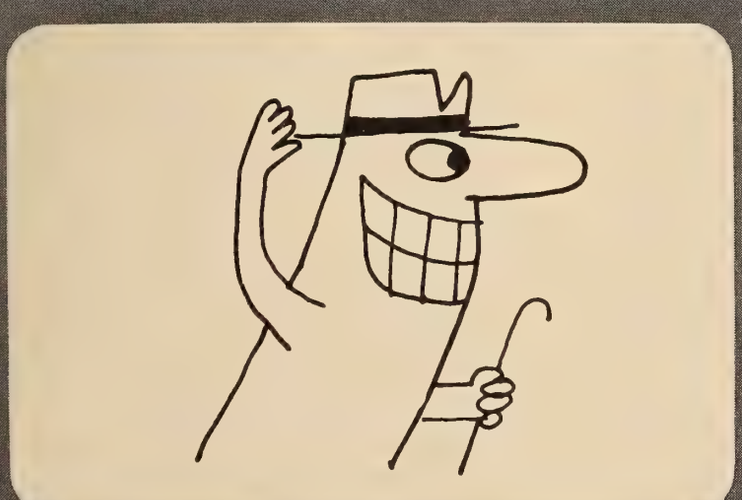
We're selling more drugs in smiling San Diego.













115% more than in 1950 for a 1956 total of $32,461,000. More than is sold in Portland, Columbus, Fort Worth or Providence-Pawtucket (R. I.).*

San Diego has more people, making more, spending more and watching Channel 8 more than ever before!

* *Sales Management 1957.*

KFMB 8 CBS TV

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by Edward Petry & Co.

SAN DIEGO

An Invitation To Station Managers

And Others Interested In Something More Than Juke-Box Broadcasting

Some years before Westinghouse invented Independent Radio, or Plough, Inc., switched from aspirin tablets to magic program formulas, WCUE was plugging away as Akron's only Indie.

We now have the added distinction of being Akron's most imitated station. Gradually, we've seen our network competitors wean themselves away from New York programming and switch to a version of the news-music format which WCUE introduced to Akron.

One of the keystones of our programming has always been a strong local news service. With Northeastern Ohio's largest radio news staff, WCUE offers unsurpassed local coverage. We back this up with hard-hitting editorializing.

As far as we know, WCUE is the only North American station editorializing on a regular basis twice weekly. Our editorials are broadcast five times daily, Tuesdays and Thursdays. When the need arises, we increase this schedule. We endorse political candidates, get right into touchy questions, hire free-lance researchers to supplement our regular news staff on major editorial problems.

For two years we've been doing this, winning increasing prestige for both WCUE in particular and Akron radio in general.

If your station is not now editorializing, we urge you to do so—on a regular and consistent basis. If you *are* editorializing, we invite you to exchange edits with us.

We'll be happy to add you to the growing list of VIP's who receive copies of all WCUE editorials. While many of our edits are on local issues, you'll find them helpful as thought-starters. It's understood you may use them in any way that's helpful to you and your audience as long as we're not misquoted.

Cordially,

Tim Elliot

Tim Elliot

The ELLIOT STATIONS

great independents · good neighbors

TIM ELLIOT, President

Akron, Ohio - WCUE / WICE - Providence, R. I.

The John E. Pearson Co. National Representatives

Revlon Hits New High in Sales

REVLON Inc. may have its "talent troubles" (story page 40), but financially it's in clover. The cosmetics firm, a heavy tv user, last week reported the highest sales and earnings for any half-year period in its history for the first six months of 1957.

President Charles Revson said net sales increased 15.5% to $47.2 million from the $40 8 million transacted during the first six months of 1956. Net profits rose 16.5% to $4.5 million (or $1.69 a share) from $3.9 million (or $1.45 per share). Revlon stock, which closed Thursday at 35⅜, has risen eight points over a three-week period.

Also doing very nicely was Schering Inc., the ethical drug firm of which Revlon has purchased 150,000 shares, giving it a 9% interest [B•T, July 1]. Though it was reported to have paid approximately $11 million for the stock, current market value of this block now comes to more than $13.5 million. Schering, which closed at 92⅞ Wednesday, was up to 94 Thursday.

Kendall Heads Pepsi Int'l.

DONALD M. KENDALL has been elected president of Pepsi-Cola International by the board of directors, according to an announcement last Monday by Alfred N. Steele, chairman of the board and chief executive officer of Pepsi-Cola. Mr. Kendall was vice president in charge of marketing of the parent company and prior to that was vice president in charge of national accounts and syrup sales. Mr. Kendall, who has been with the company since 1947, succeeds Henry M. Winter, who will serve as consultant to Pepsi-Cola International.

Gardner, Taylor to Cleghorn

TIME & COPY, said to be the nation's only all-radio agency, has been dissolved by its founders, Jan Gardner and Ruth Taylor, who have merged with the John Cleghorn Agency of Memphis. Miss Gardner and Miss Taylor take all their present Time & Copy accounts with them to the Cleghorn Agency, where they will function in dual roles as account executives and directors of the firm's radio-tv department. John Cleghorn, a 20-year broadcasting veteran, opened his agency last year after serving as general manager of WHBQ-AM-TV Memphis.

• BUSINESS BRIEFLY

PUSH FOR POTATOES • Seabrook Farms Co., Seabrook, N. J., for its new Rissole Potatoes, launches saturation introductory print-broadcast campaign in approximately 25 east coast markets. Radio and tv spot will be used. Agency: Gore Serwer Inc., N. Y.

CAMERA SPOTS • Bell & Howell, Chicago, plans 6- to 8-week spot tv campaign in 20-30 major markets as part of $400,000 promotion to introduce new solar-powered movie camera. Tv budget reported in excess of $100,000. Company expected to announce further details Wednesday. Network radio-tv and spot radio not under con-

NOT LOCAL...

REGIONAL

WRGB
SCHENECTADY-
ALBANY-TROY,
NEW YORK
CHANNEL 6



A prestige station that delivers the advertiser's message to a maximum audience in a vital market

America's Pioneer Television Station serves Eastern New York and Western New England. Meeting our responsibilities, we deliver the finest in programming to more than half a million families in this prosperous region. Thousands depend completely on WRGB's V-signal—their only source of television. 509

WRGB, Channel 6 **Represented nationally by NBC SPOT SALES**



HOUSTON'S BEST BUY
KTRK-TV
CHANNEL 13

THE CHRONICLE STATION, CHANNEL 13
P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES: Geo. P. Hollingbery Co.
500 Fifth Avenue, New York 36, New York

sideration for promotion campaign, slated to start in late August or September. Agency: McCann-Erickson, Chicago.

THREE FOR FOOTBALL • Pabst Brewing, Standard Oil (Ind.) and Pure Oil will co-sponsor ABC-TV's telecast of All-Star football game from Chicago Aug. 9 (9:30 p.m. to conclusion). Pabst, through Norman Craig & Kummel, Chicago, will sponsor first and fourth quarters on 175 stations; Standard Oil, through D'Arcy Adv., St. Louis, second and third quarters on midwest regional lineup, and Pure Oil, through Leo Burnett Co., Chicago, second and third quarters on regional lineup in Southeast and Midwest.

SPOTS ON SCHEDULE • Anahist Co., N. Y., considering radio spot schedule in about 15 markets, to begin shortly. Ted Bates & Co., N. Y., is agency.

BUYS BABBITT • American Tobacco Co. (Pall Mall cigarettes), N. Y., will sponsor *Harry Babbitt Show* on 22-station CBS Radio Pacific Network hookup for 13 weeks starting July 29 (Mon.-Wed.-Fri., 7:45-8 a.m. PDT). Agency: Sullivan Stauffer, Colwell & Bayles, N. Y.

GOING NATIONAL • Radio saturation campaign utilized by Advertising Agencies Inc., Studio City, Calif., to advertise Swedish-built automobile Volvo in 11 western states, will be expanded to nationwide proportions this fall. Tv also will be used nationally, according to Kent Goodman, president of AAI, which has recently been appointed national advertising and public relations agency for Volvo Imports Inc., Detroit. Volvo commercials will continue to be placed near broadcasts of major sports events wherever possible.

CBS TIME BUYS • Signing of two new sponsors by CBS Radio was announced last week. Peter Paul Inc., for Mounds and Almond Joy candies, bought total of nine half-hours of *Arthur Godfrey Time*, simulcast daytime show. Woman's Day Inc., for *Woman's Day* magazine, signed for five 7½-minute segments of daytime dramas between July 24 and July 30. Peter Paul contract calls for sponsorship of half-hour on alternate weeks over period of 18 weeks, starting Oct. 1. Peter Paul agency: Dancer-Fitzgerald-Sample, N. Y. Woman's Day agency: Paris & Peart, N. Y.

POLAROID SNAPS 'TONIGHT' • Polaroid Corp., Cambridge, Mass., through Doyle Dane Bernbach, N. Y., and RCA, Camden, N. J., through Kenyon & Eckhardt, N. Y., have signed as first advertisers of NBC-TV's new *Tonight* show (Mon.-Fri., 11:15 p.m.-1 a.m. EDT), which will star Jack Paar starting July 29.

READY TO TAKE FOUR • In unusually large scale buy for daytime television, Atlantis Sales Corp., Rochester, N. Y., (affiliate of R. T. French Co.), expected to sign for its condiment line to sponsor four daytime CBS-TV network shows early this fall. Programs contemplated: *Valiant Lady, Our Miss Brooks, You Are The Jury* and *Edge of Night*. Agency: J. Walter Thompson, N. Y.

EXPANSION FOR REDUCING PILLS • Regimen reducing pills through Kastor, Farrell, Chesley & Clifford, N. Y., planning added saturation radio spot schedule in smaller markets. Firm currently in nearly 100 major markets.

RAILROAD CAMPAIGNS • Union Pacific Railroad will sponsor institutional campaign on tv stations from Chicago to West Coast, utilizing combination of animation and live action in commercials produced by Song Ads Inc., Hollywood.

G-STRINGS & BRAS • NBC-TV will present three hour-long special musical-variety shows, originating in Las Vegas showplaces, during the 1957-58 season under sponsorship of Exquisite Form Bras Inc. First of special programs will be carried Nov. 16 8-9 p.m., with other telecasts set for March and May. Agency: Grey Adv., N. Y.

FOOTBALL SPONSORED • Carlings Brewery, Cleveland, and Standard Oil Co. of Ohio, same city, will sponsor 1957 professional football schedule on WGAR Cleveland.

COLORCASTING

The Next 10 Days
Of Network Color Shows
(All Times EDT)

CBS-TV

Colorcasting schedule cancelled for summer.

NBC-TV

July 22-26, 29-31 (1:30-2:30 p.m.) *Club 60*, participating sponsors.

July 22-26, 29-31 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

July 22, 29 (9:30-10 p.m.) *Arthur Murray Party*, Bristol-Myers through Young & Rubicam.

July 24, 31 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

July 25 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. through J. Walter Thompson Co.

July 27 (8-9 p.m.) *Julius La Rosa Show*, participating sponsors.

July 28 (4:30-5 p.m.) *Zoo Parade*, sustaining.

July 28 (9-10 p.m.) *Goodyear Playhouse*, Goodyear Tire & Rubber Co. through Young & Rubicam.

DISC-MAN'S HOLIDAY

How does Pittsburgh's No. 1 disc jockey spend his vacation?

At a turntable, of course.

The disc jockey is WCAE's **Jay Michael.** The turntable is **Martin Block's,** at WABC in New York.

Jay is one of six disc jockeys picked to run The Make Believe Ballroom for the six weeks that Martin is on his vacation. The select group was chosen for the job by Martin Block himself, who sought out the outstanding men in the field to mind the store for him.

IN PITTSBURGH, FAR OUT IN FRONT

All of which adds national recognition to the man who is far and away tops in his profession around Pittsburgh.

Pulse after Pulse, Jay Michael outpulls every other afternoon radio attraction in the market. The latest report (March-April, 1957) shows the Jaybird with ratings averaging 6.0 and soaring as high as 6.7.

HEAR FOR YOURSELF

If you're within tuning distance of WABC while Jay's in New York, we invite you to listen in. The dates are July 22 to 27. The time is 11 a.m. to Noon and 3 to 6 p.m., Monday-Friday; 9 a.m. to Noon and 6 to 7:30 p.m., Saturday. Hear for yourself why, with the Jaybird on your payroll, your sales in Pittsburgh will never take a holiday.

If you can't catch Jay on his New York appearance, your **Katz** man will be glad to bring over an audition disc...availabilities, too. Call him today. Ask him also about **Davey Tyson, Tommy Riggs, Bill Nesbit** and **Gloria Abdou,** four more reasons why WCAE is Pittsburgh's salesmanship station.



WCAE - PITTSBURGH PA.

Affiliated with The Pittsburgh Sun-Telegraph • Represented by The Katz Agency, Inc.



= L·E·C·

The unprecedented area dominated by Cascade's four-station, three-state network quickly adds up to the nation's LARGEST EXCLUSIVE COVERAGE. The sum total of this unchallenged exclusivity is the "Biggest TV Buy in the West"! Add Cascade to your schedule and multiply results in the vast, booming agricultural-industrial heartland of the Pacific Northwest.



CASCADE
BROADCASTING COMPANY
NBC CBS ABC

NATIONAL REPRESENTATIVE:
WEED TELEVISION
SEATTLE AND PORTLAND: MOORE AND ASSOCIATES

MBS SALE STILL HOVERS ON BRINK

- **Stevens, Crown mentioned as prospective buyers**
- **Roberts, Hauser, Schechter represent syndicate**

THE Mutual Broadcasting System hovered at the brink of a sale all last week, with a syndicate backed by two financiers mentioned as imminent buyer of the 23-year-old network.

Fronting for the buying syndicate was Paul Roberts, station manager of KRKD-FM Los Angeles.

Supplying the capital, according to late-week information, were Roger L. Stevens, New York and Detroit broker-financier, and Col. Henry Crown, of Chicago, board chairman of Empire State Bldg. Corp., New York, and Material Service Corp., Illinois concrete-sand-gravel enterprise.

Two former Mutual executives were working behind scenes on behalf of the Stevens-Crown interests. They were Bert Hauser, once MBS co-op advertising vice president and now an advertising consultant, and A. A. Schechter, once MBS news-special events vice president and now head of the New York public relations firm bearing his name.

All week the operators of 500 Mutual radio affiliates awaited the promised word from top management that a sale had been negotiated. Day after day the closed-circuit roundups at noon revealed nothing more than tips that something was about to happen.

It appeared from a sifting of the New York reports, that Thomas F. O'Neil, Mutual chairman and president of RKO Teleradio Pictures Inc. (General Tire units), had asked an estimated $550,000 plus assurances that the purchasers would earmark at least another $500,000 to maintain continuity of operations.

Early in the week Mr. Roberts reportedly handed a $20,000 option or earnest money check to John B. Poor, Mutual president. When only $330,000 of the estimated $550,000 cash figure had been produced by mid-week, it was understood Mr. Roberts was told to produce either the money or the names of his backers by sundown Wednesday or the deal would be dead.

This produced the names of Messrs. Stevens and Crown. The latter is understood to be close to Don Maxwell, managing editor of the *Chicago Tribune*, and George Halas, owner of the Chicago Bears professional football team.

Last Monday Mr. Poor went on the closed-circuit loop to tell affiliates the network was going to stay in operation despite published stories it might give up the ghost. He said a sale was imminent and that details would be divulged to affiliates when the transaction was completed.

Charles King, of Mutual station relations, told affiliates Tuesday that negotiations were under way to sell to a syndicate headed by a man of long broadcasting experience. He said a sale had been anticipated that morning but added that affiliates would be apprised of developments. He emphasized that the present RKO Teleradio radio outlets would continue as Mutual affiliates in case of a sale.

Harold M. Wagner, program operations manager, told affiliates Wednesday there was no news to report. Similarly there was no announcement Thursday but it was suggested something might happen by Friday noon.

The closed-circuit talks were liberally spotted with routine announcements about the network's commercial affairs.

These included:

Lutheran Laymen's League, 23d annual renewal effective Sept. 29, through Gotham Adv., New York.

Increase of Gabriel Heatter's broadcast schedule from 15 to 16 programs per week effective Aug. 18. The addition will be a Sunday 5:45-6 p.m. quarter-hour already two-thirds sold. Sleep-Eze Co., Los Angeles, through Milton Carlson Co., that city, and Hudson Vitamin Co., through Pace Adv., New York, have signed for the Sunday series.

Rhodes Pharmacal Co. (Imdrin), Cleveland, has signed a 52-week contract for portions of the Heatter weekly schedule; Beltone Hearing Aid Co., Chicago, has renewed. Both are placed by Olian & Bronner, Chicago.

Principals in the network sale negotiations were reported to have gone over several proposed contracts and the Mutual books with their attorneys. Among details were such matters as escrow payments, contingent items, absorption of liabilities and severance pay.

Aug. 1 was suggested as the goal for a transfer of the network to new owners in case of a sale.

Word from the negotiating room in New York indicated Mr. Poor would not be associated with new management but would stay with Mr. O'Neil. He is a vice president of RKO Teleradio Pictures and has



THE affiliation contract making WMBD-TV Peoria, Ill., an inter-connected primary affiliate of CBS-TV on or about Jan. 12, 1958, is signed in New York by (l to r): Edward P. Shurick, CBS-TV vice president and director of station relations; Charles C. Caley, president of WMBD-AM-FM-TV Inc., and Carl S. Ward, national manager of station relations for CBS-TV.

NOW! Headley-Reed offers the West's 3rd Largest Marketing Area...

The West's Top 10 Marketing Areas

Los Angeles — Long Beach	5,806,900
San Francisco — Oakland	2,661,500
"99 GROUP" SAN JOAQUIN VALLEY	**2,089,200**
Dallas — Fort Worth	1,350,100
Seattle — Tacoma	1,100,800
Portland — Vancouver	890,900
San Diego — Oceanside	846,600
Denver — Boulder	798,200
San Bernardino — Riverside — Ontario	634,600
San Antonio	595,000

with ONE order, bill, affidavit, payment!

Spaced along 300 miles of California's Highway 99, through the fabulous San Joaquin Valley, the six stations of the "99 Group" deliver intensive *penetration*, complete group *merchandising*, proved sales *effectiveness*—with *one* buy from *one* source!

The "99 Group" dominates America's richest farm market and 10 booming city and industrial areas.

Call your Headley-Reed office for new selling data and low spot rates for individual stations or group buys.



Represented individually and as a group by

HEADLEY-REED CO.

New York • Philadelphia • Chicago • Atlanta • San Francisco • Hollywood

been associated a long time with Mr. O'Neil in executive and legal capacities.

Speculation over the network's operation in case of a sale emphasized a news-music concept similar to that adopted this summer after winter-spring planning. It was indicated the news programming might be given even more emphasis and addition of new personality shows was mentioned.

Confirmation was lacking of reports that Messrs. Hauser and Schechter would become executive principals in the syndicate in case of a sale. Last week Mr. Hauser was understood to be inspecting network books for the purchasing group, with Mr. Schechter acting as public relations counsel.

It was assumed a sale would not require FCC approval since no station licenses are involved.

Mr. Stevens has been producing partner in such Broadway shows as "Twelfth Night," "Peter Pan," "Four Poster," "Tea and Sympathy," "Sabrina Fair" and "The Remarkable Mr. Pennypacker." He has served as chairman of the Empire State Bldg. Corp. executive committee. Political activities include financial chairman of the Stevenson-Kefauver campaign committee in 1956 and chairman of the Volunteers for Stevenson finance committee in 1952.

Mr. Crown is vice president, director and executive committee member of Hilton Hotels Corp.; a director of Madison Square Garden and numerous large corporations; lay trustee of DePaul U., and active in Boy Scouts, cancer work and other civic functions.

Mr. Roberts operates United Fm Inc., representative concern which has a five-year sales-lease arrangement with KRKD-FM and WBFM (FM) New York. He is an fm booster and feels the medium has a big future.

General Teleradio is expected to retain ownership of these stations, in case of a network sale: WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC San Francisco and WHBQ-AM-TV Memphis. General Teleradio has bought WGMS-AM-FM Washington but the sale has been involved in litigation and FCC procedure. It was understood Don Lee Network, on the West Coast, and Yankee Network, in New England, were not involved in sale negotiations.

Fred Allen Leaves $1,341,421

FRED ALLEN, late radio-tv personality, left an estate valued at $1,341,421, according to an inheritance tax return filed with the county clerk's office in Chicago Wednesday. Federal and state taxes were set at $141,411 and $635, respectively, in the return, filed under his real name, John F. Sullivan.

While Mr. Allen's will was filed in New York Probate Court, his inheritance return was submitted in Chicago because he owned three properties in Illinois valued at $62,982. His entire estate was left in trust for his widow, Portland. Mr. Allen died March 17, 1956.

NBC-TV: Optionals Are Economic Buy

RESEARCH to show advertisers they can get more for their money by using NBC-TV optional affiliates along with the network's basic-station list is being distributed by the network.

Whereas the 58 NBC-TV basic stations cover 85.9% of all U. S. tv homes, the study points out, addition of the 143 optional stations increases coverage to 98.4%—"an increase of only 15% in added coverage as compared to a 48% increase in time charges."

But while the addition of all the optionals does not seem economical "on this basis," the report continues, the economy of the optionals becomes obvious when their effect upon ratings and overall audience is considered. The report notes:

"While the optionals add only 15% in additional coverage (according to the Nielsen Television Index definition) they increase the overall network rating (basics as well as optionals) by 38%. The total increase in audience (coverage and rating) amounts to 58%, which compares very favorably with the 48% increase in time charges.

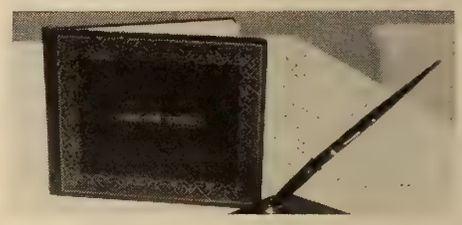
"Actually, the audience-versus-cost comparison is much more favorable than indicated, since the above figures do not reflect program cost, which is a substantial portion

NAMES THAT MADE NEWS ON CBS

A PAGE from the guest book of CBS' *Face the Nation* reads like an international "Who's Who." Take the period May 12-July 14, for example (it's reproduced below). Reading from the top: Gen. Lauris Norstad, supreme commander of NATO forces in Europe (filmed in Paris); Nikita S. Khrushchev, first secretary of the Communist Party (filmed in Moscow); Sen. William Fulbright (D-Ark.); Atomic Energy Commissioner Willard F. Libby; Dr. John P. Hagen, project director of "Operation Vanguard," earth satellite program; Prime Minister Jawaharlal Nehru of India (filmed in London), and Prime Minister Huseyn Shaheed Suhrawardy of Pakistan.

Three other celebrities appeared on *Face the Nation* during this period, but their names are on other pages of the guest book. They were Rep. Emanuel Celler (D-N. Y.), Deputy Secretary of Defense Donald A. Quarles and Sen. William F. Knowland (R-Calif.).

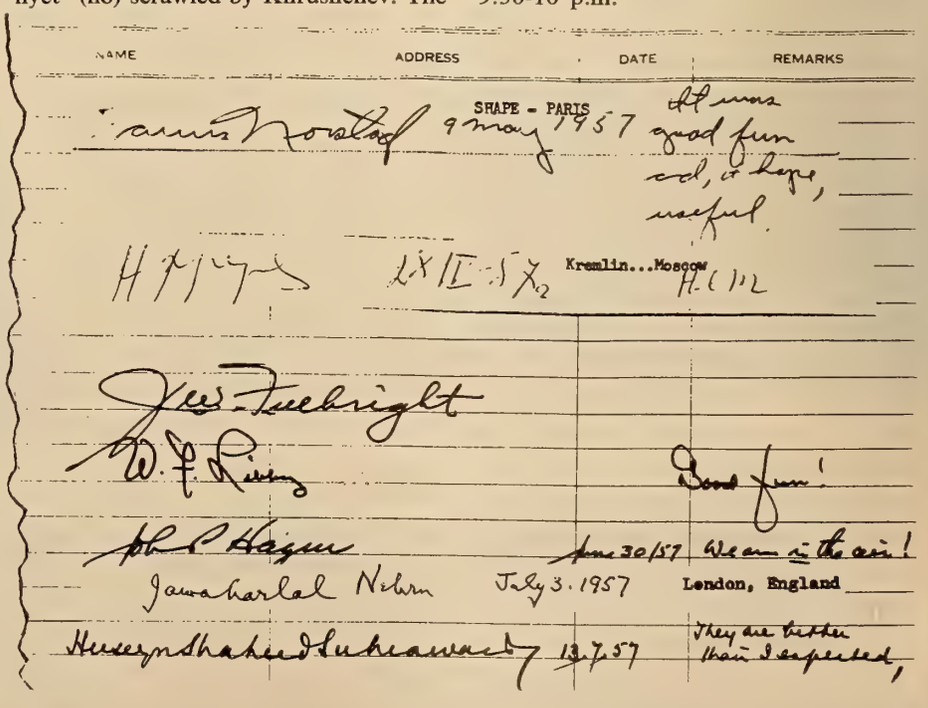
The comments *Face the Nation's* guests make under "remarks" often make stories in themselves. A recent one was the "nyet" (no) scrawled by Khrushchev. The



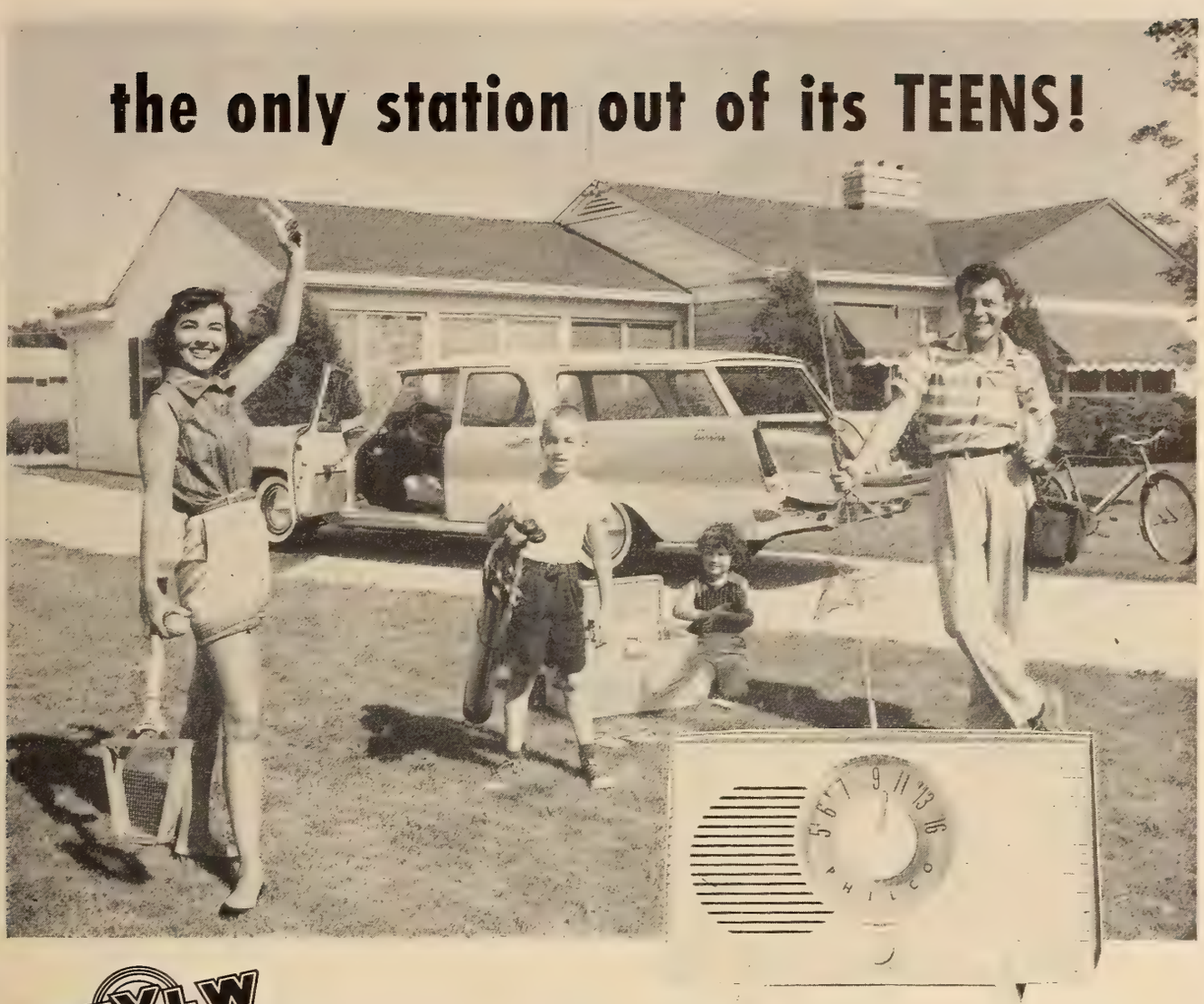
program's staff at first considered this a curt reply, then discovered that the Russian translation of "remarks" is "complaints."

In addition to the guest book, *Face the Nation* producer Ted Ayers also keeps a a scrapbook. The first one was sufficient to hold press comment and other items concerning the show from its inception in November 1954 until the Khrushchev interview. That program alone drew enough comment to fill an entire second scrapbook.

Face the Nation is under the supervision of Ted Koop, director CBS News and Public Affairs in Washington. It is broadcast on CBS-TV Sundays, 5-5:30 p.m. EDT, and on CBS Radio Sundays, 9:30-10 p.m.



the only station out of its TEENS!



WXLW WITH 22.4% PULSE SHARE OF THE AUDIENCE!

. . . the only Indianapolis radio station out of its teens, preferred by and selling the audience that does the *buying*—the *adult* audience. Here's your radio buying guide to who's-who in the heart of Hoosierland . . . proof in black-and-white that, for bigger sales results, it's WXLW with a 22.4% PULSE share of the audience, the *largest* share in Indianapolis, 7 days per week. The reason? WXLW's programming is different . . . a music and news formula deliberately and specifically created to sell the adult age group . . . representing the lion's share of the purchasing power. WXLW's is a vast audience of product-hungry Indianapolis *adults* who *buy more* of everything you want to sell. The chart proves it . . . and so will your sales.

CONTACT YOUR NEAREST
JOHN E. PEARSON REPRESENTATIVE

WXLW TOPS THEM ALL

INDIANAPOLIS METROPOLITAN AREA—APRIL, 1957—SHARE OF AUDIENCE				
Monday-Friday 6 A.M.-6 P.M.	Mon.-Fri. 6 A.M.-6 P.M.	Saturday 6 A.M.-6 P.M.	Sunday 6 A.M.-6 P.M.	Week 6 A.M.-6 P.M.
WXLW	**19.8**	**20.5**	**29.0**	**22.4**
Sta. A	19.1	18.3	16.4	18.1
Sta. B	17.9	16.2	12.7	16.2
Sta. C	17.7	13.4	15.4	15.7
Sta. D	12.1	15.0	10.8	12.7
Sta. E	10.8	11.1	9.5	10.6
Misc.	2.8	5.5	5.8	4.4
H.U.R.*	23.8	18.3	14.4	18.9

*Homes using radio Rating Source: The Pulse, Inc.

950
ON YOUR DIAL

WXLW

INDIANAPOLIS
5,000 WATTS DAYTIME

Indianapolis' FINEST approach to HIGH FIDELITY sound!

THE HIGHEST

tower in the Eastern U. S.
(4th highest in the world)
is being erected right now in
Augusta, Ga.

1,292 feet tall
1,375 feet above average terrain
1,677 feet above sea level

will serve . . .
1½ million people

will cover . . .
more of S. C. than any other S. C. station, PLUS . . .
more of Ga. than any station outside of Atlanta.

maximum power . . .
100,000 watts
low band VHF
NBC & ABC networks

WJBF
CHANNEL 6 AUGUSTA

Represented by Avery-Knodel, Inc.

of an advertiser's total tv expenditure. For example, gross time and talent for the average evening tv program is about $80,000 for an advertiser using only the basic stations. Consequently, adding all the optionals would increase his total cost by only 28% as compared to increasing his audience by 58%."

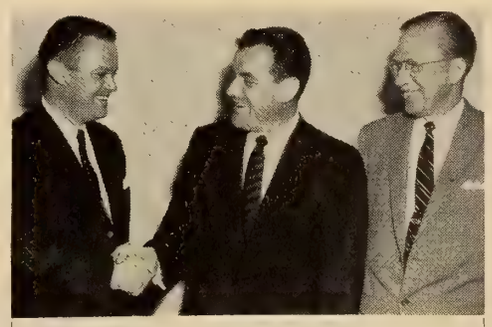
Pointing up the "reinforcing action of optionals," the report continues:

"The basics get a 17.8 rating in the area served only by the basics. However, in the overlap area (area served by both basics and optionals), the basics get only a 12.3 rating as compared to a 16.0 rating for the optionals. Thus by adding the optionals an advertiser more than doubles his audience in the overlap area, getting a 28.3 rating instead of 12.3. Further, in the optional-only area the optionals deliver a 29.5 rating. . . .

"The fundamental point is that although the optionals add little in the way of unduplicated coverage, according to NTI coverage figures, they more than double the NBC Network's audience in the overlap area and as a group deliver substantially higher ratings than do the basics. Thus, adding optionals enables advertisers to improve their network buys by lowering the cost-per-thousand and covering secondary markets at a cost far below that possible in other media."

ABC-TV Sets Fedderson Series

ABC-TV will broadcast the Don Fedderson Productions program *Do You Trust Your Wife?* as a live daytime half-hour five-a-week strip starting in October. The program was on CBS-TV last season as a pre-filmed weekly evening film series, co-sponsored by General Motors (Frigidaire) and Liggett & Myers Tobacco Co. (L & M cigarettes) with Edgar Bergen as master of ceremonies. Negotiations with several advertisers are under way for Mr. Bergen to resume the nighttime program on ABC-TV this year.



OLIVER TREYZ (l), ABC vice president in charge of television, shakes hands with Henry P. Slane, president of WTVH (TV) Peoria, Ill., following the signing of the station as a primary ABC-TV affiliate. At right is Robert Coe, ABC-TV station relations regional manager. WTVH, which operates on ch. 19 with 500 kw, is in an all-uhf area. The station is owned by the Hilltop Broadcasting Co., a subsidiary of Peoria Journal Star Inc.

CBS West Coast Network Becomes CBS Radio Pacific

THE west coast chain of CBS-owned radio stations and CBS Radio affiliates will be known as the CBS Radio Pacific Network, according to an announcement last week by Fred Ruegg, general manager of KNX-AM-FM and of the network. The chain formerly was known as the Columbia Pacific Radio Network. CBS Radio feels that the new name "will provide closer identification . . . and eliminate any possible confusion."

CBS-TV Appoints Livingston To Succeed Frank Samuels

APPOINTMENT of Robert Livingston as Pacific coast manager of network sales, CBS-TV, effective Aug. 1, was to be announced today (Monday) by Thomas H. Dawson, CBS-TV executive vice president, network sales. Mr. Livingston, an account executive in the New York office of CBS-TV network sales since 1950, succeeds Frank Samuels who died in Los Angeles early this month.

Mr. Livingston joined CBS in 1946 as a member of the local sales staff of WBBM, CBS-owned station in Chicago. After this he was New York representative for WBBM, with CBS Radio Spot Sales, and finally, sales manager of WBBM, before joining the New York television network sales staff in 1950.

Group Lauds Networks

IN NOTING the cooperation received from the major radio-tv networks during Military Reserve Week, the National Security Training Commission, headed by RCA Board Chairman David Sarnoff, has reported that the networks delivered "more on-air promotion time for Military Reserve Week than they have ever delivered in a similar period of time on behalf of any other campaign in the public service category."

It was further "conservatively estimated" that the value of all public service broadcast time received by the Army Reserve was more than $6 million, exclusive of the nearly $2 million received during Military Reserve Week.

NETWORK SHORT

Keystone Broadcasting System announces addition of 14 affiliates and new total of 957 clients. New affiliates: KDES Palm Springs and XERB San Diego, Calif.; WKTS Brooksville, Fla.; KEEP Twin Falls, Idaho; WTAY Robinson, Ill.; KSWI Council Bluffs, Iowa; WMPL Hancock, Mich.; WSJC Magee, Miss.; KMIN Grants, N. M.; KWHW Altus, Okla.; KWRC Pendleton, Ore.; WMGW Meadville, Pa.; WSIG Mount Jackson, Va., and KPKW Pasco, Wash.



AVAILABLE THIS SEPTEMBER



SPONSORSHIP OF PROGRAMS

Like "Dr. Hudson's Secret Journal", "Whirlybirds", etc.



FULL MINUTES IN TOP MOVIES

Like "African Queen", "Moulin Rouge", etc.



ALL IN PRIME VIEWING TIME

Full-length movies at 7:30 and 10:15 nightly, plus top-rated syndicated films.



FIRST FULL COVERAGE OF SOUTHERN NEW ENGLAND



FOR DETAILS

Call Irwin Cowper, WTIC-TV General Sales Manager, or your nearest Harrington, Righter, & Parsons man.



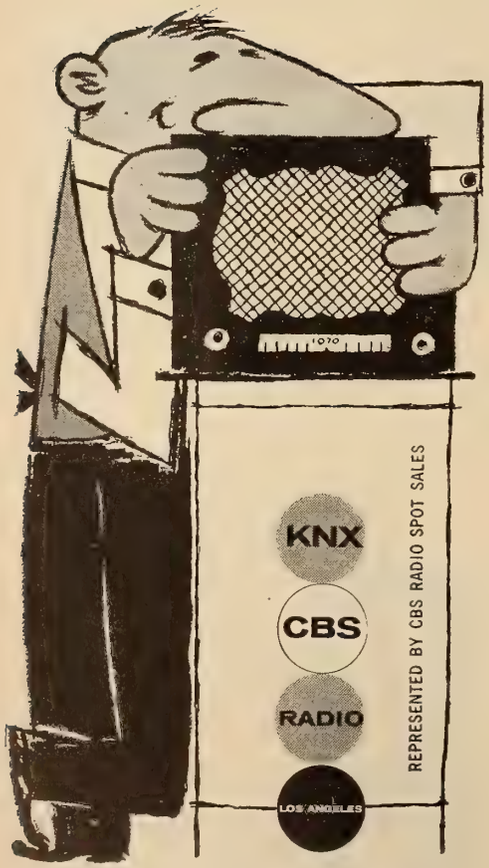
WTIC-TV

HARTFORD, CONNECTICUT



KNX has more listeners in Los Angeles than anybody!

More people listen to KNX . . . daytime or nighttime . . . weekday or weekend . . . than to any other Los Angeles station.* That's just one reason why 50,000 watt KNX is Southern California's #1 radio station.



Pulse of Los Angeles—March—April, 1957

Anti-Hollywood Move Gets Wagner Support

FILM Producers Assn. of New York last week solicited and obtained the support of Mayor Robert F. Wagner of New York for its campaign to head off a threatened shift of film production to the West Coast.

The association, composed of New York producers in the tv film commercial, industrial and documentary film fields, presented an eight-point program to the mayor, designed to encourage producers to remain in New York and persuade others to establish businesses here. The proposals were made to Mayor Wagner during a conference at City Hall by a committee of FPA. The mayor expressed strong interest in FPA's "Keep 'Em In New York" project and designated Leo A. Larkin, first assistant corporation counsel of the City of New York, to meet with Harold A. Wondsel, president of FPA, on July 29 to discuss the contributions the city could make to the project.

A spokesman for FPA later said the group hopes its campaign will grow into an all-industry effort. Although FPA primarily is an organization of producers in the tv film commercials, industrial and documentary film fields, he said the campaign is designed to assist producers of tv program films and theatrical films in the New York area and their cooperation will be enlisted.

FPA spokesmen told Mayor Wagner the New York tv film industry is being threatened by the Hollywood production interests. They claimed the bulk of filmed shows to be carried on television next fall is being produced in Hollywood or abroad and west coast producers are coveting the New York film field, which is engaged mainly in non-theatrical film and non-entertainment tv film. FPA officials said the New York film industry grosses about $70 million annually and employs more than 25,000 persons in production, laboratory and creative functions.

They told the mayor the city is in a position to assist in the campaign and made the following recommendations for consideration by his administration:

• The appointment of a commissioner or coordinator to "aggressively promote and expedite civic cooperation" . . . to handle permissions for film shooting throughout the city, issue work permits and act as liaison with the police, building and planning departments.

• Permission for "wider latitude" in shooting films at characteristic New York locations that have appeal for nationwide and worldwide audiences.

• Alleviation from the "exorbitant" fees charged by the Park Dept. for each setup to be photographed in New York parks.

• Relaxation of present fire laws in film studios and buildings "now that safety film is used exclusively."

• Simplification of the procedure for using minor chidren, including repeal of a local law which requires the mayor's consent for appearances of children under 16.

• Clarification and alleviation of the city sales tax program which is "so cloudy in interpretation. . . . The practice of taxing a full film production if the multiple prints are made in New York is pricing New York producers, who rely on print profits, out of the market."

• "The further exploration with the various tv networks, real estate interests and production companies of the possibility of a tv film city, and, if at all possible, an inquiry to the networks as to maintaining programming in New York."

Mayor Wagner assured the FPA committee of his "complete and immediate" support of the campaign. He also accepted an invitation to appear before an FPA membership meeting sometime in September.

UA's Lower Cost Films Find Ready Customers in New York

WHILE United Artists Corp. may have trouble placing its top money feature films (e. g. "Moulin Rouge") in the New York tv market [B•T, July 8] lower cost films originally distributed theatrically by UA are being quietly bought. Latest example: A post-1948 film titled "Underworld Story" starring Dan Duryea, Herbert Marshall and Gale Storm, which was included in a package of three films bought last week by WCBS-TV New York from Interstate Television Corp. Interstate is the tv distributing arm of Allied Artists Pictures Corp.

Interstate is one of several firms which have bought UA films in times when UA was not in the tv film distribution business—a recent move. Before UA went into that phase of operation, it either distributed theatrical films to which it had no tv rights or to which it had both theatrical and tv rights and released them back to the producing organization. Those falling into the first category were quickly bought by other firms, among them: Interstate (which has one other UA film titled "It's A Small World"), Associated Artists Productions (which has a handful of films, unnamed by title), and Atlantic Television Corp. (which has four UA films, "Champion," "Home of the Brave" —both Stanley Kramer Productions—"Too Late for Tears" and "Johnny Holiday"). These have been placed in 65-70 markets, including WOR-TV New York.

Though Interstate has had no trouble selling two 1948 Allied films, "Affair in Monte Carlo" with Merle Oberon and Richard Todd, and "Short Grass" with Rod Cameron and Cathy Downs, it hasn't had as easy a time of it with the Hollywood guilds on other films. About four months ago, Allied sold—on cash basis—a brace of its films to Signet Television Corp., another distributor, which apparently has been willing to meet the guilds' price in residual tv payments.

Signet sold seven of these films, also to WCBS-TV, which will be released on a staggered basis over the next 12 months. All are 1955 releases: "Betrayed Woman" with Tom Drake, "Big Tip-Off" with Richard Conte, "Las Vegas Shakedown" with Dennis O'Keefe, "Night Freight" with Forrest Tucker, "Port of Hell" with Dane Clark and Wayne Morris, "Toughest Man Alive" with Dane Clark and "Treasure of The Ruby Hills" with Zachary Scott.

You Can't Sell 'Em If You Don't Reach 'Em *and* WJAR-TV Reaches More Of 'Em in The Providence Market

SUMMARY DATA*

CALL LETTERS	TELEVISION HOMES	MONTHLY COVERAGE	WEEKLY COVERAGE
WJAR-TV	1,186,410	593,890	539,130
STATION B	706,140	448,390	430,370

*WJAR-TV Area Per NCS No. 2, 1956



WJAR-TV

CHANNEL 10, PROVIDENCE, R. I.

NBC abc

Represented by Edward Petry & Company, Inc.

AN ACTOR-TURNED PRODUCER APPRAISES TV FILM PROBLEMS

"WHAT I'd like to do would be to go to a sponsor six months or a year in advance of the time he wanted to start a tv series and say to him: 'Let's see your sales plans for next year; let us study them and then design a program series to do the job you want done.'

"I'd like to work the way an architect does. He doesn't make up a blueprint of a building and then offer it to all comers, whether they're in the market for a bungalow or a factory. Ridiculous thought isn't it? Yet that's pretty much the way we are expected to operate in the package program business. It's a wonder, under such conditions, that there are as many successes and as few cancellations as there are."

The speaker was David Niven. Not David Niven, the actor, but David Niven, the businessman; David Niven, co-owner of the Hollywood tv film production company, Four Star Films Inc., in partnership with Dick Powell, Charles Boyer and William Cruikshank, attorney and Four Star president.

"The closest I've ever come to that ideal arrangement," Mr. Niven went on, "was with our newest clients Alcoa and Goodyear. Alcoa used to sponsor Ed Murrow and their advertising was largely institutional, aimed at Mr. American Businessman. Goodyear, too, had built its previous shows in an institutional pattern. In the fall they're going to start sponsoring our new anthology series. So, when I talked to them, I asked what audience they wanted to hit this time. I found out they want to use these programs to sell Saranwrap to Mrs. American Housewife and tires to Mr. Average American. This will help in integrating their commercials into the shows.

"Incidentally, this sale to Alcoa and Goodyear was about the easiest we've ever made. We didn't have a pilot or even a formal presentation. We just said we were going to make an anthology series, something like the old *Four Star Playhouse*, with some faces that will be new on tv—Jane Powell, Jack Lemmon and Robert Ryan—as well as a couple of old timers like Charles (Boyer) and me, and they said, 'We'll take it,' just like that."

Four Star Films, along with another company, Dayton Productions, owned essentially by the same people, is already committed to turn out 158 individual tv programs during 1957, Mr. Niven said, estimating the dollar volume at somewhere in the neighborhood of $5 million. "That's quite a different neighborhood from where we started in 1952," he recalled, "when we made eleven half-hour shows, the first of the *Four Star Playhouse*, series which was broadcast on an every-other-week schedule for Singer Sewing Machine Co. They bought 13 programs to start and they must have sold sewing machines because they were with us for four years."

Dick Powell, Charles Boyer, Joel McCrea, and Mr. Powell's agent, were the organizers of the company, Mr. Niven related. "I ran into Charles in San Francisco, where we were both appearing, had dinner with him, heard the story and that Joel wanted out. Also I was asked if I knew of anyone who might want to take over his part in the venture. I kicked him so hard under the table he had no other choice but to ask me. That's how I got into it."

The group made a pilot film, sold it to Singer and were on their way. "We decided not to take any salaries at first," Mr. Niven recounted, "but to put the profits of *Four Star Playhouse* back into the business. So we got the tv rights to Somerset Maugham's stories and started our second series, *The Star and the Story*, with Henry Fonda as m.c."

The three stars looked for a fourth one for a while, then decided to use each fourth program for a different guest star and finally settled on Ida Lupino as a regular guest, but she never became a member of the firm. In 1955 Mr. Cruikshank joined Four Star. "But we three actors have stuck together without a serious fight for five years, which is a minor miracle," Mr. Niven noted.



FOUR STAR'S PARTNERS: *Flanking phone-calling David Niven are Charles Boyer (l), William Cruikshank (front) and Dick Powell.*

Four Star sells first-run sponsorship of its programs to a national advertiser, he explained. After the first season, the films set in a vault for a year to protect the first-run sponsor; then re-runs are arranged, either with another national sponsor, a network or a syndicator. "We decided against handling our own syndicating," Mr. Niven said, "because we felt that between acting and producing we had enough to do already." But when they turned the syndication of *Four Star Playhouse, The Star and the Story* and *Chevron Hall of Stars* over to Official Films, the actor-producers made a cash-stock deal with Official that gave them an interest in that distribution firm. "This turned out to be a good idea," Mr. Niven stated. "In a year and a half, Official has sold more than $3 million worth of *Four Star Playhouse* re-runs alone."

"We've never made money on the first-run of a series," Mr. Niven stated "Our theory is that if we really play it straight with a sponsor, he'll buy again, and if we make good programs they'll sell again. So far it's worked; we haven't made a series that hasn't sold for at least a second time around."

Sometimes this philosophy can be expensive, he commented, citing the actors-producers' dissatisfaction with the first three programs of the new *Richard Diamond* series which led to five days of re-shooting at a cost of about $20,000, which Four Star absorbed. "We didn't like it, but it was better than releasing something we knew wasn't right. That wouldn't have been fair to either our client or ourselves."

Program selection and production for television are more difficult than for motion pictures, Mr. Niven believes. "Movies are sold around the world," he said, "but television distribution is pretty largely confined to the U. S. Movie audiences include everybody; tv shows are apt to be aimed at a particular segment of the population. In making a movie, plot, characters or mood can be revamped as you go along if it seems like a good idea, but once a tv script is approved it is seldom changed. Movies can be almost any length, but if a tv show wants to get re-runs, it can't exceed a half-hour. Where would you put an hour re-run? After midnight, along with the old feature movies? And what kind of a price would you get?"

Cycles, where all programs must be like all other programs, are even worse in tv than in motion pictures, Mr. Niven noted. "One year it may be domestic comedies, another year westerns, and the next private detectives. And ratings are something we never had to worry about in motion pictures."

Asked what presents the toughest problem to a tv package producer, Mr. Niven unhesitatingly answered: stories. "Television eats up stories at a fantastic rate and there just aren't enough good ones to go around," he said, "so the first big problem is to find suitable program material. The second big problem is to get the sponsor to approve the stories, once we've picked them. We don't object to his wanting to see them in advance; he's paying the bill and has every right to see what he's buying. We don't even object to his rejecting a story. But we do object to his frequently taking so long to let us know whether the story is okay or not.

"When we think we have a suitable story we get a short-term option from the writer and we also begin looking for actors for the key roles, at least. If we get the go-ahead, or even a rejection, within a week, everything's fine. But when approval comes in a month after the synopsis was submitted, we may find the actors committed to other producers and the writer tied up with other assignments, so we have to start all over again.

"The trouble is that too many people have

In Louisville—

the more you compare balanced programming, audience ratings, coverage, or costs per thousand— or trustworthy operation—the more you'll prefer

WAVE Radio
WAVE-TV

LOUISVILLE
NBC AFFILIATES
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES

WFIE-TV, Channel 14, the NBC affiliate in Evansville, is now owned and operated by WAVE, Inc.

it's there
for you . . .
on channel



Did you know that Sales Management rates Tulsa both a better quality and a better productive market than either Boston or Baltimore? It's a fact; and alert advertisers are taking advantage of it . . . northeastern Oklahoma has an effective purchasing power of $1-billion. Your key to this pot of gold is KVOO-TV with its productive programming, PLUS revealing market research, merchandising and promotion aids, and constant attention to your account and problems. Yes, in Tulsa, it's for you . . . through Channel 2. When do you start?



NBC For current availabilities contact any office of BLAIR-TV

a hand in saying whether the story is right or not; it goes to the agency's office in Hollywood and from there to the office in New York and from there to the advertiser, where God knows how many executives have to see it, then back to the agency in New York and back to its Hollywood office and so, eventually, back to us. Just getting from place to place takes a lot of time and a lot more is wasted by people who don't know show business and can't visualize from a story synopsis what the finished program will be like. That's a special skill, just like reading the blueprint I mentioned earlier.

"Now, maybe this is too simple to work, but why couldn't authority be given to one man in the agency office in Hollywood with enough know-how about programming to be able to tell what kind of a program a story will make and enough knowledge of the sponsor's business to steer clear of any special taboos? If we could deal with one man like that at each agency, nine-tenths of the headaches in our business would disappear."

ABC Film's '26 Men' Racks Up $500,000 in Advance Sales

SALES totaling more than $500,000 have been completed on ABC Film Syndication's new half hour adult tv film series, *26 Men*, in advance of the program's release for syndication, it was announced last Monday by Don L. Kearney, vice president in charge of sales for ABC Film. The series was released officially for syndication last week.

Advertisers who already have purchased *26 Men* include H. P. Hood & Sons (dairy products) for all of New England, with number of markets still undetermined; Mrs. Smith's Pie Co. & Freihofer Baking Co. for alternate week sponsorship in Philadelphia, Lancaster, York and Harrisburg, all Pennsylvania; Atlantic & Pacific Tea Co. for Pittsburgh, Syracuse and Buffalo, and Standard Oil of Texas for eight markets in New Mexico and Texas.

The series is being co-produced by ABC Film Syndication and producer Russ Hayden on location in Arizona. It is scheduled to begin on the air in mid-October.

NTA Forms Famous Films To Distribute Tv Re-runs

NATIONAL Telefilm Assoc., New York, has established a new division called Famous Films—Programs for Television to distribute "re-run" tv film series exclusively. Edward M. Gray, NTA vice president in charge of the Hollywood office, which will serve as headquarters for the new unit, has been placed in charge of Famous Films.

Among the half-hour programs in the Famous Films library are *The Adventures of China Smith, The New Adventures of China Smith, Combat Sergeant, Police Call, International Playhouse, Quality Theatre, Orient Express* and *Play of the Week*. Quarter-hour films include *Bill Corum Sports, Music of the Masters* and *The Passerby*. Among the feature films to be handled by Famous Films are "The Captain's Paradise," "Breaking the Sound Barrier," "Tales of Hoffman," "Cry the Beloved Country" and "A Letter to Three Husbands." These are British-made films of post-1950 vintage. The catalogue comprises some 500 programs and about 200 feature films, according to Oliver Unger, executive vice president of NTA.

The new division, Mr. Unger said, is designed to provide stations with "quality programming at a modest cost."

More than a year ago Ziv Television Programs set up Economee Tv as a division to handle "re-runs" of Ziv Tv Film series.

United Artists Debuts On N.Y. Stock Exchange

UNITED ARTISTS Corp., the only major film company distributing post-1948 films to tv in bulk, last week made its debut on the New York Stock Exchange. The new listing appeared on the big board of the exchange Wednesday morning as "Unit Art." The common stock opened at 22⅜ and closed at 22⅞ and traded a brisk 6,900 shares. The following day, 9,900 shares were traded and "Unit Art" opened at 23⅛ and closed at 23⅝.

For UA, under new management since 1951, the stock exchange listing climaxed a six-year expansion move, according to film company officials. Marking the company's admission to trading last week was a quiet little ceremony attended by Keith S. Funston, stock exchange president; Robert S. Benjamin and Arthur B. Krim, board chairman and president, respectively, of the film company.

According to Messrs. Krim and Benjamin, this will be the best year in UA's 38-year



IT wasn't quite supersonic . . . but all concerned seem satisfied with the delivery time of the fastest cargo of air freight ever carried. Major John Glenn Jr., USMC, hands a filmed episode of Ziv's *Men of Annapolis* series to Robert Friedheim, vice president of Ziv Television Films Inc. The delivery was made in New York last Tuesday 3 hours and 23 minutes after Major Glenn had left Long Beach, California in his F8U-1P. Major Glenn's time broke the world record, was just shy of making his delivery faster than the speed of sound.

history. Gross income for the first quarter was $14.4 million, up 14.6% over the first quarter of 1956; second quarter gross was about $3.5 million ahead of 1956's second quarter gross of $15.1 million, and for the six-month period (ending June 30) earnings were $5.5 million over last year's first half figure of $27.7 million.

Up to last April, UA was a privately-held company, but became a public corporation with the offering of 350,000 shares. Much of the company's optimism (Mr. Benjamin predicted a $70 million gross for this year) is based on its motion picture business ("Around the World in 80 Days," "Pride and the Passion," "St. Joan"), but tv rental income also appears slated to play a substantial role in the company's earning activities.

Over a month's time, Mr. Benjamin pointed out, UA has grossed close to $3 million on its newest package of 52 films for tv [B•T, July 15]. This is $1 million more than its first package of 39 films brought in last year. He again iterated his belief expressed at the first stockholder meeting June 4 that tv rental this year will come to $5 million.

UA was founded in 1919 as a joint distributing venture by Mary Pickford, Douglas Fairbanks Sr., Charles Chaplin and D. W. Griffith for their own films. Although a virtual gold mine during the twenties, UA entered into a long period of corporate decline and substantial losses. Messrs. Benjamin and Krim—both corporation lawyers—assumed control of the firm in 1951 along with a group of investors.

TPA Tightens Policy On Pilot Production

A NEW policy concerning production of future pilot films was to be announced today (Monday) by Milton A. Gordon, president of Television Programs of America, tv film producer and distributor. Henceforth, Mr. Gordon stated, TPA pilots will be produced "only after extensive consultation with advertisers, agencies, networks and stations, with special reference to industry program needs, and after greatly intensified audience reaction studies."

To implement this policy three major steps have been taken, according to Mr. Gordon. They are: (1) creation of a "produce-to-order" department, under the direction of Bruce Eells, TPA west coast division vice president; (2) a substantial increase in the budget for new programs and new program research, under executive producer Leon Fromkess and producer Anthony Veiller; (3) inauguration by Mr. Eells of a continuing study of client needs in the program field. In this connection, Mr. Eells will consult within the next three months with leading national and regional advertisers, their agencies, and network and station programming executives. Mr. Eells also will work with Mr. Fromkess and Mr. Veiller in seeking and developing new formats for tv film series.

"This past season," Mr. Gordon stated, "has seen the tv film industry suffer substantial losses as the result of an appalling number of unsold pilots. These losses run into

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the millions. Happily," he added, "TPA is not included in this select but distraught group and we neither want nor intend to be.

"Advertisers, too, have suffered losses. Any program that has to go off the air after a few months virtually dissipates the sponsor's investment. To avoid this, and to make sure a program best meets an advertiser's marketing needs, we have established our 'produce-to-order' department and are intensifying pre-production research," Mr. Gordon said.

"The industry must continue to produce pilots, which serve tv as does new product research in other industries. New program forms can be developed only through pilots, but it makes no sense to spend money building up a television scrap heap. In addition to working with advertisers and programming authorities, we are working on plans to develop a consumer panel as an additional check on the desirability of prospective filmed series," Mr. Gordon concluded.

Prior to joining TPA, Mr. Eells headed his own radio program organization, servicing 400 stations throughout the country. He also was an executive in the Hollywood office radio department of Young & Rubicam. Mr. Eells will continue in his sales capacity, reporting to Michael M. Sillerman, executive vice president of TPA, and to Mr. Gordon, in his program capacity.

TPA produces and distributes, among others, *New Adventures of Charlie Chan, Fury, Private Secretary* and the forthcoming *Tugboat Annie.*

'BLOW YOUR TOP'

PURELY as a humorous take-off on program presentations by producers of new shows, David Piel Inc., New York producer of tv film commercials and industrial films, sent to advertising agencies several weeks ago a promotion piece on a fictitious program called *Blow Your Top.* Tongue-in-cheek, the promotion pointed out in detail that the "program" would combine the elements of a quiz show and a mystery show. It concluded that if agencies were not interested in *Blow Your Top,* they might still require the services of an organization like David Piel Inc. Mr. Piel reported he has received two "serious inquiries" about *Blow Your Top.*

Telestar Names 5 Sales Execs

APPOINTMENT of five sales executives to the staff of the newly-formed Telestar Films Inc., New York tv film production-distribution company, was announced last week by Bernard L. Schubert, board chairman, and Sy Weintraub, president.

Formerly associated with Mr. Weintraub at Flamingo Films where he was executive vice president and rejoining him at Telestar Films are Charles McGregor, Chicago office; Ken Rowswell, Dallas; Ken Israel, Pittsburgh; Bill McDonald, Atlanta, and Julian Ludwig, Los Angeles. Wally Lancton, formerly with Bernard L. Schubert Inc., has been named to cover the east coast area for Telestar Films, operating out of New York headquarters.

Local, Regional Policy Set Up for CNP Films

ONE film series on sale to regional and local advertisers for placement on stations; another series ready but held "in the can."

This apparently is the new policy of California National Productions, NBC's subsidiary in film syndication, which this year alone will have an estimated $4 million invested in four film properties (estimating about $1 million for each 39 half-hour series.)

As expressed by Robert D. Levitt, president of CNP: "In order to supply the needs of non-network television continuously and reliably, it is CNP's intention always to have one series in the can as well as the series being offered for sale."

The new policy was outlined in detail at a July 12-13 convention of the NBC Television Films (CNP division) sales force at The Greenbrier, White Sulphur Springs, W. Va.

Here is the CNP lineup as related to its sales force:

Two new series are being shot simulta-

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ON
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CLEVELAND

neously. They are *Boots and Saddles—The Story of the Fifth Cavalry* being produced in the high Mesa territory of Utah, and *Union Pacific* (on railroading) being filmed at MGM's lot in Hollywood. Prototypes of both were turned over to the sales people at White Sulphur Springs.

Boots and Saddles is being offered for sale and *Union Pacific* is being withheld. Another series, *Silent Service* (on submarine warfare) is said by CNP to be in over 125 markets in the U. S. Still a fourth series is in the "preliminary" stage for production in and near England. This will have a dramatic theme.

Meanwhile, it was reported CNP is contemplating a second 39-program series for *Silent Service*. But a final decision has not been made.

According to Mr. Levitt, his company's action "is tangible evidence" of an "unswerving belief that local and regional advertisers are becoming more and more important on the television scene." CNP, he said, will continue to supply them with "prime" programs.

This year, he continued, "we will have invested several million dollars with complete confidence that there are plenty of sponsors in every part of the nation who require top quality, first run, television film series and are prepared to pay adequate prices for them.

"Only after CNP has satisfied the continuing and growing non-network demand, will we make available any series to national advertisers or networks."

Mr. Levitt indicated that CNP would not begin any sales effort on a syndicated film project until the company management makes a firm decision to produce the entire series.

HIS MASTER'S VOICE

ELECTRONICS has gone to the dogs. James Ross, film technician, has perfected a communications system called "Canine Command" to cue dogs appearing in films. Screen Gems outfitted Rin Tin Tin with the gadget for use during shooting of an episode of the tv film series and reported the rehearsal time was cut in half. A tiny transistor radio was built into the dog's collar and a miniature button placed directly behind his ear. Frank Barnes, trainer, was able to give commands from a distance by speaking through a tiny mike and transmitter.

FILM SALES

Gross-Krasne, Hollywood, announces sale of 39 installments of *O. Henry Playhouse* series to Australian Broadcasting Commission through G-K Ltd., London.

AAP Inc. reports series of sales on its various film properties. WGN-TV Chicago bought entire package of Warner Bros. cartoons, covering 357 episodes, as did WMCT (TV) Memphis and WNAC-TV Boston, KPIX (TV) San Francisco and KCOP (TV) Los Angeles; KHSL-TV Chico, Calif., bought *Sherlock Holmes* package; WNBQ (TV) Chicago, *Gabby Hayes* package. Also reported: sale of Popeye cartoon package to WISN-TV Milwaukee.

Television Programs of America, N. Y., made its first sale in Guatemala with *The Count of Monte Cristo* series which will be sponsored in Spanish version by Instrumentos Musicales S. A., on RAD-TV Guatemala City.

National Telefilm Assoc., N. Y., reports preproduction sales on new *Official Detective* half-hour tv film series have been made in 27 markets. Series is scheduled to go into production in about two weeks at Desilu Productions' studios, Hollywood.

AAP, N. Y., reports new sales of Warner Bros. features and cartoons and Popeye include: feature groups to WSJV-TV Elkhart, Ind.; KIDO-TV Boise, Idaho, and KGUL-TV Galveston; cartoon package to WSFA-TV Montgomery, Ala., and Popeye to KLAS-TV Las Vegas, Nev.

Economee Tv Programs, N. Y., division of Ziv Tv programs, handling sales of "re-runs," completed first six months of 1957 with gross sales of 67% over those of comparable period of 1956.

THE STATION

WHOSE LISTENERS HAVE

DOLLARS TO SPEND

WGAR

CLEVELAND

Los Angeles Radio-Tv Outlets Honored for News Reporting

MANAGEMENTS of the CBS-owned radio and tv stations in Los Angeles, KNX and KNXT (TV), received two special awards for "support of the most aggressive news policy" from the Radio & Television News Club of Southern California Last Thursday at the club's awards banquet at the Hollywood Plaza Hotel.

Trophies were presented by Joseph Micciche, club president and Los Angeles assistant director of civil defense, and Pat O'Reilly, club vice president and news director of KABC Los Angeles. Eighth annual awards honoring radio-tv newsmen and stations for excellence in broadcast news reporting in Southern California, the awards for 1956-57 were sponsored for the first time by the Trailer Coach Assn.

Awards and their recipients, in addition to the special management awards, are:

Best radio newscasting—Bob Garred, KABC—(posthumous).

Best radio news writing—Wilfred Brown, *Newspaper of the Air*, KHJ.

Best radio special events reporting—KABC.

Best radio sports reporting—Tom Harmon, KNX.

Best radio news commentary—William Winter, KABC.

Best radio news analysis—Carroll Allcott, KNX.

Best radio news reporting by an independent station—KMPC.

Best television newscasting—Clete Roberts, KNXT.

Best television news writing—Baxter Ward, KCOP.

Best television special events reporting—Clete Roberts, KNXT (writer—George Fischer).

Best television sports reporting—Hank Weaver, KABC-TV.

Best television news reporting—Bill Stout, KNXT.

Best television news reporting by an independent station—KTTV.

(All stations are Los Angeles.)

Sylvia Spence to Organize Professional Award Service

IN A MOVE to "de-commercialize" the radio-tv industry's penchant for giving itself limitless numbers of awards, Sylvia Spence, for two years administrator on the Fund for the Republic's Robert E. Sherwood Awards, will set up her own "awards consultancy."

Miss Spence, a former CBS Radio script writer, said she will open Sylvia Spence Assoc. later this summer. Her firm, as yet unlocated, will handle industry awards "from beginning to end," encompassing not only routine publicity, but initial screening, selection of boards of judges, arrangements for the awards, etc.

She feels that much criticism of award-giving comes from "overcommercialization" by groups attaching their name to the awards and that awards once more "come to mean something in this business" if handled by a non-industry or "outside" representative.

AWARD SHORTS

KPIX (TV) San Francisco received special commendation for "excellent reporting" and cooperation during 1957 Golden Gate Trade and Maritime Festival, from San Francisco Area World Trade Assn.

James Faichney associate producer of CBS-TV series, *Air Power*, receives Air Force Exceptional Service Award.

Robert S. Maslin Jr., president, **W. Bertram Hanaur** and **Joseph Imbrogulio,** all of WFBR Baltimore, awarded diamond-studded pins for 25 years of service. Other awards were made to **C. Edward Jung, Robert D. Briele, Lou Corbin** and **Thomas J. Murray.**

WATV (TV) Newark, N. J., to receive dual citation for "outstanding coverage . . ." of Greater New York Fund in English and Foreign Language media.

WBCM Bay City, Mich., receives award from Veterans Administration for 10 years of broadcasting *Here's to Veterans* program.

KOTV (TV) Tulsa awarded certificate from Tulsa city-county civil defense authority for work during flood crisis of May 18-25, 1957.

WFBM-TV Indianapolis cited by Indianapolis Chamber of Commerce for flood coverage.

George Putnam, newscaster, KTTV (TV) Los Angeles, given "best news program" award by 10th District Parents and Teachers Assn.

Richard M. Fairbanks, president-general manager, WIBC Indianapolis, received double awards from National Foundation for Infantile Paralysis and Marion County Chapter, for station's "continuous aid in the fight against infantile paralysis."

WSUN-TV St. Petersburg, Fla., has received special recognition for public services rendered to U. S. Air Force Reserve.

Stan Hagan, KVOO Tulsa, Okla., received recognition and appreciation award from Tulsa Junior Chamber of Commerce for "results he produced for Jaycees on their many civic projects this last year."

W. A. Ruhmann, radio-tv farm editor, WBAP Fort Worth, Tex., has been selected by board of directors of Vocational Agriculture Teachers Assn. of Texas to receive Distinguished Service Award for "outstanding service to vocational agriculture for Texas."

WAGA-TV Atlanta, received bronze plaque as citation of its *Tax Telethon* programs from Georgia Society of Certified Public Accountants, for its "fine public service program."

WTIC Hartford, Conn., received an engrossed copy of resolution adopted by Genearl Assembly of State of Connecticut, thanking station for "its cooperation in the 1957 session" through its weekly broadcast, *The Motion Before the House.*

KRUX Phoenix named winner in fifth annual award competition sponsored by Phoenix Adv. Club for "best radio commercial" in Arizona, 1957.

Etv Outlets Up Programming To Average 31 Hours Weekly

EDUCATIONAL tv stations (non-commercial) are broadcasting an average 31 hours weekly, increasing service from the 25-hour average a year ago, according to Educational Television & Radio Center, Ann Arbor, Mich. A survey by the center shows that 21 stations broadcast a total of 645 hours in a recent sample week (April 1-7) compared to 468 program hours on 19 stations a year ago.

The center, which is network headquarters for etv stations and provides a national program service, found that 58% of total programming was live, a slight drop from the 60% figure in 1956. Stations used a total of 209 hours of center programs compared to 118 in 1956.

An increase of 52% was shown in programs designed for children, both in-school and after-school viewing. Most popular program types were music and dance, literature and philosophy, science and national and world affairs. Programs in vocational guidance were the lowest rated on the list. Of the live programming, 12% consisted of live network broadcasts produced by NBC. Another NBC program project is planned for the fall of 1957.

The center announced grants of $42,513 to 10 organizations and stations for development of educational radio programs.

Detroit U. to Televise Courses: Complete Freshman Curriculum

A COMPLETE freshman arts and science curriculum by the U. of Detroit will be telecast on WTVS (TV), Detroit's educational tv station on ch. 56, beginning in September.

The college television courses will help alleviate the classroom shortage by allowing students to attend lectures in their own living rooms, the university announced. Weekly quizzes, discussion periods, exams and counseling will be held on the university campus. A special comprehensive tuition, $100 for the five afternoon courses and $60 for the three evening courses, will be offered to a limited number of students to help defray the expense of a new tv set or converter, according to the school.

Commercial Tv at Syracuse U. Completes First Year in August

ONE year of practical experience in commercial broadcasting at the Radio-Television Center of Syracuse U. will wind up in August when the student graduates of WVIS-TV, closed-circuit station, enter commercial tv. The station has been operated on a commercial formula, with job assignments rotated each day. Instructors have handled the management activity, with three hours of programming daily. Assignments included production of a local commercial show, *Canyon Jack*, across-the-board on WSYR-TV Syracuse, as well as other programs.

96% of U.S. Homes Now Have Radio—RAB

RADIO sets in use in the U. S. now stand at an all-time high of at least 135 million and encompass a total of more than 96% of all homes, Radio Advertising Bureau estimates in a report being released today (Monday).

The new estimate reflects an overall gain of 11 million sets—almost 9%—since RAB's estimate 18 months ago. The figures refer only to sets in working order.

By set location, RAB made these estimates as of July 1, characterizing them as "conservative."

Location	Number	Per cent change from 1-1-56
In homes	90.0 million	+9.8%
In automobiles	35.0 million	+9.4%
In public places	10.0 million	no change

RAB also estimated that the total includes almost 44 million secondary sets in operation in U. S. homes. Approximately half of the gain in extra home sets was attributed to the growing popularity of clock radios and transistor-powered portables.

The gain in auto sets was credited, in part, to the high percentage of new cars that are radio-equipped. RAB said almost 90% of all 1957 model automobiles had sets installed before delivery. In addition, it was noted almost 70% of all radio homes also have at least one car radio.

U. S. homes with one or more radio sets in working order were estimated at 48.1 million, out of a U. S. total of approximately 50 million households.

RAB President Kevin B. Sweeney said the figures "were assembled from all authoritative industry sources and are emphatic proof of RAB's contention that radio is bigger than ever, and growing daily. Since a radio receiver has but a single function, it's pretty elementary that the medium is consistently delivering the greatest volume of audience to advertisers. This fact, coupled with radio's ability to pinpoint and deliver a specific segment of audience repeatedly and memorably at the lowest cost of any of the mass media, makes it the No. 1 buy at the local, regional and national levels."

The growing use of portable and car radios, officials said, relates directly to the trend toward personalized (as distinct from family-group) listening and extensive gains in out-of-home audiences. Current studies, RAB noted, show that now almost 45% of all persons visiting beaches, public parks and other recreational areas are accompanied by portable or car sets or both. Industry estimates also indicate the average car radio is tuned in 58 to 61 minutes a day—a nationwide total of around 33 million hours a day.

RAB said it plans to make mid-year estimates of radio sets in use in the future.

Only 8 New Mexico Newspapers Carry Unpaid Radio-Tv Logs

A SURVEY of New Mexico newspapers conducted by New Mexico Press Assn. shows that 23 publish radio and tv logs as paid advertising, 10 do not publish logs and 8 run them without charge. The report covers 41 daily, semi-weekly and weekly newspapers.

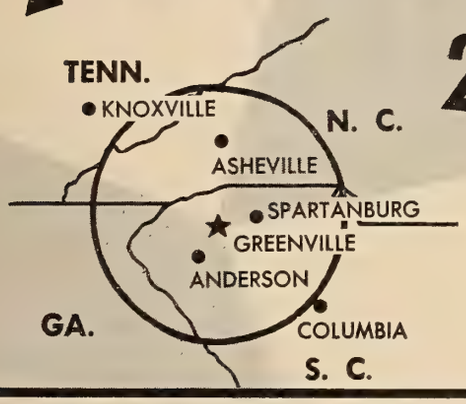
Of the 23 papers charging for listings, 16 charge their local advertising rates, four have trade-out advertising plans and three charge a special rate for listings.

NMPA President Paul O. Tooley, *Hot Springs Herald,* has named a committee to study and make recommendations on the log problem. The controversy arose when KOB-AM-TV Albuquerque canceled paid listings in newspapers, claiming the logs should be published free as a public service [B•T, June 10].

SCG to See Animation Styles

THE 25 member studios of Screen Cartoonists Guild will view the latest styles and techniques in animation produced during the past year at their fifth annual Film Festival Sept. 28 at the Ambassador Hotel in Los Angeles, according to an announcement last week by Fred Madison, guild president. Fred Charrow was named chairman of the event, which will feature animated tv commercials, and business, educational and entertainment films.

2-MILLION PEOPLE
2-BILLION INCOME
IN THE WFBC-TV 4-STATE MARKET



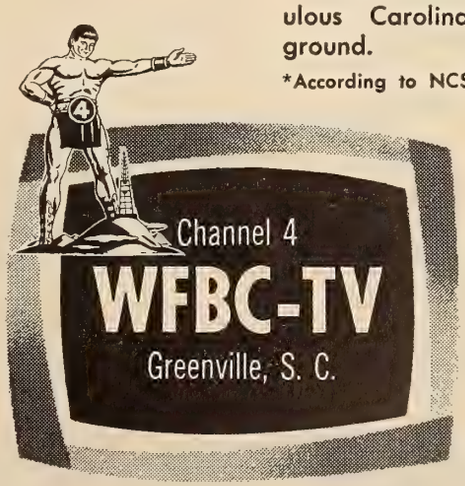
WFBC-TV leads all South Carolina television stations *by far**. Its total 4-state market is comparable with Atlanta, Jacksonville, New Orleans or Miami. Within "The Giant's" 100 uv/m contour† is the South's greatest textile-industrial area and the fabulous Carolinas mountain playground.

*According to NCS No. 2

†58-COUNTY DATA

Population	2,021,900
Incomes	$2,240,153,000.
Retail Sales	$1,590,398,000.
Homes	511,900

(Data from SALES MANAGEMENT Survey of Buying Power May 10, 1957)



"The Giant of Southern Skies"

Video—100,000 Watts (FCC Maximum)
Audio—50,000 Watts
Antenna Height—1204 feet above average terrain—2,204 feet above sea level.

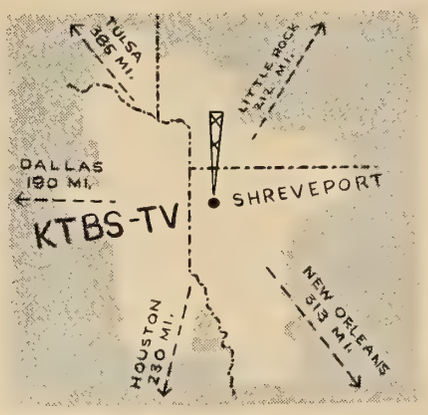
Represented Nationally by WEED Television Corp.

NBC NETWORK

In Shreveport ONLY KTBS-TV OFFERS

Total Coverage

FROM THE HUB OF THIS 4-STATE AREA



***157,980 Television Homes . . . a BONUS of 13,120 over station B.**

***136,860 homes reached monthly . . . a BONUS of 6,740 over station B.**

***131,870 homes reached weekly . . . a BONUS of 5,120 over station B.**

*Latest Nielsen Survey

KTBS-TV
CHANNEL 3
SHREVEPORT
LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

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ABA Canon 35 Action Awaits 1958 Meeting

ACTION by American Bar Assn. on proposals to revise its Canon 35, banning radio-tv and photos in courtrooms, awaits the Feb. 24-25 meeting of ABA's House of Delegates. ABA's streamlined convention in New York last Monday-Tuesday recessed to London, England, where meetings will be resumed July 25. No action on the canon was taken in New York.

ABA's board has authorized appointment of a special legal advisory committee on tv and motion pictures. Another committee, headed by Judge Philbrick McCoy, of Los Angeles, has been studying proposals to amend Canon 35. Its report is to be published within a few weeks but no action will be taken before the next House of Delegates meeting.

Another ABA group, the Bar-Media Conference Committee, expects to review the McCoy report. Chairman of this committee is Judge Walter M. Bastian, of Washington. Membership includes media representatives.

ABA convention interest in the Canon 35 controversy centered around a Monday speech by John Daly, ABC vice president in charge of news, special events, sports and public affairs. Mr. Daly said the canon is based on a misconception of radio-tv news performance and deprives electronic media of a constitutional right (see excerpts of his speech, facing page).

In a separate report to the convention, John H. Lashly, chairman of the Free Assembly Committee, Bar Assn. of the St. Louis Foundation, called for telecasts of unrehearsed public discussions of controversial issues in every community. The St. Louis group telecast nine town-hall meetings between Feb. 1 and June 30 with a $47,000 grant from the Fund for the Republic.

"By conducting open meetings and exposing them to the whole community through tv," Mr. Lashly's committee found, "we can combine our oldest method of public debate and discussion with our most modern method of mass communication. In this way, we can explore the issues and demonstrate the value of the exploration at the same time." The meetings were telecast on KETC (TV) St. Louis, educational station.

"Under the terms of our grant from the fund we were not permitted to buy time for our telecasts," Mr. Lashly said. "The free time offered by commercial stations was not acceptable, and acceptable time was not available. But our experience leads us to believe that these lively, unrehearsed meetings, if properly produced, could draw an audience that would make commercial sponsorship feasible in most American cities."

Six Station Executives Named To Serve on RAB Plans Group

SELECTION of six radio station operators to membership on the plans committee of RAB was announced jointly last week by Donald W. Thornburgh, WCAU Philadelphia, chairman of the committee, and Kevin B. Sweeney, RAB president.

The new appointees are Paul F. Braden, president-general manager, WPFB Middletown, Ohio, and owner of WPAY Portsmouth, Ohio; Gustav K. Brandborg, executive vice president-general manager, KVOO Tulsa; Dee O. Coe, president, WWCA Gary, Ind.; Herbert E. Evans, vice president-general manager, Peoples Broadcasting Co. (WGAR Cleveland, WTTM Trenton, WRFD Worthington, Ohio, and WMMN Fairmont, W. Va.); John W. Kluge, president of the companies operating KXLW St. Louis, WILY Pittsburgh, KNOK Fort Worth, WKDA Nashville and WGAY Silver Spring, Md.; Lester Smith, president, Mt. Rainer Radio & Tv Bcstg. Corp. (KJR Seattle, KXL Portland, Ore., and KNEW Spokane).

The committee meets with RAB executives semi-annually to review the organization's planning. It is scheduled to hold a meeting in New York tomorrow (Tuesday) to consider RAB's program for the final half of this year.

Tv News Directors Questioned For RTNDA-Supported Study

THE Communications Research Center at Michigan State U., with the cooperation of the Radio-Television News Directors Assn., has mailed a comprehensive questionnaire on tv news practices to every tv station in the nation, as part of its study of such practices, "the background of television news directors and how television newsmen feel about television news work," according to an announcement by Dr. Erling S. Jorgensen, director of the tv news study.

The tv news directors were urged by Dr. Jorgensen to answer as quickly and fully as possible. "You have complete anonymity," Dr. Jorgensen wrote the news directors. A report on results will be sent to broadcasters requesting it.

Ted Koop, RTNDA president and CBS director of news and public affairs, Washington, wrote Dr. Jorgensen: "Television news is such a new enterprise that we do not have a great deal of factual summary information about it. It seems to me that this questionnaire can provide a great deal of vital information to television news departments. As president of RTNDA, I hope all members and non-members will participate because the results are certain to be to their mutual advantage."

UPCOMING

July

July 20-23: National Audio-Visual Convention and Exhibit, Fairfax, Va.

July 27: United Press Broadcasters of Ohio, lunch, Deshler-Hilton Hotel, Columbus.

July 29: Iowa Broadcasters, summer meeting, Hotel Fort Des Moines, Des Moines.

August

Aug. 11-13: Georgia Assn. of Broadcasters, General Oglethorpe Hotel, Savannah, Ga.

Aug. 15-17: South Carolina Radio & Television Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach, S. C.

Aug. 16-18: Semi-annual meeting, West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 20-23: Western Electronic Show and Convention, San Francisco.

Aug. 30-31: Annual meeting of Montana Radio Stations, Florence Hotel, Missoula, Mont.

DALY TAKES HIS BRIEF TO THE BAR



THE case of Broadcasting v. Canon 35 (American Bar Assn.) was given a hearing last Monday before the ABA's New York convention [facing page]. John Daly, ABC vice president, faced the assembled barristers with the facts about the way radio and television can faithfully report court proceedings without interfering in any way with courtroom decorum. This is a condensed text of Daly's comments on ABA's Canon 35.

MANY among you describe our earnest journalistic efforts as a circus, a vaudeville show, a spectacle. This misconception of our character, our function and performance has hurt us badly; it's led in some instances to infringement of our freedom to inform. There is no doubt that to a large extent, this misconception accounts for the objection to our cameras and microphones in the courtroom. At the slightest suggestion that we place a camera inside, judicial robes begin to curl at the edges.

Let's set the record straight on a few basic facts. Admittedly, entertainment, show business, is one of our industry's major functions; but the news function is broadcasting's first responsibility to the public. This fact is universally accepted; with two notable exceptions: the courts and the United States Congress. We've been in both on occasion, but all too rarely. Yet, the Constitution of the United States guarantees freedom of the press.

A jurist of a United States District Court, Judge Johnson J. Hayes, put it this way: "The founders of our Government felt that the safest protection for the preservation of Liberty was informed citizenship and they were determined to perpetuate the untrammeled right of the citizen to get that information by securing a free press. If their purpose," he goes on, "was to preserve the untrammeled right of the citizen to be informed, that right inherently extends to such media as radio, photography and television."

Where our cameras and microphones have been present in court during trials, we've won converts. Yet, many refuse us the opportunity to demonstrate the proof of our contentions. What would you think of a judge who refused to let you present your case in court?

Canon 35 remains the major barrier to our inherent rights under the Constitution. True, this anti-broadcasting resolution —your brainchild—is not legally binding. But, I need not tell you that the judge who ignores Canon 35 risks prestige and reputation and earns the enmity of many of his fellow jurists and attorneys.

To be sure, the bar association is thinking about softening Canon 35—to take out words like "degrade" the court. Moreover, your evolving leadership now, at least, is willing to sit down with us and discuss our differing concepts at joint committee sessions. But we're still poles apart. For us, relaxation of the ban is insufficient; for you, abandonment is still unthinkable.

In our struggle for recognition of our inherent rights we found some encouragement in the state of Colorado early last year when the Supreme Court of that state took a hefty swing at Canon 35. The court recognized that there are two rights at stake: the right of the defendant to a fair trial, and constitutionally guaranteed freedom of the press. The justices reasoned correctly that if, as Canon 35 assumes, our cameras and microphones do interfere with the administration of justice, then we must go, and Canon 35 must stay. But what if, as we claimed, our cameras and microphones do not disturb the dignity and decorum of the courts or interfere with justice? We thought it reasonable to conclude that we then could enter and Canon 35 must go.

Our demonstration in Colorado not only successfully proved that we could broadcast the proceedings without disturbing court dignity and decorum or the administration of justice, it also inspired members of the Colorado Supreme Court to answer the complaints of our critics.

Our inherent right to freedom of information of access includes the tools of our trade. There are some who would permit us in the courtroom with a pencil and paper, so long as we leave our tools—our cameras and microphones outside. Under these conditions, we are not enjoying our constitutional rights.

If we are to be denied our tools, why allow the newspaper reporter to use pencil and paper and the telephone? Why not make him use smoke signals? Why not make the newspapers carve their stories in hieroglyphics on the side of a pyramid?

We accept a witness will always be aware that his appearance is being televised. But no one-eyed monster will be thrust in his face. He is exposed to the public, yes. He is by his very act of being in court. If you think mere knowledge of the fact that his testimony is being carried to the world will make a witness tongue-tied then you cannot, in all honesty, stop at eliminating only the camera. You're going to have to clear out the newspaper reporters and the spectators, and perhaps, first of all, the attorneys for the other side. If this is your thinking why hold a public trial at all? Wouldn't truth and justice be better served by returning to the secret proceedings of old.

What about the judge himself? Would the presence of television create a psychological barrier preventing him from getting the truth—or might it improve his judicial efficiency?

Long before the electronic tube was dreamed of, Jeremy Bentham mentioned the beneficial effect of the public eye upon the judge. He wrote:

"Upon his moral faculties, it acts as a check, restraining him from active partiality and improbity in every shape. Upon his intellectual faculties it acts as a spur, urging him to that habit of unremitting exertion without which his attention can never be kept up to the pitch of his duty. Without any addition to the mass of delay, vexation and expense, it keeps the judge himself—while trying—under trial."

I do not claim that the presence of the camera will produce a Solomon on every bench—but it'll sure keep 'em on their toes.

Another objection is that television and radio should be barred from the court because it might present only portions of the trial, would concentrate, on dramatic proceedings, and, thereby, give a distorted version of the trial. Even if this were true, and it isn't, I think it's well to remember that the jury sees the entire proceeding and their verdict is highly unlikely to be affected by the radio and television showing.

You may say we can't control every news program or every television station, that some may act in an irresponsible manner. To this, let me say that you'll find instances in other media of unfair presentation—but you don't bar reporters for newspapers, magazines and the like from your courts for the misbehavior of the few. Moreover, I think you will find less bias on radio and tv than in the other media. In fact, one of the charges against us is that we run away from controversy for fear of criticism, that we are unfair. That isn't true, either.

A camera can only record what is there. Some of you may feel we'll turn the courts into a circus. A camera can no more produce a circus than a seismograph can cause an earthquake. Both simply record what is there.

Perhaps there is fear that some of your members will misbehave—and disgrace you. There are ways of discouraging this within your own profession; don't penalize us.

I submit that it's the obligation of each of us to go along with history—and to stop fighting it. Radio and television are the most effective vehicles yet devised for the instantaneous dissemination of news to all the people simultaneously.

'WAY OUT IN FRONT!

ONLY WSAZ-TV COVERS THE HUNTINGTON-CHARLESTON MARKET

NIELSEN: NCS #2 1956
% PENETRATION OF COUNTIES IN COVERAGE

WSAZ-TV		STA. B	STA. C
100% COVERAGE COUNTIES	21	1	1
MORE THAN 75% COVERAGE COUNTIES	45	21	5
MORE THAN 50% COVERAGE COUNTIES	56	30	15
TOTAL COUNTIES COVERAGE	69	50	22

ARB: 8 out of TOP 12*
*February 1957

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

Audio-Radio Network Formed To Sell Music, News Programs

A FIFTH interconnected national radio network, Audio-Radio for Modern America, was started last week by Kenny A. Green, president of Green Enterprises-Advertising, Tulsa. A promotion piece explaining details of the project was sent to radio stations last week.

"This is the beginning of the hottest radio net in all America and the answer to present day radio headaches," Mr. Green wrote stations. He said the network proposes to program music and news 24 hours a day, "the only network that doesn't have or in fact doesn't even want option time" and "the only network that doesn't sell time."

Audio was described as a production service selling its programming by wire. Cost to stations will be $10 per day, with stations paying line charges from the nearest network terminal point. Programming includes 10 one-minute and 10 30-second "slots" per hour where stations can insert commercials.

Mr. Green's long-range plans were described as including ownership of seven tv stations for a proposed video network; building of Golden City, a multi-million-dollar real estate venture; production of a feature movie based on news, and ownership of seven radio stations. He said 17 stations have indicated they will become affiliates of Audio. He said it will have mobile units in Washington, New York, Chicago, San Francisco and Los Angeles. Affiliates will be asked to phone in big stories collect, receiving call-letter mention and $1 for each story. Programming will start as soon as 100 stations are signed, probably within 60 to 90 days, according to Mr. Green.

Robinson-Basilio Rights to TNT

THEATRE Network Television Inc. announced last week the company has obtained closed-circuit television rights to the middleweight championship bout between Ray Robinson and Carmen Basilio, scheduled for the Yankee Stadium in New York Sept. 23. Nathan Halpern, TNT president, expressed the belief that the largest closed-circuit network in history will be arranged for the bout, exceeding the 133 locations in 91 cities set up for the Rocky Marciano-Archie Moore heavyweight contest Sept. 21, 1955.

Adams Syndicates Service

RUBY LEE ADAMS, Nashville, Tenn., offering the "Do Quote Me" service since 1953, has formed Radio & Television Syndicate at 219 Ninth Ave., North, Nashville. Typical "Do Quote Me" show-openers and closers are, "There is no such thing as solitaire in the game of life," and "The absent are always at fault." The service is sold for $5 monthly in each market. The Adams syndicate also offers other radio-tv feature material.

Education Show on Community Tv

TRANS-COMMUNITY Tv Network Inc., an affiliate of Unitronics Corp., announced last week that the first of the NBC-TV programs produced in cooperation with the Educational Television & Radio Center at Ann Arbor, Mich., will be carried closed-circuit on stations owned or affiliated with Trans-Community starting this Wednesday. The group owns community tv systems in Needles, Calif.; Cedar City, Utah, and Miles City, Mont. It has affiliated closed-circuit outlets in Noah, Utah, and Ketchikan and Nome, both Alaska.

Sterling Radio Network Expects 200 Stations for Grid Games

BASED on present negotiations, Sterling Radio Network expects to sign more than 200 radio stations to receive its *Game of the Hour* football package of 60 live broadcasts of college and professional games this fall, it was announced last week by Saul J. Turrell, president.

Mr. Turrell said he expects a signed contract shortly involving more than 100 stations, adding that the number already under contract is "substantial." He noted that stations already under contract are both independent and network outlets.

Sterling Radio Network is a subsidiary of Sterling Television Co., which Mr. Turrell has headed for more than eight years. Sports Broadcasts Inc., New York, is an associate of Mr. Turrell in SRN, with the former company largely handling the production details and SRN selling the product. SRN has signed sportscasters Bill Stern and Marty Glickman to provide the play-by-play commentary on the football games. It also plans to expand its live program coverage into other sports, such as boxing, and college and professional basketball.

Tate Productions Reopens

HAL TATE, veteran in radio-tv field, has announced his return to the packaging and syndication field, reopening Hal Tate Productions at 192 N. Clark St., Chicago (Tel.: Andover 3-6520). He also reported sale of his *Who's Talking?* celebrities disc package to three stations—WGR Buffalo, N. Y.; WTTM Trenton, N. J., and KNOX Grand Forks, N. D.

PROGRAM SERVICE SHORTS

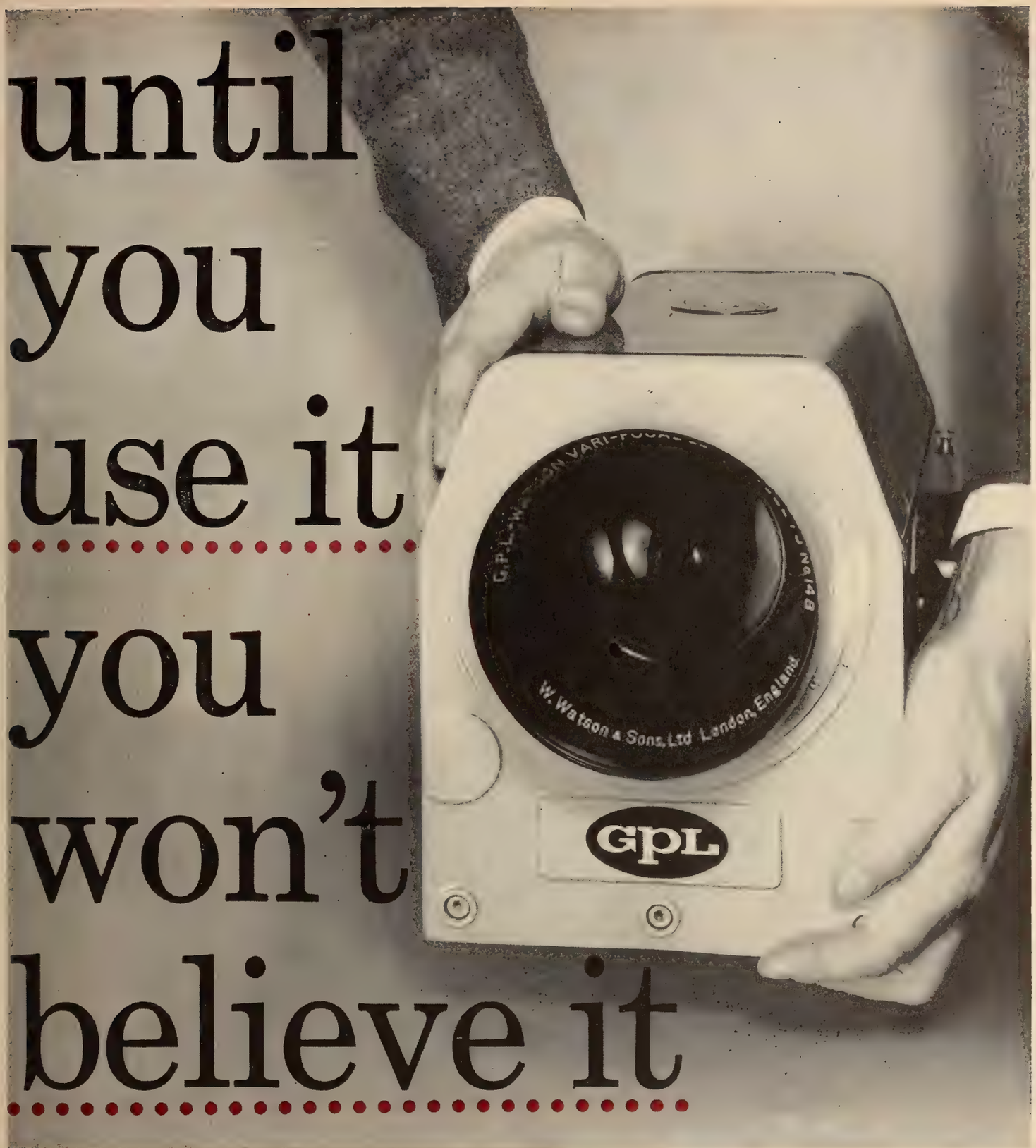
Soundac Productions Inc., Miami, has added over 2,500 square feet of new executive offices and art production rooms to its present plant.

Hardy Burt Productions N. Y., has made available new half-hour tape recorded series, titled *Mr. Ambassador,* to U. S. radio stations.

Cullen Assoc., N. Y., in conjunction with National Tuberculosis Assn., is making available 15-minute animated color film on tuberculosis control to be distributed to tv stations.

Walt Framer Productions, N. Y., announced William Morris Agency has signed to act as agent for four live tv program packages created by Framer organization. Tv programs are *Winabuck, Million Dollar Family,* and *Calling on America* quizzes and *Behind Closed Doors,* panel show dealing with human relations problems.

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GPL VARI-FOCAL's range is nearly *double* that of any other lens. It has a *completely flat field* through the entire 3″ - 30″ focal length. Its optics are *fully color-corrected*. And, best of all, resolution of the *entire* picture area is *knife-edge sharp*.

Use VARI-FOCAL and see for yourself why all three major nets use it for top programs, newscasts and commercials. Phone, write or wire Mr. N. M. Marshall, Sales Manager, General Precision Laboratory Incorporated, Pleasantville, N. Y.

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ELECTRONIC PRODUCTS FEATURED AT CHICAGO MUSIC INDUSTRY SHOW

TRANSISTORIZED remote control tuners for tv and perhaps the world's first all-wave transistor portable radio, plus innovations in stereophonic sound systems, highlighted electronic products previews in Chicago last week.

Motorola Inc. previewed its new tv-radio-high fidelity lines at its international sales convention for 900 distributors at the Sheraton-Blackstone Hotel Thursday and Friday. Among new developments were an electronic, transistorized remote control tv unit and an automatic tube warm-up system designed to add life to tubes, plus fiber-glass, cabinet-enclosed phonographs.

The electronics industry is expected to sell 4.5 million tv receivers the second half of 1957, for a year's total of seven million, with sales increases of 60% in phonographs and 15% in radios, Edward R. Taylor, executive vice president for Motorola consumer products, told distributors.

Color tv sales should reach approximately 100,000, he forecast, citing a trend toward portable tv receivers with 17-inch overall diagonal size, compared to the currently popular 14-inch models.

Growing sales in hi-fi record players and classical music, together with preference shifts to more costly black and white tv receivers, reflect a consumer tendency to "upgrade" tastes notwithstanding the lack of an increase in color sales, Mr. Taylor asserted.

In New York, Admiral Corp. also unveiled a new remote control tv unit, claimed to exercise 11 functions and included as standard equipment with its more costly radio-tv-phonograph-high fidelity combinations. The unit operates through ultrasonic waves (like Motorola's) and turns tv, am or fm on or off; adjusts volume; changes stations; sparks an automatic record-changer, and rejects records.

Magnavox Co., Fort Wayne, Ind., introduced its all-wave transistor portable radio at the 1957 Music Industry Trade Show at the Palmer House. It includes eight transistors and is equipped for standard am radio, international short wave, amateur broadcasts, police calls and other reception.

Frank Freimann, president of Magnavox Co., which claims about 30% of the hi-fi market, reports increasing profits from all sales by virtue of catering to the hi-fi component field. The company also displayed am-fm radio phonograph combinations and portable phonographs.

It was apparent at the music show that several heretofore tv manufacturers, eyeing the relatively higher profit margins from hi-fi as compared with television, have jumped into the high fidelity picture—among them Philco Corp., Admiral Corp. and Westinghouse Electric Corp.—with new or expanded lines.

Diminishing interest in tv is one reason for the growing popularity of hi-fi and manufacturers' sales of packaged units are running four times higher than a year ago, the trade show was told.

Cliff F. Hunt, vice president in charge of distribution, Zenith Radio Corp., also said popular demand for greatly improved reproduction of records and the influence of older teen-agers who want good music are factors in the rise of high fidelity sales and interest. He appeared on a panel session during the annual convention of National Assn. of Music Merchants.

Nearly 250 manufacturers of musical instruments, radio-phonographs, tv receivers, hi-fi sets and accessories exhibited their merchandise at the Palmer House July 15-18, with over 7,500 industry representatives attending.

Feature of the show-convention agenda was a high fidelity-radio sales clinic Wednesday under the chairmanship of William J. Lee, NAMM electronics committee director. Panelists explored futures in the consumer tape market, promotion and advertising of hi-fi, retailing of high fidelity components, merchandising of components and packaged hi-fi, and sale of components. Consumer potentials in tape were outlined by C. Arthur Foy, sales promotion manager of Ampex Audio Inc., Sunnyvale, Calif.

Television apparently hasn't had an adverse effect on the sale of musical instruments, judging by manufacturers' reports. Industry leaders announced first-half-year retail sales of all type instruments are 5%-15% ahead of last year, with hi-fi packaged units and guitars leading the field. Wholesale distributors of instruments report similar increases.

Among major radio-tv manufacturers displaying their wares were Zenith Radio Corp., Webcor Inc., RCA, Magnavox Co., Philco Corp., Capehart Corp., Pilot Radio Corp. and Westinghouse Electric Corp. The tape and tape-recording field was represented by Ampex Corp., Orr Industries and Reeves Soundcraft Corp. Throughout the displays, emphasis was on stereophonic sound in home models.

Another highlight of the NAMM convention was the opening day luncheon with trophy awards to six top Magnavox retail salesmen in the firm's "crusade for creative selling" contest. The company also plans a new dealer incentive program built around sales training for retail tv-radio-phonograph



RISING above the new offices and studio of WEWS (TV) Cleveland is the unusual concrete silo microwave tower erected by the Marietta Concrete Corp., Marietta, Ohio. The 100-foot silo tower houses the parabolic antennas used to direct the broadcasting signal to the station's outlying transmitter in nearby Parma, Ohio. Unlike the conventional open-work microwave towers, according to a report from Marietta Concrete, the parabolic antennas in the WEWS tower are enclosed behind the plexiglass windows which eliminate outside weather interference, particularly picture bounce caused by high winds.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

HOOPER — PULSE — NIELSEN

KOSI DENVER

NUMBER ONE RADIO BUY

SAN FRANCISCO KOBY

KOSI See Forjoe

KOBY See Petry

salesmen Aug. 1, according to Dan Cavalier, sales promotion manager.

Product highlights in capsule:

• Ampex Audio: Home music systems in console or modular units; portable stereophonic sound system with two-speed recorder; stereophonic reproducer and two separate speaker-amplifier systems, plus other similar models.

• RCA Victor: Two-speed record-player, claimed to be the first incorporating both 45 and 33⅓ rpm speeds, in five models, with dealer distribution set for August; new line of high fidelity "Victrola" phonographs equipped for stereophonic sound; three new recorder-stereotape players, to be marketed in late summer, combining high fidelity phonograph am-fm radio with built-in stereotape player and tape recorder.

• Roland Radio Corp.: New nine-model line, including three transistor "convertible" radios, clock radios and two-band shortwave set.

• Radio Craftsmen Co.: New console hi-fi set with 360-degree sound system (four speakers, four-speed record changer, Magna Ray tuning, other features); also the Xophonic third dimensional sound device.

• Pfanstiehl Chemical Corp.: A microscope wide-field precision instrument for testing phonograph needles.

• Symphonic Radio & Electronic Corp.: Deluxe combination home music system with hi-fi phonograph and stereophonic tape playback in four speeds.

• Dynamic Electronics Inc.: Hi-fi amplifiers, phono and speaker systems, in component form or packaged units.

• Dynavox Corp.: Four-speed high fidelity deluxe portable, with automatic and manual lines.

• V-M Corp.: "Voice of Music" stereoplay tape recorders.

• Fisher Radio Corp.: New series of custom high fidelity radio-phonographs, with an amplifier capable of handling 32-w peaks without distortion, and imported Garrard four-speed record changer in a "tambour-door" console cabinet.

• Rockland Precision Mfg. Co.: All-transistor portable phonograph-radio powered by four flashlight batteries and designed to play 6,000 records or 750 hours of radio without battery change.

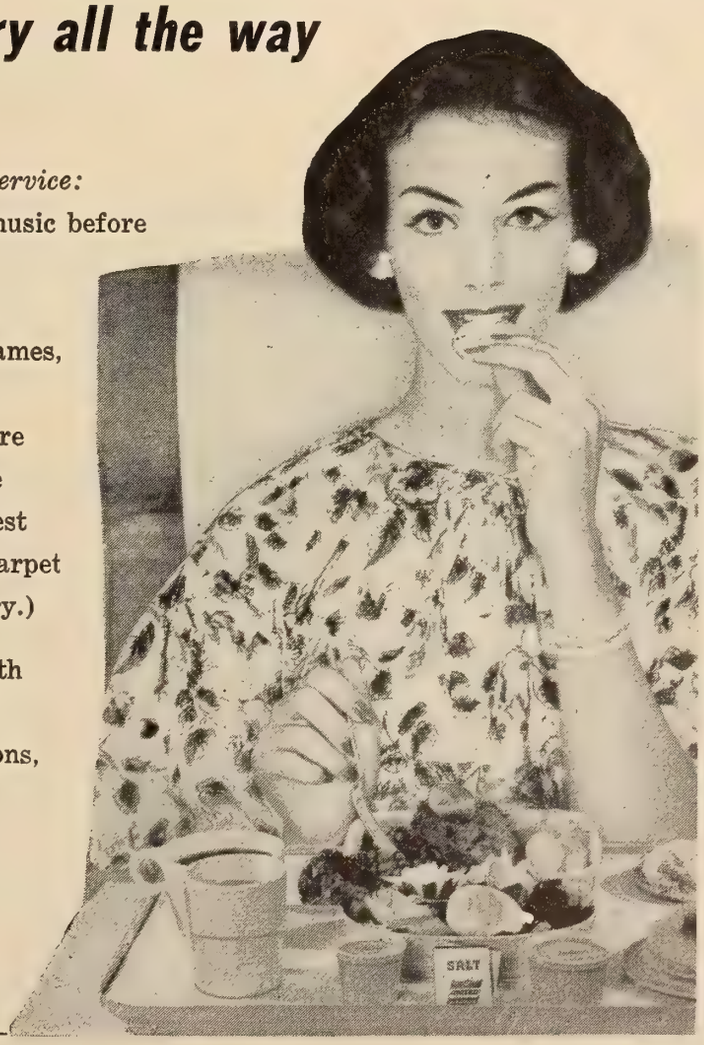
Raytheon Mfg. Unveils New Transistor Rival

INVENTION of the "spacistor," described by Raytheon Mfg. Co., Waltham, Mass., as "a startling scientific breakthrough with vast potential in the electronics field." was disclosed Tuesday during a New York luncheon by Raytheon representatives.

The spacistor is a semi-conductor device that looks like a transistor and operates electrically like a vacuum tube. Still in the research stage (only eight actual spacistors have been built), the new device, according to Raytheon engineers, will amplify at frequencies up to 10,000 mc or 50 times higher than present-day transistors. Moreover, they say that because spacistors can be made from materials unsuited for transistors, they are expected to operate at temperatures as high as 500 degrees C. or twice that of today's germanium or silicon transistors.

Although designed primarily for Raytheon's work in guided missile and computer development, the spacistor, says Raytheon appears to have a bright future in tv set development as well. Of unlimited life span,

In the lap of luxury all the way



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RAYTHEON'S mighty though minuscule "spacistor" here is attached to the boat-shaped mount of a transistor, a unit it may make obsolete. At left is a straight pin. The experimental spacistor, according to its developer, promises to combine many of the best properties of the vacuum tube and the transistor.

the spacistor is "unlikely to be more expensive than transistors," once mass-produced, Raytheon said. However, since only a handful of them have been produced, a Raytheon executive looks upon them a "very expensive little pearls."

GE Tv Set Examined In Death of Child

AN ALLEGEDLY defective General Electric 17-inch portable tv receiver was under examination last week in connection with the electrocution of a six-year-old suburban Chicago boy.

Throughout the inquiry which involved the coroner's office, electrical engineers and tv service repairmen, GE officials held their ground, claiming "vigorous adherence" to safety standards prescribed by Underwriters Labs. for all GE sets. The prospect loomed, however, of an examination of other portables by GE and other manufacturers.

At the same time, GE denied published reports of an "unofficial moratorium" on all retail store sales of the new 1958 portable model pending clarification of the cause of the death of Howard Erenstein Jr., Skokie, Ill. GE acknowledged about 100,000 similar receivers have been sold nationally.

Attorney Erwin H. Greenberg said the boy arose from a dinner table, brushed by an aluminum cart holding the metal-encased portable, reached into a kitchen cabinet drawer for a knife and collapsed.

A tv serviceman, Marvin Kamen, told police a voltmeter test showed high voltage leaks at the antenna when the set was in use. Prof. Eric T. Gross, electrical engineering division, Illinois Institute of Technology, examined the portable, using high voltage leaks from the metal case of the receiver to produce a bright light with a 100 w bulb used in place of a voltmeter. He told Coroner Walter E. McCarron the set was "lethal" and leakage could "bring death to anyone, child or adult."

Coroner McCarron ordered the set impounded and said he would appoint "an impartial engineering group" to examine portable units of several manufacturers, plus 15 to 20 "exactly similar sets" made by GE. He said he would seek "a blue ribbon jury" for resumption of the inquest July 30.

GE's tv department in Louisville issued a statement saying it has "full confidence in the safety of all its television sets, including the new portables." Claiming "vigorous adherence" to Underwriters' specifications, GE added that "until the company has knowledge of all the facts surrounding the unfortunate death, it is obvious it is not in a position to make any statement with respect to the cause."

Earlier, GE's tv-appliance division in Syracuse expressed regret over the accident and sent a representative to Chicago to "conduct a thorough investigation." A spokesman for Underwriters Labs., Chicago, said he understood the portable was tested on the East Coast.

RCA Service Co. Assigns Six in Revamping Move

THE RCA SERVICE Co. Inc. last week announced an executive reorganization involving six new assignments in a move designed to assure "continued growth" in the expanding industrial and government fields.

Overall responsibility for operating departments, according to E. C. Cahill, president, has been delegated to Donald H. Kunsman, formerly vice president, consumer products service department, who has been named vice president and operations manager. Mr. Kunsman joined the RCA Service Co. in 1949 as assistant to the president and subsequently served as budget manager, treasurer and controller.

Other new assignments involve R. N. Baggs, with RCA since 1930 and with the service company since 1948 (most recently as general sales manager), appointed vice president and general sales manager; Anthony L. Conrad, manager of the missile test project since 1953, named vice president, government service; Stephen D. Heller, manager of range operations for the missile test project since 1953, promoted to vice president, missile test project; Gerald W. Pfister, controller of the company since 1953, named vice president, consumer products service, and Edgar H. Griffiths, manager of accounting, appointed treasurer and controller.

Collins Radio to Build Plant

COLLINS RADIO Co. announced last week that it soon will begin construction of a 235,000 square foot manufacturing plant in Cedar Rapids, Iowa, at an estimated cost of $2.75 million. The new facility, which upon completion in early 1959 will house the company's fabrication activities, will be located opposite the Collins Engineering lab on a 90-acre tract.



Radio Set Shipments Up For January-May Period

SHIPMENTS of radio receivers from factories to dealers totaled 2,670,709 units during the first five months of 1957, a substantial increase over the 2,472,395 shipped in the same 1956 period, according to Radio-Electronics-Tv Mfrs. Assn. The shipment figures do not include auto sets, which move direct to auto manufacturers. May radio set shipments totaled 503,693 compared to 554,-972 in April and 551,712 in May 1956.

Five-month tv shipments totaled 2,121,-267 sets compared to 2,386,108 in the same 1956 period. May tv shipments totaled 333,-921 sets compared to 329,710 in April and 326,979 in May 1956.

Following are radio shipments from factories to dealers by states in the first five months of 1957:

State	Total	State	Total
Ala.	32,776	Neb.	15,236
Ariz.	12,506	Nev.	3,795
Ark.	12,441	N. H.	8,289
Calif.	202,393	N. J.	118,531
Colo.	18,929	N. M.	8,613
Conn.	44,550	N. Y.	426,165
Del.	4,928	N. C.	38,941
D. C.	26,534	N. D.	7,232
Fla.	61,382	Ohio	143,473
Ga.	49,068	Okla.	24,181
Idaho	6,147	Ore.	24,030
Ill.	227,761	Pa.	197,254
Ind.	48,325	R. I.	16,645
Iowa	27,139	S. C.	16,708
Kan.	21,635	S. D.	6,030
Ky.	38,389	Tenn.	35,758
La.	40,623	Tex.	116,323
Me.	12,741	Utah	9,128
Md.	51,187	Vt.	5,921
Mass.	99,891	Va.	39,450
Mich.	113,859	Wash.	36,840
Minn.	47,295	W. Va.	20,834
Miss.	15,570	Wis.	55,105
Mo.	61,862	Wyo.	3,125
Mont.	7,692	Grand Total	2,670,709

Following are tv set shipments from factories to dealers by states in the first five months of 1957:

State	Total	State	Total
Ala.	33,397	N. H.	5,439
Ariz.	13,361	N. J.	74,397
Ark.	19,209	N. M.	8,749
Calif.	204,582	N. Y.	247,590
Colo.	18,459	N. C.	42,277
Conn.	34,481	N. D.	7,229
Del.	4,862	Ohio	118,744
D. C.	20,620	Okla.	22,650
Fla.	77,894	Ore.	22,624
Ga.	43,861	Pa.	142,634
Idaho	6,946	R. I.	11,210
Ill.	124,244	S. C.	18,162
Ind.	51,613	S. D.	7,323
Iowa	22,875	Tenn.	37,836
Kan.	23,342	Tex.	117,459
Ky.	35,919	Utah	9,642
La.	41,896	Vt.	4,376
Me.	11,083	Va.	34,360
Md.	29,384	Wash.	33,769
Mass.	61,813	W. Va.	21,992
Mich.	81,072	Wis.	34,128
Minn.	30,111	Wyo.	4,697
Miss.	20,033	U. S. Total	2,115,313
Mo.	47,267	Alaska	1,460
Mont.	10,917	Hawaii	4,494
Neb.	15,386	Grand Total	2,121,267
Nev.	3,399		

Nems-Clarke, Vitro Union Asked

STOCKHOLDERS of Nems-Clarke Inc., Silver Spring, Md., will vote July 26 on a merger proposal approved by directors whereby the electronics instrument firm will become an operating division of Vitro Corp. of America (chemicals and electronics). The terms of the merger indicate that Vitro will exchange 115,000 shares of its common stock (worth about $2.9 million at current $25.50 over the counter bid price) for all assets of Nems-Clarke. The firm has about 450 employes and net sales last year were above $4 million. Vitro net sales last year totaled $41 million.



PICTORIAL slogan to be used by manufacturers and distributing groups during National Television Week, Sept. 8-14, was developed last week by cooperating associations. NARTB and Television Bureau of Advertising have a separate pictorial slogan [B•T, July 15].

MANUFACTURING SHORTS

Sylvania Electric Products Inc.'s exhibit in Exposition's Frontiers of Science Bldg., Oklahoma Semi-Centennial Exposition, Oklahoma City, invites visitors to assemble by hand new type of electronic device known as "stacked tube."

Ronson Corp., Newark, N. J., acquires control of Saxony Electronics Inc., Wilmington, Del.

Moore Assoc. has opened offices in Redwood City, Calif., to concentrate on design, production and development of telemetering equipment and related accessories including special encapsulated carbonyl-iron inductors and r-f transformers.

Blaw-Knox Co., Pittsburgh, has issued new booklet providing "a quick but comprehensive look at the scope of Blaw-Knox Company's operations."

Minnesota Mining & Mfg. Co., St. Paul, announces commercial availability of video recording tape capable of recording tv sight and sound. New magnetic tape is called "Scotch" brand video recording tape No. 179.

Zenith Radio Corp, Chicago, announces introduction of "the most extensive line of high fidelity instruments" in its history, including 28 models. Among highlights: new acoustiphonic speaker enclosure, tone-balanced multi-speaker systems and 4-speed record-changer.

Sylvania Electric Products' tv and lighting products are being shown as representative of American industry at 26th Industrial Fair in Poznan, Poland.





MANUFACTURING

GATES' 35 YEARS: THEY BEAR THE MARK OF QUALITY-SERVICE

FOR 35 YEARS Gates Radio Co. has maintained an objective: to build a better mousetrap. But each success in that direction has served only to spur the manufacturing firm toward an even better mousetrap. All this has added up to an outstanding record of service to an ever-burgeoning broadcast business.

Because of its specialization, Gates has not been particularly conspicuous among today's crop of industrial giants. However, the name of Gates or the equipment it provides has found its way into broadcast installations all over the world—a testimonial to Gates' product quality and service.

Take a trip to the Quincy, Ill., headquarters office and plant, sloping up from the eastern bank of the Mississippi River. An employe's slogan, posted at several points, underscores Gates productivity.

"The Joint's A-Jumpin'—Make '57 Sumpin.' "

At Gates they have another tried and true saying: "Success is like potato salad—when you share it, you have a picnic"—alluding to sales quotas set and achieved.

Gates Radio Co. currently is observing its 35th anniversary as a manufacturer of finished equipment (am-fm-tv transmitters, automatic programming units, communications systems, studio consoles, speech input systems, remote control systems and other products) and centralized supplier of related items. Its growth and progress have paralleled that of commercial broadcasting.

A NAME PRACTICALLY EVERYWHERE

A great majority (perhaps as high as 95%) of all am-fm broadcasters have purchased some Gates equipment at one time or another, many of them complete station packages incorporating products subcontracted with 500 other suppliers (of tape recorders, tapes, towers, microphones, antennas, assorted other items). Today, the company estimates its equipment is in use at 60-70% of U. S. aural outlets.

Gates is acknowledged to be competing favorably unit-wise with larger, longer-established companies in the multi-million-dollar broadcast equipment field—and turning a respectable profit from its sales volume.

Head of the firm for most of its 35 years is a soft-spoken, mild-mannered man who grew up in his father's business but who felt he was something of a jinx. In 1939, when Rex Howell at KFXJ Grand Junction, Colo., bought a 250 w transmitter, Parker Gates went out to help him adjust it. "The first news that broke was that Hitler had marched into Poland," he recalls. In 1941, Mr. Howell bought a 1 kw transmitter, tuned it and the story of Pearl Harbor came through.

Gates' new plant at 30th & Broadway in Quincy, site for future consolidation of all executive offices, all other plant facilities.

Blessed with an ingrown sense of humor, not to mention a 24-ft. cruiser that frequently can be seen on the Mississippi, Parker S. Gates is as much a Mark Twain in private life as he is "Mr. Radio" in broadcasting. He competently heads an aggressive business, one of fewer than 50 left from among 1,000 companies which started in business back in 1922.

Young Mr. Parker was a freshman at a Pittsburgh high school, dabbling in amateur radio, when his father was hired by Jersey Cereal Food Co. at nearby Irwin, Pa. The elder Mr. Gates, an alumnus of Purdue U. with education in industrial engineering, became interested in radio during the construction of KDKA, pioneer commercial station, and foresaw a potential in broadcast equipment.

With relatively few firms in the field (among them, Western Electric, Westinghouse, General Electric), Henry and Cora Gates launched their small company as a partnership in 1922 in Quincy. They died in 1934 and 1946, respectively, and with their deaths went the partnership.

Gates Radio Co. pioneered in radio receiving equipment and sound amplifying devices when 15 w stations were not uncommon. Only old-timers remember that Gates cut some teeth in non-synchronous talking pictures for about 10 years, making equipment for cueing music, first on discs and later on film. An installation of such a talking device at the Atlanta federal penitentiary brings reminiscences to Parker Gates.

"We opened at Atlanta's all-marble auditorium with such horrible acoustics that you had to pack them in to understand a single word," he recalls. "This was no problem for anyone but the guards. Ted Lewis' 'Is Everybody Happy?' was the feature. Well, sir, when Ted opened his mouth and spoke the first word, all pandemonium broke loose. My first thought was a riot. There was hootin' and hollerin', banging on the floor and just about everything you can do to make noise in a jail. It lasted for a full ten minutes. I finally found the reason. It was the first time any of these men had seen a picture talk."

Mr. Gates' experiences are tangy with other memories—how an early condenser microphone froze (because of ionizing) minutes before a midwestern speech by President Herbert Hoover on network radio (but thawed seconds before air time); when the sun knocked out a crystal microphone on an American Legion remote; about hot "tomato can" microphones which defied handling by torch singers; and the reason for a cable order from Africa requesting a height boost in a carload of poles to contain six-wire transmission line brackets (camel's humps were being seared by rf).

From a partnership and handful of employes in 1922, Gates has expanded in 35 years to three plants (and headquarters) in Quincy and branches and sales offices in Houston, Atlanta, Los Angeles and Washington, D. C.; international and sales offices in New York City, and exclusive representation through Canadian Marconi Co. for Canada—with 360 employes in Quincy and about 400 in all plants.

GATES' TOP ECHELON

Its table of organization includes, besides Mr. Gates, Executive Vice President L. I. McEwen, and such other key personnel as Norbert Jochem, director of engineering; Lawrence Cervone, sales manager, and John R. Price, advertising director.

Gates plans to augment its present 55,000 square-foot headquarters plant fronting the Mississippi with expansion of its 30th & Broadway facilities (on seven-plus acres of land) in eastern Quincy to encompass several new ultramodern units.

Reorganization is afoot, too, in its advertising structure (the company is spending about $110,000 in fiscal 1957-58, starting last June 1) under Mr. Price, who joined Gates early this year. The company's advertising objectives have been accomplished by improvisation in the past but are deemed inadequate to correlate with sales demands of a burgeoning business in broadcast equipment. Mr. Price is an alumnus of U. of Houston and KUHT (TV), the university educational station; KPRC-TV that city, and, more recently, of Ted Roggen Adv. Agency there. Gates plans to appoint a new advertising agency in the near future.

Mr. Cervone is a product of Gates' New York office since 1947 and has been sales chief the past four years in Quincy. Mr. Jochem started with the firm in 1941 as technician-engineer, served as audio engineer from 1946 to 1953 (after wartime naval service),

1922 GATES 1957

Thirty-five years is a long time in electronics. As one of our friends put it, "Comparatively, it is like dating back to Robert Fulton and the steamboat." When Gates opened the front door for the first time, most of the things common today were at best only a gleam in the inventor's eye. Transmitters were self-excited, the two-button microphone was yet to come, the words, "electrical transcription" rang no bells, video might have something to do with the day's jingle, and every up-to-date home would soon be talking about super regeneratives, extra heavy B batteries and the best make of headphones.

In the field of radio broadcasting equipment, we believe both pioneering and recent efforts of Gates people have played a generous part in the expansion of our industry. Gates recognized, in its policy of combining modest price with highest possible quality, that they would at times be vulnerable, since the only possible justification of higher prices would be higher quality. Gates proved otherwise. Today's equipment prices are compatible among the major suppliers. Others had to reduce prices as Gates quality was immediately recognized. Surprisingly, Gates prices today, here and there, may run slightly higher. Quality is our product and our product is quality, first and foremost. Price must be modest and where possible through production efficiencies, the lowest, but never must quality give way to price.

Today we know Gates equipment has the most demanding quality standards possible anywhere. Any Gates engineer will tell you he is instructed to specify the finest materials money can buy and leave it to the methods engineers to convert this quality into a finished product at a modest price. That's why essentially half of all U. S. radio broadcasting stations are Gates equipped . . . . that's why almost every radio station in the United States has some major Gates instrument . . . . that's why the equipment for the Voice of America, reportedly the world's largest radio studios, is Gates built . . . . and quality is why nearly every civilized country in the world broadcasts with Gates quality broadcasting equipment.

Yesterday the watchwords were "match Gates prices." Today it is "match Gates quality!" Combining quality and modest price is a Gates exclusive.

GATES RADIO COMPANY

MANUFACTURING ENGINEERS SINCE 1922

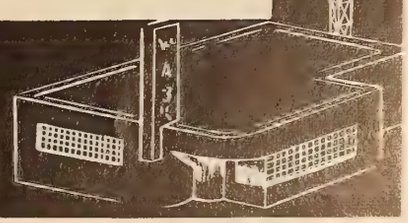
Quincy, Illinois, U. S. A.

Offices In —

NEW YORK - WASHINGTON D. C. - LOS ANGELES - HOUSTON - ATLANTA

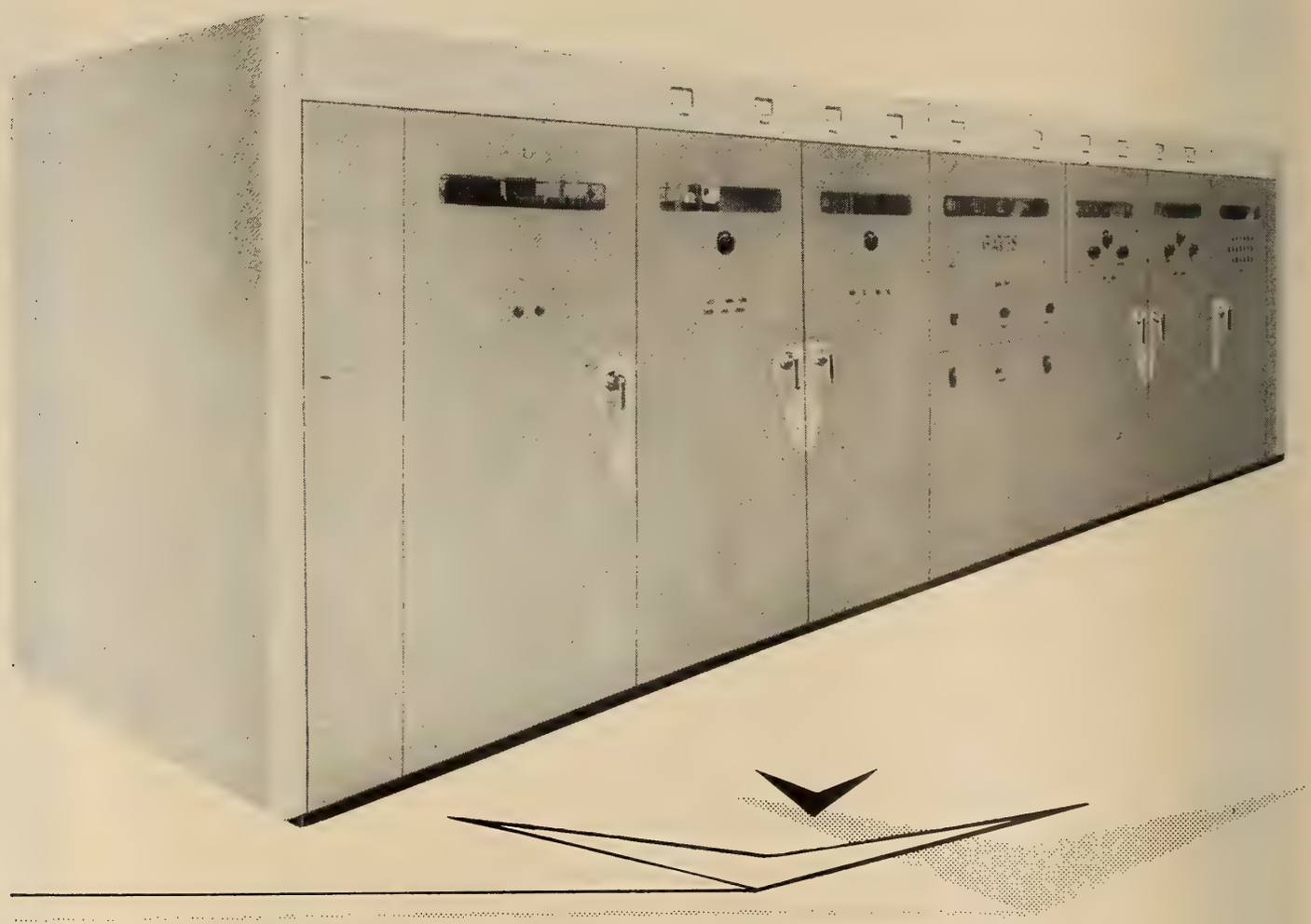
In Canada — THE CANADIAN MARCONI COMPANY

INTERNATIONAL DIV. — 13 E. 40th St. New York City



Announcing

GATES 50,000 WATT



Gates engineers have developed the fifty kilowatt transmitter that the entire industry will be talking about . . . the Gates BC-50B, the finest in the high power class. The rugged construction and massive power means inbuilt quality . . . there is no place for compactness in 50 kw transmitter design. A great number of outstanding features are to be found only in the BC-50B, which means that once again, Gates is the standard of comparison.

OFFICES — NEW YORK - WASHINGTON D. C. - LOS ANGELES - HOUSTON - ATLANTA
NEW YORK, International Div., 13 East 40th St. — In Canada, CANADIAN MARCONI COMPANY

the New

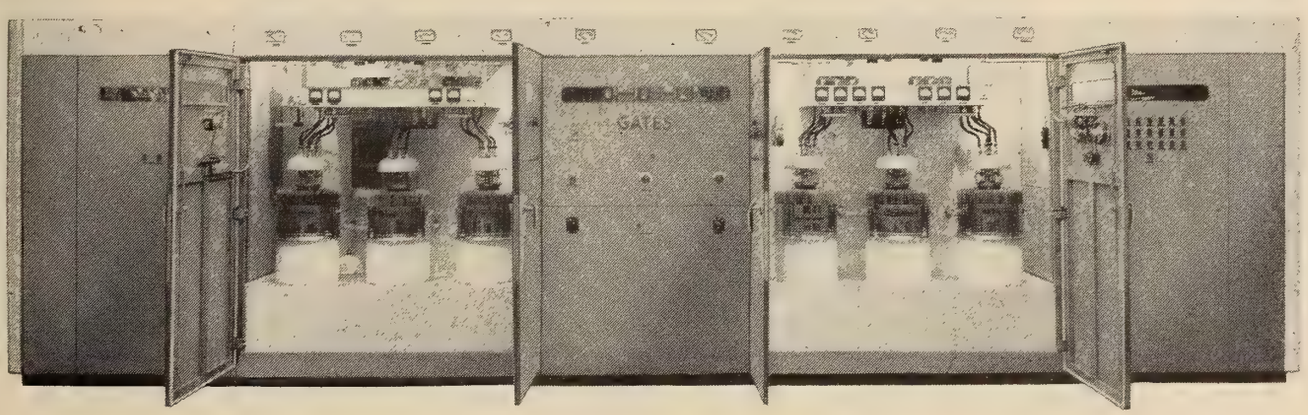
BROADCAST TRANSMITTER

QUALITY THROUGH MASSIVE POWER

Yes, massive power best describes this new modern Gates fifty. Progressive design that has already won Gates engineering excellence in world-wide acclaim provides this perfect combination — trouble-free, reliable, high level modulation and an abundance of extra power.

Both power amplifiers and modulators actually have tube combinations capable of 100 kilowatt operation. This is massive power, spelling reliability with the longest life tube combination ever known. The BC-50B has the finest modulation system. High level, of course, but BIG HIGH LEVEL, with huge modulation capabilities that emphasize a performance distinctive and different from all others.

The BC-50B is another example of outstanding Gates progress based on continual research to provide broadcasters with the very finest equipment at a modest cost.



A 12 page brochure tells conclusively why the Gates BC-50B is by far the finest 50 kilowatt transmitter ever manufactured. Each outstanding feature is described in detail. If you have not received this brochure, write the Gates office nearest you today for your copy.

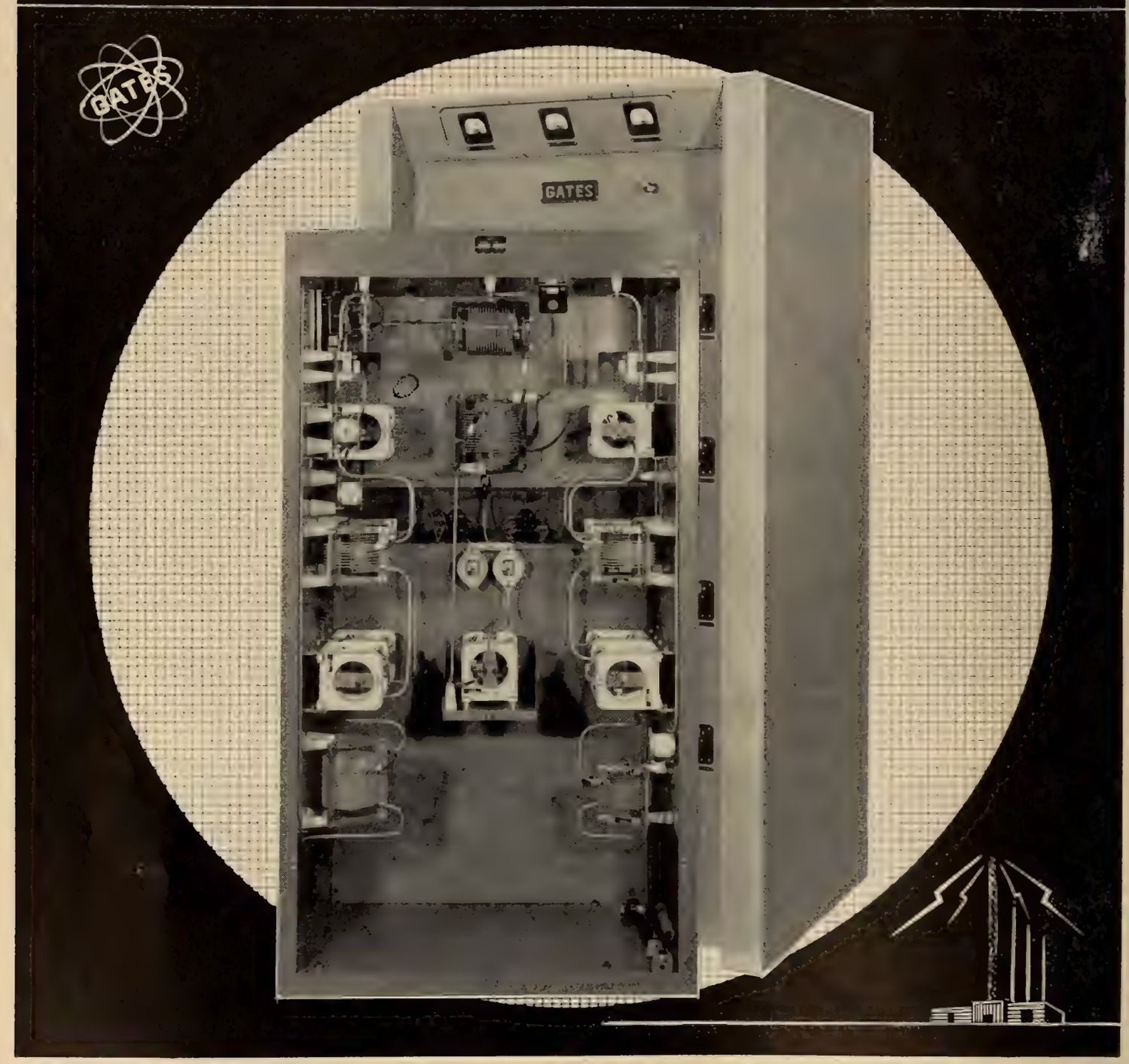
GATES

The Mark of Quality

GATES RADIO COMPANY, Quincy, Ill., U.S.A.

MANUFACTURING ENGINEERS SINCE 1922

700 Tower Directional At 600,000 Watts



We Americans like to hang things end to end such as "Lay all your neckties end to end and they would reach from Kansas City to Topeka."

A statistical check disclosed that if all Gates directional phasors made in the past decade were placed end to end, these 225 phasors would be feeding over 700 towers in excess of 600,000 watts power.

QUALITY is the definite reason for Gates overwhelming phasor predominance. Generous use of variable components makes the consultant's proof of pattern both pleasant and efficient. Best of all, Gates phasors, once adjusted stay adjusted, as a quality phasor should.

GATES

The Mark of Quality

GATES RADIO COMPANY, Quincy, Ill., U.S.A.

MANUFACTURING ENGINEERS SINCE 1922

OFFICES — NEW YORK - WASHINGTON D. C. - LOS ANGELES - HOUSTON - ATLANTA

INTERNATIONAL DIV., 13 East 40th St. New York City — In Canada, CANADIAN MARCONI COMPANY

promoted to audio product engineer in sales and appointed engineering chief in March 1955.

Parker Gates radiates optimism for the future. "Radio has always been progressive, and engineers so curious, that technically it has progressed faster than most other industries," he comments. As a manufacturer, he asks, "What industry offers greater potential in terms of return on the original investment in equipment today than radio broadcasting?"

Among reasons for continuing growth of radio-tv broadcast equipment sales cited by Mr. Gates are (1) trend toward increase in high power for am stations; (2) single sideband radio operation; (3) multiplexing; (4) increased use of equipment by educators, plus vast potential of closed circuit and educational tv, and, of course, (4) automation.

Just as Gates pioneered in commercial production of the first 33⅓ rpm transcription turntables, filling an order from the late Scott Howe Bowman for installations in five major U. S. markets, so, too, has it pushed automation on the well-founded premise it's ineviatble. Just as one of its major competitors, RCA, had its troubles in launching color fullscale, Gates has had its problems with its Auto-Station, which it claims to be the most advanced automatic method of radio programming.

Unveiled last summer, the two-unit (production and playback) electronic system has whetted considerable interest and acceptance but gained less than satisfactory results saleswise. Says Mr. Gates:

"Some forms of automation have been hard to sell; it's not a problem of lack of industry understanding but rather that the concept is so revolutionary. A version of the Auto-Station will some day be in every radio station. Automation provides a better utilization of present personnel rather than curtailing it." Says Jay Blakesley, audio sales manager: "Time, the lifeblood of broadcasting, can be sold by the hour and manufactured in minutes."

Mr. Gates reports that "nothing has created more interest" than his firm's system, which employs binaural tape recording and permits advance production of programs in a fraction of the time usually required. Some stations, including WCAZ Carthage, Ill., have purchased the equipment and other station managers have indicated interest, he says.

Better utilization of personnel means better broadcasting and economy of the "anti-inflationary" kind that has marked the broadcasting equipment field the past ten years, Mr. Gates feels. As an example, he points out, with reference to mass production factors, that prices have dropped on 1 kw radio transmitters from $6,500 to $4,395 and on 5 kw from $23,000 to $11,750 from 1946 to 1957. Gates officials claim they have contributed their share in effecting these economies, despite the "rugged but always honest competition," as expressed by Mr. Gates.

How has a relatively small company managed to survive against giants in a highly competitive field and managed to pile up a respectable record dollarwise and a formidable one in terms of units?

Mr. Gates attributes his company's acceptance and prestige to (1) fulfillment of a responsibility to make its equipment work, *viz* as in its station package plan, eliminating need for station operators to contact any of the 500 suppliers themselves; (2) good products at reasonable prices; (3) adherence to ethical practices, and (4) competent engineering and sales personnel. He traces this Gates position to about 1939, even before it started filling military commitments and during the growth of am radio facilities.

HOW THE BUSINESS IS DIVIDED

Gates maintains three product groups—transmitter, audio and special products—and a product development committee, plus advertising and sales-marketing units, on which Mr. Cervone services. Including military contracts, 85-90% of its business is in broadcast equipment.

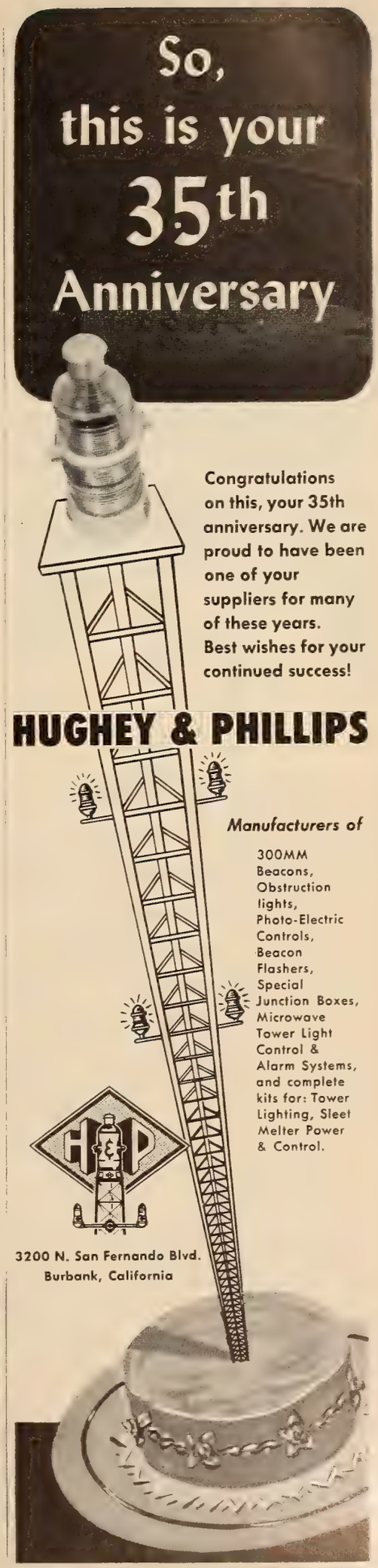
The actual sales breakdown is, according to Mr. Cervone, am broadcast transmitter equipment, 35%; fm-tv-shortwave transmitters, 12%; audio, 30%; other broadcast (phasing, etc.) and non-audio, non-broadcasting equipment (including 15% military and industrial), 23%.

Mr. Cervone reports Gates' sales have increased over four-fold since 1948, tripling in the period to 1953 and just less than doubling in the 1953-57 span. In fiscal 1956-57, Gates almost managed to reach its quota of a 20% increase, with '57-'58 pegged for a 15% boost. Its am equipment reportedly accounts for 50% of the total industry volume in that category; surveys indicate more am stations use its transmitting equipment than that of any other manufacturer, according to Gates. Overseas represents

GUIDING HANDS AT GATES



Parker S. Gates, President | L. I. McEwen, Executive VP | Lawrence Cervone, Sales Manager | John R. Price, Adv. Director | Norbert Jochem, Dir. of Engring.



¡Felicitaciones!
Bonne fête
Congratulations!
Auguri
Glückwünsche
Tebrikler
Parabens
Najlepsze Życzenia

GATES
35th
ANNIVERSARY

Since 1952 we have had the pleasure of representing the Gates Radio Company as International Division. Their fine products and engineering aid have enabled us to sell and install millions of dollars of transmitting and studio equipment throughout the far corners of the free world.

Our branches and affiliates in their native languages (many more than listed above) join us also in extending "Congratulations to Gates" in their 35 years as "manufacturing engineers."

1922–1957 35TH ANNIVERSARY

INTERNATIONAL DIVISION
GATES RADIO CO.
ROCKE INTERNATIONAL CORPORATION
13 East 40th St., New York 16, N. Y.

about 10% of gross sales from its equipment.

Some foreign facts and figures show Gates has supplied:

- Studio relay and other equipment to Radio Free Europe in Munich and elsewhere.
- Five 20 kw package radio stations to the Indonesian Broadcasting System.
- High-frequency transmitters and studio equipment to Nigerian Broadcasting Service.
- Mobile radio system, providing medium and shortwave facilities, plus am station transmitters, fm broadcast-program relay system and studio recording equipment for establishment of a complete radio network, to the Republic of Korea. Gates equipment also is used in South Africa, Jamaica, Liberia and Nigeria.
- Five transmitters (three 5 kw, one 10 kw, one 1 kw) for use at key stations of Canadian Broadcasting Corp.
- Equipment to the majority (100) of American Forces Korean Network stations (130).
- Transmitter equipment for Voice of America in Paris and Munich as well as Washington, D. C., and for Committee for Liberation of Europe.

Domestic:

- Statewide radio installations for Indiana State Police.
- Special speech equipment to approximately 60 U. S. universities annually. (Gates claims to be only manufacturer making educational fm transmitters.)

Mr. Cervone explains that "in supplying such equipment here and abroad, you are performing a public service and receive a sense of satisfaction."

How much money does Gates Radio Co. take in each year? Officials decline to give estimates but it's known to be among the leading broadcast equipment manufacturers, with volume under $25 million. Suppliers tend to profit under Gates' station package plan which covers towers, tape recorders, microphones, antennas and other items.

Gates' station package plan provides financial arrangements through its wholly owned Gates Acceptance Corp. Apparently the plan has proved advantageous, since the company figures 95% of all am-fm stations (approximately 3,000) have bought Gates station equipment at one time or another. (Gates is proud of the fact it has continued to make and sell fm transmitters.)

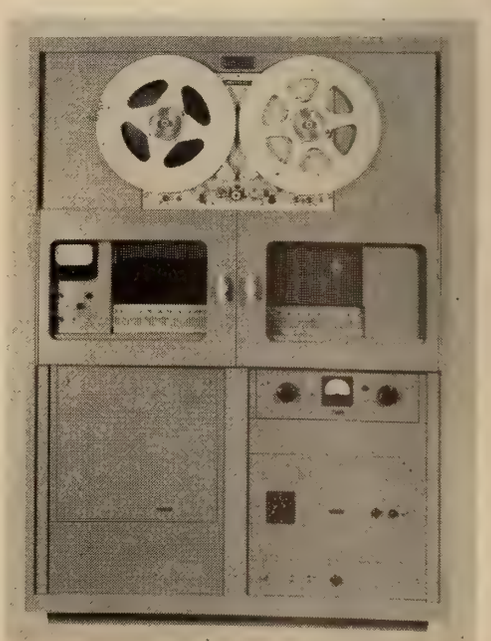
Like Parker Gates, Mr. Cervone acknowledges difficulties in promoting automation. He is confident that, although the Auto-Station has "been slow to get off the ground," it will gather momentum. Among difficulties he mentions is that the two-unit equipment is hard to transport for demonstration purposes, but he claims that once stations have used it, they've been satisfied with the performance. He has letters from WCAZ Carthage, Ill.; KFSB Joplin, Mo., and other gratified clients. (Other stations have been quick to praise its service to chief engineers far removed from parts suppliers.) One am operator who bought Auto-Station observed that its use enabled the station "to leave some of the mistakes on the floor" by advance program planning.

Package station plans account for about 50% of Gates' broadcast equipment business, with the market divided about 40% new stations, 40% replacement and 20% miscellaneous. Gates, like other manufacturers, finds many broadcasters are reluctant to part with obsolescent transmitters. But, says Mr. Cervone, the pattern is changing and "it is not unlikely to assume, with improvement in equipment, simplified design and the trend toward remote equipment the past ten years, that progressive station managers would want to modernize their facilities." He also cites an increase of 1,000 am stations from 1945-48 as indicative of radio's growth and continued activity. Savings in operating costs, realized from replacement parts, tubes and lower power costs, would more than offset the price of a new transmitter, he points out.

"The future never looked better," Mr. Cervone feels, singling out out-of-home radio listening and "sets in every room." He adds, "More radios mean a greater variety of tastes, which means more varied services; more stations will be tied in with the expanding population, particularly in 'boom' areas." He alluded to claims of $5



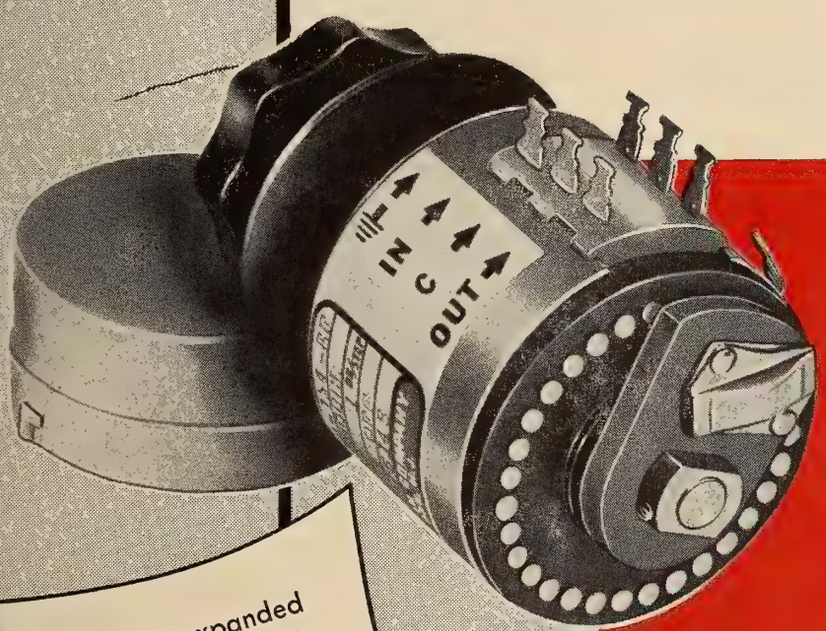
THREE DECADES APART: Above is the Gates 33⅓ rpm transcription equipment of 1927. Below is the modern playback unit of Gates Auto-Station.



THESE ARE THE

REASONS

WHY DAVEN IS THE LEADER IN THE AUDIO ATTENUATOR FIELD



LA-130 Series,
Ladder Network
30 Steps, 1¾ Diameter

1. **"KNEE-ACTION" ROTOR . . . gives positive contact and low contact resistance under all conditions.**
2. **BRASS CASE OF 2-PIECE CONSTRUCTION . . . gives excellent shielding and allows more compact equipment design.**
3. **"LOCK-TITE" DUST COVER . . . designed to withstand severe vibration and at the same time allow easy accessibility.**
4. **ENCLOSED ROLLER-TYPE DETENT MECHANISM . . . gives positive indexing, but does not increase depth of unit.**
5. **LOW-LOSS MOLDED TERMINAL BOARD . . . has high resistance to leakage.**

Greatly expanded production facilities enable Daven to make delivery from stock on a large number of standard attenuator types.

Write for complete catalog data.

THE DAVEN CO.

WORLD'S LARGEST MANUFACTURER OF ATTENUATORS

LIVINGSTON, NEW JERSEY

billion in radio-tv advertising revenue by 1965.

"If advertising grosses as predicted increase two-and-a-half times," he said, "it will be the obligation of broadcasting to provide the expansion."

Among vistas for continued expansion in broadcast equipment manufacture, besides new stations, are greater use of directional antennas, power boosts, extension of am with fm operations, remote control and other factors. He cited a proposal for extension of station remote control privileges involving directional stations and those over 10 kw.

In the same vein, John R. Price, advertising director, comments:

". . . Most of the people who turned their backs on radio when tv came along are now doing an about-face and taking another look. To the surprise of those who thought the 'voice of the airwaves' was about dead and buried, the medium is pushing the sales curves off the charts. Radio's comeback in the past few years has been nothing short of spectacular.

". . . This is a dynamic industry, with old stations expanding and boosting power, and more new radio and tv stations going on the air every year. . . . From 608 am stations in 1931, the number rose to almost 3,000 in January 1957. During the period of Jan. 1, 1954, to Jan. 1, 1957, fully 529 radio stations went on the air. This shows a 46% increase over the starts during three previous years."

Mr. Price noted that after the FCC issued its final tv allocation plan in April 1952, some obstacles had been removed and "by 1953, it was evident that television had become a major broadcast medium."

While making its mark in am radio, including recent 50 kw and 5 kw transmitter models, Gates has proceeded cautiously on tv equipment. The plight of some stations in video's early days, with basic investment and operating costs and the proportionately lower number of outlets, have rendered the spread "marginal" at best for a relatively small company. It's logical that, once the market situation solidifies, Gates will anticipate a "trend" and become more television-minded, including color when that medium starts to bloom.

Meanwhile, at Gates' Quincy plants, the slogan still holds: "The Joint's A-Jumpin'; Make '57 Sumpin'."

SOME GATES MILESTONES

THIRTY-FIVE years of what Parker Gates calls "a lot of wonderful experiences"—from talking picture systems and "tomato can" microphones to mobile radio systems for Korea, equipment for the Voice of America and complete automation for radio broadcasters—also brought their share of problems and the ways Gates engineers solved them.

Among its more impressive achievements:

► An important role in speed, efficiency and range of present-day telecommunication.

► Delivery of complete master control, recording and studio equipment for new Voice of America Washington facilities of the U. S. Information Agency on or ahead of schedule.

► Development of electronic "Auto-Station" units for radio stations, enabling them to pre-produce eight hours of programming in slightly over two and a half hours.

► Formation of stock-carrying branches to deliver replacement parts for customers in regional areas on a "one day" basis.

► Development of a far-flung international division for shipping broadcast equipment to all parts of the world.

► Installation of talking picture systems throughout the world, including those in federal penitentiaries in Atlanta and Leavenworth, and development of the "first" commercial transcription turntable for 33⅓ rpm (early talkies were on disc).

► Development of the first 50 w tv transmitter used by Armed Forces Radio & Television Service in the Azores.

► Production of the "first" 500 w am transmitter claimed to incorporate "in-built" Conelrad features, operating only a single frequency but capable of tuning anywhere between 540 kc and 1600 kc, plus similar features in a 1 kw model.

► Provision of communications equipment for the first and subsequent South Pole expeditions of the late Admiral Richard E. Byrd.

► Origination of the first complete equipment package plan for radio stations.

Congratulations

GATES RADIO COMPANY

on your 35th Anniversary

FROM

Westinghouse

Makers of Specialized and Precision

PANEL INSTRUMENTS



D-C
Ammeters
Milliammeters
Microammeters
Voltmeters
Millivoltmeters

A-C
Ammeters
Milliammeters
Voltmeters

Audio Frequency (Rectifiers)
Microammeters
Milliammeters
Voltmeters

Radio Frequency
Ammeters
Milliammeters

Other Values
Decibel (DB power level instruments)
Elapsed Time Meters

Designed and manufactured under the most severe National Standards, these Westinghouse panel instruments meet the exacting requirements of communications, control panel and electronic equipment in every field of application. This complete line has been carefully styled and matched to provide a choice of instruments for every job.

YOU CAN BE SURE...IF IT'S Westinghouse

WESTINGHOUSE ELECTRIC CORPORATION • MERCHANDISE MART PLAZA • CHICAGO 54, ILLINOIS

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World Renowned Gates Transmitters Use EIMAC Tubes

As Gates Radio celebrates a 35th anniversary, its radio and television transmitters are established throughout the world with a reputation of sound engineering and dependable performance. Eitel-McCullough, Inc., is gratified with the role selective Gates engineers have assigned to Eimac tubes in most of their transmitters. Just as Gates transmitters have answered many military and commercial communication problems, Eimac tubes have contributed longevity and reliability for on-the-air economy.



Partial list of Gates Transmitters using Eimac Tubes

BC-5P
BC-5E & BC-10E
BC-20B & HF-20B 20 kw
HF-5B, HF-5BX, HF-5C, HF-5CX, HF-5TX, HF-10B, HF-10BX, HF-10C, HF-10CX, HF-10TX
M-5076 2kw DOVAP
M-5077 250/300 watt DOVAP
BF-3E FM
FMR-250B
M-5245
BT-100A
BT-1AH
BT-1AL

Eimac

EITEL-McCULLOUGH, INC.
SAN BRUNO · CALIFORNIA
The World's Largest Manufacturer of Transmitting Tubes

TVS PREDICT RUIN WITHOUT RELAYS

- **Boler asks FCC probe of AT&T**
- **NARTB wants rules relaxed**

IF telecasters using their own microwave systems to bring network programs to viewers have to surrender these relay links, they will also have to shut down their stations.

This was the virtually unanimous testimony of television station licensees operating in remote areas who appeared last week before the FCC at its above-890-mc hearings. The proceedings, organized to evaluate requirements for spectrum space in the microwaves, began last June.

Three broadcasting firms stated flatly they could not survive if forced to give up their privately owned intercity relay systems and return to common carrier services.

They were: WBOC-TV Salisbury, Md., WHIS-TV Bluefield, W. Va., and the California-Oregon firm that includes: KIEM-TV Eureka, Calif., KBES-TV Medford, KOTI-TV Klamath Falls, and KPIC-TV Roseburg, all Ore.

They were joined by KBMB-TV Bismarck, N. D., whose president, John W. Boler, repeated his earlier attack on the American Telephone & Telegraph Co. [B•T, July 8], and asked the FCC to investigate AT&T's business practices, which he described as "vicious, arrogant, and arbitrary."

All the broadcast witnesses called on the Commission to change its rules so stations may build their own systems whenever reliance on common carriers proves too costly. Current regulations usually require broadcasters to use the carriers when available. Station owners may build their own relays if common carrier facilities are unavailable.

NARTB generally agreed with the complaints, but took a somewhat milder position. It asked the FCC to relax present rules so exceptions can be granted on a case-to-case basis wherever undue economic duress is demonstrated. But NARTB does not want to discard all the rules on common carrier services to radio and tv stations.

John T. Quisenberry, general solicitor for AT&T, appeared and got the FCC's approval to file a statement of rebuttal to Mr. Boler. Mr. Quisenberry said this reply will be forthcoming as soon as possible.

Regarding the use of the spectrum itself, NARTB specfically asked the FCC to provide as follows:

- Frequencies for the transmission of aural program material from studios to transmitters should be provided for am, fm and tv broadcast stations. It is requested that a single exclusive band from 940-952 mc be allocated for this purpose.
- Frequencies used for auxiliary broadcast purposes should be exclusively for broadcast. The association is willing to forego sharing privileges in the bands 2450-2500 mc and 10500-10700 mc.
- The presently allocated bands 1990-2110 mc, 6875-7059 mc, and 12700-13200 mc should be maintained as exclusive broadcast allocations.
- The three channels from 7050-7125 mc which have been allocated to broadcast but "temporarily" reserved for the sole use of common carrier should be made available to broadcast on the same basis as other channels in these bands.
- Although no detailed study has been made, it is believed that, based upon the nature of presently authorized private intercity relay systems and their use of a maximum of two frequencies per system, no shortage of frequencies will occur within the presently allocated bands for the continued authorization of such systems.

KOOS-TV Granted Ch. 13; Buffalo Ch. 7 Case Reopened

FCC last week granted a construction permit to KOOS-TV Inc. for a new tv station on ch. 13 in Sioux Falls, S. D., and reopened the record in the Buffalo, N. Y., ch. 7 proceedings.

The proposed operation on ch. 13 is for 28.97 kw visual and 17.38 kw aural power, with antenna height 690 feet above average terrain. Morton H. Henkin, 50% owner of KSOO Sioux Falls, will be the owner.

The Commission ordered the ch. 7 record reopened and remanded it to the hearing examiner for consideration of conditions of a bank loan to applicant WKBW-TV Inc. Other applicants are Great Lakes Television Inc. and Greater Erie Broadcasting Co.

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ask **Amperex**

suppliers of electron tubes to Gates Radio and other leading manufacturers of electronic equipment

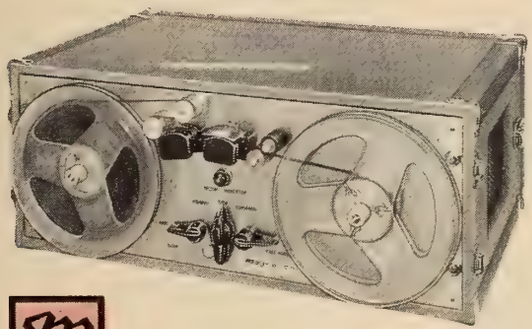
Amperex ELECTRONIC CORPORATION
230 Duffy Avenue, Hicksville, L.I., N.Y.

WE CONGRATULATE GATES RADIO ON THEIR 35th ANNIVERSARY



The most professional portable . . .

rugged . . . always dependable



Magnecord

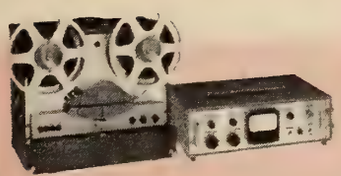
PT6-6



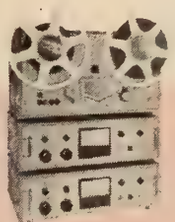
This is the set you insisted we bring back into the line because you couldn't do without it. It's the work horse in professional tape recorders, new and better than ever! Ideal for both studio and field work. A new and handsomely designed 19" front panel allows the PT6-6 AJ to be rack-mounted as well as carried in a portable case. The units are housed in separate case.

FEATURES:

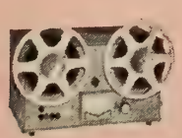
- Two speed Hysterisis Synchronous Drive Motor
- 7½ and 15 IPS changed by switch
- NARTB Equalization
- Phone Jack Monitor
- 10 Watts Audio Power Output
- Internal Monitor Speaker with Volume Control



M-90—The FINEST without question!



P-60 Stereo—the request of the nation's leading professionals and now acclaimed from coast to coast as the standard for comparison.



P-63—Convert your present Magnecord equipment to industry's highest standards with this NEW compatible tape transport.



FREE! *Write Dept. BT22 for beautiful 16 page illustrated Catalog, or contact your distributor.*

MAGNECORD, DIVISION OF MIDWESTERN INSTRUMENTS, INC. • 1101 S. KILBOURN, CHICAGO, ILL.

Wrather-Alvarez Buy Of KERO-TV Approved

THE FCC last week approved the $2.15 million sale of KERO-TV Bakersfield, Calif., to Wrather-Alvarez Broadcasting Inc., San Diego, despite protests from Robert K. Straus, New York City [B•T, May 27].

At the same time the Commission denied Mr. Straus' request for a hearing on the transaction. He still has a pleading before the U. S. District Court, Southern California, for alleged breach of contract on the part of KERO-TV's corporate parent, Kern County Broadcasters Inc., with which he claimed a pre-existing sales contract. Both Kern County and Wrather-Alvarez denied such an agreement.

Wrather-Alvarez now owns KERO-TV Bakersfield; KFMB-AM-TV San Diego; KYAT (TV) Yuma, Ariz.; and one of its principal stockholders, Jack D. Wrather, holds a construction permit for ch. 44 WJDW (TV) Boston.

Among other sales approved by the Commission were:

H. & E. Balaban Corp. has bought WIL St. Louis and WWIL Fort Lauderdale, Fla. from L. A. Benson for $650,000. Other Balaban holdings include WRIT Milwaukee, WBMG (TV) Birmingham, 50% of WTVO (TV) Rockford and WICS (TV) Springfield, both Ill., and 25% of KFBI Kansas City.

KCRS Midland, Tex. was sold to Wendell Mayes (principally [96%]) by Clarence Jr. and Ruth Scharbauer for $220,000. Mr. Mayes has controlling interest in KBWD Brownwood and KNOW Austin, both Tex., 50% of KTOK Oklahoma City, Okla., 40% of WACO Waco, 30% of KSNY Snyder, and 20% of KXOL Fort Worth, all Tex.

KVEC and KSBY-TV San Luis Obispo, Calif., went to John C. Cohan (who already has 31.88% of KSBW-AM-TV Salinas, Calif., and is former 50% owner of KVEC) and Jerome Kantro. Mr. Cohan and Mr. Kantro paid Valley Enterprises Co. a total of $50,000 for KVEC-AM; but they paid the same firm $52,250 and $75,200, respectively, for KSBY-TV. The new ownership also assumed $372,021 in obligations, according to the FCC.

John Quincy, president of James Broadcasting Corp., has bought WLOW Portsmouth, Va., from the Winston-Salem Broadcasting Co. for $250,000. James Broadcasting controls WJTN-AM-FM Jamestown, and WDOE Dunkirk, both N. Y.

WTOD and WTRT (FM) Toledo, Ohio, were bought from Edward Lamb by Booth Radio & Television Stations Inc. for $122,500. Booth owns WJLB and WBRI (FM) Detroit, WBBC Flint, WSGW Saginaw, WIBM Jackson and has an application for a new tv in Parma, all Mich.

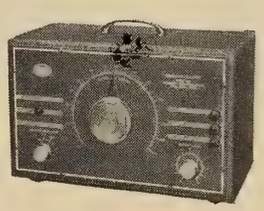
Control of KRKD-AM-FM Los Angeles went to Albert Zugsmith who increased his interest in the station from 33.33% to 70% by paying R. C. Simonton $107,500, the FCC said. Mr. Zugsmith also has interests in KITO San Bernardino, KVSM San Mateo, both California; KSHO-TV Las Vegas, KBMI Henderson, both Nevada, and KULA-AM-TV Honolulu.

Proof of Thirty-Five Years' Performance

We're more than happy to join in this tribute to Gates Radio Company on their thirty-fifth anniversary. We're proud, too. Proud of the vast number of Gates installations which, over the years, have consistently passed their FCC "proof of performance" tests for broadcasters on our own B & W test equipment. If you're broadcasting with Gates, chances are you'll have little difficulty recognizing these three models of Barker & Williamson broadcast test equipment.

AUDIO OSCILLATOR . . . MODEL 200

A low distortion audio generator for all frequency and distortion measurements, or for use wherever a stable, accurately calibrated audio source of frequencies between 30 and 30,000 cps is required.



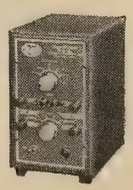
DISTORTION METER . . . MODEL 400

Sensitive field or laboratory instrument for checking residual noise and harmonic content in low level audio stages. May also be used as an audio voltmeter and db meter from 30 to 45,000 cycles. Ideal for FCC "proof-of-performance" tests.



LINEAR DETECTOR . . . MODEL 404

Provides combined RF detection and audio bridging circuits for use with any distortion meter to measure distortion or noise in AM carriers or in balanced or unbalanced audio circuits.



B & W

BARKER & WILLIAMSON, INC.
Bristol, Pennsylvania

Court Forbids Tel-A-Tune Pickup Of Muzak Music Off WBFM-FM

UNITED STATES District Court for the District of New Jersey last week issued a permanent consent injunction prohibiting Tel-A-Tune Music Systems Corp., Elizabeth, N. J., from "using, recording or re-recording" any of the Muzak Corp. music or programs as broadcast by WBFM-FM New York.

A judgment totaling $1,000 was entered against Harry and Samuel Wichansky, owners of Tel-A-Tune music. The defendants also were enjoined from publicly performing the copyrighted composition owned by Muzak.

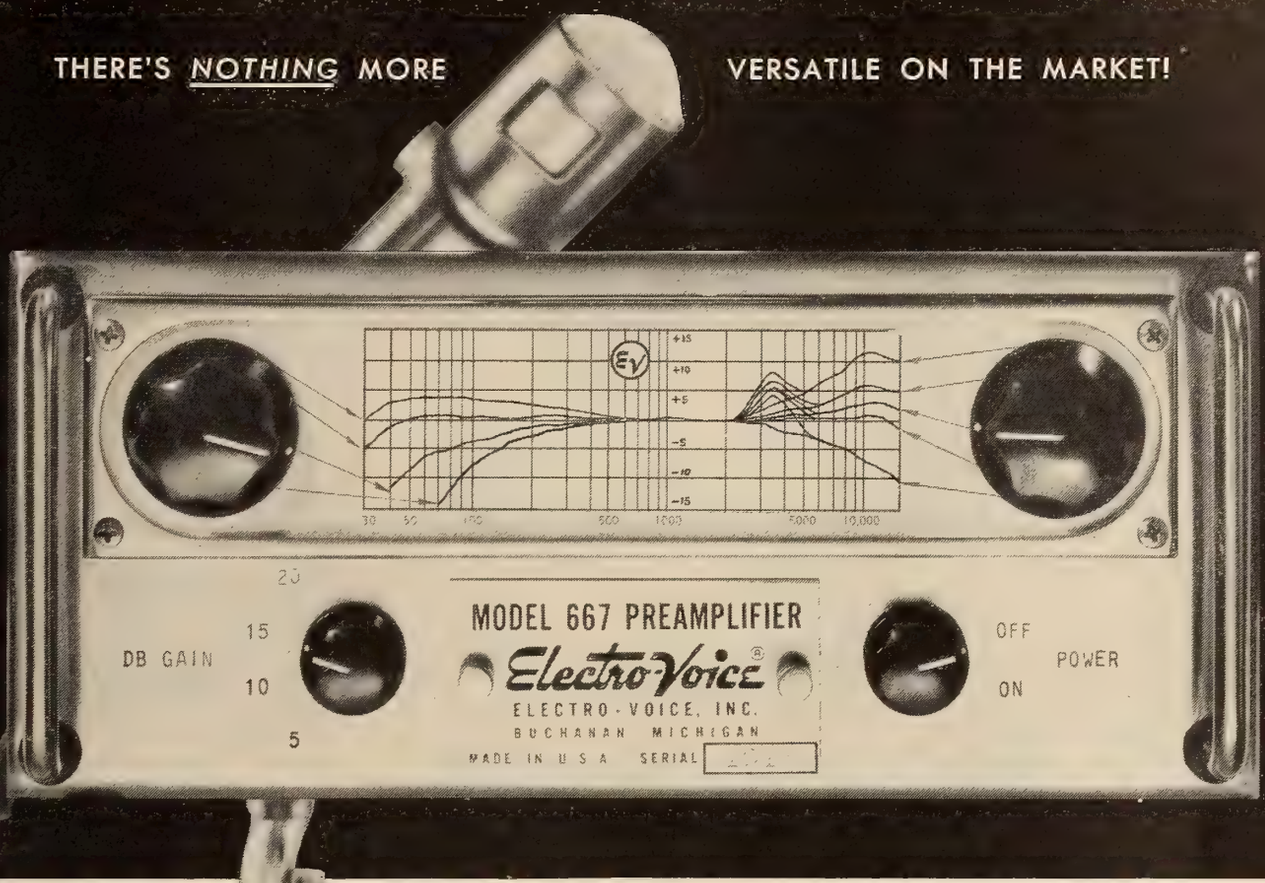
Muzak service, a spokesman said, is transmitted in two basic ways—via telephone lines directly to each subscriber and by "commercially restricted" fm radio broadcasts. Muzak charged in its suit against Tel-A-Tune music filed last August that the latter company had engaged in "unfair competition" and had infringed Muzak copyrights. It specified that Tel-A-Tune supplied its clients with special radio receivers that enabled them to pick up Muzak's commercially restricted background music service.

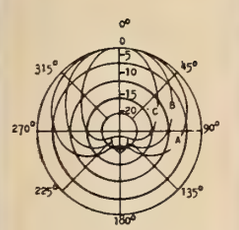
Tel-A-Tune, the suit charged, was "unlawfully appropriating the financial benefits of Muzak's 20 years of research, experimentation, and expenditures . . . in the devolpment, promotion, advertising, merchandising,

Electro-Voice Congratulates Gates Radio Co. on its 35th Year

Electro-Voice Model 667 Cardioid Microphone Gives You a Choice of 40 Response Curves! and Presence Control*

THERE'S *NOTHING* MORE VERSATILE ON THE MARKET!



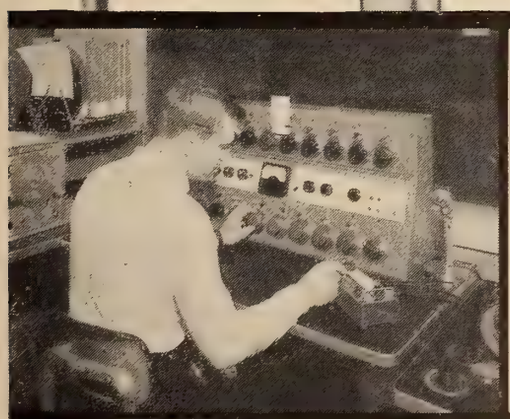


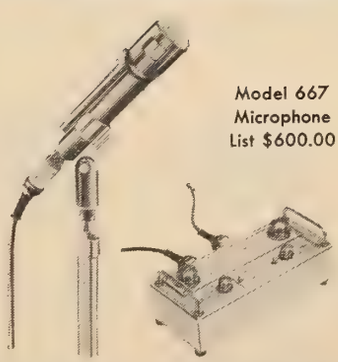
Scale: 5 Decibels per division
A — 300 cps B — 5,000 cps
C — 10,000 cps

Model 667 does everything well! This new E-V Variable "D" cardioid incorporates an in-line transistor preamplifier which can be located near the microphone or in control room. Individual Bass, Treble and Presence controls select any one of 40 frequency response characteristics for exacting operations.

***Unique new Presence Control** (see response curves on preamplifier) provides 6.5 db boost, at 3500 cps. Switch is located on back of preamplifier.

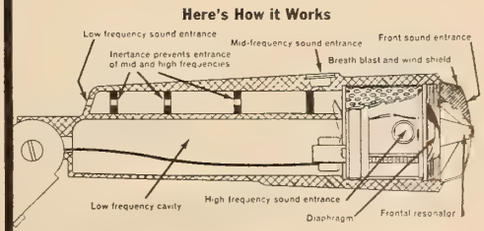
Increased front-to-back ratio means better discrimination against unwanted sounds. There is no boominess from close talking. Performers can work 2 to 3 times further from the 667 than from conventional microphones—there is no loss of presence. Simplifies boom operation, saves time, eliminates crowding performer. Microphone is small—7½ inches long, 1¾ inches in diameter at maximum—and weighs just 11 ounces. Helps correct for studio acoustic deficiencies, minimizes the problem of flats, performs exceptionally well on location and open-air remotes.





Model 667
Microphone
List $600.00

Here's How it Works



See your authorized E-V Distributor. Get all the facts on Electro-Voice professional microphones. Write for Bulletin 120-BT77.

Electro-Voice®

ELECTRO-VOICE, INC., BUCHANAN, MICH.
Export: 13 East 40th Street, New York 16, U. S. A.
Cables: ARLAB

distribution and sale of plaintiff's background music."

Muzak said it was the first time in history that a U. S. federal court has issued an injunction to "prohibit a supplier of special equipment from using the broadcasts of a background music program without consent, license or authorization."

State Dept. Meetings Indicate Dulles May Lift Travel Ban

LIFTING of the ban on travel of American newsmen in Red China appeared at hand Thursday when Secretary of State John Foster Dulles conferred with five news representatives. The State Dept. is starting a survey to find how many reporters would go to the Chinese mainland if the ban were lifted. Mr. Dulles' proposal to allow a limited number of newsmen to enter Red China, for a six-month test period, met opposition from the news group. They contended there should be no limitations whatever on travel of American correspondents.

Representing news media were Robert Hurleigh, MBS, president of Radio-Tv Correspondents Assn.; Ted Koop, CBS Washington, president of Radio-Television News Directors Assn.; J. Russell Wiggins, *Washington Post & Times Herald,* representing American Society of Newspaper Editors, and William Dwight, president of American Newspaper Publishers Assn.

We Congratulate Gates Radio Company on its 35th Anniversary in the Radio-Electronics Industry

We have been pleasantly associated with Gates Radio Company for years as a supplier of special high velocity blowers for cooling electronic components. This 35th year is a significant milestone in the history of Gates Radio Company. We congratulate them on this important achievement.



Charter Member of the Air Moving and Conditioning Association, Inc.

FAN AND BLOWER DIVISION

THE Peerless-Electric® COMPANY

W. MARKET ST. • WARREN, OHIO

FANS - BLOWERS - ELECTRIC MOTORS - ELECTRONIC EQUIPMENT

FTC Says Lanolin Plus Made False Tv Claims

THE Federal Trade Commission has filed a complaint against Lanolin Plus Inc., Chicago, charging the firm with false and misleading advertising on television. The complaint is the first in the cosmetics field to be developed by the Commission's radio-tv monitoring unit and the second to detail visual misrepresentation. (The first to spell out visual excesses was filed against Rolaids [B•T, May 20].)

The Lanolin Plus commercials questioned by the FTC were seen on NBC-TV's *Hold That Note,* sponsored for a period during the past season from 10:30-11 p.m. EST on Tuesday nights. The show has not been on for some months. The firm also co-sponsored CBS-TV's *Name That Tune* for a time according to an agency source. Lanolin Plus business was placed by Russel M. Seeds Co., Chicago, until the account was transferred this month to Kastor, Farrell, Chesley & Clifford Inc., New York.

The FTC charged that Lanolin Plus shampoo ads claimed that detergent shampoos will burn hair. A sequence singled out is of a model washing her hair and interrupted by an off-screen warning, "Stop! Don't burn your hair . . . with harsh detergent shampoos!" The announcer goes on to inform the startled-looking model (and the viewer) that detergent shampoos also strip hair of "vital, natural oils . . . leave it dry . . . brittle . . . dead looking . . . hard to manage," the FTC charged.

This is false advertising, says the FTC. Lanolin Plus is using "scare tactics, alarming and frightening beauty-conscious young girls. . . ." But, "in truth and in fact, detergent shampoos will not burn the hair of beauty-conscious young girls or the hair of any other individuals," according to the federal agency.

Lanolin Plus is given 30 days to answer the FTC complaint, and a hearing has been set for Sept. 11 in Washington.

Complaints developed by the radio-tv unit prior to the Rolaids action were filed in March against Mentholatum Co. (for commercials on CBS-TV and NBC-TV), Whitehall Pharmacal Co. (for Infra Rub and Heet ads on CBS-TV and MBS) and Omega Chemical Co. (Omega oil commercials on radio stations). The complaint against Rolaids was the first to set out alleged visual misrepresentation in detail. The prior three covered other media in addition to broadcasts.

Possible FTC action on tv advertising has been anticipated in the cosmetic field for some time.

KBAS-TV Approves Booster Plan

KBAS-TV Ephrata, Wash., in a reply comment, has endorsed the FCC's proposed rulemaking which would permit only uhf operators to employ use of booster stations to fill in shadow areas [AT DEADLINE, July 1]. The station claimed this method, coupled with translators, will bring tv service to every section of the country. KBAS-TV operates on ch. 43.

Bill Would Remove Excise Tax From All-Channel Tv Receivers

LEGISLATION to put uhf television sets on a competitive basis with vhf-only receivers was introduced last week by Rep. Frank Ikard (D-Tex.). The bill (HR-8675), similar to one he introduced in the last Congress, would exempt uhf sets at the factory from the 10% federal excise tax on tv receivers.

Rep. Ikard said the bill was referred to the excise tax subcommittee of the Ways & Means Committee. He hopes it will be reported to the House next January. Rep. Aime J. Forand (D-R. I.), is chairman of the subcommittee.

FTC Orders Renor, Rennel To Discontinue False Ads

THE Federal Trade Commission has ordered distributors of Renor Concentrate and Rennel Concentrate to stop claiming these products will reduce weight.

The order, confirming a Jan. 22 initial decision by an FTC hearing examiner, names Renor Co. in Milwaukee and Rennel Co. in Chicago. The products have been advertised on WOKY Milwaukee and in newspapers in Chicago and Milwaukee.

Named in the order were John T. and Craig Benson and Charles B. Ryan, Renor Co. officers. The Bensons were named as partners in the Rennel Co. The two firms had contested the FTC action on grounds their products were sold locally in Illinois and Wisconsin, excluding them from federal jurisdiction. But Comr. Edward T. Tait stated the FTC Act does not require a showing of sales in interstate commerce, only evidence of false advertising to induce sales.

'WATCHFUL' EAR

MONITORING by the FCC has provided valuable assistance in rescue operations during the past year.

The Santa Ana, Calif., and Portland, Ore., monitoring stations zeroed in on the location of a yacht lost in fog off Santa Barbara and enabled the Coast Guard to reach the craft and escort it to port.

A weather observation plane, flying from Christmas Island to Hawaii, had a navigational equipment failure and was forced to proceed by dead reckoning. A bearing taken by the Lanikai, Hawaii, monitor and relayed to the plane's navigator, helped the plane reach Honolulu without mishap.

This monitoring service also tells the Commission of any illegal activities. In the past 12 months the service discovered 100 unlicensed radio stations operating, an unlicensed tv station operated by a Montana city, an illegal booster run by an am station and nighttime broadcasting by a daytime-only station.

California Broadcasters Ask End to House Radio-Tv Ban

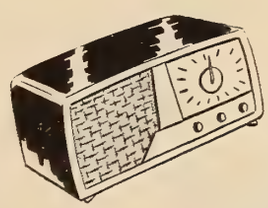
THE House Rules Committee in Washington has been asked to end what the California State Radio & Tv Broadcasters Assn. terms congressional discrimination among communications media. John H. Schacht, KBET-TV Sacramento, association president, wrote Rules Committee Chairman Howard W. Smith (D-Va.) that broadcasters are greatly concerned over Speaker Sam Rayburn's ban on broadcasting of House hearings.

Mr. Schacht said the association had adopted a resolution calling on the committee to wipe out the ban, giving radio-tv equal opportunity with all competing communications media so hearings can be broadcast as a community public service.

Former Appeals Chief Dies

JUDGE Duncan Lawrence Groner, 83, former Chief Justice of the U. S. Court of Appeals, D. C., died Wednesday at his Washington home. Appointed to the court in 1931, he wrote around 700 legal opinions from the bench, including many that helped shape the pattern of broadcasting. The court hears appeals from FCC decisions. Judge Groner became chief justice in 1938, retiring in 1948. Services were held Friday at Christ Episcopal Church, Norfolk, Va.

Tops in Towers



HEARTIEST CONGRATULATIONS TO GATES RADIO CO. ON THEIR 35th BIRTHDAY

As a Major Supplier to the Broadcast Industry
We Are Proud to Be of Service to Gates Radio Co.



UTILITY TOWER CO.
OKLAHOMA CITY
OKLAHOMA

WI 3-5578-3-4303

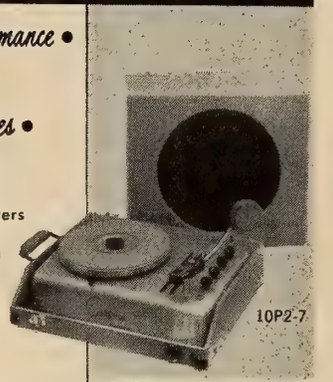
Our Congratulations to
GATES RADIO COMPANY
distributors of

Califone PLAYBACKS
Ideal for
RADIO STATIONS
ADVERTISING AGENCIES
PROFESSIONAL MUSICIANS
VOCALISTS

Studio Performance •
Portability •
Popular Prices •

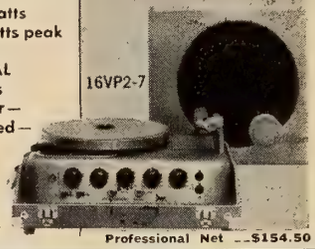
These add up to make Califone transcription players the most widely used playbacks in the field.

The LAUREATE Model 10P2-7 has G.E. Variable Reluctance Cartridge and pre-amplifier; 5 watts undistorted—7 watts peak



Professional Net ..$109.50

The CONTINENTIAL Model 16VP2-7 has push-pull amplifier—10 watts undistorted—16 watts peak; center drive continuously variable speed from 16 to 84 RPM.



Professional Net ..$154.50

Bauer, FCC's Patent Advisor, To Enter Private Law Practice

WILLIAM A. BAUER, the FCC's patent advisor, will retire Aug. 31 after almost 22 years of continuous service at the Commission to engage in private law practice before the FCC, the U. S. Patent Office, and the U. S. Court of Claims. He will specialize in radio and television patents.

He came to the FCC from the Justice Department in 1935 as head attorney. Subsequently, he handled the Commission's patent investigation of the telephone industry. He then was made a regular examiner on broadcasting cases. Since 1948, Mr. Bauer has been the FCC's full time patent advisor.

Paisley, FTC Sign Consent On Ads for Tv Attachment

DAVID PAISLEY, St. Louis, has signed a consent order with the Federal Trade Commission which prohibits advertised misrepresentation of plastic screen attachments for tv sets sold by J. David Paisley Co.

A Commission complaint [B•T, April 22] had challenged claims the plastic sheet would produce the same effect as color tv, would prevent eyestrain, eliminate "snow," blurring or haziness of a tv screen. The agreement does not constitute admission by Mr. Paisley that he has violated the law.

Earlier this month the FTC filed a similar complaint against Sunset House Distributing Corp., Hollywood, charging false claims made for a "color filter" attachment for black-and-white tv sets. The product is described as a sheet of transparent plastic sprayed with orange paint blending into green at one border and blue at the opposite. Advertising, according to the FTC, promises the same visual effects as color television. Officers of Sunset House were given 30 days to answer the complaint, and hearing was set for Aug. 27 in Los Angeles.

Illinois Tax Unit Sues Sanabria Firms for Taxes

A SUIT seeking $70,596 in back sales taxes was filed by the Illinois Revenue Department against U. A. Sanabria and De Forest-Sanabria Corp., plus two other firms, in Chicago Circuit Court Wednesday, in a move calling for liquidation of their assets.

The suit names Mr. Sanabria and two other firms he allegedly controls—Great Name Brands Inc. and Sanabria Television Corp.—as defendants and requests collection of $64,178 in back taxes and $6,418 in penalties. It also charges De Forest-Sanabria Corp. with failure to make annual corporate reports to the state and alleges that Great Name Brands did not file a certificate of registration with the state revenue department last Jan. 18.

The assets of De Forest-Sanabria were seized last May by U. S. internal revenue service agents on grounds the firm owed $115,000 in federal excise and withholding taxes. Mr. Sanabria last year had filed a bankruptcy petition on behalf of American Television Inc. and American Television Mfg. Corp. He transferred their assets to De Forest-Sanabria and Great Name Brands according to the petition.

The three firms named in the present suit all are associated, according to the attorney general's office, and owe taxes for the period from August 1955-April 1956. The suit asks that a receiver be appointed to preserve assets pending completion of litigation. Circuit Court Judge John T. Dempsey rejected a request for immediate injunction without notice to the defendants.

Air Radio Permits for Aliens

THE Civil Aeronautics Authority permits aliens to pilot planes in the U. S.; the FCC for almost 25 years hasn't let them operate radios.

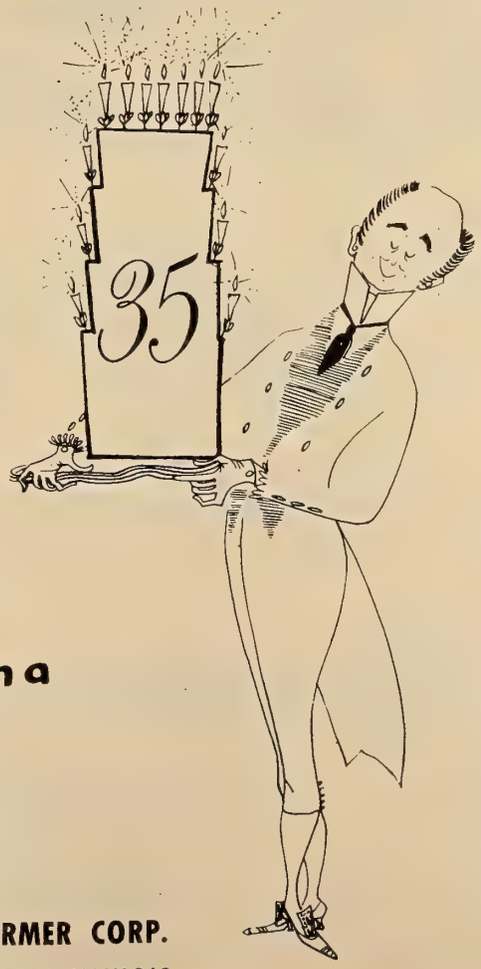
Rep. Peter F. Mack Jr. (D-Ill.) has proposed to reconcile the two agencies on the matter and allow those foreigners already CAA-approved to be issued permits to use in-flight radio.

He has introduced HR 8543, which would amend the Communications Act to permit the FCC to issue radio licenses to aliens holding CAA flying licenses. It is before the House Committee on Interstate and Foreign Commerce.

KTXL-TV to Become KCTV (TV)

A CHANGE in call letters, effective Aug. 4, was announced last week for KTXL-TV San Angelo, Tex., by the general manager of the station, J. H. Hubbard. The new call letters: KCTV (TV). KTXL radio will maintain the same identification.

To Our friends at
GATES



We're proud to have been a part of your progress!

CHICAGO STANDARD TRANSFORMER CORP.
3501 ADDISON STREET • CHICAGO 18, ILLINOIS

BOOTLEG TV

CAR radio is here to stay, but what of "car tv?"

It's illegal, says Sgt. Raymond McCoy, a state trooper attached to the Brewster, N. Y., Barracks, who several weeks ago issued a summons to Michael Arnell of Lake Mahopac, for having a tv set in his car, according to *The Patent Trader*, a Westchester County, N. Y., weekly. The state trooper contends Mr. Arnell has violated a state law that reads in part: ". . . It is unlawful to operate on any public highway in this state a motor vehicle equipped with a tv receiving set."

Mr. Arnell claims he was only ferrying the set from here to there when he was apprehended; the police say Mr. Arnell's car was rigged to allow the use of tv in transit.

The case of the State *v.* Arnell went before Brewster Town Justice Behrend M. Goossen for a preliminary hearing last fortnight. Mr. Arnell, who entered a formal "not guilty" plea, indicates he's going to fight hard for his "rights."

FCC Asks Allocations Comment

FCC Friday asked for comments by Aug. 15 on three conflicting proposals which would:

(1) Assign ch. 12 to Mankato, Minn., by substituting ch. 37 for 12 at Brainerd, Minn. (filed by KNUJ New Ulm, Minn.); (2) assign ch. 12 to Fairmont, Minn. (filed by Minnowa Broadcasting Co.), and (3) assign ch. 12 to Estherville, Iowa (filed by Lee Radio Inc.)

The Commission also extended from July 24 to Aug. 14 the time in which ch. 7 WTVW (TV) Evansville, Ind., may reply to an FCC order directing the station to show cause why its authorization should not be modified to specify operation on ch. 31. Comr. Robert E. Lee did not participate in the actions.

WKAT Appeals Ch. 10 Grant

WKAT Miami Beach, Fla., has asked the U. S. Court of Appeals in Washington to stay the FCC's grant last May permitting ch. 10 WPST (TV) Miami, Fla., to move its studio location and make other changes. WKAT is one of three unsuccessful applicants for Miami's ch. 10 and has been fighting last February's final decision for the National Airlines subsidiary. WKAT, favored in an initial decision by the hearing examiner, already has on file an appeal against the grant.

Congratulations
GATES RADIO COMPANY
on your 35th Birthday
we are proud to be a supplier
EGYPTIAN LACQUER MANUFACTURING CO.
LAFAYETTE, INDIANA

This Space Reserved

BY

NEMS • CLARKE, INC.

to congratulate

Gates Radio Co.

on the occasion of their

35th Anniversary

NEMS • CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

Congratulations Gates Radio!

We're proud to have Electro transformers in Gates radio broadcast equipment . . . our heartiest best wishes for your continued success with

NEW ELECTROSEAL TRANSFORMERS



Unique sealed construction exclusive with Electroseal transformers allows new applications for an open-type unit. Whether you want 1 or 100 KVA, Electroseal gives drastic size reduction along with a neat and clean appearance. Actual weight per KVA as much as two-thirds less, dimensions as much as one-half competitive transformers. New sealing compound protects coils against dirt and moisture, and permits high temperature operation (Class B or C). Electro builds in the reliability you need . . . plus high overload capacity. Electroseal transformers are built to your specifications. Write for literature.

ELECTRO ENGINEERING WORKS, INC.
401 Preda Street, San Leandro, California / In the Metropolitan Oakland area

WBC STATIONS AIM AT FM REVIVAL

THE cause of fm stands to get a hearty boost today (Monday) as Westinghouse Broadcasting Co. makes its long-awaited announcement that it will start programming its four fm stations as individual operations [B•T, April 8].

WBC President Donald H. McGannon, voicing confidence that fm "is on its way to becoming a major broadcast medium" after years of rough going, said that on Aug. 5 WBC would launch a new policy of programming its fm outlets with music of the great operas, symphonies and ballets. In each case, the fm program and sales personnel will operate independently of the WBC am and tv staffs.

Mr. McGannon said KDKA-FM Pittsburgh and KEX-FM Portland, Ore., will commence classical music programming on Aug. 5 and that WBZ-FM Boston and KYW-FM Cleveland, which are changing their transmitter locations and improving technical facilities, will follow suit in the near future.

At the outset the stations will operate from 4 p.m. to midnight, seven days a week. Schedules for the first 13 weeks already have been set. Each station has been furnished a basic library of more than 5,000 new high-fidelity records which WBC officials described as representing the finest in contemporary classical recorded music. They said these would be augmented each month as new classical releases appear.

"This is the first time that a major broadcasting group has converted its fm stations to separate programming and is indicative of our positive conviction that fm is on its way to becoming a major broadcast medium," Mr. McGannon said. "We are adding a third different and distinctive WBC broadcast service by programming our fm stations apart from our television and am radio operations. . . . In our programming we will serve the ever-growing number of fine music, high-fidelity enthusiasts whose particular listening preferences are not specifically served by the general run of our am radio and television programming."

He noted that WBC has been in fm for 16 years. Recently, he said, the company has carried on extensive research, under J. B. Conley, special assistant to the president, which led to the conclusion that fm finally is ready to establish itself as a major factor.

"We don't expect this to happen overnight," he added, "but we are sure it will come eventually."

In preparation for the new move, officials said, all four stations have undergone complete technical overhaul in recent months and new equipment has been added werever necessary in order to take advantage of latest developments in fm transmission.

The new WBC policy, under development for many months, is one of several recent signs of increasing fm vitality. A B•T special study earlier this year showed that fm was doing better than in the past few years; that it was still technically attractive, and that, although its strength was not adequately appreciated by advertisers or the public generally, it was surprisingly strong in some areas and its supporters insisted the medium faced a brightening future [B•T, April 8].

Congratulations

This happy occasion of Gates Radio Company's 35th Anniversary gives us a welcome opportunity to pay public tribute to this admirable company, which stands high on our honor roll of customers.

With such excellent management and products, how can it fail to continue to grow and prosper?

C. P. Clare & Company

RELAYS

3101 Pratt Blvd.
Chicago 45, Ill.

NBC Spot Sales 'Dollar Contest'

AS AN incentive to NBC Spot Sales tv personnel to improve their performance over the record month of 1956, the unit is holding a "July Silver Dollar Contest" with thousands of silver dollars to be distributed to salesmen. According to Edwin Jameson, director of tv sales for NBC Spot Sales, more than $3,500 may be awarded this month, depending on the extent to which last year's July record is surpassed. Each week, the division manager of the sales organization is distributing to salesmen their share of money allocated to the division.

Dexheimer Sells KFXM Interest

PHIL DEXHEIMER, president and general manager of KFXM San Bernardino, Calif., has sold his interest in that station and returned to Los Angeles, where he has joined the sales staff of KTLA (TV). Before KFXM, Mr. Dexheimer had for five years been a salesman for KBIG Avalon (Catalina), Calif.



WPFA Pensacola, Fla., now has 10 regular weekly broadcasts from its airplane, which flies local traffic officials over congested road areas and tapes information to help alleviate traffic tie-ups, according to Robert M. Benson, station manager. The tapes are parachuted to WPFA from the air for broadcast within five minutes after the recording, the station claims. Here Mr. Benson (1) stands by as Sheriff Emmett Shelby (c) receives the keys to the WPFA plane from airport operator O. G. Bell. All flights are piloted by Gordon L. Barnhart, WPFA special events director.

Broadcaster Cox Dies; Presidential Candidate

FINAL TRIBUTE to James M. Cox, 87, publisher, political figure and broadcaster, was paid Wednesday at Dayton, Ohio, as persons prominent in national life took part in funeral rites. A public memorial service was held in Christ Episcopal Church, Dayton, with private services preceding the memorial.



GOV. COX

Gov. Cox—he had been a three-term governor of Ohio—was still active up to a few days before his death. He maintained an active interest in his business properties and just a month ago delivered an address at the dedication of a new newspaper plant in Dayton.

His son, James M. Cox Jr., directing head of the Cox enterprises, said they will go along as usual, with no organizational changes planned.

A successful publisher, Mr. Cox decided in 1934 that broadcasting was a logical extension of the newspaper business. His first

Congratulations to
GATES RADIO COMPANY
on its 35th Anniversary
JAMES KNIGHTS COMPANY
SANDWICH, ILLINOIS

radio move came with purchase of an Erie, Pa., station which he transferred to Dayton and designated WHIO. J. Leonard Reinsch, now executive director of the Cox stations, was named general manager of the Dayton property. When Gov. Cox bought control of the *Atlanta Journal* in late 1939, the purchase included WSB plus an interest in WAGA Atlanta, which later was sold.

Other Cox broadcast properties include 42.5% interest in WCKR-WCKT (TV) Miami. Cox operates WSB-AM-FM-TV Atlanta, and WHIO-AM-FM-TV, Dayton.

With a keen mind and unbounded energy, he became a schoolteacher in his youth, although he had quit school at 16. His avid reading habits qualified him for a teacher's license. From teaching he moved into journalism as a reporter on the *Middletown* (Ohio) *Signal* and then the *Cincinnati Enquirer* where he wrote politics. After several years in Washington as secretary to a congressman he moved to Dayton where he bought the *Evening News*. Thus at 28, he was publisher of a small city newspaper. He served as a congressman from 1909 to 1913 and was elected governor of Ohio in 1913. Three terms as governor, with a record of liberal reforms, put him in a key spot at the 1920 Democratic convention and he was nominated as Presidential candidate on the 44th ballot. Running with Franklin D. Roosevelt, he was defeated by Warren G. Harding.

After the campaign he left public life except for an international assignment for President Roosevelt in 1933.

The Cox newspaper properties include the *Dayton Daily News* and *Journal Herald; Springfield* (Ohio) *Sun* and *News, Miami* (Fla.) *Daily News,* and *Atlanta Journal* and *Constitution.*

Gov. Cox spent many of his later years in Florida and was keenly interested in golf. His memoirs, *Journey Through My Years,* written in 1946, include a chapter on leading golfers he had known. He was interested also in farming.

He married Mayme L. Harding of Cincinnati in 1898. The marriage terminated in 1911. Two sons, James Jr. and John, survive. In 1917 he married Margaretta Parler Blair of Chicago who survives. Two daughters, Mrs. Barbara Glover of Honolulu and Mrs. Anee Chambers of Atlanta and five grandchildren also survive.

WBLK-AM-TV Now WBOY-AM-TV

THE call letters of WBLK-AM-TV Clarksburg, W. Va., were changed to WBOY-AM-TV last week, according to an announcement by the Friendly Group Stations, of which WBOY-AM-TV is a part.

ALL-AMERICAN VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS



EXECUTIVES of Storz Stations, concluding a four-day meeting in Cincinnati last weekend, heard President Todd Storz project a banner year for the group's four radio stations. At the conference table (l to r) are Dale Moudy, engineering vice president of the group; Jack Thayer, general manager, WDGY Minneapolis-St. Paul; Eddie Clarke, program director, WHB Kansas City; G. W. Armstrong, vice president-general manager, WHB; Mr. Storz; John Barrett, program director, WTIX New Orleans; Kent Burkhart, program director, WQAM Miami; Jack Sandler, general manager of WQAM; Fred Berthelson, vice president-general manager, WTIX, and Bill Stewart, national director of programming.

Business on the four stations, Mr. Storz said, is at an all time high, 23% for the first six months of this year over the same period last year. June business is up 27.5% over June last year, and overall 1957 figures are likely to set a record, he predicted. Mr. Storz spoke out against over-commercialization and inter-industry pirating of ideas. He announced a new copyright system whereby all Storz station material, except news and agency commercials, will be copyrighted daily.

RATE CARD

HAWAIIAN MUSIC*

MONTHLY FEES

1 yr. contract	2 yr. contract	3 yr. contract
$5.00	$4.00	$3.00

* *one of the 9 sections available from*

The SESAC Transcribed Library

THE HAWAIIAN SECTION CONTAINS:

- 88 modern and traditional hulas, ceremonial themes and dances.
- Colorful program notes for each selection.
- Authoritative, audience holding scripts.
- Outstanding artists on top quality discs.

For complete information, write—

SESAC INC.

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

Larimer Will Succeed Matson As Head of Petry L. A. Office

BILL LARIMER will become manager of the Edward Petry Los Angeles office, succeeding Chet Matson, who is retiring from the company, it was announced last week by Mr. Petry, president of the station representative firm.

Mr. Larimer also will head tv sales, while Garry Hollihan, who has been assisting in radio, will be in charge of radio sales. Mr. Matson has not announced his future plans. He joined Petry in April 1938.

Other changes in the Los Angeles and San Francisco offices include the following: Lloyd McGovern, manager for radio in San Francisco, will succeed Ned Smith as office manager. Mr. Smith is leaving to join a television station and is expected to announce the affiliation shortly. George Ledell, formerly in tv sales in the Los Angeles office, will move to the San Francisco office and be in charge of tv sales.

WGR Corp. Owners Get 18-for-1 In Stock Acquisition by TTC

WHEN Transcontinent Television Corp. takes over WGR-AM-TV Buffalo—application for FCC approval now is pending before the FCC—the owners of WGR Corp. (which include some Transcontinent stockholders) will receive 18 shares of TTC stock for each one of WGR Corp. stock.

This will revise the stockholdings of Transcontinent stockholders, with General Railway Signal Corp. (now a major stockholder) being reduced to a 5.4% owner. General Railway Signal Corp. now owns 50% of TTC's Class A stock, plus $1.9 million in debentures. Its new interest in TTC still will amount to more than $1 million in stock and debentures.

The Schoellkopf group (Paul A. Jr. and J. Fred Schoellkopf, David Channing Moore, David Forman and Seymour Knox III) will own 34.2% of the new TTC; George F. Goodyear, 9%, and Mrs. Alonzo C. Deuel, 6%. Mr. Goodyear and Mrs. Deuel are present WGR owners.

Transcontinent then will own WGR-AM-TV Buffalo, WROC-TV Rochester, both N. Y., and 50% of WSVA-AM-TV Harrisonburg, Pa.



Sam flipped his aqualung—he forgot to spear some spots on WWLP-WRLP, Springfield-Holyoke, Mass.

In Western New England Nearly Everyone Watches

WWLP Channel 22 Springfield-Holyoke, Mass.

WRLP Channel 32 Greenfield, Mass.



NO EQUIPMENT or personnel appeared in the Texarkana, Ark., courtroom where a murder trial was held July 10-12 with a film camera of KCMC-TV Texarkana picking up proceedings [B•T, July 15]. The camera was mounted behind a one-way circular glass panel in the door (arrow), just off the jury box. Sound was picked up from a mike hidden under the molding on the jury box. Portions of the trial were carried on KCMC-TV and on CBS-TV's *World News Roundup* July 14.

Kluge Buys WXRA, WXRC (FM) For $175,000 in New Deal

WITHIN a matter of weeks after buying KOME Tulsa, Okla. [B•T, July 8], John W. Kluge bought daytimer WXRA and WXRC (FM) Buffalo, N.Y., from Thaddeus Podbielniak, sole owner. The price was reported last week as $175,000.

Earlier this month announcement was made of Mr. Kluge's purchase of KOME Tulsa, Okla., for $165,000. Both station sales are subject to FCC approval.

WXRA, founded in 1948, operates on 1080 kc with 1 kw, daytime. The fm station began operating in 1949 on 103.3 mc, with 4.6 kw. The stations are located in the Kenmore area of Buffalo.

Mr. Kluge's other ownership includes: Controlling interest in WILY Pittsburgh, WKDA Nashville, KNOK Fort Worth-Dallas, WGAY Silver Spring, (Md.) and KXLW St. Louis. He is also the largest stockholder in WLOF-TV Orlando, Fla. Mark Evans, Washington radio-tv personality, is associated with Mr. Kluge in the KOME purchase and has minority interest in KXLW and KNOK.



BIG MIKE X-99, KNUZ Houston's helicopter, flew to the rescue when a listener's employe got stranded atop a 200-foot water tower. The machine was dispatched after KNUZ's news director got a call from a listener telling how his employe had been marooned when a rusty ladder buckled beneath him. Fire department ladders could go only half as high as the tower. KNUZ's whirlybird picked up the stranded worker minutes after the boss' distress call, and station newsmen, used to reporting the news, found themselves in the role of newsmakers.

DATELINES

Newsworthy News Coverage

By Radio and Television

PORT HURON—WTTH Port Huron reports it covered the 3-day sailboat race between its home town and Mackinac last week in a fog so thick that the only way for spectators on shore to get any information was to tune to WTTH. The station had one remote unit on the Lake Huron shore near the starting point, another aboard an escorting Coast Guard cutter and a third in a helicopter. News director Ron Mires, aboard the cutter, accompanied the yachts to Mackinac Island, 235 miles away. His reports had to be transmitted in code, then decoded at the radio station.

CLEVELAND—In a race with time last fortnight, WEWS (TV) got what it calls "the big news story in Cleveland": the Florida marriage of Indians star Herb Score and Nancy McNamara. The station dispatched its newsreel manager, George Grant, to cover the Wednesday wedding and return to Cleveland that night so films could be shown on the 11 p.m. news program. He made it.

HOLLYWOOD—Twenty minutes after the crash of a Navy jet in an avocado grove in Glendale last fortnight, Bob Ferris had an eyewitness account on his 6:15 KABC *News Beat* show. Annabel Basso, a KABC secretary who lives across the street from the crash site, "beeper phoned" the report.

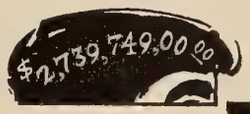
BALTIMORE — WFBR sportscaster Nick Campofreda, out covering an American beer promotional stunt, was on hand to report the crash of a seaplane in Chesapeake Bay last fortnight, two minutes after the pilot was rescued by a Navy craft. A full interview and report was carried on the station's 6 p.m. newscast.

KOLN-TV Sets Up Warning System

KOLN-TV Lincoln, Neb., has set up a comprehensive severe weather warning system, according to an announcement from the station. The system includes the tracking of funnel clouds and forewarnings to residents in the path of the storm.

WANTED: AUTHORITY

DIRECTORS of the Florida Assn. of Broadcasters, meeting last week in Tallahassee with civil defense and weather bureau officials, urged Gov. LeRoy Collins to "fix responsibility in each county for storm or disaster preparation, someone to whom the broadcast stations can always turn for final authority in telling the people when and how to prepare for storms, what to do while a hurricane may be in progress, what to do after the storm has passed."



Off the top of your head?



The surest way for you to prove that every brain cell is putting in overtime is to buy WBNS Radio. It figures to give your pitch where there's $2,739,749,000.00 of spendable income; where Pulse gives the top rating for any Monday-thru-Friday quarter-hour, day and/or night. Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

CKLW'S Disc Jockeys are **The 3 Busiest "Traveling Salesmen" in the Detroit Area!**



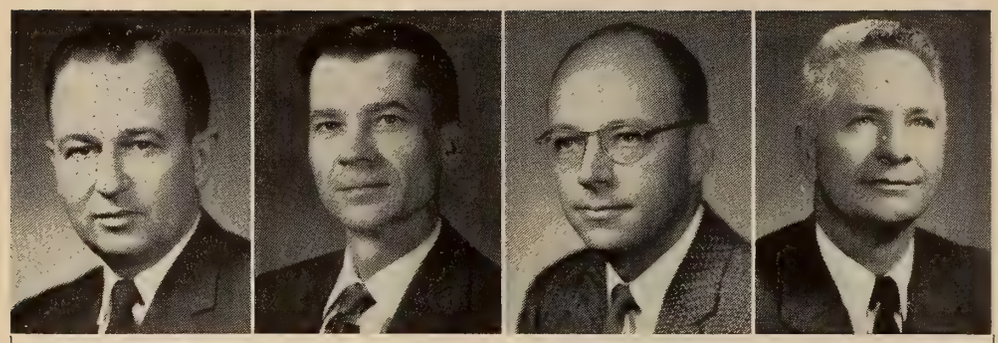
TOBY DAVID
6:45-9:45 a.m.
Mon. thru Fri.
Music, time, weather, comedy! Everything to attract listeners and keep them listening at the wake-up hours.

BUD DAVIES
11:05-12 Noon
1:30-2:45
Mon. thru Fri.
Music in a pleasing manner for early afternoon listeners. Variety and guest interviews with celebrities.

EDDIE CHASE
3:35-7
Mon. thru Fri.
Late afternoon and dinner hour music for everyone. Good listening for "rolling home" motorists.

CKLW
800kc. MUTUAL
50,000 Watts - GUARDIAN BLDG., DETROIT
ADAM YOUNG, Inc. National Rep.
J. E. CAMPEAU President

Also CKLW-TV 325,000 Watts



MR. RAMSLAND MR. DETTMAN MR. GRANDY MR. HUDSON

A SERIES of executive promotions at KDAL-AM-TV Duluth, Minn., has been announced through Mrs. Dalton LeMasurier, widow of the president of Red River Broadcasting Co., operator of the stations. Involved are (l to r) Odin S. Ramsland, vice president and stockholder, who has been named general manager of the outlets; Robert A. Dettman, vice president and stockholder, appointed executive vice president and continuing as chief engineer; John Grandy, local and national television sales manager, who becomes assistant to Mr. Ramsland, in addition to his sales post, and Rex H. Hudson, local sales manager of KDAL, who also takes responsibility for national sales. Mr. LeMasurier died after a plane crash last spring [B•T, May 27]. His wife survived the crash and later was rescued.

CBS Radio Spot Sales Opens New Office in St. Louis

FORMAL opening of CBS Radio Spot Sales' new St. Louis office was held last week. The new office, under the managership of Eugene R. Myers, formerly account executive at the CBS Radio Spot Sales office in Chicago, is located at Ninth and Sidney Sts.

Gordon F. Hayes, general manager of the spot radio organization, said the office provides an opportunity for a "greater, more up-to-the-minute service for business associates in one of the nation's richest areas." He pointed to the office opening as coming at a time when "long-range advertisers today give every indication that the upward spiral of radio spot business demands constant expansion." Mr. Myers will call on agencies and clients in Missouri, Oklahoma, Kansas and Texas.

PGW Appoints Shaffer

APPOINTMENT of Frederick Paxson Shaffer, former vice president and partner of L. W. Ramsey Adv. Agency, Davenport, Iowa, to supervise radio new business development in the midwest area, is being announced today (Monday) by Peters, Griffin, Woodward, station representative.

Mr. Shaffer, who will headquarters in PGW's Chicago office, was account supervisor at Ramsey on Pfister Associated Growers Inc. (hybrid seed corn producer), Aurora, Ill.; Baker Bros. Machine Tool Co., Toledo; Arcady Farms Milling Co., Chicago, and American Agricultural Chemical Co., New York. He joined Ramsey in 1938, serving successively as copywriter, account executive and finally as a vice president, partner and member of the board.

Young Firms' National Spot Up

RADIO is better than ever, reports Adam Young, president of Adam Young Inc. and Young Representatives Inc., both New York station representation firms.

In a report issued last week for his client stations, Mr. Young said national spot billing for the first six months of 1957 was 61% higher than during a corresponding period in 1956. The figure covers billing for a total list of 30 radio stations—18 handled by Adam Young Inc. and 12 by Young Representatives Inc.

KRUX Opens Copy Control Center; Bartell Outlets Plan Group Unit

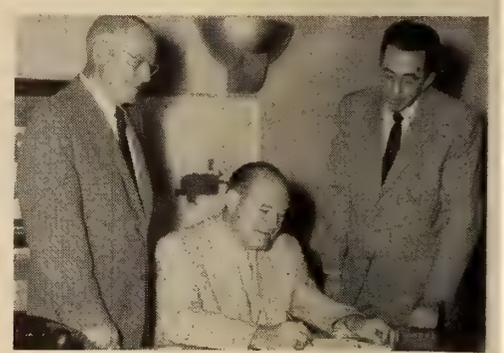
CLIENTS of KRUX Phoenix now can take advantage of a copy control center, which enables them to put new or emergency copy on the air within minutes, according to John F. Box Jr., general manager.

Advertisers get a card bearing the unlisted telephone number of the 24-hour copy control center in KRUX's Sahara Hotel headquarters, where the new or revised copy is transcribed, rewritten and ready for the client's approval in a few minutes. It then is sent by teletype to the station's studios and transmitter 14 miles away.

Mr. Box, who also is executive vice president of Bartell Group stations (which, besides KRUX, include: WBMS Boston, WOKY Milwaukee, WAKE Atlanta, WILD Birmingham and KCBQ San Diego), earlier suggested a central control for the Bartell Group in New York. Gerald A. Bartell, president, announced that plans for such a center now are being developed, and when in operation will enable an advertiser to get his message on all the Bartell stations within 15 minutes after the copy is called into the group control center [B•T, July 8].

KUTV (TV) Completes Expansion

KUTV (TV) Salt Lake City will complete its expansion of more than 7,000 additional square feet of studio operating space by the end of this month, according to Brent Kirk,



A FIVE-YEAR contract for rights to all Chicago Cubs broadcasts starting in 1959 was negotiated for WGN that city by (l to r) William A. McGuineas, station's sales manager; John Holland, Cubs vice president, and Bruce Dennis, WGN program manager. Arrangements will mark return of baseball to WGN after 16 years. WGN-TV has televised all Cubs and White Sox daytime home games since 1948.



HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential



EXECUTIVES of ABC's o&o tv stations met in a 2-day conference in Hollywood last Tuesday and Wednesday. Attending (l to r): seated, Robert H. Hinckley, ABC Washington vice president; Earl J. Hudson, Western Div. vice president; Leonard H. Goldenson, president of parent AB-PT; standing, John H. Mitchell, vice president in charge of KGO-TV San Francisco; Sterling (Red) Quinlan, vice president in charge of WBKB-TV Chicago; Matthew Vieracker, general manager, WBKB; Selig Seligman, general manager, KABC-TV Hollywood; James Riddell, president-general manager, WXYZ-TV Detroit; Simon B. Siegel, treasurer, ABC and AB-PT; John Pival, vice president, WXYZ-TV Detroit, and Robert Stone, vice president-general manager, WABC-TV New York.

station manager. This expansion will offer to KUTV (TV) advertisers the largest studio facilities in the Intermountain West—three separate sound stages with separate operating control booths, Mr. Kirk said, adding that total construction and installation costs of this growth are estimated at about $150,000.

STATION SHORTS

WCBS-TV New York reports national spot and local revenue for June increased by 22% over June 1956.

KOTA Rapid City, S. D., has moved to 6th & St. Joe Sts. in Duhamel Bldg.

WWJ-AM-FM Detroit reports sales for first six months of 1957 were 17.4% above same period in 1956.

KGU Honolulu now operating on 10 kw.

WAKE Atlanta reports 85% billing increase for first six months of 1957.



"His ambition is to be top dog on KRIZ Phoenix!"

WOWO Fort Wayne, Ind., awarded its $1,000 Edison Scholarship to Phyllis J. Kerr, local high school senior. Station received 1956 Thomas Alva Edison Foundation award as "the radio station that best served youth."

WJZM Clarksville, Tenn., has awarded its annual scholarship at U. of Tennessee to Thomas C. Stapp, spring high school graduate.

WVET-TV Rochester, N. Y., presented tv film chain and slide projector to Rochester Institute of Technology.

WNAX Yankton, S. D., and **KVTV (TV) Sioux City, Iowa,** awarded two U. of South Dakota special tuition scholarships to Shirley Burke and Merlyn Banek of McLaughlin, S. D.

WHIL Medford, Mass., awarded $250 scholarships to three Medford students.

REPRESENTATIVE APPOINTMENTS

KLRJ-TV Las Vegas, Nev., appoints Avery Knodel Co., N. Y.

WITN (TV) Washington, N. C., appoints James S. Ayers Co., Charlotte and Atlanta, as southeastern representative.

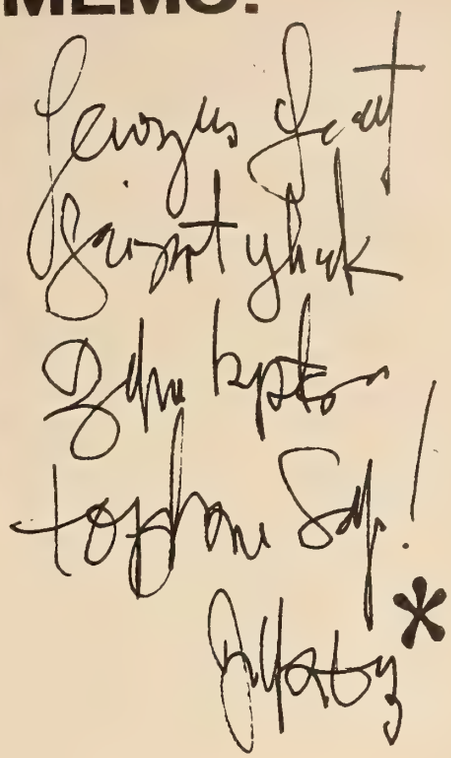
REPRESENTATIVE SHORTS

Adam Young Inc., San Francisco, has moved to 1207 Russ Bldg.

Harrington, Righter & Parsons Inc. opened Boston office at 80 Boylston St. Tel.: Liberty 2-7537.

Devney Inc. has opened Boston office at 419 Boylston St.

MEMO:



KDUB-TV, Lubbock, Texas; KPAR-TV, Abilene - Sweetwater, Texas, and KEDY-TV, Big Spring, Texas, all telecast a simultaneous picture to 270,000 sets. The advertiser may select an individual station or an economical combination since all stations have complete production facilities.



KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

*

ASK YOUR BRANHAM MAN

PRESIDENT & GEN. MGR.: W. D. "DUB" ROGERS • NAT'L. SALES MGR.: E. A. "BUZZ" HASSETT

A BRITISH NEWSMAN EVALUATES TECHNIQUES HERE, BACK HOME

U. S. television is being "less than fair" to its viewers when it unreels dated newsfilm reports from abroad on spot news programs and ties them into the "hard news" without pointing out that the film bears little relationship to the cold facts at hand. So says James J. Bredin, senior producer of Great Britain's Independent Television News Ltd., the commercial tv news organization serving the commercial television.

Mr. Bredin made this remark—and others—during an exclusive B•T interview in New York. Concerning his point, Mr. Bredin said, "Let's suppose we have a story about the recent Jordanian crisis," during which U. S. viewers would have seen old film clips of King Hussein's crack tank corps lumbering down the ancient streets of Ammon while the newscaster droned on about the political aspects of the troubles besetting that Arabian nation. "Not once," Mr. Bredin said, "would the newscaster admit to the fact that the film was old, that he and the newsreel cameraman were talking about two different things. The viewer would like to know what the tanks were all about, but the announcer isn't telling; but they are so intrigued by the tanks that they don't pay attention to what is being said. Everybody loses."

In Britain, Mr. Bredin said, "we use film differently. Our newscaster will give a lead-in to the newsreel, letting a different voice take over the narration of the film clip. The lead-in contains sufficient up-to-the-minute news to tie the hard news and features together."

Mr. Bredin is here as a participant in the State Dept.'s foreign leader exchange program (International Education Exchange Service), and has spent the past month or so touring U. S. broadcast installations—stations, networks, wire services—"gathering knowledge and great impressions." He has a generally high regard for U. S. television news—particularly so for CBS News—but regrets that too many newscasters are announcers first, journalists second.

A former British Broadcasting Corp. news producer until 1955, Mr. Bredin switched to commercial tv when that was but a gleam in the British advertiser's eye. Following World War II (during which he was a naval flier), he joined J. Arthur Rank's "This Modern Age" film unit (the equivalent of "The March of Time"); in 1950, he began working for BBC Radio, switching to BBC-TV in 1952.

To differentiate between U. S. and British tv news organizations, Mr. Bredin agreed to sit through a B•T question-and-answer period:

Q. How do British viewers get their tv news?

A. They have their choice of watching BBC newscasts or those prepared by my organization, ITN Ltd. The BBC has its own definition of its mission in life, which is to inform, entertain and educate the public. BBC, thanks to its splendid wartime record in keeping alive the spark of resistance in occupied Europe, is the voice of authority—and anonymity. Its newscasters are the voices behind the news. They are not identified. ITN newscasters, on the other hand, are personalities who deliver the news in their style. They rewrite, color the news as they see fit, subject of course, to rules of good taste, reason, and accuracy. ITN was formed in 1955 by the four program contractors serving ITA (Associated Rediffusion, Associated British Cinemas, Associated TeleVision and Granada-Tv) in order to provide a common news service to all ITA stations. We broadcast three programs a day, at 5:45 p.m. (10 minutes), 7 p.m. (one-minute capsules), and 10:45 p.m. (15 minutes). We maintain a staff of over 150 people, rely a great deal on Reuters, Associated Press and our stringers scattered throughout the world.

Q. Besides those three daily newscasts, is there anything else ITN produces?

A. Yes. We also turn out what we call *Roving Report*, a show that bears some resemblance to Chet Huntley's *Outlook*. On it, we have the toughest reporter in England, Robin Day. Robin's often been likened to your Mike Wallace insofar as he asks questions few people would dare ask on the air.

Q. How does ITN feel about "equal time" and similar manifestations of political broadcasting?

A. We have no "blue book," no code. But in an agreement drawn up between BBC, ourselves, and Parliament, we've arrived at what all parties deem a most workable arrangement. Representation in Parliament determines the number of broadcasts each faction is allowed. Thus, the Conservatives are allowed seven broadcasts per year, the Labourites six and the Liberals one or two. Communists, not represented in Parliament, get nothing.

Q. What—in your opinion—are the attributes of U. S. tv news?

A. Its flexibility and daring. You can punch a button here in New York and cut to San Francisco—a matter of 3,000 miles in a split millisecond. We in London can't push that button without finding ourselves in Istanbul. We must cross more than space; we must surmount the language barrier and that barrier imposed by the image lines in each country's tv system. We know you have more money at your disposal than we do; still, we must admire your drive to hop over to the Kremlin and persuade Mr. Khrushchev to sit down for a little chat.

Q. What about its shortcomings?

A. Well, there's the definite underplay on international developments and a stress on local happenings. I can understand that. You have so much national territory to cover. We also feel that you tend to save your news-in-depth reporting for special programs, leaving it for the weekends to the Sevareids and Huntleys. You see, we believe not only in reporting each news event as it happens, but in finding out why it happened—what lay behind the event. We devote at least nine minutes of a 15-minute newscast to film, and on film, we interview the newsmaker. Also, we hire newscasters on the basis of their newscasting ability, not mere voice qualities.

Q. Have you or do you intend to make use of the U. S. tv news programs or services you have observed over here?

A. We would like to. And, as a matter of fact, we have already. When my former boss (Aidan Crawley, former Labour MP and undersecretary of air who later became head of BBC News, then switched to ITN and recently returned to BBC) was invited by Ed Murrow to record an Englishman's views of America for *See It Now* several years ago, CBS gave us the films which we subsequently turned into a four-part series titled *Americans at Home*. Later, we borrowed Mr. Murrow's techniques and launched a program called *Viewfinder*, on BBC based on the *See It Now* format. Then, of course, we at ITN exchange films with CBS news on a regular basis, and we recently purchased the Khrushchev interview.



Charm your prospects with the SALES power of KWTV-Oklahoma City



CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $15.00 per inch.**

No charge for blind box number.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

Sales manager—capable, solid and able. Real opportunity with Ohio major indie. Box 462A, B•T.

General manager. Take complete charge of midwest regional daytimer. Single station market. Only man with good experience and record considered though this could be his first management position. Position is excellent opportunity with multiple ownership group. All replies confidential. Our men know of this ad. Send complete resume and photo to Box 530A, B•T.

Manager with sales ability to operate mid-Atlantic state station in medium market. Full patriculars first letter. Box 585A, B•T.

Experienced professional radio staffman with small station program director qualifications. Mail applications only. Give complete details and references first letter. Photo and tape later. Box 60, West Bend, Wisconsin.

Sales

Small market Texas station needs fulltime salesman. Salary plus commission. Send full details to Box 409A, B•T.

Salesman—Proven "hitter" growing multiple operation. Michigan major market. Good salary plus top earnings. Box 463A, B•T.

Ready to move up the ladder? To a #1 NBC affiliate in an expanding California market? Like to sell personalities, music, news, sports? We've got them all. Plus a liberal compensation plan for aggressive people. If you're looking up, send complete information including your past billing to Box 506A, B•T.

Excellent opportunity for aggressive salesmen of proven ability in major Florida market. Send all particulars to Box 527A, B•T.

Strong regional daytimer in midwest metropolitan market needs time salesman with local retail experience and desire to make a substantial living. We pay 20%—no limit in earnings. Write details. Box 532A, B•T.

Radio time salesman. If you are interested in moving permanently to an excellent Texas coastal city of 165,000 population, to sell locally for 50 kw independent, write to Box 546A, B•T, giving full particulars concerning yourself. Will consider capable combo air and salesman.

Music-news metropolitan market. Great opportunity. Guaranteed drawing account. Box 550A, B•T.

Top rated station in Pennsylvania city needs salesman of proven ability to sell local accounts. Salary and commission. Send complete resume to Box 564A, B•T.

South Florida. Radio salesman. Give resume. $100.00 against 15%. Box 570A, B•T.

If you like to sell, have a first class ticket, can do some air work, and want a responsible position with a southeast daytimer where pay is based on ability to produce, write Box 579A, B•T.

Salesman-announcer to take complete charge of branch studio in town of 6,000 which has been in operation for 5 years. Will handle direct daily remotes and all sales in area served. Salary and commission arrangement. Write, giving complete information, to Charles R. Dickoff, General Manager, WBEV, Beaver Dam, Wisconsin.

Salesman in one of North Carolina's best markets. Salary and commissions. Unlimited opportunities earnings up to $15,000 yearly. Must be a go-getter. Reference and past record must accompany application. Radio Station WHNC, Henderson, N. C., Nathan Frank, Phone 7136.

Help Wanted—(Cont'd)

Sales

Account executive or salesman? Regardless of the name, we need a good one. WIRL-Peoria, Illinois 5000 watt fulltime music-news-sports station. Send us your story and by return mail we'll send you ours. Position open now. Salary and commission against draw. Good money here if you are a good radio salesman. Contact Station Manager Jim Butler.

Announcers

$160 a week for DJ—with flowing conversational delivery (breezy and informal)—sportscast pace. Adept at reading album liner-notes. Wanted by midwest—Great Lakes area station. If you're bright and bouyant, and use rhyming intros to records, write Box 692G, B•T.

Help wanted, experienced announcer, must have 1st phone, no maintenance, prefer announcer with news background. Independent daytimer in Iowa; $90 and start August 26 or September 1st, send photo and resume now. Box 340A, B•T.

Announcer with minimum experience for 250 watt network small market station in southeast. Send tape and resume in first reply. Box 426A, B•T.

Announcer: Regular staff and play-by-play high school sports. Box 511A, B•T.

Country-western and pop music programs. Southwest. Box 549A, B•T.

South Florida. Sell radio fulltime. Do one hour airwork. Experience necessary sales-announcing. Send tape, resume. $100.00 against 15%. Box 569A, B•T.

Experienced board announcer. Tape and resume first letter required. Box 572A, B•T.

Wanted, happy, friendly selling morning man for 5000 watt eastern station. Must be experienced. Send tape, photo, resume and references. Box 582A, B•T.

Sports director-salesman. Emphasis on sales. Salary plus commission. Send details to KFRD, Rosenberg, Texas.

KLAD in Klamath Falls, Oregon, has an opening for a good combination announcer-salesman. Good pay.

California kilowatt affiliate expanding. Need top-flight all-around announcers with or without 1st phone. Versatility and experience essential. Must handle news, personality disc shows, "good" music and have business-like approach to job. Salary in excess of $100 per week. Send tape, photo, full particulars to Operations Manager, KGMS, Hotel Senator, Sacramento, Calif.

Need immediately, ambitious announcer, preferably first ticket. Above average pay. World's best fishing, hunting, living conditions. Paying commission on sales. Rush air mail tape, snapshots KPRK, Livingston, Montana.

Experienced announcer: Man who can read copy, news, and handle top record show in competitive two station market. Operate console. No beginners or drifters. Voice quality must be good. Send tape and photo. Personal interview required later. Contact KSIS, Sedalia, Missouri.

On or before September 1, two good or potentially good non-drinking announcers. One with first class license. A. L. McCarthy, KWOC, Poplar Bluff, Missouri.

Salesman-announcer to take complete charge of branch studio in town of 6,000 which has been in operation for 5 years. Will handle direct daily remotes and all sales in area served. Salary and commission arrangement. Write, giving complete information, to Charles R. Dickoff, General Manager, WBEV, Beaver Dam, Wisconsin.

Help Wanted—(Cont'd)

Announcers

Station WCMT, Martin, Tennessee needs combination announcer-engineer. Contact J. T. Sudbury, 215 N. Tenth Street, Blytheville, Arkansas. Telephone Poplar 2-2093.

Experienced announcer interested in stable position and strong radio organization. Good salary and excellent working conditions in air-conditioned studios. WCOJ, Coatesville, Penna.

Combo man wanted, announcer first class ticket, experience not necessary, willing to learn and work. WFBF, Fernandina Beach, Florida.

Top dj who can really sell on the air. Expanding our staff with opening for right man. Send us proof plus tape, photo and background. WISH, Indianapolis.

Immediate opening available for announcer in pleasant central Florida community. Send resume of experience, tape recording of voice, salary hinges on experience and background, however, please state minimum salary required. Manager, WPLA, Plant City, Florida.

Wanted, experienced play-by-play sportsman for basketball and football by CBS radio station located in middle sized midwest. Market duties also cover nightly sportscast. Radio and tv sales experience desirable but not necessary. Rush tape, audition play-by-play, photo and resume to Merritt Milligan, WTAD-KHQA-TV, Quincy, Illinois.

And there you are. And here we are. Number one in all 4 of our markets, Kansas City, Minneapolis, New Orleans and Miami, more yet to come. Looking for bright sounding josh diskies like you just can't hardly find no more. Top pay, unlimited opportunities with America's most successful radio group. Send tape and resume to Bill Stewart—The Storz Stations, 820 Kilpatrick Building, Omaha, Nebraska.

Announcer-salesman. Town and Country Network as opening for announcer-salesman—wide-awake, aggressive type interested in good substantial future. Write N. S. Tweel, P. O. Box 2031, Huntington, W. Va.

Technical

Are you an energetic engineer who has no chance for advancement in your present job, then we're looking for you. We are a two-station chain with the third station permit expected shortly. We need a chief engineer, a man capable of maintenance repair, and purchase of technical equipment. The man we hire will have a chance at the construction of our proposed third station. If you're a young married man who desires to assume a permanent and responsible position with an expanding firm, send all information to Box 158A, B•T.

1st class engineer wanted for 500 watt directional in Indiana. No air work involved in a 44 hour week, solid commercial station with potential. Starting salary $65. Box 515A, B•T.

Florida's finest wants combo man immediately. First ticket, excellent opportunity, top company if ambitious, investigate. Box 523A, B•T.

Immediate opening for chief engineer-announcer at fast growing station on Florida's east coast. $100 for forty hours. Send resume, photo and tape to Box 576A, B•T.

Engineer-announcer with first ticket. Reasonable experience. Box 485, Aberdeen, Maryland.

Wanted—Engineer with 1st class license, combo man who can either write copy, sell or announce. Top salary commensurate with ability. WBRV, Boonville, N. Y. Phone 11.

Chief engineer needed by northern California kilowatt affiliate. Experience with directionals, new construction. Fm and studio/transmitter maintenance necessary. All new RCA equipment. Metropolitan area. Salary in excess of $7000 per year. Contract Operations Manager, KGMS, Hotel Senator, Sacramento, Calif.

RADIO

Help Wanted—(Cont'd)

Technical

First class engineer with car for midwest kilowatt directional, transmitter duty. WEOL, Elyria, Ohio.

Combo man wanted with first phone license by this financially sound newspaper owned am and fm station. Experience desirable but not necessary. If you are reliable and can fit in with congenial staff, call collect. Fred Gresso, WRSW, Warsaw, Indiana.

Programming-Production, Others

Wanted, gal Friday. Typing, shorthand, bookkeeping, copywriting helpful. Top job. High salary. Good future. Outstanding midwest station. Send all info immediately. Box 413A, B•T.

Wanted experienced newsman for middle Georgia radio station in the process of inaugurating mobile news service. Send details to Box 448A, B•T.

Program director-top program station, write good copy, some air work. Real opportunity for a good man ready to advance. Permanent position with mid-west regional independent. Send resume tape and photograph to Box 555A, B•T. All replies confidential.

Network information, educational show needs writer-assistant producer immediately. Middle Atlantic area. Send full particulars and photo. Box 558A, B•T.

Where in the world are all the copy writers? We need a good one and are willing to pay for a top performer. If you write catchy copy, quick, shoot us samples, picture, salary requirement. Box 577A, B•T.

If you are a triple-threat man with good experience in publicity, promotion, exploitation, a 50,000 watt Ohio radio station can make it worth your while to answer this ad. Box 586A, B•T.

Girl continuity writer needed at radio KCOL in cool, colorful Fort Collins, Colorado.

Traffic continuity position opening at progressive California network station. Tops in market so we need top-flight woman who can handle all phases of traffic as well as write good commercial radio copy. Send complete details, all experience and references first letter to Bill Oates, KSBW, P. O. Box 1651, Salinas, California.

News and special events director. Experienced news director to head department and personally handle 3 local newscasts daily and most special events. Supervise news and special events functions of announcer-newsman and announcers. Opportunity to develop top community service for progressive station in growing market. Mail complete resume, tape, recent photo to Bob Norman, WKNY, Kingston, New York.

Opening for radio, film writer-producer with experience in 16mm camera operation and editing. Opportunity for graduate study. Starting salary $3800. Address: Broadcasting Service, University of Tennessee, 14 Ayres Hall, Knoxville 16, Tennessee.

RADIO

Situations Wanted

Management

General manager, metropolitan fulltime independent. 10 years GM experience. Box 440A, B•T.

Commercial manager-salesman experienced small station operation. Married, family, available September 1. Desire relocate west coast. Reasonable income needed. Box 534A, B•T.

Manager. Nine years experience. Employed. Top references: past, present employers. Seeking medium, metropolitan market. Box 538A, B•T.

Radio-tv veteran wants station management or agency position. Highly successful background in sales, programming, talent both media. Box 567A, B•T.

RADIO

Situations Wanted—(Cont'd)

Sales

Salesman, knows and prefers small southern market. Successful sales record seeks opportunity to turn ideas into $$$. Trained, experienced announcer, civic-minded, sober, reliable, forty and married. Box 520A, B•T.

Variety: Administrative assistant, salesman-announcer, network production assistant 12 months writing, public speaking experience, announcing potential. Four years heavy contact, organizing administrative and sales background. Must be permanent position with growth potential. Twenty-eight, vet, married, with one child. Presently employed, resume, excellent references. Box 568A, B•T.

Man with 2½ years network tv-radio experience in advertising, promotion and public relations wishes to secure sales position. Capable of selling to local and national accounts and planning sales campaigns with clients. Formal education in marketing. Box 583A, B•T.

Announcers

Personality dj. Strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 261A, B•T.

Girl personality, dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 262A, B•T

Dj, beginner. Capable, eager to please. Salary second to opportunity. Grad N.Y. radio school. Tape and resume immediate on request. Box 263A, B•T.

Newsman. Radio and television. 15 years experience including network and nation's capitol. Major market. Box 420A, B•T.

Colored announcer, disc jockey. 3½ years actual experience in the Washington, D. C. area. Can do shows of interest to any audience. Excellent voice, diction and delivery. Good at news reporting. Resumes and tapes upon request. Box 500A, B•T.

Sports, news position for presently employed college graduate with seven years experience. Prefer Florida or California. Box 501A, B•T.

Announcer, 22, single, draft exempt. 4 years experience. Presently employed at Virginia station. Desires change. Box 503A, B•T.

Announcer-salesman, 3 years experience, references, two years of college, age 28, single, prefer south or southwest. Box 504A, B•T.

Experienced staff announcer, with top rated country show on 50,000 watt station, also strong on news and sports, wants to locate in midwest. Family man, veteran, 27. Box 508A, B•T.

Young, ambitious, seeking dj position with future. Major market experience. Will relocate. Box 509A, B•T.

Long on experience, talent, imagination. Can prove it. Radio, tv. Want change for the better. Box 510A, B•T.

Negro dj. Young, hardworking seeking position with growing station. Easy, relaxed delivery, pop and jazz, some rock 'n' roll. Box 513A, B•T.

Morning man deejay, plus sales, employed, 5 years radio, 2 tv. Box 519A, B•T.

TV personality and humorist wants dj position. Pop or western. Must settle in one spot (wife and son say so). References, no tapes—personal interview. Box 521A, B•T.

Experienced announcer; 6 years in radio, 2 years solid. Young, 21, single, but can deliver goods. Desires to move up and improve. Looking for permanent position with advancement opportunity. Prefers southern market, particularly Virginia, Kentucky, Tennessee, but will consider any good offer. Presently in small southern station. Good references, tape. Write Box 522A, B•T.

Personality-dj-salesman, sells own top-rated show. Writes copy, services accounts. 27 years old, married, two degrees B.A. and L.L.B.; proven audience builder. Good background, either R&B or pop. Strong ad-lib, rhyming intros, gimmicks, promotion, record-hop, mc work, etc. Have 200 famous artists voice tracks for your use. Some tv experience. Available Aug. 1st. 5 years background. Top references from station and sponsors. Box 524A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

DJ, three years experience, knows music, can sell, news, family. Box 525A, B•T.

Experienced announcer. Good sportscaster, newscaster, disc jockey. Program director background. Family. References. Box 526A, B•T.

Announcer-twenty-six, married, veteran. Three years solid am radio background. Resonant voice, mature delivery. Seeking radio or television opportunity. Available immediately to sound organization. References, tape and detailed background on request. Box 529A, B•T.

Outstanding sports announcer also excellent in all staff work. Present station dropping local sports to take network sports. Where can I stay for at least five years? Box 537, B•T.

Announcer strong on news with 3½ years experience desires to step up. Presently employed morning man, have 1st phone. Family man, excellent references. Future important as dollars. Box 552A, B•T.

Recent dj. Graduate seeks position with good radio station. Educated Europe. Tapes forwarded at request. Interested all areas. Box 553A, B•T.

Fine air salesman with NBC affiliate in major market, dj, play-by-play. Consider change for top offer. Box 560A, B•T.

Deep resonant voiced announcer with working knowledge of the business. Serious, getting married in December. Prefer news, commercials, dj. Available immediately. Box 561A, B•T.

Need staff announcer with three months experience? Single, vet. Attended radio school. Good references. Will travel. Box 562A, B•T.

Top young negro disc jockey seeks job in radio. 3 years experience. Excellent voice, good reference. College, vet, travel. Box 563A, B•T.

14 years experience all phases announcing. Presently employed, available two weeks. Excellent newscaster. Box 574A, B•T.

A guy who spins records ready to return to work after several weeks of well deserved rest. 8 years of solid radio background. First phone. Station with a turn over need not reply. Box 580A, B•T.

Experienced announcer, 5 years. News, sports, morning dj. 30 years old. Prefer midwest. Looking for opportunity. Box 581A, B•T.

Experienced announcer. Excellent reference. Upper midwest preferred. David Copeland, 304 Eighth Street, Silvis, Illinois.

Announcer seeking permanent fulltime position. Married, will travel, one child, Dale Cullen, Elkhorn, Wisconsin.

Country-western dj. Tape available. Prefer to work in small station, south. Billy Graham, 4049 W. Van Buren, Chicago, Nevada 8-7884.

Announcer or farm director: B.A. Degree Speech, radio and tv communications; B.S. Degree Agriculture, University of Illinois. Experienced farm adviser. Presently employed 1000 watt as farm director and dj. News and commercial work. Age 27, single, veteran. Bob Reynek, 300 S. Birch, Creston, Iowa.

Brief air time, doing relief. Radio school graduate, 2½ years college. Married, 33. Congenial, adaptable. Travel 1-2000 miles south, southeast, southwest potential. Jim Waran, 6328 N. Mobile, Chicago, Newcastle 1-4364.

Technical

Chief engineer: Florida property owner desires permanent Florida position. Looking for that exceptionally qualified, dependable, sober, honest, hardworking chief? I'll stand closest character, ability and integrity investigation. First class license. Installed many stations. I'd like to hear from you. Don't let salary scare you. Box 393A, B•T.

Eighteen years am-fm including directional antennas. Experienced chief. $8,000 minimum plus moving. Box 406A, B•T.

Above average negro 1st phone engineer. Good at copywriting, production, typing, public relations, 13 years teaching radio-tv. Want commercial station connection. Available August 10. Box 533A, B•T.

RADIO

Situations Wanted—(Cont'd)

Technical

Engineer, 1st phone. AM and tv studio and transmitter experience. Can accept responsibility. Prefer position where maintenance ability is required. Box 543A, B•T.

Transmitter engineer present chief, 1½ years experience. Excellent at maintenance, tv service technical school grad. Wish location Ark., Mo., Kansas, Oklahoma. Box 551A, B•T.

Director of engineering, chief engineer. Extensive engineering, operational and administrative experience am, fm and tv including live studio, film, microwave, directional antennas, transmitters and new construction. Graduate engineer. Box 566A, B•T.

1st phone. 6 years experience, construction and maintenance. Available immediately. Box 575A, B•T.

Production-Programming, Others

Will invest $10,000 and 20 years experience in going radio station. Experience all phases but engineering, acquired with top indie. Box 505A, B•T.

Responsible family man, employed, trade 5 years radio, 2 tv for program directorship, similar capacity position with future. Box 518A, B•T.

8 years radio-tv, married. Seeking opportunity to build self, show. Radio-tv preferred. No one-station towns please. Box 531A, B•T.

Program-production director, 10 years thorough experience with accent on sound programming and solid production. Presently employed executive capacity am-tv operation. Seek permanent position with stable organization. Prefer northeast. Opportunity more important than money. Box 542A, B•T.

Newsman, gather, write, edit and broadcast. Wants eastern New York or southern New England location. Box 544A, B•T.

It's time for a change. Have trenchcoat and typewriter, will travel. Experienced newsman, single, veteran, journalism degree. Top references. Box 548A, B•T.

Man experienced in programming, copy, production and administration. A. B. Degree. Prefer south. Box 565A, B•T.

TELEVISION

Help Wanted

Sales

Television sales. Salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when qualified. Give previous selling experience and as many particulars as possible. Please enclose recent snapshot. Box 755G, B•T.

Technical

Transmitter engineer for vhf station in metropolitan midwest city. One of nation's top stations. Salary, vacations, other benefits above average. Our standards are high, and yours must be likewise. Radiotelephone first license required. State experience, education, and provide a recent snapshot. Box 384A, B•T.

Studio engineer for vhf station in large midwest city. Finest equipment to operate, good salary and other benefits. This is the leading station in the area, and requires grade A men to operate it. Supply resume of experience, education, and a photo. Reply Box 441A, B•T.

Wanted by August 1st, six first class licensed men for expanding operation. Experience desired, but not necessary. Box 535A, B•T.

Chief engineer for thriving uhf station in large midwest city. Our standards are high. Will consider man seeking promotion to chief. State experience, education. Send photo. Will act quickly. Box 584A, B•T.

Chief engineer—have immediate opening, at least 3 years experience all phases tv. Contact W. M. Greely, KHOL-TV.

Engineer, first phone, needed immediately, $100 per week to start. Lot of fun living around Norfolk and Va. Beach. Call or write Tim Bright, WTOV-TV, Norfolk, Va. Phone MAdison 7-5915.

Programming-Production, Others

Wanted: Male with B.A. or B.S. Degree with training and experience in audio-visual aids—needs experience in shooting and editing single or double system 16mm sound film—Knowledge of electronics and servicing helpful. Race is not a factor. Box 389A, B•T.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Traffic manager. Leading network tv station in Milwaukee must fill vacancy by early August. Wonderful opportunity for gal with station and sales rep experience. Mail job history, photo, salary requested for confidential consideration. Box 514A, B•T.

News photographer, work with news editor covering local events. Process 16mm plus slides. All new equipment. Three-station market midwest. Send photo, qualifications. Box 528A, B•T.

TELEVISION

Situations Wanted

Management

Operations manager. Nine years radio-tv experience, including new station Sign On. Excellent references. Employed. Box 539A, B•T.

Manager-sales manager. 12 successful years small and large markets. Excellent national contacts and best references. 39, family of four. Interested only in good operation with future. Pleased to send resume. Box 557A, B•T.

Eight years tv: station management, programming, film buying, production, direction, announcing. Now employed. Age 32. Top industry references. Available immediately, any phase. Box 571A, B•T.

Announcers

Warm-friendly tv and radio personality, strong on news, music, interviews. 12 years radio, 3 years television, 30 years old, married. Box 516A, B•T.

Technical

Twenty years am-fm-tv including color. Chief, supervisory experience. Reliable family man. Box 407A, B•T.

Programming-Production, Others

Experienced tv promotion manager. VHF network big market station. All phases promotion, publicity, merchandising. For complete resume, samples and references, please write Box 324A, B•T.

Top references, five years experience station and agency. Qualified for program director, production manager, producer, director. Box 432A, B•T.

Producer-director 4 years with present employer. Wish better market. Not drifter nor loafer. Go anywhere for right set-up. Write Box 502A, B•T.

Director-producer, 4 years experience all phases production. Seven years radio-tv announcing. University degree. Congenial, 31; versatile, creative, reliable. Relocate. Box 507A, B•T.

I've got a secret. For great television-radio news production! All on tape for the asking. Box 512A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

If your tv station has active, local program schedule, and have need for active producer-director, look no further. Experienced in live and film work. Have stop watch, will travel. Box 517A, B•T.

Producer-director, age 36. 3 years staff experience midwest-tv station, 3 years agency experience. Desire opportunity with midwest station. Box 536A, B•T.

Program director. Nine years radio-tv experience, including new station Sign On. Excellent references. Employed. Box 540A, B•T.

Continuity director. Radio-tv experience: department head, metropolitan stations. College graduate. Versatile man, early thirties. Know copy, promotion, production, art, etc. Seeking top position, top salary, top station. Now employed. Box 541A, B•T.

Film editor well rounded film experience. Presently employed, desires permanent position with larger responsibilities. Box 547A, B•T.

Operations manager, chief engineer, or supervisor, who will build and maintain an economical, trouble free operation. Fourteen years background, best of references. Box 554A, B•T.

FOR SALE

Stations

Virginia monopoly market, regional station, above average plant. $125,000. Liberal terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Colorado kilowatt daytimer in tough, competitive market. $18,000 cash will put you into a good station that isn't making money, but has plenty of potential. Good terms on balance. Selling 75% of the stock in corporation. This is the set-up, not subject to further negotiation. Furnish proof that you are qualified to pay the price and put some money in, to build it up and that you are qualified to operate. Bob Fouse, Box 949, Chadron, Nebraska.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Complete RCA Vidicon film chain type TK-21A and dual-disc slide projector type TP-3C like new. Price 75% of cost or will consider best offer. Vidicon available immediately, slide projector by July 15th. Equipment being replaced by 3-V color system. Write T. Frank Smith, KRIS-TV, Post Office Box 840, Corpus Christi, Texas.

For sale: 2 Gates CB-11, 3-speed turntables. $80.00 each. F.O.B. KXGI, Ft. Madison, Iowa.

Attention: Top deejays and Newsmen!

Here's your chance to join one of the nation's top independent-station organizations. We need *top* disc jockeys, with good voices and gimmicks or different styles, and also top radio newsmen. If you fit in either category and want a top opportunity, airmail your audition tape and background information today, to:

Gordon McLendon
2104 Jackson Street
Dallas, Texas

FOR SALE—(Cont'd)

Equipment

For sale—regulated power supplies, available about August 1st: 17 RCA WP33B and 9 Dumont 5019A (modified to WP33B specs) at $290 each. 8 RCA 580D at $140 each. All in excellent electrical and mechanical condition. H. A. Bondy, WAGA-TV, Atlanta, Ga.

Neumade "Neuvator" type CL-16 film cleaner. Best offer takes. M. M. Crain, WLBC-TV, Muncie, Indiana.

Ampex 300, 350, 350-2, 601, 601-2 8c A-series available at Grove Enterprises, Roslyn, Pa., TUrner 7-4277.

WANTED TO BUY

Stations

Principal with radio, tv and promotional sales background interested in buying for cash or terms, plus outstanding services. Confidential. Highest references, capabilities and financial standing. Box 341A, B•T.

Stations wanted. Private, independent service. Ralph Erwin, Broker. 1443 South Trenton. Tulsa, Oklahoma.

Equipment

REL fm receiver. Must be in good condition. State price and model in first letter. WHNC, Henderson, N. C.

We need immediately either studio or portable monochrome sync generator in good condition. Contact Chief Engineer, WJBF, Augusta, Ga.

INSTRUCTIONS

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

F.C.C. First Class Phone License preparation, concentrated speed tutoring, no correspondence; beginners included. Monty Koffer, 743 Hendrix Street, Brooklyn 7, New York.

Miscellaneous

Danny Sheelds. Trying locate you. Anyone knowing whereabouts, write Box 475A, B•T.

Interested in knowing the present whereabouts of Jack Lee Collette, active in radio and tv announcing. Will pay $10 for your trouble. Please write Box 431, Amarillo, Texas.

RADIO

Help Wanted

HELP WANTED: BROKER

Leading business brokerage house specializing in media needs top negotiator preferably with full knowledge of radio and television station operation. We are seeking conservative, industrious, sober-minded man who wants a rewarding, long-pull career—not a "fast sell" artist. Starting salary in five figures plus commission.

Send full particulars to

BOX 398A, B.T.

RADIO

Help Wanted—(Cont'd)

AH! THIS IS REAL
RADIO

Pleasant small towns . . . where you can really live and breathe . . . become a part of the community. Pleasant stations, well equipped, where you can show all of the initiative and imagination you wish . . . without much supervision. New station about to pop, so we need some more qualified people to join the happy gang. Strictly permanent . . . $$$ enough to pay the rent . . . plenty of future opportunity. We have made only one change in key personnel in more than three years. There's satisfaction in TOP QUALITY small market. But, friend, ya gotta be good to get in. If you think you can cut it, contact

KCSR
CHADRON, NEBRASKA

Openings for everybody . . . news . . . sales . . . announcers . . . first phones (need a chief who can handle 5KW) . . . ALL POSITIONS ON 30 DAY PROBATIONARY TRIAL. Nebraska and South Dakota. Don't phone. Just mail whatever you think will prove your ability. You'll get a reply within 30 days.

Management

LIVE IN SUNNY CALIFORNIA

KROW one of San Francisco area's top independents has opening for top-flight sales manager. The man we want is aggressive, has a proven record at comparale size station, can command the respect of a top sales staff, and plans to work as a selling sales manager rather than a desk executive. Will pay salary plus bonus on gross, amount commensurate with experience. Common stock available at cost when we buy another station soon. Apply in writing giving all background, and enclose photograph. Send to General Manager, KROW, 464 19th St., Oakland 12, California.

You're hired if . . . you've got that hard sell enthusiasm needed for selling a medium mid-south market . . . you're an organized manager who can adjust to programming and sales problems . . . and the go . . . go . . . go it takes to get into this sharp operation of seven radio and one television stations and keep climbing up the ladder to the top of the organization. Send the details regarding your past so we may contact you. The Dixie Network, P. O. Box 309, Jackson, Tennessee.

Sales

KAFY and KXFM
Bakersfield *550 kc* San Bernardino *590 kc*

Two of California's sellingest radio stations located in two of California's fastest growing areas are expanding personnel.

Have openings for:

- *Top experienced radio time salesmen*
- *Assistant sales managers*

Write full information immediately to: Benton Paschall, 2908 College Ave., Bakersfield, Calif.

RADIO

Help Wanted—(Cont'd)

Sales

NEEDED *IMMEDIATELY*:

Radio salesman for oldest established station Portland, Maine. Must be reliable, industrious and sincerely interested in work. Ideal opportunity to grow in Maine's foremost state network. Apply in writing with references and photo to Don Powers, Manager, Maine Broadcasting System, 157 High St., Portland, Maine.

Announcers

NEGRO JOCKIES WANTED

3 Top Southern Cities
Religious • R&B • Blues
Southern Men Only
Will Train Good Prospects
Pic-letter-tape
BOX 321A, B•T

UPSTATE NEW YORK STATION
needs both a morning and afternoon DJ.
Box 545A, B•T

Production-Programming, Others

TRAFFIC CONTINUITY POSITION OPENING

At progressive California network station. Tops in market so we need top-flight woman who can handle all phases of traffic as well as write good commercial radio copy. Send complete details, all experience and references first letter to Bill Oates, KSBW, P. O. Box 1651, Salinas, California.

RADIO

Situations Wanted

Management

SOMEONE NEEDS ME!

30, college, set record high sales three previous stations. Unqualified recommendations. Now manager medium market. Looking for big money I've heard so much about. If you give credit for results in $$$, contact me.

Box 573A, B•T

RADIO

Situations Wanted—(Cont'd)

Announcers

TOP RATED R and R D. J. in city over million—Ready for the big move. Let's you and I do Business.

Box 559A, B•T

YOUR ATTENTION PLEASE

We have available right now, a top announcer-dj for tv or radio. With nine years experience, he knows his pop music and can attract and hold a major share of listeners. His excellent commercial delivery produces tangible results.

A family, community man, he has our top recommendations.

A change in programming requires that we release him from one of the top stations in the northeast.

Write to Station Manager, Box 578A, B•T., quickly.

We will supply his name and the facts.

Production-Programming, Others

RADIO/TV PIONEER

Familiar with all phases of business. Agency, station, network experience plus good knowledge engineering. Desire N. Y. metropolitan area as public relations or publicity man. Excellent contacts with trade press and newspaper radio/tv columnists. Reply Box 325A, B•T.

TELEVISION

Help Wanted

Sales

We'll Invest in a TV Sales Executive

This ad isn't directed to the run-of-the-mill salesman. The man we want may not be "seasoned", but he's an aggressive self-starter who will develop into tomorrow's sales executive. He has had TV sales experience; is imaginative, industrious, personable; and is fully equipped to work effectively with agencies, local and regional accounts.

This isn't a ready made job. Given the right man, we'll invest in him—underwrite his activities—and groom him for an important job with one of the country's most respected multiple-property operations.

If you fit the picture, you'll live in a pleasant, medium-sized, midwestern community. You'll start at up to $7500 depending on your background, and you'll move ahead rapidly with a wide-awake team at a station that's head and shoulders above competition. If you want to build a solid future for your family and yourself, write us a complete resume of your background and experience. An interview can be arranged.

Box No. 556A, B•T

TELEVISION

Help Wanted—(Cont'd)

Sales

We are interested in hard sell at the local level. . . . No "Arm Chair Strategists" for this Southern UVH market. . . . Excellent salary to man who qualifies. Forget the "Blue Sky" and give us a success story sending usual particulars, age, etc., when you apply. The Dixie Network, Jackson, Tennessee.

FOR SALE

Stations



Medium market station profitable
$65,000 total—terms

PAUL H. CHAPMAN CO.
Station Brokers
84 Peachtree • Atlanta

Equipment

800-Foot Tower Available Shortly

Stainless—40 LB.
Also GE TY25A—Antenna
CONTACT R. M. PIERCE
WANE-TV—FORT WAYNE, IND.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

WANTED TO BUY

Stations

I WANT

A Radio Station in a large metropolitan market. Substantial cash available for right property. High net not prime consideration, but price tag should make business sense. Replies from principals only considered. Strict confidence respected. No brokers please. Box 316A, B•T.

Employment Service

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 FOURTEENTH STREET, N. W.
WASHINGTON 5, D. C.

Technical Preparation
. . . . . for radio and television personnel

- The Master Course for FCC License preparation (Not a "cram" course).
- The Advanced Engineering Course for men already holding a ticket. A college-level program for those who cannot attend college.
- Carl E. Smith, Director

For descriptive brochure, write to:
Cleveland Institute Radio Electronics
4902 Euclid Avenue, Cleveland, Ohio

NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel.

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1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
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☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Station Authorizations, Applications
(As Compiled by B•T)
July 10 through July 17

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. **cp**—construction permit. **ERP**—effective radiated power. **vhf**—very high frequency. **uhf**—ultra high frequency. **ant.**—antenna. **aur.**—aural. **vis.**—visual. **kw**—kilowatts. **w**—watt. **mc**—megacycles. **D**—day. **N**—night. **LS**—local sunset. **mod.**—modification. **trans.**—transmitter. **unl.**—unlimited hours. **kc**—kilocycles. **SCA**—subsidiary communications authorization. **SSA**—special service authorization. **STA**—special temporary authorization. ***—educ.

Am-Fm Summary through July 17

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	265	395	145
Fm	539	519	49	56	0

FCC Commercial Station Authorizations
As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New station requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through July 17

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	389	88	477[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	354	325	669[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	859	584	1,441[3]
Noncomm. Educ.	67		37	33	67[4]
Total	1,162	337	896	617	1,508[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

APPLICATIONS

Los Angeles, Calif.—**Sherrill C. Corwin,** uhf ch. 34 (590-596 mc); ERP 251 kw vis., 137 kw aur.; ant. height above average terrain 2782 ft., above ground 142 ft. Estimated construction cost $265,000, first year operating cost $250,000, revenue $250,000. P. O. address 122 S. Robertson, Los Angeles. Studio location Los Angeles. Trans. location Los Angeles County. Geographic coordinates 34° 13′ 40″ N. Lat., 118° 04′ 01″ W. Long. Trans.-ant. RCA. Legal counsel John Brenner, Beverly Hills. Consulting engineer Harold W. Jury, Northridge, Calif. Mr. Corwin, owner **KBAY-TV San Francisco** and 15% **KAKE-AM-TV Wichita, Kan., KPRO Riverside, KROP Blythe, KYOR Brawley** and **KREO Indio,** all Calif., will be sole owner.

Moline, Ill.—**Tele-Views News Co.,** vhf ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1,000 ft., above ground 1,040 ft. Estimated construction cost $877,467, first year operating cost $495,000, revenue $550,000. P. O. address 2500 35th Ave., Rock Island, Ill. Studio location Moline. Trans. location Henry County. Geographic coordinates 41° 18′ 58″ N. Lat., 90° 22′ 31″ W. Long. Trans.-ant. RCA. Legal counsel McKenna & Wilkinson, Washington, D. C. Consulting engineer Jansky & Bailey, Washington, D. C. Each 25% owners are **Edward E. Janov, Ernest Bauwens** and **Joseph Sirota** and **Louis Janov.** Messrs. Janov, Bauwens, Sirota and Janov have interest in Tele-View News Co., which prints *Tv Guide.*

Translators

Morrison-Knudsen Co., Brownlee Trailer Court, Ore.—Granted applications for two new TV translator stations; on ch. 79 to translate programs of **KBOI-TV** (ch. 2) **Boise, Idaho,** and on ch. 82 to translate programs of **KIDO-TV** (ch. 7) **Boise.**

Town of Pinedale, Pinedale, Wyo.—Granted application for new TV translator station on ch. 70 to translate programs of **KID-TV** (ch. 3) **Idaho Falls, Idaho.**

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS
RADIO • TELEVISION • NEWSPAPER

THERE IS SAFETY IN NUMBERS

5 CONVENIENT OFFICES
5 BROADCAST EXPERIENCED BROKERS
11 YEARS IN BUSINESS

WASHINGTON, D. C.
Wm. T. Stubblefield
1737 DeSales St., N. W.
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Tribune Tower
DE 7-2755

DALLAS, TEX.
Dewitt (Judge) Landis
Fidelity Union Life Bldg.
RI 8-1175

ATLANTA, GA.
Jack L. Barton
1515 Healey Bldg.
JA 3-3431

SAN FRANCISCO
W. R. (Ike) Twining
111 Sutter St.
EX 2-5671

Call your nearest office of
HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

New Am Stations

ACTION

Newark, N. Y.—Radio Wayne County Inc. granted 1420 kc, 500 w D. P. O. address Bilotta Bldg., Newark, N. Y. Estimated construction cost $11,254, first year operating cost $42,000, revenue $48,000. Principals include Secy. **David A. Kyle** (9.52%), owner of 33.3% of **WABY Albany**, 25.5% of **WRNY Rochester**, 33.3% of **WPDM Potsdam**, and 32% of **WNDR Syracuse**, all N. Y., and Treas. Dr. **Donald A. Corgill** (19.4%), owner of 33.3% of WABY, 25.5% of WRNY, and 33.3% of WPDM.

APPLICATIONS

Elba, Ala.—Howard Parrish Jr., 1350 kc, 1 kw D. P. O. address Rt. 2, Ozark, Ala. Estimated construction cost $13,388, first year operating cost $18,000, revenue $21,000. Mr. Parrish, gen. mgr. **WOZK Ozark**, will be sole owner.

San Diego, Calif.—Marvin Bobrof, 1040 kc, 1 kw DA-D. P. O. address 4440 Carling Dr., San Diego. Estimated construction cost $29,252, first year operating cost $39,000, revenue $60,000. Mr. Bobrof, muffler shop interest, will be sole owner.

Ukiah, Calif.—Joseph F. Sheridan, 1580 kc, 1 kw D. P. O. address 701 Ninth St., Crescent City, Calif. Estimated construction cost $12,966, first year operating cost $24,000, revenue $36,000. Mr. Sheridan, applicant for new am in Brookings, Ore., will be sole owner.

East Sarasota, Fla.—Gulf Coast Bcstg. Co., 1320 kc, 500 w D. P. O. address 3439 S. McIntosh Rd., Sarasota, Fla. Estimated construction cost $17,050, first year operating cost $42,000, revenue $48,000. **Kelsey L. Hutchinson** (50%), salesman, L. C. McCall (40%), 50% **WWPF Palatka, Fla.**, 10% **WJEM Valdosta, Ga.**, and **Ethel V. Hutchinson** (10%), mother of Kelsey, will be owners.

Fort Myers, Fla.—C. H. Packham, 1570 kc, 250 w D. P. O. address 314 Garden Lane N. W., Atlanta, Ala. Estimated construction cost $15,500, first year operating cost $30,000, revenue $35,000. Principals include Mr. Packham, conveyor manufacturer's manager, will be sole owner.

Hinesville, Ga.—Liberty Bcstg. Co., 990 kc, 250 w D. P. O. address Box 72, Hinesville. Estimated construction cost $14,398, first year operating cost $36,000, revenue $42,000. **Duane A. Hatch** (40%), salesman **WSAV Savannah, Ga., Roscoe Denmark** (30%), oil products dealer, and **Paul H. Sikes** (30%), sheriff of Liberty County, Ga., will be owners.

Thomaston, Ga.—Radio Thomaston, 1590 kc, 500 w D. P. O. address % M. H. McDougald, WCHK, Canton, Ga. Estimated construction cost $16,249, first year operating cost $50,000, revenue $75,000. **T. N. Privette** (41%), sales rep. **Ziv Tv** and 10% WCHK, **Mrs. P. M. Privette** (10%), housewife, **M. H. McDougald** (17%), sales mgr. and program director WCHK, **R. D. Peterson** (16%), asst. sales mgr. and news director WCHK, and **W. R. Butts** (16%), news director WCHK, will be owners.

Chester, Ill.—Chester Bcstg. Co., 1450 kc, 100 w unl. P. O. address Box 450, Paducah, Ky. Estimated construction cost $13,640, first year operating cost $20,000, revenue $30,000. **Pierce E. Lackey**, owner **WPAD-AM-FM Paducah**, and 50% owner **WRAJ Anna, Ill.**, and **F. E. Lackey**, owner **WHOP-AM-FM Hopkinsville, Ky.**, and 50% WRAJ, will be equal partners.

Jerseyville, Ill.—Tri-County Bcstg. Co., 1480 kc, 500 w DA-D. P. O. address % **Wilbur J. Meyer**, 357 Cherry St., Pittsfield, Ill. Estimated construction cost $16,528, first year operating cost $36,000, revenue $48,000. Equal partners are Mr. Meyer and **Sidney E. Simpson.** Mr. Simpson member U. S. House of Representatives and Mr. Meyer gen. mgr. **WBBA Pittsfield.**

Frostburg, Md.—Western Maryland Bcstg. Co., 740 kc, 250 w D. P. O. address 126 Columbia Ave., Vandergrift, Pa. Estimated construction cost $25,985, first year operating cost $40,306, revenue $65,193. **D. C. Loughry**, radio & electric service company owner, will be sole owner.

Louisburg, N. C.—Franklin Bcstg. Co., 1480 kc, 500 w D. P. O. address % **Joseph T. Lane**, Box 23, Rt. 6, Raleigh, N. C. Estimated construction cost $21,702, first year operating cost $24,000, revenue $30,000. Equal partners are Mr. Lane and **George E. Peterson**, both employes of **WNAO-TV Raleigh.**

Tiffin, Ohio—Malrite Bcstg. Co., 1250 kc, 500 w D. P. O. address 2739 N. 12th St., Sheboygan, Wis. Estimated construction cost $19,420, first year operating cost $44,283, revenue $66,000. Equal partners are **Robert G. Wright** and **Milton Maltz**, co-owners of WPLY Plymouth, Wis.

Woodbridge, Va.—S & W Enterprises Inc., 900 kc, 1 kw D. P. O. address Woodbridge. Estimated construction cost $43,462, first year operating cost $25,000, revenue $35,000. **Carroll M. White** (76%), mgr. mobile radio communications for **RETMA, Lenna M. White** (23%), housewife, and others.

Clarksburg, W. Va.—West Virginia Radio & Television Corp., 980 kc, 5 kw D. P. O. address 126 S. Third St., Clarksburg. Estimated construction cost $46,212, first year operating cost $38,000, revenue $42,000. **John Convery** (70%), majority stockholder **WETZ New Martinsville, W. Va., Loretta M. Robinson** (20%), medical clinic employe, and **R. I. McCahon** (10%), drug manufacturer, will be owners.

New Fm Stations

ACTIONS

West Covina, Calif.—Pacific-South Bcstg. Co. granted 98.3 mc, 808 w D. P. O. address Citizens Bank Building, 16 N. Marengo Ave., Pasadena, Calif. Estimated construction cost $13,000, first year operating cost $20,000, revenue $24,000. Equal partners are John K. Blanche, attorney, and Joseph D. Worth, salesman. Announced July 11.

Albany, N. Y.—Union University granted 91.5 mc 10 kw unl. P. O. address 47 New Scotland Ave., Albany. Estimated construction cost $19,500, first year operating cost $20,000. Will be operated as educational station. Announced July 11.

APPLICATIONS

Los Angeles, Calif.—Richard C. Simonton, 99.1 mc, 11.4 kw unl. P. O. address 6906 Santa Monica Blvd., Los Angeles. Estimated construction cost $14,000, first year operating cost $18,000, revenue $15,000. Mr. Simonton, 25% **KULA-AM-TV Honolulu, Hawaii** and stockholder **KRKD-AM-FM Los Angeles** and **KITO San Bernardino**, all Calif., will be sole owner.

San Francisco, Calif.—Bay Fm Broadcasters, 105.3 mc, 17.64 kw unl. P. O. address Box 1412, Beverly Hills, Calif. Estimated construction cost $5,500, first year operating cost $12,000, revenue $14,000. **Saul R. Levine**, owner **KBCA-FM Beverly Hills** and 25% **KCAL Redlands**, both Calif., will be sole owner.

Boston, Mass.—Westinghouse Broadcasting Co., 106.7 mc, 2.8 kw unl. P. O. address 122 E. 42nd St., New York, N. Y. Estimated construction cost $7,500. Westinghouse interests include **WBZ-AM-TV Boston, KYW-AM-FM-TV Cleveland, KPIX (TV) San Franciso, WBZA-AM-FM Springfield (Mass.), KDKA-AM-FM-TV Pittsburgh, WOWO Fort Wayne (Ind.), KEX-AM-FM Portland (Ore.), WIND-AM-TV Chicago** and **WAAM (TV) Baltimore.**

Glenside, Pa.—Melvin Gollub & Fred Gollub, 92.5 mc, 20 kw unl. P. O. address 1866 Watson Rd., Abingdon, Pa. Estimated construction cost $18,500, first year operating cost $15,000, revenue $17,500. Melvin Gollub (75%), announcer **WIP Philadelphia, Pa.**, and Fred Gollub (25%), naval engineer, will be owners.

Ownership Changes

ACTIONS

KVOE Emporia, Kan.—Granted assignment of license from **Lyon County Bcstg. Co.** to **Bluestem Bcstg. Co.** for $81,000, plus assumption of land and building mortgages. **Edward J. McKernan Jr.** (90%) and **Charles N. Putt** (10%) will be owners. Messrs. McKernan and Putt are former employes of **WIBW-AM-TV Topeka, Kan.**

WCRV Washington, N. J.—Granted assignment of license from **Simon Geller** to **Warren Bcstg. Corp.** for $42,500. **Morristown Bcstg. Corp.** (99.40%) is controlled by **Kenneth A. Croy, Olive S. Croy** and **George S. Croy**, and is licensee of **WMTR Morristown, N. J.**

WBUT Butler, Pa.—Granted assignment of license from **J. Patrick Beacom** to Mr. Beacom and **Harold W. Critchlow** for $13,000. Mr. Beacom (80%), 70% **WVVW Grafton** and (98%) **WJPB-TV Fairmont**, both W. Va. and Mr. Critchlow (20%), gen. mgr. WBUT.

APPLICATIONS

WGAD Gadsden, Ala.—Seeks transfer of control of licensee corporation from **Coosa Bcstg. Inc.** to **Albert M. Rains, Escar L. Roberts, Edward Z. Carrell** and **Dendy L. Jackson** for $25,000. Mr. Rains and Mr. Roberts each own 30% of **WGSV Guntersville, Ala.**, Mr. Carrell 20% WGSV and Mr. Jackson is chief engineer WGSV.

KIVA (TV) Yuma, Ariz.—Seeks transfer of control of licensee corporation from **Valley Telecasting Co.** to **Harry C. Butcher** for $241,000. Mr. Butcher owns **KIST Santa Barbara, Calif.**, 22% application for ch. 3 Hartford, Conn., and was former stockholder in **KEYT (TV) Santa Barbara.**

KITO San Bernardino, Calif.—Seeks control of licensee corporation by **Albert Zugsmith** through purchase of stock from **Richard C. Simonton** for $37,248. Mr. Zugsmith will own 55.57%. Mr. Zugsmith also owns 37.5% **KVSM San Mateo, Calif.**, 25% **KULA-AM-TV Honolulu, Hawaii, KSHO-TV Las Vegas**, and **KBMI Henderson**, both Nev.

KPID Payette, Idaho—Seeks assignment of cp from **Payette Bcstrs.** to **Earl F. Hash** for $2,000. Mr. Hash has engineering interests.

WKTL Kendallville, Ind.—Seeks transfer of

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 3

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Biloxi, Miss., ch. 13 (12-18-56); McKeesport-Pittsburgh, Pa., ch. 4 (6-3-57).

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57). Cheboygan, Mich., ch. 4 (6-21-57).

IN HEARING: 11

Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Butte, Mont., ch. 6; Ogden, Utah, ch. 9 (7-3-57); Buffalo, N. Y., ch. 7 (9-24-56); Baton Rouge, La., ch. 18 (7-11-57); Amarillo, Tex., ch. 7 (7-11-57); Elko, Nev., ch. 10 (7-11-57).

IN COURT: 5

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10; St. Louis, ch. 11; Boston, ch. 5.



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control of licensee corporation from **Noble-DeKalb Bcstg. Co.** to **Paul L. King** and **Weldon M. Cornell** for $48,000. Mr. King, program mgr. **WOHO Toledo, Ohio,** and Mr. Cornell, restaurant owner, are equal partners.

WLBN Lebanon, Ky.—Seeks assignment of license from **Lebanon-Springfield Bcstg. Co.** to **Horace E. Tabb, Holly Skidmore, Stokley Bowling, C. A. Diecks, J. W. Hodges** and **W. Dee Huddleston** for $65,000. The equal partners own **WIEL Elizabethtown, Ky.** and application for station at Jeffersonville, Ind.

WARB Covington, La.—Seeks assignment of license from **A. R. Blossman Inc.** to **WARB Inc.** for $50,000. Equal partners are **David C. Blossman** and **A. R. Blossman Jr.** Messrs. Blossman were formerly minority stockholders.

WPTX Lexington Park, Md.—Seeks control of licensee corporation by **James S. Beattie** through purchase of stock from **Arthur A. Snowberger** for $5,000 and assumption of obligations. Mr. Beattie, former 48.3% owner, will own 96.6%.

WBSE Hilisdale, Mich.—Seeks transfer of control of licensee corporation from **Baw Besse Bcstg. Corp.** to **Stevens-Wismer Bcstg. Co.** for approximately $48,000. **Harmon L. Stevens** and **John F. Wismer,** equal partners, own **WHLS-AM-TV Port Huron, WLEW Bad Axe,** both Mich.

WHDL-AM-FM Olean, N. Y.—Seeks control of licensee corporation by **E. B. Fitzpatrick** through purchase of stock from **Gannett Co.** for $213,000. Mr. Fitzpatrick is presently an officer of the licensee.

KOME Tulsa, Okla.—Seeks assignment of licensee from **Oil Capital Sales Co.** to **John W. Kluge** and **Marcus J. Austad** d/b as Oil Capital Sales Co. for $100,000. Mr. Kluge and Mr. Austad have interests in **WILY Pittsburgh, Pa.** and **KXLW St. Louis.** Mr. Kluge owns **KNOK Fort Worth, Tex.,** majority stockholder of **WGAY Silver Spring, Md.** and **WKDA Nashville, Tenn.,** and 37% of grantee for new tv in Orlando, Fla.

WPTS Pittston, Pa.—Seeks negative control by each **Angelo Fiorani** and **Rose Fiorani** through sale of stock to licensee by **Sophia Pagnotti, Eleanor Pagnotti** and **Anne R. Preate** for nominal $1.

KTXN Austin, Tex.—Seeks assignment of license from **Radio KTXN Inc.** to **Radio Austin Inc.** Corporate change. No control change.

KERV Kerrville, Tex.—Seeks transfer of control of licensee corporation from **Kerrville Bcstg. Co.** to equal partners **Clyde Jones** and **Albert Mason Jr.** for $30,000. Mr. Jones is chief engineer KERV and Mr. Mason is assistant mgr. **KVOU Uvalde, Tex.**

WMOD Moundsville, W. Va.—Seeks relinquishment of control of licensee corporation by **John T. Taylor** through sale of stock (22%) to **Donald W. Levenson** for $1,100. Mr. Levenson has interest in **Storer Bcstg.** and **Consolidated Radio & Tv.**

WPLY Plymouth, Wis.—Seeks assignment of license from **WPLY Inc.** to **GMB Inc.** for $65,000. **Greater Muskegon Bcstrs. Inc.** (48%), licensee of **WMUS Muskegon, Mich.** 13% each are **Charles Boonstra, Marion C. Boonstra, R. Bunker Rogoski** and **Dalton C. Hille,** stockholders of Greater Muskegon.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Annie Neal Huntting issued an Initial Decision looking toward granting applications of **Colonial Bcstg. Co.** for new am on 1600 kc, 500 w, D, DA, in Elizabethtown, Pa. and **Radio Columbia** for new am on 1580 kc, 500 w, D, in Columbia, Pa.

PETITION

WTVP (TV) Decatur, Ill.—Petition requesting the institution of rule making looking toward the removal of vhf ch. 3 from Champaign, Illinois and the reallocation of same to some other area where its use will not cause intermixture of television services. Petitioner also requests that show cause proceedings be instituted to effect the assignment of ch. 21, 27 or 33 to station WCIA in lieu of ch. 3.

Routine Roundup

BROADCAST ACTIONS

By the Commission

FCC (1) directed **Capitol Bcstg. Co.** to show cause by Aug. 12 why its authorization to operate **WTVJ** (ch. 12) **Jackson, Miss.,** should not be modified to extent necessary to permit **Supreme Bcstg. Co.,** to operate an experimental tv on ch. 12 simultaneously with and at present site of its uhf **WJMR-TV** (ch. 20) **New Orleans, La.,** subject to the conditions attached to June 27 grant of Supreme's experimental construction permit; and (2) denied Capitol's petition to dismiss Supreme application. By separate Order, the Commission denied petitions and objections to Supreme's application filed by **Oklahoma Television Corp.** and **Crescent City Telecasters, Inc.,** applicants for ch. 12 in New Orleans, and **Association of Maximum Service Telecasters Inc.**

WKTF Warrenton, Va.—Granted six months extension of time to complete construction of am station.

WIPS Ticonderoga, N. Y.—Granted increase of power from 500 w to 1 kw, on 1250 kc, D.

WAVN Stillwater, Minn.—Granted increase of power from 250 w to 1 kw, on 1220 kc, D.

Wayne M. Nelson Concord, N. C. and **Fred H. Whitley Dallas, N. C.**—Designated for consolidated hearing applications for new am stations on 960 kc, D; Nelson with 500 w and Whitley with 1 kw; made **WEGO** and **WSPA** parties to the proceeding.

Jackson County Bcstg. Co. Maquoketa, Iowa—Designated for hearing application for new am station on 1320 kc, 500 w, D; made **KROS Clinton,** party to proceeding; in event of grant, engineering condition to be attached.

Citizens Bcstg. Co. Inc. Terre Haute, Ind.—Is being advised that, unless within 20 days it requests a hearing, its application for extension of time to March 1, 1958, to complete construction of new am station will be dismissed, cp cancelled and call letters **WWVR** deleted.

FCC (1) denied petition by **WHYN-TV** ch. 40, **WWLP (TV)** ch. 22, both **Springfield, Mass.,** and **WRLP (TV)** ch. 32 **Greenfield, Mass.,** for issuance of an order to **WGBH Educational Foundation** to show cause why its license for noncommercial educational tv station **WGBH-TV** (ch. *2), **Boston, Mass.,** should not be modified to change trans. and ant. site, and (2) granted renewal of licenses of WGBH-TV.

The following stations were granted renewal of license: WBUX Doylestown, Pa.; WEDO McKeesport, Pa.; WEEU Reading, Pa.; WEEX Easton, Pa.; WEJL Scranton, Pa.; WERC Erie, Pa.; WESA Charleroi, Pa.; WESB Bradford, Pa.; WEST Easton, Pa.; WFAR Farrell, Pa.; WGAL Lancaster, Pa.; WGBI Scranton, Pa.; WGPA Bethlehem, Pa.; WGSA Ephrata, Pa.; WHJB Greensburg, Pa.; WHLM Bloomsburg, Pa.; WHUN Huntingdon, Pa.; WHVR Hanover, Pa.; WILY Pittsburgh, Pa.; WISR Butler, Pa.; WJAC Johnstown, Pa.; WNAR Norristown, Pa.; WNCC Barnesboro, Pa.; WORK York, Pa.; WPIC Sharon, Pa.; WSAN Allentown, Pa.; WEEX-FM Easton, Pa.; WERC-FM Erie, Pa.; WEST-FM Easton, Pa.; WGAL-FM Lancaster, Pa.; WGBI-FM Scranton, Pa.; WGPA-FM Bethlehem, Pa.; WJAC-FM Johnstown, Pa.; WPIC-FM Sharon, Pa.; WRRN Warren, Pa.; WDFM University Park, Pa.; WDUQ Pittsburgh, Pa.; WPWT Philadelphia, Pa.; WLFH Little Falls, N. Y.

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66% of Canadian Homes Have Tv, BBM Reports

TV SETS now are in 66% of all Canadian households, according to an estimate as of June 1 by the Bureau of Broadcast Measurement, Toronto, a co-operative organization of broadcasters, advertisers and agencies.

The BBM spring survey has been completed and Executive Secretary Charles J. Follett reports that area and station reports based on the survey will be in the mail to the advertising industry and broadcast stations by August.

On June 1 the BBM survey shows an estimated Canadian population of 16,503,-100 in the ten provinces, with 4,051,600 estimated households. Of these 2,657,300 households have tv sets.

Largest number of tv sets are in Ontario, where 1,097,700 estimated households, or 77% , have tv receivers of a total 1,425,800 households. In Quebec Province 75%, or 790,000 of 1,055,500 households, have tv receivers.

For the other provinces, figures show:

	House-holds	Tv House-holds	%
Nova Scotia	165,600	100,400	61
Manitoba	222,800	121,400	54
British Columbia	408,200	217,600	53
New Brunswick	122,100	59,900	49
Alberta	308,700	151,200	49
Saskatchewan	238,800	86,100	36
Prince Edward Island	22,800	8,300	36
Newfoundland	81,300	24,700	30

Canadian Radio Set Sales Up, Tv Down, RETMAC Figures Show

RADIO RECEIVER sales were up and tv set sales down for the fifth month this year in Canada, according to the January-May figures of the Radio-Electronics-Tv Mfrs. Assn. of Canada. Radio set sales, including portables and combinations, totaled 210,447 units in the January-May 1957 period, compared with 206,026 sets for the same period last year. Portable receiver sales were also up to 18,092, compared to 16,635 last year. Auto set sales this year totaled 60,020 units, compared to 59,910 in the 1956 period.

Tv set sales amounted to 149,215 units in the first five months of this year compared with 189,059 in the 1956 period. RETMAC began counting portable tv set sales in May, with 4,388 sets reported sold. Geographically tv set sales this year totaled 56,336 in Ontario, 40,443 in Quebec province, and the balance throughout the rest of Canada.

New Technical Requirements Outlined for Canadian Outlets

NEW technical regulations have been announced for Canadian radio broadcasting stations by the Telecommunications Branch of the Department of Transport, Ottawa.

In a letter July 8 to broadcast consultants, F. G. Nixon, director of the telecommunications branch, outlines microvolt figures for stations to give adequate rural and metropolitan area service. The letter states that "a minimum signal of 25 mv/m is required to give an adequate broadcast service to a metropolitan area, although signal intensities much lower than this figure will provide satisfactory rural service."

New regulations outlined in the letter require that "the power, antenna directional characteristics and location of a broadcast transmitter shall normally be so selected that: (a) the 25 mv/m contour will just enclose the principal metropolitan area or areas which the station is intended to service; (b) where the nighttime limitation is in excess of 25 mv/m, then the limitation contour shall normally enclose the metropolitan area which the station is intended to serve; (c) the 250 mv/m contour shall not enclose more than 1% of the total population within the 25 mv/m contour, or the limitation contour of this is greater than 25 mv/m."

The letter points out the station is responsible for providing wavetraps or other means acceptable to the Department of Transport if it causes objectionable interference to broadcast listeners or licensed radio services within the 250 mv/m contour.

The department announced it expects to complete within the next few months negotiations on the engineering standards to enable the use of powers in excess of the ceilings prescribed by the North American Regional Broadcasting Agreement for regional and local channels.

Five Stations Cited in Canada For Exceeding Commercial Limits

FIVE Canadian radio stations were singled out for gross and persistent violations of broadcasting regulations in the program analysis prepared by the Royal Commission on Broadcasting and just published at Ottawa by the Queen's Printer. The findings deal primarily with using too many advertisements in a given period.

Singled out were CKEY Toronto; CKPR Fort William, Ont.; CKOY Ottawa; CFNB Fredericton, N.B., and CFCN Calgary, Alberta. The commission studied complete programs of 10 radio stations and found half that number breaking the advertising rules. Regarding CKEY, the analysis showed that "there were four 15-minute periods between 7:15 and 9:45 a.m. every day, Monday through Friday, in which the regulations were apparently violated. In one of these periods there were 10 spot announcements with a total duration of more than eight minutes, or 100% more than the regulations permit."

The analysis showed that CKPR exceeded the maximum permissible announcements and the four-minute time limit per 15-minute segment Monday-Friday by more than 70%. The other stations also exceeded the four-minute time limit per 15-minute segment and the limited number of spot announcements.

Commercial Tv Catching Hold In Europe, Reports Sarnoff

NATIONALIZED service still remains the backbone of European television but commercial services are catching hold and offer the greatest hope for future growth and expansion, Robert Sarnoff, NBC president, said on his return several days ago after four weeks in Europe.

Mr. Sarnoff noted that commercial tv has established a strong foothold in Britain and he saw the beginnings of similar services in Germany, Italy, Finland, Austria, Holland and Sweden.

"Western Germany seems to be the real television comer of Europe," he said. "There already are 32 transmitters reaching 85% of the population. The Germans have a bob-tailed commercial network which now supplements the national service and appears to be spreading rapidly."

While most European services still are government-owned-and-contolled, the economic facts of life weigh heavily in favor of privately-owned, commercially-supported services in the future, Mr. Sarnoff said. He cited France, with only 750,000 sets, as an example of a nation with insufficient tv funds to program in a manner that would build set circulation.

The NBC president said European television is at the same takeoff point for expansion that the U. S. was in 1950. He predicted the approximately 10 million tv sets in Free Europe would double in three years.

The question most frequently posed by European tv officials during his trip was about the timetable for a live tv link with

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America, he said. Mr. Sarnoff ventured a five-year estimate, which he termed possibly "overly optimistic, but I want it as badly as they do."

30 Broadcasters From 24 Nations Tour U. S. Broadcast Industry

U. S. RADIO and television network and station installations will be getting "the once-over"—and not lightly, either—by some 30 foreign broadcasters representing 24 nations, between now and Oct. 7.

The group is in the U. S. through the courtesy of the international educational exchange service of the State Dept., and arrived in the U. S. five weeks ago. At that time, they assembled at Boston U. for a three-week seminar under the direction of Dr. Murray Yaeger of BU's School of Public Relations and Communications. On July 13 the 30 broadcasters left for New York with Dr. Yaeger for a "tour-in-depth" of Manhattan advertising agencies and network and local station operations.

This Friday, they will split into small sections for a four-week trip around the country, dropping in on various local outlets. On Aug. 24, the broadcasters will "detach themselves individually," Dr. Yaeger said, "and spend around four weeks each at a station of their choosing—watching . . . and participating, if the management so allows it."

They will reconvene Sept. 23 in Los Angeles, for a tour of radio-tv-advertising activities like that now being conducted in New York. On Sept. 30, the group will go to Washington for a look into the FCC and other governmental operations affecting the U. S. broadcast industry. They also will spend time with the Voice of America and other USIA operations. On Oct. 7, the 30 foreigners will return to Boston U. for a 10-day seminar, during which they will make known their impressions of U. S. radio and television.

CFRB Profits Holding—McDougald

CFRB Toronto, operating subsidiary of Standard Radio Ltd., maintained its earnings at a level in excess of dividend requirements, John A. McDougald, board chairman, stated at the annual meeting in Toronto July 9. Net profits for the year ending March 31 totaled $138,057, compared with $138,162 the previous year. Working capital was $172,424, compared with $163,347 the previous year. The company was able to make a further substantial addition to its cash reserves, so that if and when CFRB obtains a tv station license in the Toronto area, it can finance installation without delay.

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SRS "Radio-Active" MBS

CBC Plans Complete Coverage Of Queen Elizabeth II's Visit

COMPLETE RADIO and tv network coverage of the visit of Queen Elizabeth II to Ottawa from Oct. 12-16 to open the Canadian Parliament is planned by CBC. On radio, all events will be reported fully and the service is being offered to all radio stations in Canada. CBC reporting teams now are being lined up and 26 commentators are to take part.

Full tv network coverage will be given live to all stations on the microwave network and by kinescope to all other stations. All live telecasts will be offered to U. S. networks and films and kinescopes will be made available to the BBC and U. S. networks for delayed showing. Mobile tv units from Toronto and Montreal will be used in Ottawa to provide at least a dozen cameras for the various outdoor telecasts, and if possible for the actual opening of the Parliament ceremony.

CARTB Sets Information Plan

THE Canadian Assn. of Radio & Tv Broadcasters, Ottawa, has appointed Hugh S. Newton & Co., Toronto, to conduct a campaign to inform the Canadian public of the services rendered by private radio and tv stations. The green light for the public relations campaign was given the CARTB at a recent meeting of the Western Assn. of Broadcasters where members endorsed the plan.

INTERNATIONAL SHORTS

CFOR Orillia, Ont., has increased power from 5 kw to 10 kw on 1570 kc daytime and 1 kw nighttime.

Radio Kyushu, Japan, has ordered Philco Cinescanner tv studio system.

Bell Telephone Co. Canada Ltd., Montreal, is building microwave network from Ottawa to North Bay, Ont., for use early in 1959. This 200-mile network through bush country will provide French-language tv programs from Montreal and Ottawa to CKGN-TV North Bay, CFCL-TV Timmins, Ont., and CKRN-TV Rouyn, Que. CKGN-TV now receives its English-language network shows by microwave from Toronto.

CKCQ is call letters of new 1 kw station on 570 kc at Quesnel, B. C., represented by Radio Representatives Ltd., Toronto.

CKWX Vancouver, B. C., has ordered 50 kw transmitter for installation this summer from Continental Electronics Inc., Dallas, Tex. CKWX expects to go in late summer from 5 kw on 980 kc to 50 kw on 1130 kc.

CHUM Toronto is now broadcasting 24 hours daily at 2.5 kw.

RCA, Camden, N. J., reports sale to Radio America Co., Lima, Peru, of two kw tv transmitter, two camera chains and studio equipment for that country's first tv station, slated to go on air by November. Peru will be sixth South American nation with tv.

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CBS
• Top local shows!
• Top CBS shows!
• Top ratings!
• Top "buy" for every advertiser!
WCBM
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Exclusive National Representatives

Somewhere Every Day
Radio and Television Stations are accused of Committing
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based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators
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effectively against embarrassing loss by having our unique policy at almost trifling cost.
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PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Harry J. Wendland, account executive of Anderson-McConnell, L. A., to Carl Falkenhainer Adv. Inc., same city, as vice president and principal.

Robert Kirschbaum, radio-tv copy chief, and **Guy Oring,** administrative art director of Grey Adv., N. Y., elected vice presidents.



◄ **Richard D. Wylly,** vice president and copy supervisor with Benton & Bowles, N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, as vice president and creative director.

Henry S. Bean, account supervisor on Du Pont textile fibers at BBDO, N. Y., elected vice president of agency.

William F. Maughan, controller and treasurer, Dancer-Fitzgerald-Sample, N. Y., elected vice president and business manager.

Glen Jocelyn, copywriter-specialist in packaged goods advertising, merchandising and promotion, to MacFarland, Aveyard & Co., Chicago, as vice president and chairman of plans board.

Robert H. Witt, budget director of Joseph E. Seagram & Sons, Batavia, Ill., named administrative vice president of Pharma-Craft Co., pharmaceutical affiliate of Seagram.

Jere Patterson, promotion manager, Time-Life International, N. Y., to Erwin, Wasey & Co., same city, as executive vice president.

Carl Reimers, who owned his own agency for over 30 years, comes out of retirement to join Hoffman-Manning Inc., N. Y., as supervisor of account executives and head of plans board.

Paul Markman, vice president - director, BBDO, joins agency's L. A. office as account supervisor for Western Airlines and North American Aviation accounts. He had been group account supervisor in N. Y. office of BBDO for 12 years.

Marshall P. Smith, regional account executive on Ralston Purina Co. account for Gardner Adv., St. Louis, named account executive on Purina account.

Frank J. Wilson, formerly with *Look* magazine, to Larrabee Assoc. Adv., Washington, D. C., as account executive.



◄ **Florence St. George,** copy and account executive at Norman, Craig & Kummel, N. Y., to Lawrence C. Gumbinner, same city, as account executive on Bourjois Inc. She succeeds **Muriel Hahn,** retired from agency business.

Ray Weber Jr., brand manager-marketing coordinator, Colgate-Palmolive International, N. Y., to McCann-Erickson, L. A., as assistant account executive.

J. W. Stitt, advertising manager, Dixie Cup Co., Easton, Pa., named advertising-sales promotion manager. **Don M. Greek** and **Raymond Remaley** named assistant sales promotion manager for home products and assistant sales promotion manager for commercial products, respectively.

Bernard Cortiaus, with General Foods since 1939, appointed Central region sales manager for Birds Eye division of General Foods Corp., N. Y.

Charles Lee Hutchings, vice president and creative director, French & Preston, N. Y., to McCann-Erickson as creative director for L. A. office.

Paul Wickman, formerly vice president of Western Adv. Agency, Los Angeles, and most recently executive director of Public Relations Society of America Inc., named public relations director of Schering Corp., Bloomfield, N. J., succeeding **George C. Straayer,** named director of professional and trade relations.

Harold W. Olsen, vice president and associate director of art department, BBDO, N. Y., appointed head art director of N. Y. office. He succeeds **Harold C. McNulty,** who continues as member of agency's plans board and is in charge of art for all BBDO offices in U.S. and Canada.

Irwin A. Goldberg, research department, Grey Adv., N. Y., to Charles W. Hoyt Co., same city, as research supervisor.

Joan Irby, assistant to central region advertising and sales promotion manager, Socony Mobil Oil Co., St. Louis, moves to N. Y. office for position with company's national advertising department.

Donald Bright Buckley, copy group supervisor, BBDO, N. Y., to Warwick & Legler, same city, as senior writer in creative department.

Ed Forrest, formerly with Calkins & Holden, Chicago, to Grant Adv., same city, as copywriter.

Charles F. Cazale, Compton Adv., N. Y., to Street & Finney, same city, copy department.

Wing Jin, previously with Foote, Cone & Belding, Chicago, to Compton Adv., same city, art department.

Charles G. Mortimer, president, General Foods Corp., N. Y., appointed national chairman for United Community Campaigns of America, volunteer fund-raising group for health and welfare services.

Elwood Robinson, president, Elwood J. Robinson & Co., L. A., appointed chairman of advertising and public relations committee of L. A. County Republican Central Committee.

Charles L. Lewin, vice president in charge of radio-tv, Rockmore Co., N. Y., father of girl, Lisa Grace, July 9.

Charles O. Husting, vice president-director, Leo Burnett Co., Chicago, died July 7.

Karl Wehner, founder and president of Wehner Adv. Co., Newark, N. J., died July 11 following heart attack.

EDUCATION

Mark Starr, educational director of International Ladies' Garment Workers' Union, elected to board of directors, Educational Television & Radio Center, Ann Arbor, Mich.

Sven O. Osthagen, manager of Providence, R. I., office of Allis-Chalmers Mfg. Co., named vice president of American Institute of Electrical Engineers, N. Y., representing newly-created northeastern district.

Lawrence Creshkoff, formerly assistant director of programs at WGBH-FM-TV Boston educational stations, named director of Chelsea Closed Circuit Television Project, N. Y.

Prof. James E. Lynch, program supervisor

R. C. CRISLER & COMPANY, INC.

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of Indiana U. Radio and Tv Service, on one-year leave of absence, effective September, to replace **Prof. Edward Stasheff,** U. of Michigan speech department, who recently accepted appointment as program associate with Educational Radio and Tv Center, Ann Arbor, Mich.

C. Wesley Lamber, tv producer-instructor at Louisiana State U., to U. of Texas as tv production supervisor.

FILM

William Burns, treasurer of McCadden Productions, Hollywood, named vice president-secretary. He is succeeded by **John H. Nicolaides,** comptroller for McCadden.

Robert Schultz, formerly with Perpetual Development Labs, St. Louis, to sales manager of Shamus Culhane Productions, N. Y., live action-animated tv commercial firm.

Glenn Grossman, supervisor of Motion Picture Unit of Hughes Aircraft Co., to Animation Inc., Hollywood, as production manager.

William E. Young, salesman with Screen Gem's N. Y. office, named north central division manager, headquartering in Detroit. **Harry Bubeck,** formerly with Leo Burnett Co., Chicago, to Screen Gems' sales staff in that city. **Nancy Littlefield,** SG's casting director, to newly-created post of eastern talent scout.

Jerome M. Evans, radio-tv promotional supervisor, Universal pictures Co., promoted to eastern promotion manager. **Paul Kamey,** promotion department staff member, named assistant eastern publicity manager.

Miles Gilbert, casting director, *Lux Video Theatre,* resigned to join WB/TV Commercial and Industrial Films Inc., Warner Bros. subsidiary, as assistant to casting director. **Eddie Marr,** associated with program as actor and assistant director, succeeds Mr. Gilbert as casting director for remaining seven *Lux* broadcasts.

William Cruikshank, president, Four Star Films, Culver City, Calif., father of boy, John Charles, July 16.

Herman Katz, 36, AAP Inc., N. Y., executive, died at his home in Bergenfield, N. J., July 14.

GOVERNMENT

George H. Barrows, former Washington newsman and recently with American Amplifier and Television Corp., named regional information officer for mid-Atlantic states by Federal Civil Defense Adm., headquartering at Olney, Md.

Erik Hazelhoff, general programming executive, NBC, to Radio Free Europe, Munich staff, as deputy European director.



MANUFACTURING

Richard W. Griffiths, formerly with Graybar Electric Co., to Litton Industries, Beverly Hills, Calif., as sales director of components division.

Forrest E. Gehrke, responsible for magnetron development and manufacturer for Sylvania Electric Products, Woburn, Mass., named manager of Sylvania's microwave power tube plant at Williamsport, Pa.

Louis R. Wanner, plant manager of plastics operations, Sylvania Electric Products Inc., Warren, Pa., appointed manufacturing manager in charge of plastics, metal base, assembly and formatic operations.

Robert L. Perretz, formerly salesman for Motorola-Chicago Co., factory branch distributor, appointed regional sales manager at Motorola Inc., N. Y.

Arthur M. Liebschutz, formerly with Federal Telephone & Radio Corp., Clifton, N.J., appointed administrator, planning-entertainment, RCA semiconductor division.

Dr. Allen B. DuMont set record percentage in yachting navigation this month when he sailed his 54-foot Hurricane III across finish line in annual 106-mile predicted log race of New York Athletic Club. He set record for 44-year-old event when he received 98.97 percentage of accuracy.

NETWORKS

Richard Clemmer, producer-director for NBC New York, named production coordinator for Seven Arts Center, new Manhattan theatrical project.

Raymond Scott, composer-conductor for past seven years associated with *Hit Parade* on radio and tv, signed as music director of three feature motion pictures to be produced by Harold Robbins and his Caryn Productions under contract with Allied Artists.

Neil (Doc) Simon and **Irvin Graham** signed as co-writers for ABC-TV's *The Guy Mitchell Show,* which debuts in fall (Sat., 10-10:30 p.m. EDT).

Nan Schwab, formerly with Green and Tillisch Photography and Tricolor Labs, to NBC Hollywood photo staff as laboratory assistant.

George Cleveland, 71, veteran actor-director-producer of stage, radio and tv, died July 15 following heart attack. Mr. Cleveland had played part of "Gramps" in *Lassie* filmed series on CBS-TV and had completed 11 of 13 episodes scheduled to be shown on network this fall.

PROFESSIONAL SERVICES

Arnold Cohan, executive vice president of Sidney S. Byron Public Relations Corp., has announced his resignation. He is serving as dollar-a-year radio-tv aide to New York Mayor Robert F. Wagner.



WHBF

RADIO & TELEVISION

FIRST IN RADIO

1st In Downstate Illinois*
1st In The Quad-Cities
according to NCS No. 2

* All 68 stations outside of Chicago

CBS

REPRESENTED BY AVERY-KNODEL, INC.

BMI

"The American Story"

"The American Story" is another important BMI Program Series which joins such features as Meet the Artist series, the Book Parade, Milestones and the other continuities used by hundreds of broadcasters regularly.

The staff of BMI can think of no more satisfying work, in the midst of a troubled world, than to play a part in the restatement, in words and music, of the fascinating story of our country's origin and growth.

Your Station Program Department should be receiving this script package regularly. It not, please write to BMI's Station Service Department for "Stories from the Sports Record."

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK · CHICAGO · HOLLYWOOD · TORONTO · MONTREAL

Zena Trett, formerly public relations director of governmental agency, Rums of Puerto Rico, to N. Y. office of Robert S. Taplinger Assoc. as director of women's features.

PROGRAM SERVICES

Max Callison, national sales manager, Capitol Records Distributing Corp., elected vice president.

S. M. Barr, Western Union Telegraph Co. plant and engineering vice president, named vice president in charge of planning.

Edward L. Brant, central division manager, United Press, Chicago, named southwestern division manager, with headquarters in Dallas. He succeeds **Fred A. McCabe** who joins Cheyenne Newspapers Inc. (KFBC-AM-FM Cheyenne) as executive vice president, co-publisher and director.

J. K. Maitland, vice president, Capitol Records Distributing Corp., Hollywood, named director of sales for Capitol Records Inc. He will be responsible for liaison with Capitol Records Distributing Corp., Prep Records Inc. and Capitol Records Inc., phonograph department.

Syd E. Bandes, news editor of International News Photos, division of International News Service, appointed marketing director of INP sales, N. Y.

Walter Ross, in charge of press relations and publicity copy for Warner Bros., N. Y., to Broadcast Music Inc., same city, as director of public information.

Lou Tappe, SESAC salesman, resigns after nine years.

REPRESENTATIVES

Edward Sherinian, media department of Ruthrauff & Ryan, N. Y., to John Blair & Co., same city, research staff.

STATIONS

Robert R. Hilker, president of WCGC Belmont, N. C., has purchased WEGO Concord, N. C., and becomes president of station. Other officers of new station: **J. Norman Young** (WCGC), vice president-general manager; **W. A. Mason** (attorney), vice president, and **Lucille G. Hand** (WCGC secretary-treasurer), secretary-treasurer.

S. W. Townsend, founder of WKST New Castle, Pa., re-elected president-treasurer of WKST Inc. (WKST-AM-TV) and **Harry W. Reith,** station manager, elected to board of directors and vice president. **Wanda E. Townsend** re-elected secretary-assistant treasurer.

Jim Molohon, promotion manager, KELO-AM-TV Sioux Falls, S. D., named manager of KELO. **Robert Rosen** named promotion manager of KELO-AM-TV and **Tom Cheeley** appointed to head operations of KELO-TV. **J. C. Johnson** named manager of satellite station KDLO-TV Florence, S. D., which is expected to go on air in 30 days.

M. W. Greene, managing director, WKHM Jackson, Mich., to WALT Tampa, Fla., as general manager.

Joe Thompson, sales manager, KHEP Phoenix, to KHEY El Paso, Tex., as manager.



◄ **Felix Adams,** general manager of KLAC Los Angeles, appointed to newly-created position of vice president in charge of station operations. He joined KLAC five years ago as program director and became general sales manager three years ago.



◄ **Morton Sidley,** general manager of KLAC, assumes supervision of station's sales activities.

Dick Sinclair, KEYT (TV) Santa Barbara, Calif., named manager of promotion and advertising and **Roland F. Thaheld** joins KEYT promotion department. **Tom Slocum,** WKZO-TV Kalamazoo, named KEYT account executive; **Ken Wagner,** KPIX San Francisco, becomes KEYT art director, and **Lee Hofmann,** KMJT-TV Fresno, becomes KEYT educational director.

Bert Martin, formerly sales service representative for WBBM Chicago, appointed midwest sales manager for Jack Masla & Co. and Chicago manager for United Broadcasting Co. He will headquarter at 410 N. Michigan Ave., Chicago, for both organizations.



◄ **Ben A. Hudelson,** formerly production supervisor on special assignments in N. Y. office of Westinghouse Broadcasting Co., to WRCA-TV New York as production manager.

Allen W. Dunn, KNTV (TV) San Jose, Calif., to KLRJ-TV Las Vegas as national sales manager.

Charles S. Cooper, account executive with Sir Walter Television Co. (WNAO-TV Raleigh, N. C., and WKIX Raleigh), to WMVA Martinsville, Va., as commercial manager.

Harry Travis, station manager, WNEM-TV Bay City, Mich., named vice president and assistant general manager. **Tom Matthews,** program director, WNEM-TV, appointed director of operations.

Ken Bagwell, formerly sales manager, KXYZ Houston, to WTVJ (TV) Miami as assistant national sales manager.

Howard Reynolds, announcing - programming, KMSO-TV Missoula, Mont., to KLEW-TV Lewiston, Idaho, as engineer. **Bob Adkins** joins KLEW-TV studio announcing and continuity.

Frank Tuoti, assistant promotion-advertising-research manager, WPIX (TV) New York, appointed acting manager of department, succeeding **Keith A. Culverhouse,** resigned.

George Vickery, publicity and public service director, WTVJ (TV) Miami, named merchandising director. He also will continue as publicity director.

Charles W. (Chad) Mason, sales promotion-advertising manager, WSUN-TV St. Petersburg, Fla., promoted to program director. He succeeds **Charles Bishop,** who joins WIPC Lake Wales, Fla., as vice president-general manager. **Jerome Baker,** formerly public relations director for Florida and American Heart Assn., to WSUN-AM-TV as sales promotion-advertising manager.

Ron Wilner, disc jockey, WAYE Baltimore, named program director.

Wes Hobby, disc jockey, WADS Ansonia, Conn., and **Alan Fletcher,** WADS news department, named program director and news editor, respectively.

George A. Morrison, news director, KOB-TV Albuquerque, N. M., to WFBM-TV Indianapolis, as news director.

Thomas F. Conway, night desk man, WNBC (TV) New Britain, Conn., named news director of WNBC and WKNB. Both stations are owned by New Britain Broadcasting Corp.

Paul C. Lunsford, news editor, WLWT (TV) Cincinnati, Ohio, named news director of WLW and WLWT.

Herb Smith, 25-year veteran in radio, joins KVAN Portland, as news director.

Dr. David W. Parker, Ph.D., associate professor of radio-tv at San Francisco State College and freelance actor-writer-director-producer of both local and network radio-tv programs, will become educational director of KPIX-TV San Francisco this fall.

Steve Geer, announcer, WHEN Syracuse, N. Y., promoted to assistant news director.

Robert Zimmerman, sales representative, KRUX Phoenix, named senior account executive. **Betty Heupel,** U. of Arizona graduate, joins KRUX as assistant in copy control department.

Lolita Mainland, formerly with publicity department at Compton Adv., N. Y., to CBS Radio Spot Sales, same city, as copywriter and coordinator of promotion material.

Larry Gibbons joins KFBI Wichita, Kan., sales department.

Charles D. Linton Jr., WTTV (TV) Bloomington, Ind.; **Jim Jarvis,** formerly account executive with Ziv Tv; **Milt Lewis,** former WTTV salesman, and **Bert Julian,** sales, WISH Indianapolis, all join WLWI (TV) Indianapolis sales staff.

Robert H. Dodd, formerly newspaper publisher's representative, to KOBY San Francisco sales staff.

Larry Caramella joins KPOJ Portland announcing staff, succeeding **Ken Lomax,** pro-

moted to assistant news editor. **Mark Allen** also joins KPOJ announcing staff.

Joseph C. Gregory, information director and assistant to executive secretary, American Seed Trade Assn., to WGN-AM-TV Chicago as assistant to farm service supervisor.

Ron Terry, radio-tv emcee and disc jockey, signed by WGN-TV Chicago for new *Ron Terry Show*, Fri., 11:45 p.m. CDT.

Dan Kalenak, announcer, WKBN - TV Youngstown, Ohio, to KMID-TV Midland, Tex., as announcer-newsman.

Jack Frost (Geoffrey A. Brandt), formerly with WASA Havre de Grace, Md., WSSC Sumter, S. C., and KCCH Fort Carson, Colo., to WSPR Springfield, Mass., as disc jockey.

Bill Nesbit joins WCAE Pittsburgh as host of *Easy Listenin'*.

Bob Sticht (Bob Robin), formerly with KOWH Omaha, WTIX New Orleans and WQAM Miami, to WHB Kansas City as host of *Bobbin' with Robin.*

Ray Lane, staff announcer, KWWL-AM-TV Waterloo, Iowa, to WNEM-TV Bay City, Mich., as staff announcer.

Bob Wells, announcer-music director, KLIN Lincoln, Neb., and **Ken Cariker,** announcer, KARD-TV Wichita, Kan., to KWTV (TV) Oklahoma City announcing staff.

George Putnam, newscaster, KTTV (TV) Los Angeles for past six years, given three-year noncancellable contract at fee in excess of $100,000 per year, replacing his present contract which contains yearly options.

Stanley Mack, formerly disc jockey, WHB Kansas City, to WDGY Minneapolis-St. Paul announcing staff.

Harrod A. (Buddy) Rogers, formerly with KEYS Corpus Christi and KENS San Antonio, to WOAI San Antonio as newscaster.

John Edgerton, formerly with WSJS-TV Winston-Salem, N. C., news department, to WBTV (TV) Charlotte news staff.

Don Harris, KTEL Walla Walla, Wash., to KEPR-TV Pasco, Wash.

James Gerity Jr., president of Gerity Broadcasting Co. (WABJ Adrian, WPON Pontiac and WNEM-TV Bay City, all Michigan) is re-establishing his giftware business. New business, Gerity Gifts Inc., will be located at 10 S. Superior St., Toledo, Ohio.

Ted R. Gamble, president of KOIN-AM-FM-TV Portland, Ore., elected to board of directors of Northwest Airlines Inc.

Jerry Gordon, sales executive, WTAC Flint, Mich., appointed publicity director for Flint Lions Club.

M. Robert Rogers, president of WGMS-AM-FM Washington, D.C. is recuperating from surgery.

Ken White, 44, news director, KOA-AM-TV Denver, died following heart attack July 11.

You can have exclusive territorial rights!



Rings up Sales . . . not phones!

Money-maker . . . sales-builder . . . irresistible customer lure . . . that's T-Vingo! No wonder TV stations, advertising agencies and retail firms are grabbing for this new and different television promotion.

Here's why . . .

Simple and Economical—T-VINGO

T-VINGO has been carefully worked out so that no phones are needed. Winners of this TV version of Bingo call in person at affiliated retail outlets . . . yet no registration is required . . . no additional personnel . . . no gimmicks. And T-VINGO is tamperproof

All Winners Are Paid—T-VINGO

Every winner gets a dollar in cash or merchandise, plus *jack-pot* card. Poor public relations stemming from "first winners to apply" of other radio-TV games are a thing of the past. Approximate number of winners per game are controlled through mechanical calculations.

Traffic Builder, Ratings Builder—T-VINGO

Since free game sheets must be picked up by viewers at client outlets, T-VINGO is a proven traffic and business builder. As for boosting program ratings . . . T-VINGO programs have given top-flight national shows their stiffest competition from any local show.

Ideal For Many Outlets—T-VINGO

This ideal promotion is perfect for shopping centers, food or drug chains, groups of merchants, service stations, large downtown department stores — even distributors. T-VINGO has increased sales for many such enterprises 12.4% and customer volume 11.9%.

New . . . Different . . . Foolproof—T-VINGO

Minimum run of 13 weeks . . . 100,000 color-coded game sheets weekly, three games to a sheet, cost only $5 a thousand sheets with your ad imprinted . . . half-hour show is enough time for three regular and one jackpot game . . . game sheets alone are traffic builders . . . all winners paid off . . . and more for your advertising dollar. Even game sheets have space for printing advertising messages of outlets.

And Perfectly Legal—T-VINGO

Since the U. S. Court of Appeals ruled bingo-type games tailored for television are not lotteries, this popular, business-building entertainment now has a green light.

For greater profits . . . more traffic . . . better ratings . . . get in on the GROUND FLOOR of T-VINGO NOW . . . while you can get your exclusive territory!

WRITE, WIRE OR CALL—TAbor 5-0197

T-VINGO is commissionable to recognized advertising agencies.

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c/o H. M. VON REITTER BOWLEY, *Sales Manager*

KDAY Airs Six Newscasts Hourly From 'Los Angeles Herald Express'

KDAY Santa Monica, Calif., last Monday began airing six newscasts an hour from the newsroom of the *Los Angeles Herald-Express* under an agreement described as the most extensive newscast arrangement ever made between a radio station and a newspaper with no ownership affiliation. The schedule calls for a five-minute newscast at each hour and half-hour, plus four one-minute bulletins broadcast during the hour, one in each quarter-hour time period, according to James Cox, station manager of KDAY. This adds up to an average of 60 a day for the daytime Los Angeles suburban station, he said, noting that at present the long summertime days stretch that total to 82 newscasts daily.

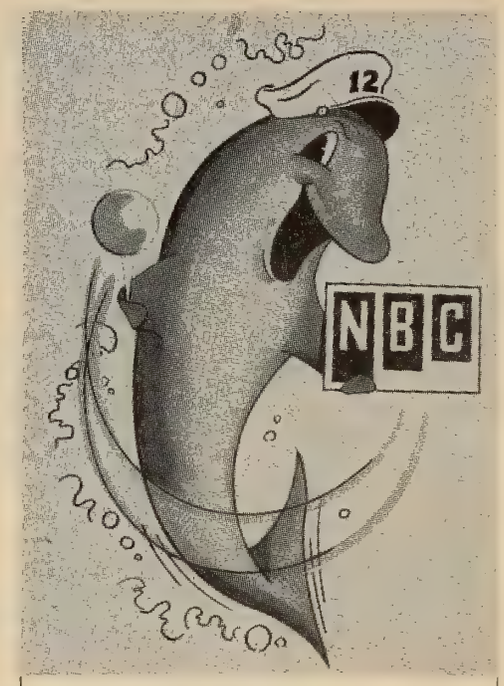
Business aspects of the agreement were not divulged by either station or newspaper executives beyond the admission that it is not the usual time-for-space arrangement. Although not confirmed, deal is believed to call for the *Herald-Express* to pay the out-of-pocket costs of getting the news from the paper's newsroom to the KDAY audience [salaries of news writers and announcers and line charges from newsroom to transmitter] in exchange for identification as the source of the six newscasts an hour. KDAY gets an up-to-the-minute news service which is expected to keep a sizable number of listeners tuned to that station throughout the day, producing increased ratings which the KDAY sales staff can turn into increased advertising revenues.

In announcing the newspaper-station tie-up, David W. Hearst, publisher of the *Herald-Express,* said that the paper "has long recognized as a public trust its responsibility to do everything within its power to keep the public fully informed. And because Station KDAY, under the corporation headed by J. Elroy McCaw, shares this same feeling of public responsibility, this fine arrangement, whereby KDAY will broadcast news direct and as it happens from our editorial department today, becomes a reality."

Herbert H. Krauch, managing editor of the *Herald-Express,* pointed out that the broadcast media have long replaced the extra-hawking newsboy as distributor of important news. "Today," he said, "the public rightly expects to be informed of news happenings within minutes after they are first reported. Through the medium of radio it is possible for the basic facts to be flashed on the air shortly after they become known.

"Radio newscasting, however, does not diminish the desire of the people to read their daily newspaper. This is borne out by the fact that newspaper circulation today is the highest in its history.

"On the contrary, both radio and television transmission of the basic facts of the news stimulates interest, arouses curiousity and whets the appetite of the listener to read the full, complete story in the daily newspaper."



WFGA-TV Jacksonville, Fla., which plans to go on the air Sept. 1 and will be affiliated with NBC, has initiated "Jaxie the Porpoise" to introduce itself locally. Jaxie, pictured above, will be used in radio and newspaper ads throughout the area and will be seen on cab cards, bus cards and lighted billboards.

Schedule Educational Show

A NEW program service is being made available to television viewers in Zanesville and Marietta, Ohio, and Parkersburg, W. Va., in what is claimed to be the first time a commercial tv station in that area has carried programs of an educational station on a regular basis. The program, *Five and Ten Show,* is produced live at WOSU-TV (ch. 34, Ohio State U. station) on Monday-Friday and fed to WHIZ-TV Zanesville (ch. 18) and WTAP-TV Parkersburg (ch. 15). It is a "variety shop" for children in the primary grades and features games, stories and special guests. It is conducted by Joanne (Jody) Hoover, a senior majoring in radio speech at the university.

CFOR 'Lures' Area's Vacationers

TO CATCH the summer cottage weekend commuters northbound out of Toronto, CFOR Orillia, Ont., has started a *Rolling North Show* Friday from 6 p.m. to midnight. The program, featuring news, weather, and music, is designed to be tuned in by motorists northbound from Toronto into the Muskoka Lakes area of northern Ontario. Orillia is about 80 miles north of Toronto, in the center of a summer resort area extensively used by Torontonians.

KFBI Sponsors Treasure Hunt

A TREASURE hunt device was utilized in a radio listener promotion conducted by KFBI Wichita, Kan., over the July 4 holiday weekend. The station hid a check initially valued at $2,000 (but decreasing in value daily) within the city limits and aired appropriate clues. After the first day (July 3), participants had narrowed its whereabouts to a public park and calls jammed KFBI's switchboard. Shortly after midnight on July 4, two college students found the check in the hollow of a tree, after a ten-hour search. Final value of the check: $1,400.

WNEW's 'Counterpoint' Debuts

WNEW New York's *Counterpoint,* a public service discussion program on controversial issues, debuted yesterday (Sunday 10:35-11 p.m.) with Alistair Cooke, host of ABC-TV's *Omnibus,* being questioned about his opinions on the Alger Hiss case. Interrogator on the new weekly program is Prof. William Kunstler, who also hosted WNEW's *The Law On Trial,* which recently won an award from the Bar Assn. of the State of New York. *Counterpoint* is produced and directed by Sidney Gaby.

KCMC-TV ON-AIR PROMOTION WORKS

PUTTING together the "can watch" figures of its coverage area with the actual "do watch" findings, KCMC-TV Texarkana, Tex., came up with a strong case for daytime television and area television from a small key market.

According to General Manager Walter M. Windsor, KCMC-TV used Nielsen Coverage Study No. 2 to determine those counties in which it rated a 25% or higher weekly coverage potential (with certain adjustments to compensate for the county cluster technique in the Nielsen). Then an area TelePulse was conducted to determine actual audience on a day-to-day, program-by-program basis.

The result showed that daytime viewing in most of the 29-county coverage area claimed by KCMC-TV increased from 15.7% average quarter-hour sets in use for the entire week in September 1955, to 21.2% in February 1956, to 33.5% for all 29 counties in February of this year, according to Mr. Windsor, who attributes this growth to "live wire daytime programming, both local and network, and aggressive promotion of daytime. . . ."

Included in the local KCMC-TV programming are the morning *Video Varieties,* a personality-variety show with Haskell Jones; a news, weather and agricultural show at noon which lasts 30 minutes and a late afternoon *Adventure Theatre* with a "well-established" cowboy personality.

In promotion, "we have consistently devoted nighttime spots to promoting daytime shows," says Mr. Windsor. KCMC-TV also tries to schedule as much talent as possible from the surrounding counties, he said. The station utilizes newspaper space to promote daytime productions.

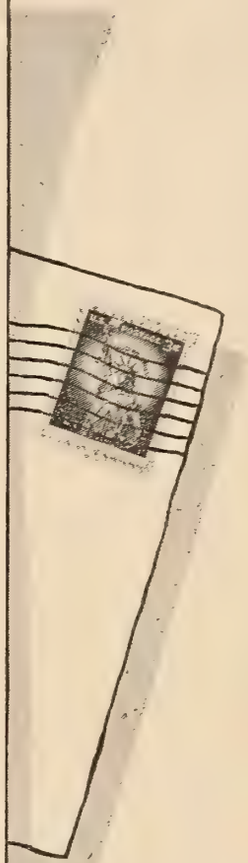
TELEVISION CLEARING HOUSE, INC.

Consultants

LONDON: 88 BEXLEY ROAD, ELTHAN

157 WEST 57TH STREET
NEW YORK 19, N. Y.

JUDSON 2-6300



We wish to thank our clients for their belief in our company's policy and function which has made possible a rapid expansion.

We wish this advertisement to serve as a calling card to introduce ourselves to those of you who do not know of our specialized services.

We look forward to meeting with you in person, whether your company is a television station, an advertising agency or a manufacturer, so that our representatives may explain in detail our clearing house plan for better television programming.

Cordially yours,

Television Clearing House Inc.

Consultants to the Programs
of 139 Television Stations

KAFY Attempts to Bring Back Radio's 'Imagination, Vitality'

"NEWS and music with a difference"—that's *Bakersfield, Saturday Night,* which started July 6 on KAFY Bakersfield, Calif., as a seven-hour (6 p.m. to 1 a.m.) program. It is the latest of KAFY's attempts to "bring back imagination and vitality to local programming," in the words of owner-manager Benton Paschall.

The news comes by beeper phone from the sheriff's office, highway patrol, city police department, city and county fire departments and the hospitals, all reporting news as it happens to KAFY. Music comes from records played by five disc jockeys. And there are interviews with celebrities and entertainers and visitors and just plain home folks, taped during the preceding week for use on the show.

The inaugural program reportedly drew a good response from listeners. Mr. Paschall said this proves that radio—nighttime radio included—won't be dead as long as some broadcaster is willing to try to give people something interesting and exciting to listen to.

Bakersfield, Saturday Night also proved an instant hit with advertisers, Mr. Paschall reported. The decision to put it on came at 5:30 p.m. July 3 and 10 advertisers were sold by telephone in the next 90 minutes. Even with the holiday the next day, 15 advertisers participated in the opening broadcast and the total had risen to 18 by Tuesday. Each advertiser must sign a full year's contract for one spot in each weekly program to get on, Mr. Paschall said, and "since it's a feature program, we're selling it at better than rate card prices."

Miller for James on 'Club 60'

HOWARD MILLER, Chicago disc jockey, has been selected to replace Dennis James as emcee of NBC-TV's *Club 60,* daily variety color series, effective Aug. 19.

After Mr. James reported his intention to return to New York and fulfill other tv commitments, Jules Herbuveaux, NBC vice president and general manager of WNBQ (TV) Chicago, expressed regrets over the decision and gratification "with the success *Club 60* has met with Dennis James at the helm." Mr. James concludes his stint with the Chicago-originated series Aug. 16 after 15 weeks as emcee.

Sam Nemer Hangs Out 'Shingle'

TO PROMOTE his new advertising firm, Sam Nemer has mailed out a 15½-by-5-inch wooden "shingle." The promotion piece says, "You guessed it! I'm hanging out my shingle . . . Sam Nemer . . . Nemer Advertising Agency Inc. . . . 5925 Highway Seven & Woodale, Minneapolis 16, Minn. Phone: West 9-7767."

WBKB (TV) Introduces New Show

AN AUDIENCE quiz show based on the participants' attempt to answer questions pertaining to the news in four local newspapers is a feature of WBKB (TV) Chicago's new daily afternoon *Richard Lewellyn Show.* Mr. Lewellyn chooses members from the studio audience on a given day and asks them to read and study overnight all the local newspapers before appearing on the following program to answer the quiz. Contestants may win as much as "80 specially printed television dollars," depending on the number of questions correctly answered. The winner is eligible to compete for the day's jackpot query and an additional $500. Special dollars are good for prizes in a certain section of the studio. The new program also features music and other audience-participation activities.



KPIX (TV) SAN FRANCISCO selected two little children, Pamela Belluomini (left) and Gregory Baccari to present the "largest sandwich ever made"—10 feet long—to Peter and Mariella Johnson, a honeymoon couple from CBS's *Art Linkletter's Houseparty,* as they arrived in San Francisco. So heavy was the giant sandwich that the children had to get assistance from San Francisco's Mayor George Christopher (center) who in addition presented the couple with the key to the city. The couple won a trip across the U. S. with "wedding shower" parties arranged in 12 cities by *Houseparty.*

WMGM Gets Free Plug

IT ISN'T often that a local, independent radio station is given a "free plug" on a highly-rated network television program. Officials of WMGM New York were pleasantly surprised, therefore, when the station's call letters and music, on two occasions, were carried on CBS-TV's *$64,000 Challenge* July 14. It happened when the quiz master asked two 11-year-old contestants in the science category—Robert Strom of New York and David Junchen of Sherrad, Ill.—to assemble a radio set by supplying certain missing components and telling them when they finished, the set, pre-tuned, would be carrying the music of WMGM. Both youngsters completed the task—and WMGM was gratified with the double "ride."

Navy Gets CNP Series

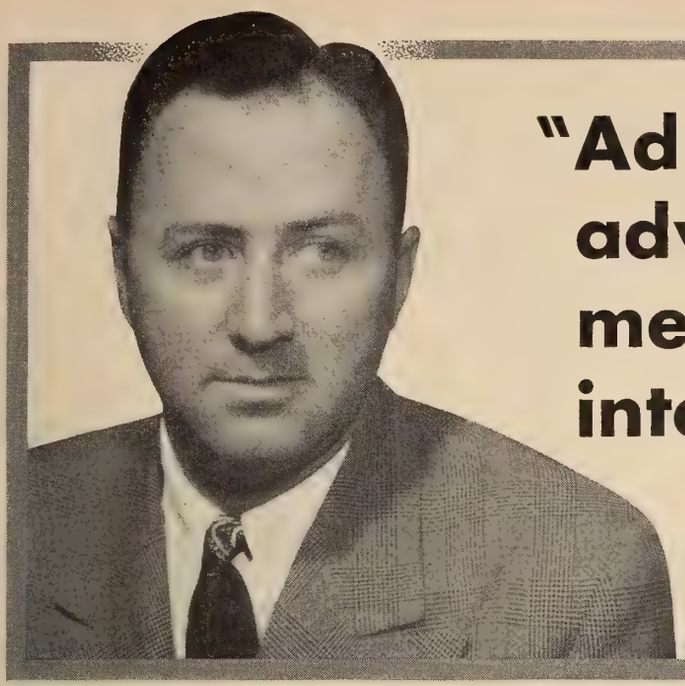
A NUMBER of U. S. Navy ships have been sent half-hour film prints of *The Silent Service,* California National Production's syndicated tv series on submarine warfare. Prints, encased in gold-embossed leather boxes, were presented to men on whose submarine exploits the series is based. Most of the men are still in the service. In many cases, according to CNP, prints were to be presented with "appropriate shipboard ceremonies."

WJR to Air Pistons Basketball

PLAY-BY-PLAY radio broadcasts of the Detroit Pistons basketball games, at home and away, for the next two years will be heard on WJR Detroit, according to a contract signed last week between the team and its broadcast sponsor, National Brewing Co. of Michigan. National Brewing also has purchased tv rights for the 1957-58 Pistons season, but details for televising the games are not complete.

'Thoughts for the Day' Sought

WAKE Atlanta, KCBQ San Diego and KRUX Phoenix (all are Bartell Group stations) have joined in asking listeners to share with others their "Thoughts for the Day—Guideposts Which Point the Way of Life." They reported over 500 thoughts were submitted during a three-week period in June and they plan to print a pamphlet of them. All thoughts for the day are read on the air and a winner is picked each week. The winning entry receives $5.



"Ad Age brings the advertising and merchandising picture into focus..."

says **JAMES RAYEN**
Director of Advertising and Public Relations
Minute Maid Corporation

"There is no better way to keep abreast of today's fast-changing advertising and marketing trends than through the pages of Advertising Age. These developments are especially vital in the fast-growing, dynamic frozen food business, because their impact often can spell success or failure in the market place."

JAMES RAYEN

Mr. Rayen began his business career as a newspaperman—first as a political reporter for the Youngstown Telegram, and a few years later as a writer for the Pittsburgh Press. In 1942, he entered the advertising field as editor of publications for the H. J. Heinz Co. He later served as assistant advertising manager for Heinz.

Since 1945, Mr. Rayen has been based in New York City. His initial position there was as advertising director of the household products division of American Home Products Corp. The Vacuum Foods Co., now the Minute Maid Corp., named him advertising manager in 1948.

Advertising Age brings the advertising and marketing picture into focus for most of the executives who are important to you. Unlike the Monday-morning quarterbacks who call the shots after the game, decision-making executives armed with the news, trends and developments from Ad Age can call the shots early in the game. Thus, Ad Age is a vital working tool not only for those who *activate,* but also for those who *influence* the major market and media decisions which affect you.

The Minute Maid Corp., for instance, has grown from a $7,000,000 business in 1948, to an organization whose annual sales now top $115,000,000, and broadcast has played an important part in this growth. The company's spot tv advertising for its three food lines—Minute Maid frozen juices, Snow Crop frozen foods and Hi-C canned fruit drinks—totalled over $1,939,000* in 1956. In addition, Minute Maid invested more than $375,000 in network time.

Every week, 4 paid-subscription copies of Ad Age get a thorough going-over by Minute Maid executives with an interest in marketing. *Further, 74 paid-subscription copies get similar readership among the agencies handling their advertising,* Ted Bates & Co. and J. R. Pershall Co.

Add to this AA's 37,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 141,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

**N. C. Rorabaugh Co. for Television Bureau of Advertising*

ABC ABP NBP


Advertising Age

1 Year (52 issues) $3

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK



THE RIGHT APPROACH TO THE CLIENT'S NEEDS!

whio-tv
CBS

Channel 7 Dayton, Ohio
ONE OF AMERICA'S GREAT AREA STATIONS

When you want to improve your golf game, you go out to the course, right? WHIO-TV goes one better . . . they're bringing the golf course to their viewers. Not a golf "set" in the studio, but an actual golf hole complete with sandtraps, approaches, well-manicured green . . . everything but a "built-in tee." *This is another WHIO-TV first!* Two of Dayton's leading professional golfers give instruction with demonstration.

Here we offer authenticity to the golfer's lessons and to the advertiser's needs.

Just another of the facilities that make WHIO-TV one of the best equipped television studios in the country. Best equipped to show your product . . . best equipped to sell your product. Even your greenskeeper (everyone knows that that's your treasurer) will be pleased with the results when you use WHIO-TV. Check with our national caddy, George P. Hollingbery.

from **DICK MANOFF**, *Richard K. Manoff Inc.*

LITTLE GUYS JUST CAN'T COMPETE IN TV

BEFORE too long we will have to make fundamental changes in the established patterns of buying and selling tv time—particularly spot. As things stand, tv is not operating in the best interests of our system of free enterprise—particularly the free enterprise of smaller business.

Examine the statistics and you will see the rather well-defined outlines of the problem:

In the last quarter of 1955 and the first quarter of 1956, for example, approximately 3,000 advertisers were reported active in spot tv. These 3,000 advertisers spent about $200 million in those six months. Of these, the top 50 were responsible for more than 40% of the total!

In other words, less than 2% of the advertisers accounted for almost half of all the money spent in spot tv in that six-month period.

These top 50 advertisers held the biggest share of prime times. This would be the natural outcome of heavy expenditure: the bigger the budget, the longer the schedule. the better the chances for working into prime time slots.

These same advertisers paid lowest possible prices for time because they must have earned maximum discounts. Savings went into the purchase of still more time.

The implication is clear: These 50 advertisers may actually have controlled as much as 75% of the total available impact of spot tv.

This state is a matter of grave concern to advertising people. Advertising today is a monumental force. There is no distributive technique that remotely compares with the effectiveness of advertising.

THE EVOLUTION OF TODAY'S ADVERTISING

This wasn't always true, but it's true today and it grows truer all the time. The reason lies in the peculiar circumstances of selling in today's economy.

If it still were possible to sell goods door-to-door, advertising still would be in its infancy. There would be little need for it. But the fact is that such selling is no longer feasible. The country is too large, there are too many people to reach, there is too much volume of business to sustain, and personal selling has grown too costly. Thus, some other form of selling had to develop.

The logical development was advertising which, in essence, bears the same relationship to selling that the machine has to production. Both are mechanical transfers of work originally performed *in toto* by people.

Thus, advertising is the automation of selling.

Of all advertising media, tv is the most phenomenal, particularly for packaged grocery products. In my opinion, tv is indispensable to the marketing of such goods.

Today more and more of the grocery business is being done by fewer and fewer chains in fewer stores. For example, the top 15 supermarket chains now account for more than a third of all the food business.

They are operated with rigid standards and prohibitions about promotions, in-store merchandising, etc. The era is over in which a manufacturer's salesmen could freely do in-store merchandising and promotion work in such stores.

Movement of merchandise now depends more than ever on the impact of advertising. This is the context in which to grasp the true measure of the fantastic influence of tv advertising.

I can hear voices objecting that this condition is not unique, that the trend to "bigness" is evident in all business. That is true, but there is a difference between business, as such, and television, which is a major tool of business.

Not only is tv a sales tool, it is the most important sales tool available to a product—aside from superior quality in the product itself.

And the big difficulty is that tv is the most limited in availability of all advertising media. There are a limited number of stations and the economics of building and operating a television station make it unlikely there ever will be as many as there are in radio. Moreover, each tv station has a fixed amount of time to sell. This is why free and equal access to tv time for all advertisers—big and small—is so essential to our economic way of life.

The danger is magnified by the trend to corporate diversification and merger. It is not uncommon for a Procter & Gamble to purchase a small peanut butter manufacturer, for a General Foods to add a modest soft drink business, or for Kraft Foods to add candy to its increasingly diversified business.

BIGGER BUDGETS MEAN BIGGER DISCOUNTS

What happens? This means that, on tv, time now becomes available at costs never before dreamed of and in time periods never remotely hoped for. That's because the time now is bought corporately as part and parcel of the total time bought for all the company's products.

But what about the old-time competitors? They just can't meet this unequal selling competition and in time they will have to give up or find some "mother" corporation to join.

Obviously, there is no simple answer to this problem. But there is ample reason to give it careful continuing study.

Perhaps the present discount structure must eventually go —so the "richest" advertisers don't continue to pay the lowest prices for the same tv time for which "the poorest" must pay full rate.

Perhaps some rotation plan can be worked out for "prime times" so no advertiser can keep them permanently simply because he can afford the cost of a firm 52-week buy.

At the moment it isn't important whether either or both of these ideas are feasible. What is important is the pressing need to work something out.



Richard K. Manoff; b., Chicago, June 24, 1916; educ., New York City College; served from 1941 as assistant to Anna Rosenberg, then chief of War Manpower Commission, to 1945 when he became general manager of chain store operation. In 1951 he joined Welch Grape Juice Co., as advertising director. Moved to Kenyon & Eckhardt, as vice president and account supervisor and chairman of K & E's marketing plans board. On March 1, 1956, established Richard K. Manoff Inc. with these accounts: Welch Grape Juice Co., Columbia River Packers Assn. (Bumble Bee seafood products) and King Kone Corp. (Old London Melba toast, Cheesewich).

Scarcity Solution

IN THIS WEEK's "Monday Memo" an agency owner warns that big advertisers are tying up the television system, to the detriment and perhaps death of little advertisers. The writer, Richard Manoff, says that little advertisers can't get access to desirable tv time because it is monopolized by big companies.

Mr. Manoff thus adds an advertising man's fears to those already expressed by government agencies including the Dept. of Justice, the House Antitrust Subcommittee and the staff of the Senate Commerce Committee. All these agencies and Mr. Manoff agree that the root of the trouble is the scarcity of facilities.

We suggest therefore that the problem be attacked at its source. The antitrust court actions and the tightened federal regulations which some people are advocating would do nothing but add troubles to those which already exist. The objective should be the enlargement of the television system.

That objective can be at least partly achieved by a measure introduced by Rep. Frank Ikard (D-Tex.) to eliminate the 10% excise tax on uhf receivers. That would equalize the retail prices of vhf-only and uhf sets and would encourage manufacturers to build and market uhf receivers.

What is more, the measure would give desperately needed hope as well as tangible assistance to uhf operators and might very well create a real revival of uhf.

There is a very strong chance that the Ikard bill will come up for serious consideration after the summer recess of the Congress. Meanwhile, it would be to the distinct advantage of everyone in television to begin actively supporting it now.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Big tv personality in the next chair . . . he does all those electric shaver commercials!"

Spectre of Chaos in Radio

RADIO, it now is generally acknowledged, is the ubiquitous, all-inclusive medium. Through Conelrad, it alone would be relied upon to maintain communications with the populace in any national emergency.

What isn't generally recognized is that the operating efficiency of conventional radio (am, as distinguished from fm) is dependent upon agreement with the other nations of this continent. This is because allocations must be made in conjunction with these other nations to avoid ruinous interference.

In 1950 an agreement on allocations was reached by the United States with all North American nations, save Mexico. Mexico, in the interim, observed a gentlemen's agreement and, while not a party to the pact, observed its terms. Then last year an agreement was reached with Mexico by an American delegation headed by FCC Comr. Rosel H. Hyde, who had worked diligently over the years to prevent an "allocations war."

A fortnight ago, hearings were begun before a Senate Foreign Relations Subcommittee on ratification of the now all-inclusive NARBA. Heretofore, efforts to get treaty approval without Mexican participation brought objections from the Clear Channel Broadcasting Service and from the National Grange and other farm organizations on the ground that without Mexican participation channel-jumping might develop, with resultant interference.

At the July 11 hearing, the clear channels and the farm organizations vigorously espoused ratification. The primary protest came from the Daytime Broadcasters Assn., representing a membership of 150 outlets, most of which began operations after World War II. They protested the Mexican agreement as discriminatory. They seek FCC authority to operate longer hours on Mexican clear channels. This is precluded under the treaty, just as Mexican and stations of other North American nations are precluded from operating on our clear channels.

The daytimers cannot be criticized for seeking to improve their lot. But when the consequences would be the degrading of most, if not all, of the old-established clear and regional stations in the United States, they are asking too much.

If there is no ratification, the agreements will go by the boards. There would be nothing to prevent Mexican, Cuban or other Latin American stations from jumping our wavelengths. The Mexicans would never agree to the daytimers' demands, nor would we agree to longer hours of operation by non-U. S. stations on our clears and regionals.

Treaty ratification requires a two-thirds majority of the Senate. After the daytimers' objections, Chairman Fulbright (D-Ark.) adjourned the hearing indefinitely, on the premise that a two-thirds majority would be impossible in the light of the daytimers' position. In effect, the invitation was to come back when there is unanimity.

International conferences are a matter of give-and-take. There must be protection of service to all nations.

The daytimers should not look to Mexico or to any other nation for relief. So far, they have blocked ratification of a treaty gravely important to the welfare of U. S. radio. If they persist, they will have no chance of getting favorable consideration from the FCC for increased hours on *domestic* channels. There is no real assurance they will get all they want even if they withdraw their treaty opposition, but certainly a cooperative attitude will place them in a better posture with the FCC and all other broadcasters than an all-out effort to scuttle the NARBA agreement.

It should be recognized that for our own protection we must share the broadcast band equitably and fairly with other NARBA nations. Chaos can erupt again—as it did two decades ago—if the treaty ratification is blocked. The losers will be the American public and all broadcasters—the old line regionals and clears, as well as the daytimers.

James M. Cox, Broadcaster

ALTHOUGH James M. Cox, who died last week at 87, is eulogized as a distinguished political figure and successful newspaper publisher, history should also record his achievements as a pioneer broadcaster who looked upon radio and television as modern extensions of the press.

Gov. Cox seldom commented publicly on the broadcast media, but he inculcated in his executives, including his son, James M. Jr., who succeeded him, his deep-rooted conviction that the responsibilities of station operation were synonymous with those of the printed page. The Cox stations, over the years, have operated under the Cox doctrine, and all broadcasting has profited.

In 1944, Gov. Cox, then 73, did make one of his rare public statements on radio. He saw in events in Washington what he conceived to be a studied campaign to turn radio over to the government. His views were contained in a letter to J. Leonard Reinsch, then managing director of the three Cox radio stations, and now executive director of the six radio and tv properties. and were presented to the Senate Commerce Committee.

Because he felt then the FCC was misrepresenting its intentions, Gov. Cox said the very essence of democracy will not live "if truth is diluted through misrepresentation. It is as necessary to keep the current of public opinion protected as it is to balance the diet of a baby," he said.

Gov. Cox lived a long, useful life. Broadcasters, along with politicians and publishers, are the beneficiaries of his wisdom, vision and integrity.



It's the "watching hour" on KSTP-TV!

Take your choice of ARB or Nielsen . . . they both tell the same story:

From 10:00 to 11:00 p.m., *seven nights a week*, KSTP-TV averages *more viewers* in the NSI Area, than the other three Twin City television stations *COMBINED!**

In ARB's important Outer Area (280,046 TV homes) the same is true . . . more viewers from 10:00-11:00 p.m., Monday through Sunday, than the other three put together.** And in ARB's Metropolitan Area (with 416,103 more TV homes) KSTP-TV again leads the competition by a margin of 2 to 1 over the nearest competitor in this time period.

It's the nationally famous KSTP-TV News-Weather-Sports lineup that does the job from 10:00 to 10:30. Then the "who-dun-its" such as "Highway Patrol," "Badge 714," and "Mr. D. A." maintain command of the Northwest's television viewing through 11:00.

There are a few choice availabilities left during this time period, and your nearest Petry office or a KSTP-TV representative will be happy to give you the details.

**NSI TV Report, Minneapolis-St. Paul Area, May 1957.*

***A.R.B. Outer Area Ratings, November 1956. The Minneapolis-St. Paul Outer Area is defined as the area enclosed by a circle with a 100-mile radius whose center is the Twin Cities but from which is excluded the Minneapolis-St. Paul Metropolitan Area of Ramsey, Hennepin, Washington, Anoka, and Dakota Counties.*

KSTP-TV CHANNEL 5 100,000 WATTS

MINNEAPOLIS • ST. PAUL **Basic NBC Affiliate**

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.

Movie Station of Denver

KTVR Channel 2

PRESENTS

28 Feature length movies a week
Selected from these fine libraries

★ M–G–M
★ COLUMBIA
★ 20th CENTURY FOX
★ PARAMOUNT

May Telepulse again Shows M-G-M Theater

TOP RATED*

Multi Weekly Movie in Denver

*12.3 average rating Mon. thru Fri.

Be sure to check KTVR's newest entry—
"The Late Show", which delivers 9.4 average rating

FIRST TV Station to telecast
NEWS on the hour **EVERY HOUR**

Contact Blair TV Associates or Hugh Ben Larue, General Manager, Channel 2

"Station of the Stars"

KTVR CHANNEL 2

550 Lincoln St. Denver, Colorado

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION JULY 29, 1957 35¢ PER COPY

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Tv stations: Profit curve is on the way up	Page 68

New deal on discounts

The cosmetics are buying

Tv's making (more) money



Millions and Millions of Dollars

were *invested* in Spot TV advertising by leading AUTOMOTIVE manufacturers during 1956.

KOB-TV	Albuquerque	KCOP	Los Angeles
WSB-TV	Atlanta	WISN-TV	Milwaukee
KERO-TV	Bakersfield	KSTP-TV	Minneapolis-St. Paul
WBAL-TV	Baltimore	WSM-TV	Nashville
WGN-TV	Chicago	WTAR-TV	Norfolk
WFAA-TV	Dallas	KMTV	Omaha
WESH-TV	Daytona Beach	WTVH-TV	Peoria
WTVD	Durham-Raleigh	WJAR-TV	Providence
WICU	Erie	KCRA-TV	Sacramento
WNEM-TV	Flint-Bay City	WOAI-TV	San Antonio
WANE-TV	Fort Wayne	KFMB-TV	San Diego
KPRC-TV	Houston	KTBS-TV	Shreveport
WHTN-TV	Huntington-Charleston	WNDU-TV	South Bend-Elkhart
WJHP-TV	Jacksonville	KREM-TV	Spokane
KARK-TV	Little Rock	KOTV	Tulsa
		KARD-TV	Wichita

The reason? More sales mileage to the advertising dollar, that's why! Spot TV, more than any other medium travels your message straight to the prospective car buyer. And Petry represented stations show the greatest get-up-and-go selling power when it comes to getting results for automotive advertisers.

Television Division

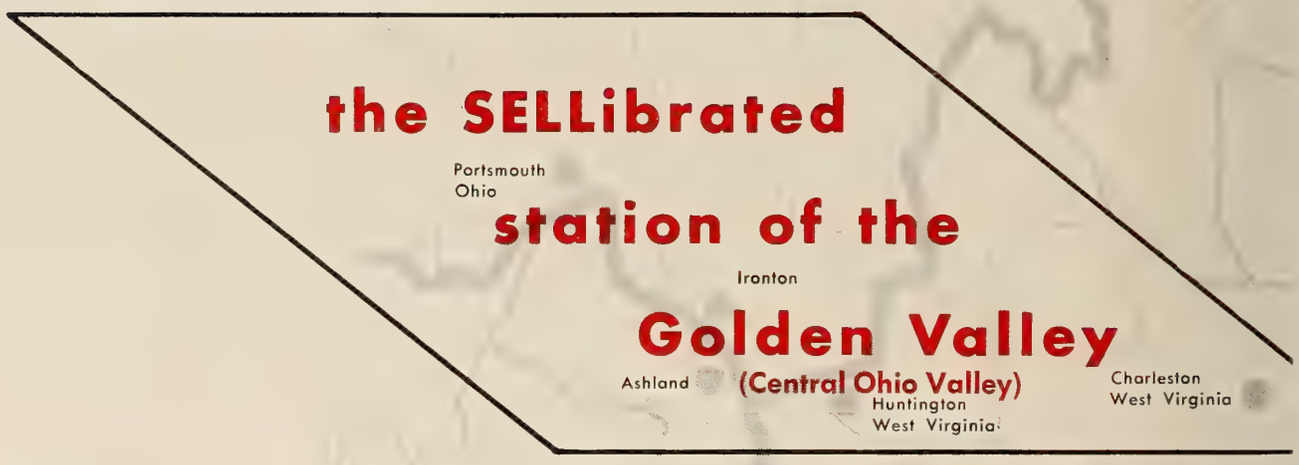
Edward Petry & Co., Inc.

THE ORIGINAL STATION REPRESENTATIVE

New York Chicago Atlanta Boston Detroit Los Angeles San Francisco St. Louis

operation facelift

has made WHTN-TV



FULL COVERAGE . . . . . of the 23rd Television Market

FULL POWER . . . . . 316,000 watts to put a Grade A signal over the entire Golden (Central Ohio) Valley

NEW SALES . . . . . for a product-hungry market that last year accounted for

$138,000,000 in Food
$ 25,200,000 in Drugs
$ 46,000,000 in Apparel
$ 89,000,000 in Automotive
$ 26,125,000 in Gas Stations
$110,000,000 in General Merchandise

NEW TOWER . . . . . that rises 1000 feet above average terrain, for finest viewing

BUT THE AVERAGE CPM IS STILL THE LOWEST! No wonder it's the SELLibrated Station of the Golden Valley

WHTN-TV
CHANNEL 13
ABC Affiliate 316,000 Watts Huntington, W. Va.

A COWLES STATION
ROBERT R. TINCHER, GENERAL MANAGER
Represented by
Edward Petry & Co., Inc.

Again -- Pulse Proves: KRNT Radio Dominates in the big DES MOINES Market in Iowa!.... 102 FIRSTS out of 143 Periods. KRNT leads Morning, Afternoon & Evening. KATZ has the latest facts on this Cowles operation.

KRNT - The Station With The Fabulous Personalities and the Astronomical Ratings

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



KRLD-TV

Channel 4 Dallas

PRESENTS THE FIRST 14 OUT OF THE TOP 15 ONCE-A-WEEK PROGRAMS

and in Dallas where four stations compete,

KRLD-TV

has the most viewers.....

MORNINGS
(7 A.M.-12 NOON)

AFTERNOONS
(12 NOON-6 P.M.)

EVENINGS
(6 P.M.-12 MIDNIGHT)

seven days a week!

SOURCE: METROPOLITAN DALLAS TELEPULSE REPORT—JUNE, 1957

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

KRLD-TV, telecasting from atop Texas' tallest tower, is the television service of The Dallas Times Herald, owners and operators of KRLD, the only full-time 50,000-watt radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit

MONEY FINDER • In center of Mutual Broadcasting System sale and probable stockholder, as well as Washington counsel, is former FCC Comr. Frieda B. Hennock. Operating quietly and reportedly responsible for interesting Armand Hammer, art collector and oil operator, in transaction after earlier backers dropped out, Miss Hennock reportedly was key figure in arranging financing ($550,000) for acquisition of goodwill and going concern, plus approximately equal amount to be placed in company as operating capital.

B•T

ALSO identified in legal end of Mutual negotiations was Harold Seligman, New York attorney. Contract for purchase was obtained by Paul Roberts, West Coast broadcaster, who becomes president on Aug. 7, with B. J. Hauser, former MBS vice president, as executive vice president (story page 42). Mutual reportedly does about $3.5 million gross, with interconnections running approximately $1.6 million.

B•T

TRIPLE TROUBLE • Some top advertisers and their agencies reportedly are up in arms over tv triple spotting, and it's predicted that before fall season gets underway there will be ultimatums from high places. One agency, ranking big in spot, already has conferred with number of station representatives, it's learned, and one of biggest spenders among advertisers, both network and spot, also has expressed its displeasure, which it proposes to implement by action this fall.

B•T

SLATED for appointment as legislative assistant to new FCC Chairman John C. Doerfer is Joseph M. Sitrick, NARTB public relations executive. Mr. Sitrick, 36, would be successor to Robert D. L'Heureux, who served in same capacity for Chairman George C. McConnaughey. Mr. Sitrick has been with NARTB for past two and a half years and prior to that was Assistant Chief, International Press Service, USIA. He is native of Davenport, Iowa, and served in Navy during World War II as Lieutenant (s.g.), in Pacific Theatre and in Armed Forces Radio Service.

B•T

UNACCEPTABLE ADS • Persistent definance of NARTB Tv Code by subscribers who carry spots promoting hemorrhoid preparation has prompted William B. Quarton, WMT-TV Cedar Rapids, Iowa, chairman of NARTB Tv Code Review Board, to send personal letter to each of 300-odd code subscribers. Such advertising, long carried by printed media, "never has been acceptable to most broadcasters," chairman wrote. His letter recalled that board issued interpretation last year holding hemorrhoid and feminine hygiene products unsuited to tv and re-emphasized its position at meeting last month.

B•T

EXTENT to which interest in "open circuit" toll tv has given way to "closed circuit" (cable) tv may be discerned in reply comments filed with FCC last week on subscription issue. Neither Skiatron (Matty Fox) nor International Telemeter (Paramount) took trouble to file reply briefs. And Zenith, third subscription tv advocate, issued what amounted to ultimatum and wound up with comment that this would be its last word in support of FCC action (story page 70).

B•T

SPECIALS & SPORTS • "Special" shows NBC-TV ticks off this week as scheduled for 1957-58 season represent what officials call greatest effort NBC has ever undertaken in this area, in terms of both diversity and total hours. Fourteen different categories are included, with program lengths ranging from half-hour to two hours. In addition to these "specials"—current NBC nomenclature for what used to be "spectaculars"—network plans to outline new fall-winter sports lineup representing 25% more hours than last season's. "Specials" and sports details to be presented at news conference called by President Robert W. Sarnoff for today (Monday) in New York.

B•T

BRAND NEW set of television set circulation figures for U. S., with urban-rural and other broad breakdowns, has been collected by U. S. Census Bureau but information is gathering dust on government shelves. Delay is ascribed by Census Bureau to work load waiting in line for busy Univac processing. Industry-financed circulation data will be released through Advertising Research Foundation after it is processed by Census Bureau. Field work was done last April.

B•T

AIR CAMPAIGN • There's considerable interest in aggressive campaign being waged by Rep. Alvin E. O'Konski (R-Wis.) for nomination for U. S. Senate. While half dozen other candidates are depending primarily on personal tours, Rep. O'Konski (who owns WOSA Wausau and WLIN [FM] Merrill, both Wis.) has turned to tv under guidance of LeRoy A. (Duke) Larson, Milwaukee advertising-public relations specialist (Larson & Assoc.). Congressman's filmed tv shows have been aired in six cities thus far. Wisconsin senatorial primary is next Tuesday.

B•T

FCC will hold its last regular "decision day" this Thursday (Aug. 1) until after Labor Day. While routine and emergency matters will be handled during August hiatus, no formal meetings will be held unless some crisis arises. Next regular formal meeting will be held Sept. 4.

B•T

CONVERSIONS COMPLICATED • New and potent argument for elimination of 10% excise tax on combination uhf-vhf receivers is developing with boom in low-priced portable tv receivers and corresponding decline in conventional models. Portables are not easy to convert to uhf, and are not made in all-band models. Several new bills now are pending in Congress for elimination of excise tax, but little hope is held for action this session unless veritable tidal wave of support sweeps Capitol Hill.

B•T

PARTICULARLY hard-hit by conversion problem, it's readily acknowledged, are uhf stations in predominantly vhf markets such as those owned by networks in Hartford-New Britain, Milwaukee and Buffalo. While networks were successful in getting conventional models converted, they found no easy solution in portable boom, with result that second or third sets in homes are unavailable for uhf.

B•T

ABN'S FIRST ENTRY • First new program under new "all-live" programming policy being initiated by President Robert E. Eastman of American Broadcasting Network now has been set and will be announced shortly. It'll feature Herb Oscar Anderson, formerly on WDGY Minneapolis and later WBBM Chicago, who more recently has been doing show on ABC's WABC New York as sort of tryout for network program. He'll tie together show featuring live orchestra and live singers. It's set to start Sept. 2 in Monday-Friday 10-11 a.m. spot, immediately following long-time favorite *Breakfast Club*, and will be sold in five-minute units.

B•T

RADIO Advertising Bureau will have its own headquarters building, if present plans work out. RAB board has authorized management to start investigating possibilities of acquiring, say, midtown New York brownstone and converting it to office quarters. Having outgrown current space after two years of occupancy, bureau is slated to move to larger quarters toward end of this year. Present thinking is that this will be interim move while plans proceed for acquisition of own building, probably about 1960.

B•T

ANOTHER 'NETWORK' • To supply national public service programming at local radio-tv station level, New York producer Hardy Burt is forming organization to be called National Public Service Network. More than 1,000 radio and 200 tv stations will be contacted.

AGAIN!

ONLY Radio WOW OMAHA

DELIVERS A 10.2* AVERAGE RATING

*Monday through Friday, 7 AM to 10 PM

But, Now it's based on a Greater

102 COUNTY

measured Pulse Area –

with 560,000 Radio Homes!

(JANUARY-FEBRUARY 1957 PULSE SURVEY)

REGIONAL RADIO WOW Omaha

CBS AFFILIATE

A Meredith Station —

FRANK P. FOGARTY, Vice President and General Manager
BILL WISEMAN, Sales Manager
JOHN BLAIR & COMPANY, Representatives

WOW and WOW-TV, OMAHA • KPHO and KPHO-TV, PHOENIX
WHEN and WHEN-TV, SYRACUSE • KCMO and KCMO-TV, KANSAS CITY

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

B&B's 'Partnership' Buying Creates Stir—Agency plan for 52-week spot tv campaign with Bristol-Myers alternating with General Foods in prime time arouses criticism that it's trend toward monopoly. Page **27.**

ADVERTISERS & AGENCIES

Smile of Tv Next Fall Is The Smile of Beauty—Max Factor & Co. follows archrival Revlon's footsteps by hiking tv expenditures, as other U. S. cosmetics makers likewise step up tv sponsorship. Page **29.**

Blue-Chip Texaco Bets Again on Network—If initial special on NBC-TV is successful, company may invest some $2 million next season with its radio-tv spot budgets untouched. Page **35.**

New Spot Tv Advertiser—Filtertip Tareyton takes a first-time fling at national spot tv in prime markets. Campaign, set for mid-August, is cautious but advertiser will extend it if successful. Page **30.**

A Mogul and a Monarch Disagree—Fermentation sours sweet relations between Emil Mogul agency and former client, Monarch Wine Co., as client disputes ex-agency's position and iterates desire to stick with broadcast media. James M. Vicary's motivational research report on Manischewitz is cited as as "trigger" that loosened account. Page **36.**

Grocers to Take Close Look—Agencies serving food products manufacturers are alerted to "more searching evaluation" by clients as Grocery Manufacturers Assn. predicts stricter advertiser control of budgets, media plans and marketing strategy. Page **38.**

Agency Switches in Midwest—Weiss gets Stag Beer, NL&B acquires Accent, Helene Curtis shopping for new agency for Spray Net and Lentheric products for men. Page **32.**

FILM

Film Syndicators Aren't Suffering—B•T's semi-annual survey of film and live programming on tv stations shows non-network film is still thriving. Page **54.**

How Tv Has Moved Into The Newsreel Field—Newsfilm operation for television has become even more important as movie newsreels sputter. Page **96.**

PROGRAM SERVICES

Reject Pay Tv and Discontinue Entire Proceedings—That's the gist of the majority reply-comments on merits, if any, according to opponents, filed last week at FCC. Page **70.**

Pro Gridders Cold-Shoulder Pay Tv—Comr. Bert Bell of the National Football League tells House subcommittee pro football wants no part of pay tv; releases financial data for the 12 NFL clubs. Page **72.**

NETWORKS

At Last The Mutual Suspense Is Over—West Coast group headed by Paul Roberts as president will assume ownership of largest network, Aug. 7. New program format will continue. Bertram J. Hauser to be executive vice president. Page **42.**

Tv Networks and TvB Refute "New York Times"—Article claims tv is heading for "the toughest season in ten years." Question: Why has the *Times* failed to front page a story about newspaper advertising fall-off? Page **47.**

Imogene and Sid Make Up—Caesar and Coca agree to appear in half-hour weekly tv series on NBC-TV. Problem: The advertiser and the time slot. Page **52.**

TRADE ASSNS.

It's a Fine Year for Tv Stations—Sixty percent of stations figure they will make more money than last year, according to NARTB analysis. Typical station anticipates $66,000 profit in 1957. Page **68.**

OPINION



MR. GLYNN

There Can't Be Guesswork in Media—J. Walter Thompson's Tom Glynn, writing in B•T's MONDAY MEMO series, says the market's much too competitive for anything short of the best in research and the most astute application of experience. Page **101.**

GOVERNMENT

Pittsburgh, Seattle Vhfs Granted—Ch. 4 Pittsburgh goes to Television City Inc., following a merger agreement between that applicant and WCAE Pittsburgh (Hearst), and ch. 7 Seattle is awarded to KIRO that city. Biloxi, Miss., ch. 13 is the only remaining comparative tv hearing awaiting FCC final decision. Page **60.**

Ford Gets Nearer Confirmation—Appointment to FCC clears Senate Commerce Committee; final Senate approval awaits disposition of civil rights bill. Page **62.**

Moulder's Probe Staff—Rep. Moulder's investigative staff nears completion with only a chief attorney still to be named. Appeal is made to members of Congress for "suggestions and information." Page **62.**

STATIONS

Another Magazine Enters Radio-Tv—*Newsweek* is buying 46% of KFSD-AM-FM-TV San Diego, Calif., for $1.5 million. Page **74.**

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Twin habit in the Twin Cities

1. *Listening to first place WDGY*
2. *Buying WDGY-advertised products*

WDGY
50,000 watts
MINNEAPOLIS-ST. PAUL

WDGY has taken over first place in Minneapolis-St. Paul. June-July Hooper says it: WDGY has 28.9% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

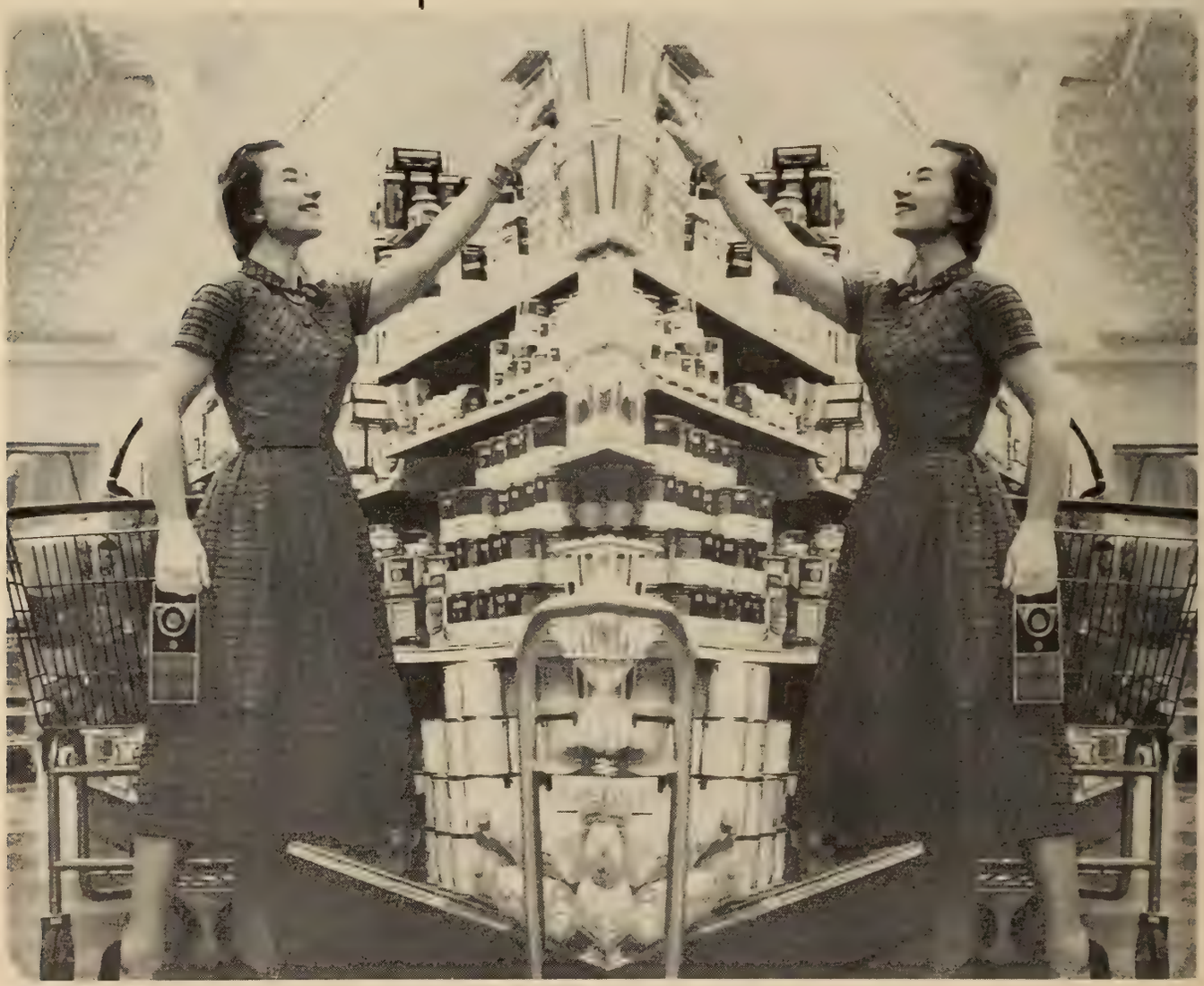
June Trendex says it: WDGY has 29.9% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

Latest Nielsen says it: WDGY first NSI area 9 a.m.-6 p.m., Monday through Saturday.

Latest Pulse says it: WDGY has 189 first place quarter-hours, against 128 for next station.

Storz Station programming excitement has overturned radio-listening—and time-buying habits—of a generation.

See your Blair man . . . or talk to WDGY General Manager Jack Thayer.



STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

Flako Products Drops Print In Favor of Spot Radio

FLAKO PRODUCTS DIV. of Quaker Oats Co. has made 100% switch from print to spot broadcasting with $750,000 going into radio campaign and rest of $880,000 budget into promotion. Radio spots are being placed in 40 major markets, starting Sept. 12 for 26 weeks.

Flako has bought Blair Group Plan in 18 markets (Thurs., Fri., 9 a.m.-4 p.m.), 58 announcements per week, one-minute and ID's every quarter-hour, for its flour mixes. In addition Flako will be in 22 other markets east of Mississippi.

Parent company spent $3.5 million in broadcasting last year, $620,000 in spot radio and $2.9 million in tv. Flako agency is Clinton E. Frank, Chicago.

Radio-Tv in 21 Southern States Planned for New Super Hadacol

HADACOL Inc. (tonic) plans to spend roughly $750,000 in broadcast media, bulk of it in radio, for new fiscal year (starting last July 1) on behalf of new Super Hadacol product, Jerome S. Garland, head of Garland & Assoc., told B•T, Friday. He acquired company from group of southern businessmen last May 15 and formerly was president of D-Con Co. (insecticides) before it was acquired by Sterling Drugs last January.

Radio-tv outlay represents about 80% of entire media budget, Mr. Garland said, and will be used in 21 southern states at outset. Campaign eventually will be extended to northern states, he added. Olian & Bronner, Chicago, has been appointed to handle Hadacol account for southern states.

Corn Products Buys 'Oakley'

CORN PRODUCTS Refining Co., for Bosco chocolate syrup, has signed $2.34 million contract with CBS Television Film Sales for *Annie Oakley* syndicated film series in 62 markets. Alternate sponsor is Continental Baking Co., with series since January 1956. Cost represents time and program costs over 52-week period. Advertiser also gets six free one-minute commercials featuring Gail Davis, *Oakley* star. Sponsorship kicks off in October. Agency is Donahue & Coe, N. Y.

Brown Drops Amarillo Bid

KENYON BROWN, multiple-station owner, Friday withdrew his application for ch. 7 Amarillo, Tex., in favor of Southwest States Inc. FCC Hearing Examiner Annie Neal Huntting accepted Mr. Brown's withdrawal and closed record with Southwest as only applicant. According to terms of withdrawal, Southwest is to pay Mr. Brown $10,000 for out-of-pocket expenses if application is granted by Aug. 7; $7,500 if application is granted by Sept. 20.

Providence, Yuma, Madison Among Ten Sale Approvals

FCC approved 10 station sales, including WHIM Providence, R. I.; KIVA (TV) Yuma, Ariz., and WMTV (TV) Madison Wis.

Announced Friday were these grants:

• WHIM Providence, R. I., (1 kw daytime on 1110 kc) from Frank W. Miller and associates to Richard D. Buckley and John B. Jaeger for $640,000. Mr. Buckley is stockholder in DuMont Broadcasting Co. (WNEW-WABD [TV] New York and WTTG [TV] Washington). Mr. Jaeger is executive vice president of WNEW.

• KIVA (TV) Yuma, Ariz. (ch. 11), from Donald Ellsworth and associates to Harry C. Butcher for $241,000. Mr. Butcher owns KIST Santa Barbara, Calif., and was stockholder in ch. 3 KEYT (TV) Santa Barbara, recently sold.

• WMTV (TV) Madison, Wis. (ch. 33) from Bartell Tv Corp. to Mitchell Wolfson and associates for $350,000. Wolfson group has interests in WTVJ (TV) Miami and WFGA-TV Jacksonville, both Fla.

WAGM-AM-TV, WABM Sold To Owners of WABI-AM-TV

SALE by Harold D. Glidden of WAGM-AM-TV Presque Isle and WABM Houlton, both Maine, to WABI-AM-TV Bangor, Me., for $525,000 was filed Friday for FCC approval. WABI-AM-TV is owned 60% by Horace A. Hildreth, former Maine governor, 34% by WPOR Portland, Me., and 6% by WTVL Waterville, Me. Purchasers also hold permit for WABQ Presque Isle.

WAGM-AM-TV-WABM balance sheet, dated Dec. 31, 1956, showed profits for year, after taxes, of $7,052. Retained earnings were $135,179, with capital stock of $35,000. WABI-AM-TV balance sheet for May 31 showed capital surplus of $126,990. Stations cleared, after taxes, $22,552 for fiscal year ended June 30, 1955, and lost $37.22 for year ended June 30, 1956.

THE FIRE CHIEF RETURNS

CUNNINGHAM & WALSH, N. Y., is announcing today (Mon.) that the Texas Co., N. Y., has selected Ed Wynn, comedian who created Texaco Firechief for firm on network radio in early 30's, to be honored in first Texaco color spectacular, *Texaco Command Performance* on NBC-TV, Sept. 19, 10-11 p.m. (also see Texaco story, page 35). Projected program series is designed to salute great entertainers of past. Coronet Productions will handle production, with Ezra Stone named producer for Wynn program.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 27.

FILM BUYS ACCENTED • Bon Ami, N. Y., understood to have signed for extensive spot tv campaign, using syndicated film programs in undetermined markets throughout country. Markets currently being lined up for fall start of tv effort. Agency: Ruthrauff & Ryan, N. Y.

PROCTOR PREPARES • Proctor Electric Co. (irons, toasters and ironing equipment), Philadelphia, starts spot tv campaign Sept. 9 and to run up to ten weeks in approximately 22 markets. Minutes and some ID's will be used. Weiss & Geller, N. Y., is agency.

EXPANSION IN WORKS • Pepperidge Farms Inc., Norwalk, Conn., whose baking products have had limited distribution in Northeastern U. S., reportedly will enlarge its distribution area considerably with 14-city radio spot introduction beginning early in September and running through next April. Agency Ogilvy, Benson & Mather, N. Y., understood to be looking for availabilities in Chicago, Richmond, Orlando, Tampa, Miami, Boston, Youngstown, Cleveland, Akron and Canton.

READIES FOR SNIFFLES SPELL • Vick Chemical Co., N. Y. Already on CBS-TV with three 15-minute participations weekly and CBS Radio with six to nine spots weekly, will invade Canada via radio spot Sept 30 for 21-week campaign in 43 markets for VapoRub, 35 markets for cough syrup and drops. In second week of October, Vick reportedly will enter U. S. in over 40 markets with spot radio drive and is considering tv spot for VapoRub. Morse International, N. Y., is placing campaigns.

THREE MARKETS FOR BAN • Bristol-Myers (Ban lotion deodorant), N. Y., this week begins 26-week spot tv campaign on five stations in three markets (Tulsa, Houston and Jacksonville). BBDO, N. Y., is agency.

SEPTEMBER SPOTS SET • Shetland Co. Div., Signal Mfg. Co., Lynn, Mass., formerly serviced by Callaway Assoc., Boston, now at Product Services, N. Y., plans large-scale saturation tv spot campaign in 50 markets starting early September. Shetland manufactures floor polishers.

SPOTS FOR BEEF PIES • Morton Frozen Foods Co. (beef pies), Louisville, to launch spot television campaign in 70 markets through end of year. Agency: Ted Bates & Co., N. Y.

Continues on page 10

at deadline

Tv Commercials on VTR Planned by Telestudios

PLANS to produce tv commercials on video tape by next spring revealed Friday by Telestudios Inc., New York production-testing studio [B•T, June 24]. Firm is floating 180,000 shares of class A capital stock through underwriting house, Joseph Mandell Co., at estimated price of $300,000 or $1.50 share (change into public corporation follows pattern set in June 1951 by TelePrompTer Corp. when it floated 49,000 shares at $5 a share). Monies will be used partly to finance VTR expansion. Two Ampex machines already ordered from Redwood City will cost Telestudios approximately $110,000, shipping and installation included. Telestudios head George K. Gould said his firm "will be first independent tv studio producing VTR commercials," and that he already has had negotiations with several major agencies. Though he also intends to go into VTR program packaging, Mr. Gould said he first will concentrate on tv commercials, then "look into" possibilities of mounting Ampex recorder on mobile unit to shoot background material for live dramatic programs.

New MBS President Roberts Briefs Affiliates on Plans

MUTUAL network affiliates met their new president, Paul Roberts, via conference call Friday noon. Mr. Roberts, who takes over Aug. 7 as head of group that bought network Thursday (early story, page 42), promised "action" and invited affiliates to tell him what they think of service.

John B. Poor, outgoing Mutual president who remains with RKO Teleradio interests, introduced Mr. Roberts to affiliates. Mr. Poor voiced "complete confidence" in new management and predicted no fundamental changes in network were contemplated. He said new owners would retain network's format, based on news programming. "This is the basis on which we are affiliating," he said in explaining that RKO Teleradio-owned stations, not part of sale, would continue as affiliates.

Radio vs Tv Test Planned

SCRUBBEE Products Inc., Newark, N. J., which has just completed national distribution of its Scrubbee pot scouring pad, after 18 months on market (mostly in East), plans testing radio vs television in three markets before deciding whether to invade 90 markets this fall with broadcast media—all spot. Sheldon-Fredericks Adv. Assoc., New York, Aug. 1 launches four weeks run in Cincinnati (two radio stations), Milwaukee (two tv stations, four radio stations) and Baltimore (three tv stations). Copy will ask listeners-viewers for consumer response.

PLEASED, TRIES AGAIN

THOMAS LEEMING & Co., N. Y., in effect is announcing spot radio success story. It is doing so by placing orders, through William Esty & Co., N. Y., for minutes in approximately 200 markets for six-month campaign beginning in September. Products are Ben-Gay and Pacquin and Silk 'N' Satin hand preparations.

Less than year ago [B•T, Nov. 16, 1956], Leeming announced it would place entire advertising budget of both that company and Pacquin Inc. (both under same management) in spot radio in order to take advantage of spot's quickness in reaching prospects and its opportunities for merchandising at local level. Leeming's initial spot expenditure last year was budgeted at about $1 million but estimates place final allocation at nearly double that figure. Schedule was first use of spot by firms in 16 years.

Toll Tv Clears Another Hurdle In Plans for Oceanside, Calif.

CITY ATTORNEY of Oceanside, Calif. (Los Angeles metropolitan area), has been instructed to draft nonexclusive franchise for closed circuit toll tv system, for presentation to next council meeting Aug. 14, in accordance with application of Tri City Tel Movie Corp. (subsidiary of Tel Movie Development Corp.), offering city 1% of gross revenues for franchise. Tel Movie plans to install telemeter equipment in homes in Oceanside and subsequently in other Southern California communities and to offer subscribers two-year contracts at four dollars monthly minimum fee for program service consisting primarily of feature motion pictures.

• BUSINESS BRIEFLY

Continues from page 9

BELL SPECIALS ON NBC-TV • Bell Telephone's one-hour specials—two were on CBS-TV last season *(Our Mr. Sun* and *Hemo The Magnificent)*—will be seen on NBC-TV next season. Four such Frank Capra presentations are slated, with first to be telecast in late October. All will be in color. Agency is N. W. Ayer & Son, N. Y.

PLANS COOL WEATHER LINE UP • Anti-freeze buying season gets underway at BBDO, N. Y., with four-week radio spot campaign Sept. 16 for E. I. DuPont de Nemours' Zerone and Zerex. Agency reportedly still looking for availabilities in northern section of U. S.

PEOPLE

EDMOND GRAY, previously radio-tv commercial supervisor at Kenyon & Eckhardt, joins creative department of North Adv., Chicago, as head of broadcast production on all accounts.

DAVID OFNER JR., formerly assistant advertising manager, Club Aluminum Products, appointed media merchandising manager at Foote, Cone & Belding, Chicago.

NATHAN STONE, MBS director of research, appointed to station relations staff of CBS-TV effective immediately.

PHILIP H. SCHAFF Jr., elected vice president, Leo Burnett Co., Chicago, with responsibility for agency finances. He had been brand supervisor on Joy, Lava and Camay, Procter & Gamble products.

OLIVER WARD, formerly with KMOX St. Louis, appointed account executive in St. Louis office of John Blair & Co., station representative.

DAVID C. MILAM, formerly on sales staff of WRR Dallas, to Dallas radio sales staff of Avery-Knodel Inc., station representative.

FCC Cites Deciding Factors In Ch. 7 Tv Grant to KIRO

KIRO Seattle was chosen to receive grant of ch. 7 because it made the strongest showing "being equal or superior to the other applicants in all except civic activities." That is how FCC summed up final decision in Seattle ch. 7 hearing case, released Friday, which also denied competing applications by KXA and KYI, both Seattle (see page 60). Commission also concluded KIRO established "asserted superiority" in major degree on past broadcast record and in lesser degree on experience. Commission also found charges against majority KIRO owner Saul Haas made by other applicants (that he used influence to secure favorable stock purchase in what is now KIRO, that he threatened another station, that he edited pro-leftist newspaper) without support in record or of no significance.

Appeals Court Refuses to Stay New Orleans-Jackson Decision

U. S. Court of Appeals, Washington, denied requests for stays against FCC grant of experimental operation on ch. 12 in New Orleans and move of transmitter site by WPST-TV Miami, Fla. (see page 64).

Two-judge court held that WJTV (TV) Jackson, Miss.—which objected to ch. 20 WJMR-TV New Orleans operating also on ch. 12 at same site (28 miles short of 190 mile minimum separation)—failed to show irreparable injury, but ruled that if circumstances change station could come back again for stay. Court failed to issue ruling on same request by KWTV (TV) Oklahoma City, applicant for ch. 12 New Orleans.

Ruling of same court on WKAT Miami Beach, Fla., stay motion simply denied request without reasons. WKAT claimed WPST-TV's financial picture had changed due to purchase of new transmitter site from Storer Broadcasting Co.



WPST TV

WE'RE OPENING THE DOOR TO SOUTHEAST FLORIDA'S $2,000,000,000 MARKET

MIAMI FLA.

we're on the air!

TEN'S ON TOP — Right! On top of 1,453,800 people, representing 581,520 families.

TEN'S ON TOP — Right! On top of 32,428 retail stores, employing 72,269 workers with a payroll of $165,482,000.

TEN'S ON TOP — Right! On top of more than 1800 manufacturing plants turning out products from milady's chemise to monsieur's carport.

TEN'S ON TOP — Right! On top of more than 3 1/2 million tourists who visit Southeast Florida and Miami every year (more than 75 per cent of whom view TV during their stay)

PUBLIC SERVICE TELEVISION MIAMI, FLA.

WPST TV

CHANNEL 10 WPST TV

ABC NETWORK REPRESENTED NATIONALLY BY H R TELEVISION, INC

THE HIGHEST TOWER
in
Eastern U.S.
(4th highest
in the world)
is being erected
right now at
Augusta, Ga.

1,292 feet tall
1,375 feet above
average terrain
1,677 feet above
sea level

will serve . . .
1½ million people

will cover . . .
more of S. C. than
any S. Carolina
station, PLUS . . .
more of Ga. than
any station outside
of Atlanta.

maximum power . . .
100,000 watts
low band VHF
NBC & ABC networks



WJBF
CHANNEL 6 AUGUSTA

Represented by Avery-Knodel, Inc.

Borden Story Pleased Agency

EDITOR:

Thanks very much for the fine story on our Laurel and Hardy tv show for Borden's Hi-Lan Dairy [B•T, July 15]. We have had many comments on it already.

Edward LaGrave Jr.
Truppe, LaGrave & Reynolds
Des Moines, Iowa

Another Tip of the Hat

EDITOR:

HATS OFF TO WESTINGHOUSE BROADCASTING CO. FOR HAVING THE COURAGE TO DO SOMETHING WITH FM [B•T, JULY 22].

W. C. Florian
President
WNIB (FM) Chicago

Was General Manager of MBS

EDITOR:

The Mutual Broadcasting System story [B•T, July 15] was both interesting and lamentable.

Probably you can understand that pride or memory of the past prompts mention that my 10 years at Mutual were as general manager, and during that period, the network went coast to coast, secured the World Series and the fights.

Fred Weber,
Vice President
WSTV-AM-TV Steubenville, Ohio

[EDITOR'S NOTE: Mr. Weber was erroneously listed as operations manager instead of general manager.]

Mr. Livesay Disagrees

EDITOR:

I read with interest your editorial, "Spectre of Chaos in Radio" [B•T, July 22]. Apparently you did not thoroughly read my statement before the Senate Subcommittee of the Foreign Relations Committee. Here are a few facts which I am sorry you did not bring out in your editorial.

Our foreign neighbors have very few "daytime only" stations while 40% of our am stations in the U. S. are daytimers. They have practically none on any of the U. S. I-A clear channel frequencies while we have 375 daytimers on the foreign I-A clear channels . . . (225 of these are on the seven Mexican I-A clear channel frequencies). Many of these 225 daytimers are in single station cities and communities that have no other local radio broadcast facility.

Our need for fixed and extended hours of operation is a public need as well as a common-sense approach to the operation of a business. There are hundreds of cities and communities across our nation which can have only sunup to sundown radio broadcast service locally because of "man-made" rules and standards which are basically the same as they were 25 years ago.

. . . According to your editorial, you would have us sell these 225 daytimers down the river along with the local needs of their respective communities for a treaty with Mexico that is much more restrictive than the NARBA treaty negotiated in 1950 and which the Daytime Broadcasters Assn. is not opposing even though we do not fully approve of all the NARBA terms.

I do not recall any editorials in your magazine calling the clear channel interests "obstructionists" when they opposed the ratification of NARBA before the Senate Foreign Relations Committee in 1953.

We have no objection to the Senate going ahead and ratifying NARBA now. We do feel though that they should hold up the Mexican Broadcast Agreement until the objectionable clauses can be renegotiated and a satisfactory agreement worked out.

I understand that Comr. Hyde sought full nighttime operation by the U. S. on Mexican clear channels but our request is for much less than full time. Actually 5 a.m. to 7 p.m. hours get into nighttime only for a few hours during a few winter months. This was not even proposed to the Mexicans.

I was rather alarmed when I read in your editorial:

> "The daytimers should not look to Mexico or to any other nation for relief. So far, they have blocked ratification of a treaty gravely important to the welfare of U. S. radio. If they persist, they will have no chance of getting favorable consideration from the FCC for increased hours on domestic channels. There is no real assurance they will get all they want even if they withdraw their treaty opposition, but certainly a cooperative attitude will place them in a better posture with the FCC and all other broadcasters than an all-out effort to scuttle the NARBA agreement."

Apparently, you have information from some reliable source to make such a vindictive statement, inferring that the FCC, a regulatory agency of our Federal government, might exact reprisals in their decision on our case requesting fixed hours of operation because we have sincerely exercised our constitutional rights and privileges in a democracy. This seems to me to be an insult on the integrity of our FCC.

Ray Livesay
Chairman, Board of Directors
Daytime Broadcasters Assn.
Mattoon, Ill.

Mr. Lindberg Agrees

EDITOR:

Your editorial "Spectre of Chaos in Radio" [B•T, July 22] was excellent. You support approval of the pending NARBA and U. S.-Mexican agreement because it is in the best overall interest of broadcasting in this country. I agree completely and I am so advising Sen. Fulbright of the Senate Foreign Relations Committee.

As you know, I am the principal owner of WPIK, 730 kc, Alexandria, Va., a daytime-only station since 1945. We operate on a Mexican clear channel and as a result must limit our operation to daytime hours.

We want extended hours of operation as much as any daytime-only station. The

What a top radio-TV station thinks of INS-TELENEWS

KPHO Radio — 910 K.C. 5000 WATTS



Television CHANNEL 5

631 NORTH FIRST AVENUE
PHOENIX, ARIZONA
PHONE ALPINE 8-4511

July 2, 1957

Mr. Robert H. Reid
Manager, Television Division
International News Service
235 East 45th Street
New York 17, N.Y.

Dear Bob:

We're tickled pink with Telenews and have nothing but praise for the quality, quantity and variety of the film we are screening in the Phoenix market.

As the only independent television operation in Phoenix, we are out-stripping network news shows because of the speed with which the Telenews film arrives at KPHO daily.

In many instances, we have received Telenews shipments which have enabled us to go on the air with top-drawer film stories the same day they were live on network newscasts.

Telenews is providing us with a constant flow of international and national news as well as interesting feature footage that is building a solid foundation of prestige under our news operations.

The quality of the film, from the standpoint of clarity, scene structure and sound is excellent and superior to all other film services I have ever been in contact with.

I consider Telenews an absolute "must" in our present TV operations.

Best regards.

Sincerely,

Johnny

Johnny Green
News Editor

JG:em

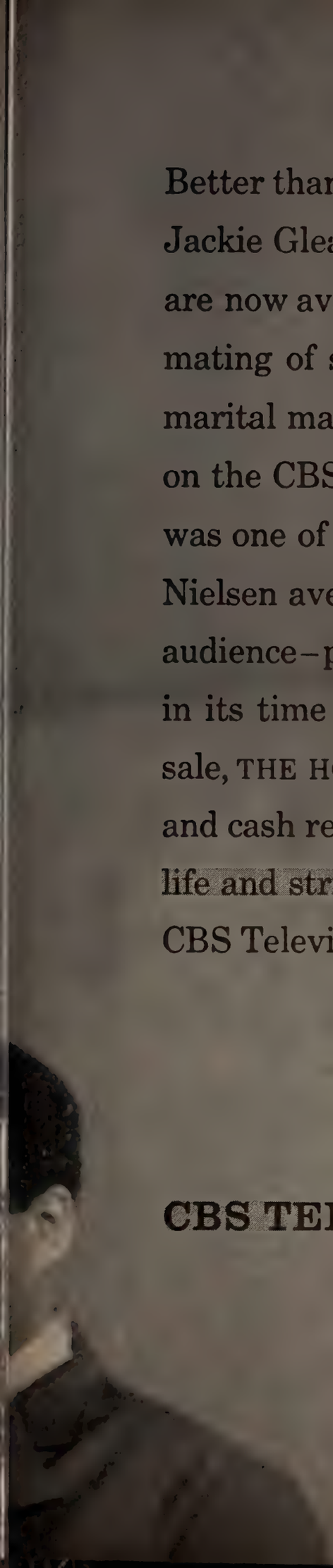
International News Service

Exclusive distributors of Telenews newsfilm services produced by Hearst Metrotone News, Inc.

Second Honeymoon!



Better than ever, those scrap-happy HONEYMOONERS, Jackie Gleason and Audrey Meadows with Art Carney, are now available on a syndicated basis. "The perfect mating of script and cast"... THE HONEYMOONERS is marital mayhem at its funniest. Throughout its run on the CBS Television Network THE HONEYMOONERS was one of television's top-rated programs, with a 28.5 Nielsen average audience rating and a 45.2 share of audience–putting this half-hour series in the top spot in its time period. With 39 hilarious half-hours for sale, THE HONEYMOONERS will keep audiences roaring and cash registers ringing, with each episode in the life and strife of Ralph and Alice Kramden. Just call CBS Television Film Sales for complete details.



CBS TELEVISION FILM SALES, INC.

"... the best film programs for all stations"

MINUTE STAKE

Whether you know it or not, you've got a stake in *minutes*. You can tell your sales story so much better in TV minutes. (Ask any sales manager).

We've talked to lots of big, active advertisers lately who need *time*...time to explain, inform, demonstrate and *sell*. That's how KTTV got into the minute business.

Advertisers who want well-rated, top quality minutes in Southern California can now buy:

"FIRST SHOW"
and
"SECOND SHOW"

Five nights a week, Southern California viewers will see a big, well-known MGM film taken from their recently released library. They'll be seeing big pictures like *Red Dust, Mrs. Miniver, Tortilla Flat* and big stars like *Gable, Tracy, Harlow, Garland, Lamarr, Hepburn*...all the big names that made MGM and great movies.

KTTV will show the same film *twice each night*, beginning at 10:15 so that viewers who are a few minutes late getting a seat can see the film in its entirety on the Second Show.

You can buy a minute in the *First Show* for $500, in the *Second Show* for $200 or in both for $600 (prices slightly higher west of Thursday).

Get the story from your KTTV Minute Man. He has a complete assortment of bright, shiny, new 60-second availabilities.

Look to KTTV when minutes count

KTTV
Los Angeles Times-MGM
Television
Represented nationally by BLAIR-TV

OPEN MIKE CONTINUED

U. S.-Mexican agreement now before the Senate does not provide for this extended operation for WPIK, or other stations using Mexican clear channels. The agreement does, however, contain advantages of enormous importance to United States broadcasting, including protection from foreign interference which can only be secured through effective international agreement.

Under the circumstances, it is my judgment that the best interest of the United States would be served by approval of the agreement, even though it may not provide all that some stations (including WPIK) would desire.

I was an industry adviser on the U. S. delegation that negotiated the agreement. As a result, I had an opportunity to see the negotiations develop on a day-to-day basis. I am satisfied that this is the best agreement that could be obtained, that Mexico would not agree to our extended operation by daytime-only stations on Mexican clears and that the many advantages of the agreement greatly outweigh its disadvantages.

I am aware that the Daytime Broadcasters Assn. has objected because of the absence of a provision for operation by daytime-only stations beyond daytime hours. There are a number of reasons why I differ sharply with DBA. Daytime-only stations are not exclusively on Mexican clear channels. A majority of daytime-only stations operate on frequencies which are also assigned to fulltime stations in the U. S. Until the FCC, through proper rulemaking involving these latter channels, can determine that the effects of interference to other U. S. stations from extended operation of daytime-only stations will be offset by the advantages, international considerations do not become important.

If the Commission should decide that domestic policy would be best served by an extension of the hours of operation of daytime stations, it can then negotiate with other interested countries on the international problems presented. I believe that daytime stations would stand a far better chance of success at both the domestic and international levels if they did not bear the blame of having scuttled international agreements upon which the whole broadcasting industry must depend for protection from foreign interference. Whatever negotiations may be required can best be conducted if international conditions are stabilized.

Let me repeat that I want additional hours for WPIK and other daytime stations. I feel strongly that the Commission should take all practicable steps to bring this about. I do not, however, believe that this can be best accomplished by fighting the interest of the industry as a whole in securing a stable domestic situation.

Incidentally, I have never seen a statement of how many daytime-only stations on Mexican clears are members of the Daytime Broadcasters Assn. which opposes the U. S.-Mexico Agreement. How many are there?

Carl L. Lindberg
President
WPIK Alexandria, Va.



EDMUND PURDOM

stars in a new and exciting romantic adventure

"Sword of Freedom"

FOR FIRST RUN SYNDICATION

SOLD!
NEW YORK, LOS ANGELES, WASHINGTON, D.C.
for top market availabilities call "the man from Official"

Moving with the swiftness of a sword-thrust from the pages of history, this thrilling new series is set against the background of Europe's most dramatic era — the Italian Renaissance — marked by men like Michelangelo, the Medicis, the Borgias. This unusual and exciting production has been created for a discriminating audience. Your product will appear in a prestige showcase that offers unlimited exploitation. Make Sword of Freedom your basic sales tool for Fall.

Edmund Purdom, known to millions as the star of such great films as THE EGYPTIAN, THE PRODIGAL, THE STUDENT PRINCE and JULIUS CAESAR, now appears in his greatest role as MARCO — foe of the Medici and the Borgias!



***ARTIST** — painting the beautiful Florentine women*



***PATRIOT** — fighting for a free Republic of Florence*



***LOVER** — wooing the loveliest women of Renaissance Italy*

produced by the makers of ROBIN HOOD!

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PLaza 7-0100

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St. Louis • Boston
Minneapolis • Atlanta
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WCUE IS NO.1 IN AKRON

Between 8 AM and 5 PM daily, WCUE delivers more listeners for your ad dollar than any other Akron station. (In all other periods, just a gnat's whisker away from first.)*

See your JEPCO Man for details or call WCUE Sales Veep, Jack Maurer, FRanklin 6-7114.

** Cost per thousand study based on Pulse, April 1957.*

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great independents · good neighbors
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BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

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*Reg. U. S. Patent Office
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YOUNG & RUBICAM, INC.

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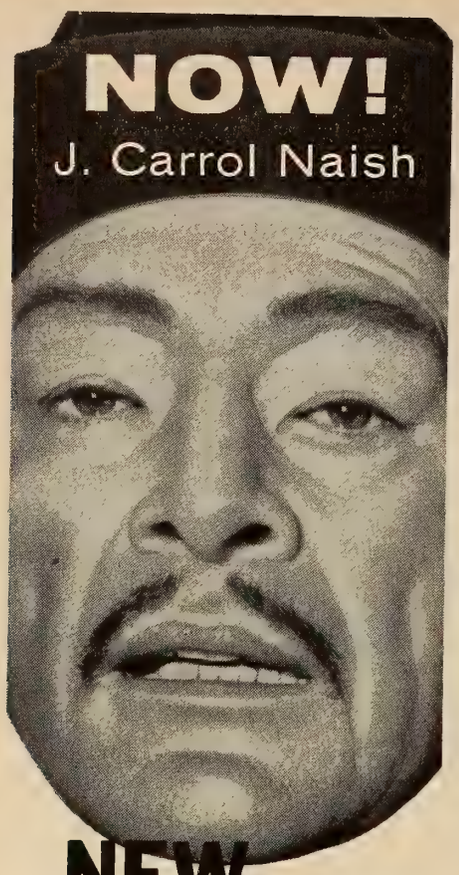
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO · MEXICO CITY · SAN JUAN · LONDON



It makes a happy sound when millions of people all over the country click on their TV sets to watch your show.

And it's an even happier situation when these viewers "tune in on" your sales message.

If you've made your *salesmanship* as compelling as your *showmanship*, viewers will not only react favorably—they'll go out and *buy*.



The **NEW** adventures of
CHARLIE CHAN

Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carrol Naish, makes Charlie Chan live and breathe. James Hong is the Number One Son. Beloved by millions, who've paid out their dollars to match their cleverness with Earl Derr Biggers' most famous detective! Wire or phone collect today to reserve your market before some other quick-thinking advertiser snaps it up.

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

FRED WARING SHOW

AS summer replacement for the vacationing *Garry Moore Show,* the durable Mr. Waring, assisted by assorted vocalists, instrumentalists and his well-known chorus, provides pleasant hot weather diversion for the busy housewife and other stay-at-homers. Mr. Waring uses the basic approach he has applied in radio and television for oh, so many years: friendly banter with his crew, plus renditions of old-time favorite songs and ballads by the chorus and vocalists.

The program originates from the 1,000-acre Shawnee Inn and Country Club, located in the foothills of the Pocono Mountains, 90 miles from New York. Mr. Waring is the owner of the resort hotel and the program is not ungenerous in naming the origination spot of the telecast. In fact, in order to telecast from the site, CBS-TV had to install four cameras there to cover the interior and exterior location of the grounds; 5,000 feet of microphone cable; 2,000 feet of video cable for monitors and 2,000 feet of AC cable for power units. This effort on the part of the network is justified. Though the *Fred Waring Show* is by no means a "show-stopper," it is easy on the ears, eyes and nerves during the hot summer spell.

Production Costs: $3,500 per quarter hour (Monday through Thursday programs are 30 minutes, Friday show 90 minutes).
Telecast on participating advertiser basis on CBS-TV, Mon.Thurs., 10-10:30 a.m. EDT; Fri. 10-11:30 a.m. EDT.
Cast: Poley McClintock, Gordon Goodman, Bob Sands and others.
Producer: Mr. Waring.
Co-Directors: Clarence Schimmel, Mel Ferber.

SEZ WHO?

YES, Virginia, there is a Santa Claus. And he appears to be making his rounds in July with a panel-quiz show that doesn't excite listeners to nervous prostration with offers of partnership in Fort Knox. Nor is the audience brought to the headache and earache stage with countless glittering wheels that will send the undernourished school teacher on to fame in the next plateau.

The show is CBS Radio's *Sez Who?* and it's presided over by a man without an isolation booth, Henry Morgan. His panel includes glib Joey Adams of the night club circuit, Gypsy Rose Lee, whose eyebrow-lifting quips may cause a short circuit, and John Henry Faulk, who has a wide-open-spaces accent that is too professional.

The panel is fed recorded voices (*e.g.,* Babe Ruth and Lou Gehrig in an off-season vaudeville skit, Bobby Breen singing at age eight, Enrico Caruso doing the vocals at a Liberty Bond drive in World War I) and then asked to identify them. Each "no" answer earns $5 for the listener who suggested the voice.

In presiding over the panel, Henry Morgan often dispenses with the niceties associated with panel m.c.s. According to Joey Adams, he "rules with an iron head."

It all makes *Sez Who?* a good 30 minutes of fast verbal repartee, as can be expected anytime Henry Morgan has a hand in the doings.

Production costs: Approximately $7,500.
Sponsored by Cowles Publications (for Look *magazine), through McCann-Erickson, every other week with alternate weeks sustaining on CBS Radio, Sun., July 14, 7-7:30 p.m. EDT.*
Produced by: Frank Cooper Assoc. in cooperation with CBS.
Created by: Sidney Resnick.
Executive producer: Bill Cooper.
Director: Dick Stenta.

SEEN & HEARD

The telecast debate last Tuesday night on the civil rights legislation before Congress deserves two votes of recognition. One is to NBC-TV which preempted commercial time to bring this special in *The Big Issue* series. Too often, this programming is consigned to the commercially unused Sunday afternoon slots. The other vote is due Lawrence Spivak in pitting Sens. Richard Russell (D-Ga.) and John McClellan (D-Ark.) against Sens. Paul Douglas (D-Ill.) and Jacob Javits (R-N. Y.) in a program that underscored electronic journalism's value as a news medium.

COLORCASTING

The Next 10 Days
Of Network Color Shows
(All Times EDT)

CBS-TV

Colorcasting schedule cancelled for summer.

NBC-TV

July 29-Aug. 2, Aug. 5-7 (1:30-2:30 p.m.) *Club 60,* participating sponsors.
July 29-Aug. 2, Aug. 5-7 (3-4 p.m.) *Matinee Theatre,* participating sponsors.
July 29, Aug. 5 (9:30-10 p.m.) *Arthur Murray Party,* Bristol-Myers through Young & Rubicam.
July 31, Aug. 7 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.
Aug. 1 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. through J. Walter Thompson Co.
Aug. 3 (8-9 p.m.) *Julius La Rosa Show,* participating sponsors.
Aug. 4 (4:30-5 p.m.) *Zoo Parade,* sustaining.
Aug. 4 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co. through Young & Rubicam.

Radio's Greatest Success Story!

* PRC'S TOWERING TWINS NOW TOP 2 MIGHTY MARKETS

FIRST... KAKC

NOW... KIOA

NO. 1 in TULSA, Oklahoma

They said it couldn't happen! But nine months ago, *Public Radio Corporation lit the fuse in Tulsa . . . and KAKC zoomed to the top in ratings in a few short weeks!

Now, for 9 consecutive months, KAKC has held top position in Tulsa . . . far and away ahead of other stations in every Hooper and every Pulse rating.

And KAKC is still gaining. Your message on KAKC reaches more and more listeners . . . more than on any competing station, and more every day and every night!

NO. 1 in DES MOINES, Iowa

Now it's happened again! Three months ago, PRC ventured into Des Moines . . . took over powerful KIOA and gave it the "Tulsa treatment" . . . new talent, new fast-moving music and news programming.

In less than a month, KIOA sky-rocketed to the top . . . soared from fifth to FIRST PLACE among all Des Moines stations . . . and first by a wide, wide, margin!

Now, it's KIOA that delivers more buyers in the big Des Moines market than any other two stations combined!

No giveaways, no gimmicks . . . just the music and news the public wants!

TULSA HOOPER RADIO AUDIENCE INDEX
MAY-JUNE, 1957
Share of Radio Audience — Monday through Friday

	7:00 A.M. — 12:00 NOON	12:00 NOON — 6:00 P.M.
Independent Station KAKC	33.8	45.0
Independent Station "B"	19.6	15.8
Network Station "C"	15.3	14.9
Network Station "D"	12.3	9.2
Independent Station "E"	9.2	11.0
Network Station "F"	5.4	3.5

DES MOINES HOOPER RADIO AUDIENCE INDEX
MAY-JUNE, 1957
Share of Radio Audience — Monday through Friday

	7:00 A.M. — 12:00 NOON	12:00 NOON — 6:00 P.M.
Station KIOA	41.8	42.2
Network Station "B"	22.9	26.1
Independent Station "C"	10.0	6.5
Network Station "D"	9.7	6.0
Independent Station "E"	6.9	8.1
Network Station "F"	6.2	8.6

NO. 1 ALL THE TIME, MORNING, AFTERNOON & NIGHT

Take a new look at Tulsa and Des Moines. Put the TOP radio stations on top in YOUR advertising plans.

* PUBLIC RADIO CORPORATION

LESTER KAMIN, *President* • JOHN H. PACE, *Executive Vice-President and General Manager*

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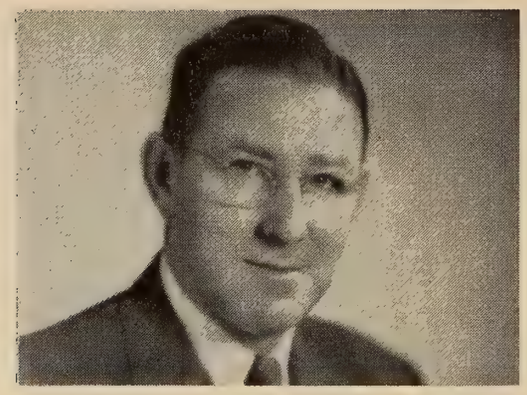
Station KAKC
970 KC • 1,000 WATTS
TULSA, OKLAHOMA

Get the NEW facts from H-R REPRESENTATIVES



The new KIOA
940 KC • 10,000 WATTS
DES MOINES, IOWA

Important



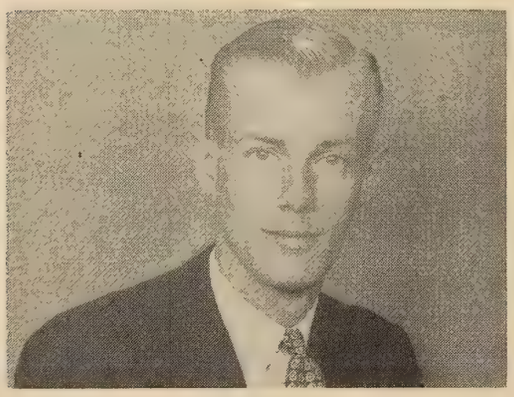
WILLIAM C. DEKKER
Vice President
McCann-Erickson, Inc., New York City

"Our membership in the Audit Bureau of Circulations speaks for our belief and confidence in that organization. We are happy that Broadcasting•Telecasting elected to join the ranks."



FRANK COULTER, JR.
Associate Director, Media Relations
Young & Rubicam, Inc., New York

"I've always felt that a paid circulation magazine must be a little more responsive in its editorial policy to the needs of its readers . . . (the reader) can just as easily knock off his name if he does not feel that the magazine is doing a conscientious editorial job. Since A.B.C. audits only paid circulation, this becomes an important measure of reader response."



JAMES LUCE
Associate Media Director
J. Walter Thompson

"Paid circulation, as measured by A.B.C., is the only measurement of reader interest and reader responsiveness. Paid circulation is self-purging and the man who pays his money intends to read the periodical. This is the principle behind A.B.C. and it's the sound way to buy space."



FRANK KEMP
Vice President and Media Director
Compton Advertising, New York

"I'm highly in favor of Audit Bureau of Circulations, and believe that all trade papers should be audited."



A. C. DEPIERRO
Vice President, Director of Media
Lennen & Newell, Inc., New York

"Helping to eliminate the guess-work from media buying through your membership in Audit Bureau of Circulations is a significant benefit to advertisers and their agencies. Audit Bureau of Circulations reports are a vital part of our every day working tools and we commend you for adding your publication to the impressive list of Bureau Members."



DR. E. L. DECKINGER
Vice President, Charge of Media Strategy
Grey Advertising Agency, Inc.

"A.B.C. reports are to the agency space buyer what a law library is to the attorney—indispensable for the efficient exercise of his professional function. Paid circulation is a vital dimension in the measurement of publication acceptance. We who grew up in the era of A.B.C. find it hard to understand how advertising even managed to function without it."

Media Buyers Rely on Audit Bureau of Circulations

B•T is the only magazine in the vertical radio-tv field with membership in the Audit Bureau of Circulations

Here's a cross-section of media buyers—and what they say about the Audit Bureau of Circulations. Their remarks were stimulated by Broadcasting-Telecasting's admission to A. B. C. last year.

B•T has the largest *paid* circulation in its field. B•T distributed more *paid* circulation in four months than all others in the field combined distribute in a year.

There's no abracadabra to Audit Bureau audits. It is a standard of measurement of PAID circulation. The rules were written by advertisers and agencies. B•T has met them, alone in its field.



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Washington 6, D. C.

AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

NEW YORK
444 Madison
Plaza 5-8355

•

CHICAGO
360 N. Michigan
Central 6-4115

•

HOLLYWOOD
6253 Hollywood Blvd.
Hollywood 3-8181



EVERY DAY OF THE YEAR produces success stories for *listeners* as well as advertisers on KBIG, as Mrs. Helen M. Sparks (left above) and Mrs. Esther Bodge will testify.

SHOWN AT THE PEAK OF THEIR TOUR of the Dole pineapple factory on their free Honolulu vacation as guests of KBIG, these Corona housewives typify the thousands of Southern Californians who have become even warmer friends of the Catalina Station through winning its daily Big Trip Contest over the past two years.

KBIG SENDS DELIGHTED COUPLES, expense-free, to Honolulu and Acapulco every month; to Las Vegas and Santa Barbara every week; to an evening of dinner dancing and top floor show entertainment at the Hollywood Moulin Rouge every day. Jaunts from the mainland to Catalina and daily merchandise awards supplement the regular prizes.

EACH KBIG HOURLY 5-MINUTE NEWSCAST is climaxed with the announcement of the prize winners of the day . . . a constant tune-in incentive for all station advertisers, and a very special attention-holding plus for news sponsors. Your KBIG or Weed representative has the full story on a few award-winning news strips still available for sale.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Edward Huhner Weiss



AS A recognized student of the social sciences, Edward H. Weiss shrugs off any suggestion that he and his agency have gone overboard on "depth-probing" in the subterranean waters of consumer motivations the past nine years. Unless such motivation research directly feeds a "vigorous, fresh, new creative idea, it fails," in his opinion. "Some people sell 'MR'; I use it," he observes.

As president of the Chicago agency bearing his name and oriented to his convictions, Mr. Weiss describes motivation research as the inevitable extension of human behavior study to advertising, as "common sense intuitively applied." It will, in time, find its proper niche as a marketing tool, its role dependent on "the skill and creative ability of diagnosis-minded advertising people who know how to use it"—the agency's creative team.

"Depth" studies and creativity go hand in hand at the medium-sized Weiss agency. The results seem to qualify Mr. Weiss as a bona fide MR diagnostician-practitioner. Reorganizing early last year, his agency (formerly Weiss & Geller) bounced back in billings after losing its $6.5 million Toni Co. account—roughly half its business. Today, billings run in excess of $15 million, about half derived from broadcast media and the bulk of that in television, primarily network tv.

Mr. Weiss is articulate about radio-tv, particularly commercials (whose impact MR tends to soften). Tv is important as "the only vehicle that can handle simultaneously, on the same program, multiple products of a single advertiser. Network tv is made to order for their development and exploitation." Among other Weiss-MR-oriented concepts: tv commercials should fit the emotional climate of the program format; even highly-rated, effective network tv properties (like *Treasure Hunt* and *Dollar a Second* for Mogen David Wine Co.) should be dropped after two or three years for other shows to reach different buyer segments; some top 10 tv programs don't sell products because the shows and commercials are not in harmony.

Of radio he says: ". . . effective for weekend and early-morning, especially network radio. . . . Radio will come back farther to the degree it becomes more creative and fresh . . ."

Edward Huhner Weiss traces his interest in MR to 1947—and his birth to March 22, 1901, in Chicago. Graduated with a bachelor of philosophy degree from the U. of Chicago in 1922, he joined H. W. Kastor & Sons Adv. Co. and in 1924 helped form Pickus & Weiss agency with Morris Pickus. In 1928 be became vice president of Critchfield & Co. and in 1932 of Henri, Hurst & McDonald Inc., leaving in 1938 to found Weiss & Geller. Mr. Weiss and Max Geller separated in 1943, and each maintained his own agency with the same name—one in Chicago, one in New York—until Weiss & Geller became Edward H. Weiss & Co. in December 1956.

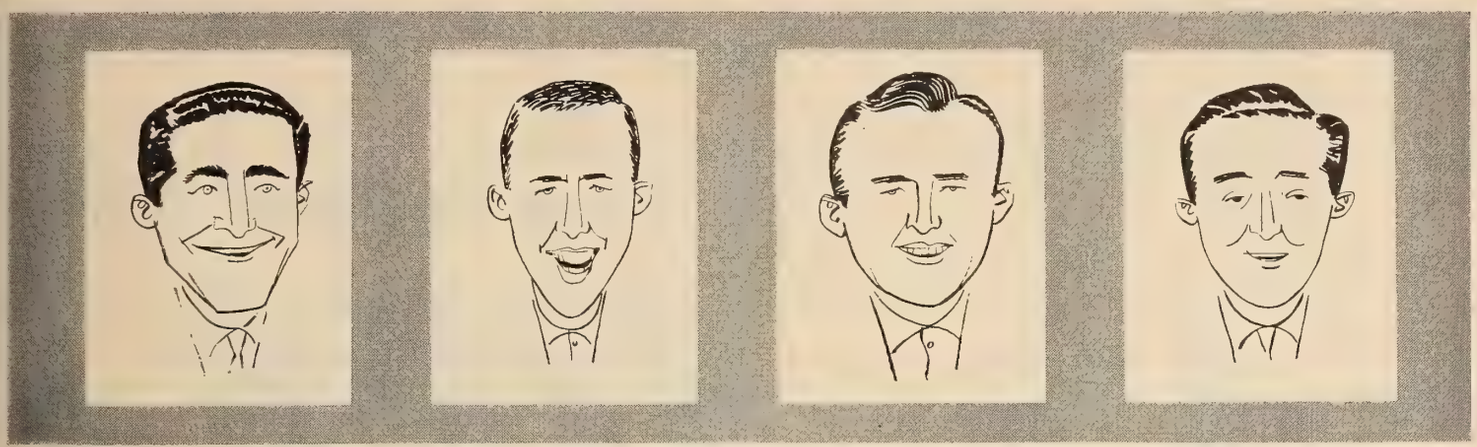
THE Weiss social science approach has been utilized for such clients as the former Toni account (the agency named the Deep Magic cleansing lotion product, designed the package, set marketing strategy, devised advertising-merchandising plans and helped determine the product's physical characteristics), Purex Corp. (Old Dutch cleanser was reborn as New Blue Dutch cleanser and a new brand image was conceived for Sweetheart soap), and Mogen David Wine Co.

Results from MR have been intriguing, judging by one sample. Depth studies for Mogen David wine led to three copy themes ("A taste of the good old days"; "The home-sweet-home wine," and "Wine like Grandma used to make") and replacement of a mystery show with a panel series on tv. (Purex is using a less emotional commercial approach to mysteries on CBS-TV's *Perry Mason Show* this fall.)

Under Mr. Weiss' leadership, his agency handles several active broadcasting accounts. Last spring, three (Purex, Mogen David wine and Helene Curtis) sewed up the CBS-TV fall Saturday, 7:30-9:30 p.m. block on alternate weeks in an $8 million deal [AT DEADLINE, May 27]. Among active radio-tv clients are Mogen David (over $2 million), Helene Curtis (several products, $2 million), College Inn Foods ($200,000), Corina Div. of General Cigar Co. (over $100,000), Purex Corp. (including Manhattan Div.'s Sweetheart soap, Blue Dutch, $1.7 million), and Sealy Inc. (over $700,000), Carling Brewing Co. (Stag beer), plus 18 other broadcast or non radio-tv accounts

Mr. Weiss married the former Ruth Wingerhoff in 1938. They have a son, James, 15, and live in Chicago. A prominent lecturer, Mr. Weiss is a patron of the arts and avid painter (his works have been displayed in New York and Chicago). He collects books (one of which is Vance Packard's *The Hidden Persuaders;* his reaction: Such studies [MR] are intended, not to seduce customers, but to provide what consumers really want; so creative advertising effort is based, not on whims and gimmicks, but on understanding).

WANTED



"BOBBIN' WITH ROBIN" THE JOE VAN SHOW THE FRANK SIMS SHOW "BATES' BANDSTAND"

WKMH Disc Jockeys

...By Radio Advertisers All Over The Country!

These men are armed . . . armed with the most effective "listener-landing" weapon in the Detroit area—MUSIC! They spin it . . . AND they spin sales magic for you, because WKMH disc jockeys consistently play the favorite music for every taste—for every age group. So join the manhunt —be on the lookout for WKMH disc jockeys. It's a CRIME to miss out on their power in the huge Detroit market.

REWARD:

The Lion's Share of the 10-Billion Dollar Michigan Market!

SAVE UP TO 15%

WKMH Dearborn—Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich.
WSAM Saginaw, Mich.
WELL Battle Creek, Mich.

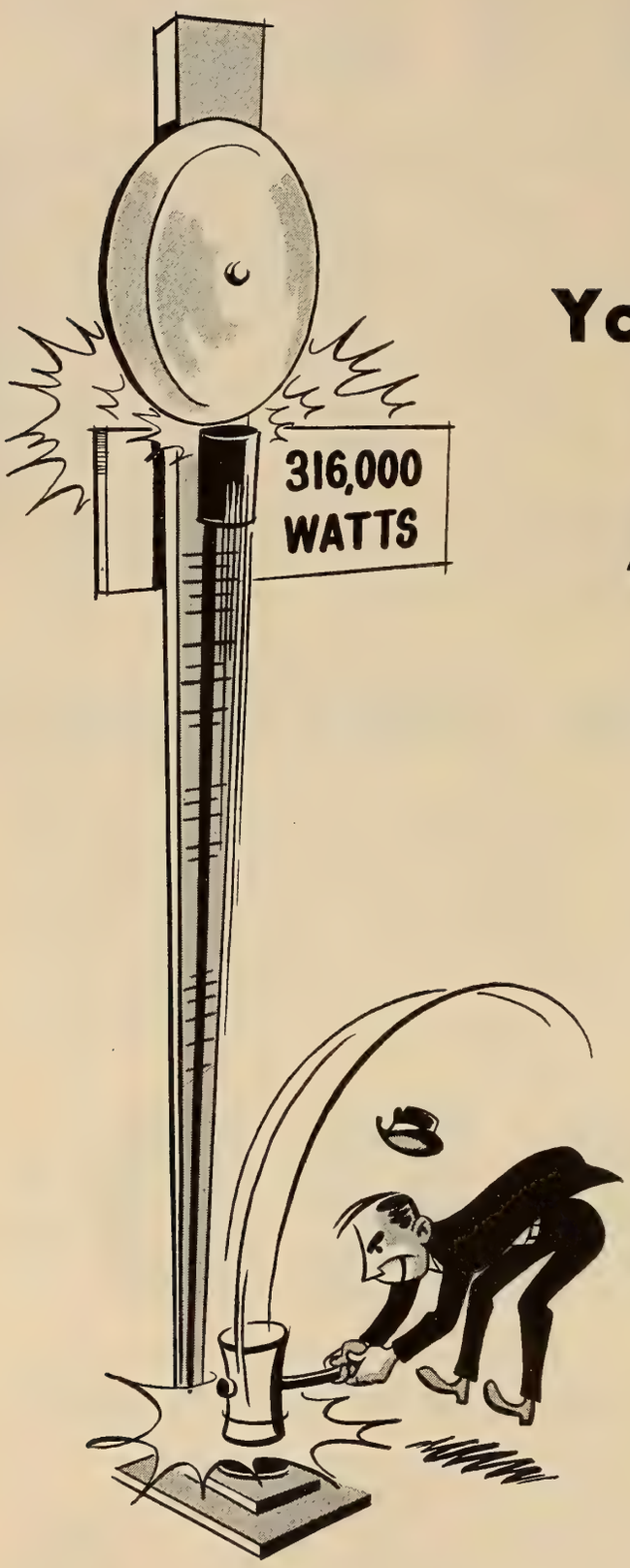
BY USING 2 OR MORE KNORR STATIONS

Buy 4 or 5 Stations **SAVE 15%**
Buy Any 3 Stations **SAVE 10%**
Buy Any 2 Stations **SAVE 5%**

WKMH RADIO HUB OF THE MOTOR CITY

KNORR BROADCASTING CORP.

FRED A. KNORR, PRES. • *Represented by Headley-Reed*



You 'Ring the Bell' with

KTHV

Channel 11
LITTLE ROCK

KTHV's 316,000 watts carry our programs to *most* of Arkansas. But *maximum power* is only one of *eight* reasons why KTHV is your best television buy in this State!

The other seven:

1. *Over 240,000 TV Homes*
2. *CBS Affiliation*
3. *Channel 11*
4. *Highest Antenna in Central South (1756' above average terrain!)*
5. *Center-of-State Location*
6. *Superb New Studios*
7. *Know-How Management*

Your Branham man has *all* the details. Ask him!

CBS **316,000 Watts ..... Channel 11**

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK, ARKANSAS DEMOCRAT, LITTLE ROCK, AND KWKH, SHREVEPORT

BROADCASTING
TELECASTING

Vol. 53, No. 5 JULY 29, 1957

CAN A FEW AGENCIES MONOPOLIZE TV?

- **General Foods, Bristol-Myers join to share 52-week spots**
- **Deal, engineered by Benton & Bowles, sews up prime times**
- **Critics fear trend toward concentrated control of spot tv**

AN apparently unprecedented buying maneuver had the television advertising business in a turmoil last week. Advertisers, agencies and stations were simmering over a $5.2 million, 52-week "partnership" campaign in which, through Benton & Bowles, Bristol-Myers is alternating with General Foods in a heavy ID spot schedule in prime tv time, in effect giving General Foods a hiatus but enabling it to hold onto its premium positions.

Harshest critics contended that the deal was tantamount to time-brokering and, if it became a precedent, could lead to concentration of the control of prime spot time in the hands of as few as three agencies.

Supporters—notably Benton & Bowles—defended the plan, denied that time brokerage was involved, and cited co- and alternate-sponsorships in network television as precedents for such an arrangement in spot.

The stations generally didn't like it, but most were reported to be going along with it in one form or another—many of them apparently out of a feeling of necessity.

Other advertisers didn't like it—or didn't like to see another advertiser getting the jump on them. Many were reported to have approached their own agencies already about similar deals, and they could be counted on to demand the same sort of arrangement if this precedent-setting tactic succeeds.

Agencies reacted in much the same fashion as advertisers, displeased that two advertisers were getting an advantage that had been denied to their own clients and sure, for the most part, that they would be forced to seek similar deals whenever a suitable occasion arises in the future.

In addition, officials of at least two large agencies criticized the principle of the plan.

One, branding the arrangement "awful," voiced the fear that if the practice gained a foothold "it would be possible for three big agencies—literally—to get a stranglehold on all the prime spot time in all of the really important markets."

Another, Newman F. McEvoy, senior vice president and media director of Cunningham & Walsh, put it up to stations directly in a letter asking for their "official" policy on such matters.

"We can readily understand the motives behind this technique but question its validity," he wrote. "With this precedent any agency might take the position that it could order prime nighttime announcements on your station on a firm 52-week basis in the name of any active television account and then offer these times not only to other clients of record, but literally to offer them on the open market. This would be a most unfortunate development for the industry."

Station representatives seemed somewhat divided, although most of those reached by B•T were opposed, some of them vehemently.

Critics among the reps challenged the plan as (1) no better than time-brokering (2) a usurpation of the rep's selling function, and (3) a move that will make it even harder to sell non-prime time.

At the other extreme, the head of at least one major representation firm took the position that, overall, the deal probably was for tv's good. He reasoned that it probably kept television from losing money to other media, on the ground that General Foods otherwise would have felt compelled either to cut back or to divert money to other media. By finding a "partner," this representative felt, General Foods also gave stations a sizeable 52-week ID contract at a time when good ID contracts are hard to come by.

Officials of Benton & Bowles defended the plan with equal vigor. They denied that it involved time-brokering. They had cleared it in advance with their lawyers, they said, and stations were free to do the same with their own legal counsel.

Moreover, they contended, the partnership arrangement is little different from a practice that has become standard in network television—co-sponsorship.

The number of stations involved was estimated at about 100. Benton & Bowles authorities declined to give the exact figure, but they said acceptances had been "very favorable." They acknowledged there had been objections—not so much on the time brokerage charge, however, as on the fear of the stations that they were giving General Foods unequal treatment which they wouldn't be able to match for their other advertisers.

Their principal answer to the objections, they said, was that Instant Maxwell House has put more than $20 million into nighttime ID's alone in the past four years and should be due some consideration. They also cited co-sponsorship and alternate-sponsorship techniques in network and local sales as precedents.

The Benton & Bowles offer, sent out by Michael J. Donovan, vice president and associate media director, in a letter to stations on June 10, in brief was this:

Benton & Bowles had accepted a "special spot tv assignment" from Bristol-Myers (whose principal regular agencies are BBDO,





ONE MAN'S MEAT . . .

Rival views over the shared spot sponsorship plan are exemplified by Michael J. Donovan (l), vice president and associate media director of Benton & Bowles, and Newman F. McEvoy (r), senior vice president and media director of Cunningham & Walsh. Mr. Donovan, who set up the deal for GF and B-M, sees nothing wrong with it. Mr. McEvoy thinks that precedent deal sets is "unfortunate."



HAVE top hat, will travel . . . and so they did, debonairly taking their clients with them. The occasion: the move of Mottl-Siteman, Los Angeles, to larger offices at 291 South La Cienega Blvd., Beverly Hills. Spearheading the move (l to r): C. A. Mottl, partner, E. F. Baltz, account executive and I. L. Siteman, partner.

Young & Rubicam and Doherty, Clifford, Steers & Shenfield). In the past, the General Foods coffees have used other GF products as "partners" in their heavy use of night-time ID's, but because of changes in marketing strategy the other brands are not available as "partners" this year.

Accordingly, Instant Maxwell House would be forced to (1) reduce weekly frequency; (2) cancel and try to buy back later, risking loss of prime positions "which took years and millions of dollars of investment to achieve"; (3) find a co-sponsor, or (4) "abandon the medium entirely."

Instant Maxwell House didn't want to abandon the medium entirely, Mr. Donovan explained in his letter, because such a move "would result in the denial to the brands, the known values and impact that spot tv affords."

"However," Mr. Donovan continued, "these values are relative to the degree that effective frequency can be achieved over the total available audience, and this frequency should have the most level distribution possible. The control of this distribution is only possible through the maintenance of a carefully selected franchise of evening announcements."

He summarized the plan thus:

"Our proposition has as its base the use by General Foods of 36 weeks of high-frequency tv ID announcements over a 52-week period (in flights of three or four weeks) at an annual cost of over $3.6 million. Bristol-Myers as the co-sponsor plans to use the same type of tv for 16 weeks (again in flights of three or four weeks by product) over 52 weeks at an annual investment of over $1.6 million. The total investment of the two advertisers amounts to over $5.2 million."

Mr. Donovan said: "We are prepared to establish whatever arrangements are deemed necessary by the various stations involved to facilitate this procedure," and suggested the following "for you to choose from":

"1. Accept a 52-week order retroactive to April 1, 1957, for both General Foods and Bristol-Myers. It will be necessary that our two-week cancellation privilege prevail for both advertisers; however, only to be exercised if good and substantial reason dictates. We repeat that the current full intent of both advertisers is to continue using this medium in the form and degree as indicated above.

"2. Arrange for transfers of the list each time as the schedule change indicates.

"3. In the event of a competitive conflict, during a Bristol-Myers flight, then another non-competitive Bristol-Myers product or Instant Maxwell House coffee will sustain the announcement."

He made clear that "both the Bristol-Myers and General Foods schedules will seek separate levels of discount and operate by separate contracts, etc. We are convinced that our procedure is not in any way illegal or unfair in practice. . . .

"We sincerely appreciate your cooperation to date and hope that you will continue to realize the requirements of both General Foods and Bristol-Myers for maintaining intact this high quality spot franchise which we have developed over the years."

Mr. Donovan also told the stations in his letter: "We are facing the realization that spot announcement tv advertising is not really as flexible as it is sold to be. It seems that unless an advertiser is a 52-week user, his opportunity for appreciating better value for his investment is limited. Despite all this, announcements within a given time classification are priced identically regardless of the audience potential, yet each announcement is sold according to its ability to draw a certain audience as indicated by the various rating services . . . .

"You must agree that either of these advertisers (General Foods and Bristol-Myers) surely represent very significant forces in the spot industry. As a result, we believe that their marketing needs and plans for using the spot tv medium should receive adequate consideration in the industry."

Although most of the stations are taking the co-sponsored campaign, many of them imposed conditions of their own—designed, as one expressed it, to "combine ethics with sound business practices." A number for instance, treat the termination of a flight by one advertiser as a cancellation and the start of a flight by the other advertiser as a new order, and after a "cancellation" they offer the spots to existing advertisers before accepting the "new order."

Bristol-Myers is expected to use its spots primarily for Ban deodorant (BBDO), but some were designated for Ipana toothpaste (DCS&S) and Bufferin (Y&R).

It was understood that Bristol-Myers' agencies of record receive their usual commissions, less a service fee to Benton & Bowles for handling the campaign.

The timing of the Benton & Bowles offer to stations couldn't have been better from B&B's standpoint, observers agree. It came in June, traditionally a slow spot month and at a time when IDs were moving especially slowly. Psychologically, stations were predisposed to accept such a big chunk of business and less inclined to turn it down on principle.

But if any doubt existed as to whether the practice might spread, the queries that stations and reps have been getting from other agencies would seem to answer the question with a decisive affirmative.

The letter sent to stations last week by Cunningham & Walsh's Mr. McEvoy was cited as typical of many agencies' reactions. In his letter, sent last Monday, Mr. McEvoy asked for "(A) your official policy regarding the ordering of spot schedules more than 30 days in advance of the initial broadcasts, and (B) your official position regarding the hiatus period available to spot advertisers on your station."

He asked this, he made clear, because of (1) the General Foods and Bristol-Myers deal and (2) the fact that a year ago "our request for a summer hiatus for one of our clients was denied by the vast majority of stations." The General Foods-Bristol-Myers deal, he continued, "marks the first time in our experience where a 36-week advertiser has been allowed to recapture spot time periods. In effect, they have successfully secured a hiatus and have confirmed orders for time more than 30 days in advance of their return to the air."

He concluded: "Inasmuch as there are many spot advertisers with seasonal campaigns that could be interlocked into a continuous 'franchise' schedule, we are most curious as to your position on this change in industry practice."

COSMETICS PAINT WIDE SWATH ON TV

Firms to spend $50 million; Factor buy highlights increased activity

COSMETIC manufacturers will paint a $50 million smile on television next season.

Signs of a definite upswing of such product buys on tv were highlighted last week as Max Factor & Co., Hollywood, picked the *Guy Mitchell Show* as its newest vehicle on ABC-TV starting in the fall. The cosmetics firm appears headed for increased spending in the visual medium.

Factor, which last calendar year spent $5.6 million (or 50% of its budget in television (12 months spot, 3 months network tv with NBC-TV's *Noah's Ark,* then *Panic*), next season is expected to spend roughly $8 million in tv, or 75% of the budget. It not only is sponsoring two network shows and several syndicated films in approximately seven markets, but reportedly will hike its tv spot announcement budget considerably, especially in cities where it feels network program reaction could be higher. Last year, Doyle Dane Bernbach spent $2 million in spot; Anderson-McConnell Adv., Los Angeles, agency on Factor pharmaceutical accounts, spent $1.8 million in spot. The *Noah's Ark-Panic* Tuesday evening strip cost Factor roughly $1.8 million last season. (Its newest agency, Guild, Bascom & Bonfigli, San Francisco, hasn't as yet gotten into the tv act so far as expenditures are concerned, having only been appointed earlier this month.)

Ironically, by signing for General Artists Corp.'s Mitchell package, which will be seen in the Monday 8-8:30 p.m. time slot ordered on ABC-TV by Anderson-McConnell earlier this month [CLOSED CIRCUIT, July 15], Factor has come to the aid of its number one rival, Revlon Inc. Revlon originally had purchased the entire Mitchell show, then asked ABC-TV to relieve it of half after it signed for Desilu's *Walter Winchell File,* finally asked to drop the Mitchell show altogether after taking a good, hard look at its budget [B•T, July 8]. Had Factor not agreed to pick up the Mitchell series (originally scheduled for Saturday 10-10:30 p.m.), Revlon would have been obligated to sponsor the singer. For ABC-TV, the signing of Factor insures that network full sponsorship for the Monday series; had it not been able to do so, it would have had only 50% sponsorship of the show. On the other hand, this leaves ABC with a 30-minute Saturday night period to fill and sell.

Revlon's fall lineup now will be limited to the two $64,000 programs—*Question* and *Challenge*—and the Winchell series. Its contract for CBS-TV's *20th Century-Fox Hour* (now alternating with U. S. Steel Corp.'s *U. S. Steel Hour*) expires at the end of September; thereafter, U. S. Steel will alternate with Armstrong Cork Co. and its *Armstrong Circle Theatre.* George Abrams, Revlon's vice president in charge of advertising, told B•T last week that Revlon now is "set" for the fall season, and will not add new shows as had been reported earlier. Revlon's exit from the Mitchell musical deprives Emil Mogul Co.—designated "agency of record" on the Mitchell show—of the billing it had hoped to gain to offset the loss of the Monarch Wine Co. (Manischewitz) account [B•T, July 22].

Factor last year sponsored only one network show—and that on an alternating basis (with Liggett & Myers Tobacco Co.). It now sponsors three summer programs at an estimated cost of $1.3 million and will spend an unspecified amount on two regular network shows this fall, the once-a-week Mitchell program and a new alternate-week musical series. The summer programs: *Those Whiting Girls* (alternating with General Foods Corp.) on CBS-TV, Monday, 9-9:30 p.m.; *Masquerade Party* (alternating with Associated Products Inc. deodorants) on NBC-TV, Wednesday, 8-8:30 p.m., and *Panic* (alternating with L&M) on Tuesday, 8-8:30 p.m. (the $1.3 million takes into consideration the networks' summer discount structures). Agencies: Anderson-McConnell for the first two (Sebb dandruff remover, Curl Control permanent), Doyle Dane Bernbach (Hi Fi, Erace, Pan Cake, Pan Stik) for the latter.

Additionally, Factor this summer is placing something like $3.5 million worth of spot in tv (including both announcements and the syndicated film series), with emphasis on spot being placed by Anderson-McConnell which has most of the hair preparations that seem to sell best in the summer.

In lieu of *Panic* originally scheduled for Saturday, 9-9:30 p.m. on NBC-TV next season, Factor and Chesterfields will sponsor an as-yet-untitled musical series starring Dean Martin (for Chesterfields) and Polly Bergen (for Factor). The cosmetics firm will continue with its syndicated film series, most if not all placed through both the Los Angeles and New York offices of Doyle Dane Bernbach.

As the cosmetics industry continues to boom, television booms, too, as the medium in which to sell lipsticks, make-up, deodorants and related products.

According to statistics compiled by the Toilet Goods Assn., the cosmetics industry experienced a 10.8% increase in retail sales for 1956, bringing them to "a new record high" of $1.3 billion. Department store figures (with only those stores with a $2-$5 million volume per year sales or more reporting) show that toiletries department sales were up 7% in 1956 over 1955. This breakdown is compiled annually by the National Retail Dry Goods Assn.

Raymond Spector, head of Hazel Bishop Inc. and its house agency, Raymond Spector Co., New York, who only a year and a half ago launched a one-man attack against NBC-TV, saying television failed to do what he had expected it to do, appears to have undergone a radical change of mind. His firm will spend $6 million gross on that network next fall on such programs as *Manhunt* (with American Tobacco Co.) the *Jane Wyman Theatre* (with Quaker Oats), and a revised Ted Mack's *Amateur Hour.* Additionally Hazel Bishop may plan to stick with the well-rated country music singer, Jimmy Dean, now on CBS-TV Saturday nights, and it also may expand its current once-a-week sponsorship (with Brown & Williamson To-

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,818,000 people in the U. S. over 12 years of age during the week July 6-13. This is how they spent their time:*

54.0%	(66,401,000) spent	1,085.4 million hours	WATCHING TELEVISION
59.2%	(72,795,000) spent	1,221.4 million hours	LISTENING TO RADIO
80.8%	(99,355,000) spent	382.5 million hours	READING NEWSPAPERS
27.1%	(33,323,000) spent	155.5 million hours	READING MAGAZINES
24.5%	(30,126,000) spent	400.3 million hours	WATCHING MOVIES ON TV
45.6%	(56,101,000) spent	236.6 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

ALL THE WAY: *In recent weeks radio listening first crept up on tv viewership, then passed it in number of people but not in hours. In this report radio tops tv in both respects. The per-day per capita: radio 2 hours 24 minutes, tv 2 hours 21 minutes.*

bacco) of the Douglas Edwards CBS-TV newscasts, which on Friday serves Bishop as a lead-in to its *Beat the Clock* audience participation show.

Helene Curtis Industries, now on CBS-TV with three programs—*What's My Line?* with Remington-Rand, *The Gale Storm Show* with Nestle's, and *SRO Playhouse* with Whitehall Pharmacal—will pick up that network's new British-made situation comedy, *Dick And The Duchess* in the Saturday 8:30-9 p.m. slot, alternating with Wine Corp. of America. This was one of the shows screened, then turned down, by Lever Bros. and Shulton Inc. for the Tuesday 8:30-9 p.m. slot. Shulton, by virtue of its alternating sponsorship of the *Eve Arden Show*, will spend over $3 million in network tv, also will step up spot broadcasting [B•T, July 8].

A stronger contender for the "tv buck" so far as spending it goes is Chesebrough-Pond's, which will be a good NBC-TV customer with program sponsorship and participation on *The Bob Cummings Show, It Could Be You, The Price Is Right, Matinee* and *Comedy Time*. It currently is on ABC-TV's *Cheyenne-Conflict* series with General Electric Co. but will drop out this fall.

Other cosmetic firms preparing to step up their use of television this year are Lanolin Plus (on NBC-TV), John H. Breck (part sponsorship of the new Shirley Temple-Henry Jaffe-Screen Gems fairy tale specs on NBC-TV), Bourjois Inc. (its largest tv spot campaign, in 110 markets, plus NBC-TV's new Arlene Francis show). Harriet Hubbard Ayer Div. of Nestle-LeMur is increasing spot, as is Charles Antell (with Screencraft's *Judge Roy Bean* series). Bymart-Tintair is interested in sponsoring post-1948 theatrical films; Park & Tilford will make "quantitative" use of spot for its newly-enlarged cosmetics line; J. B. Williams Co. likes network tv, occasionally buys "relief sponsorships," e.g. *Phil Silvers Show;* Lady Esther Div. of Chemway Corp., Lehn & Fink (Hinds Honey Almond cream), George W. Luft Co. (Tangee lipsticks), and Maybelline Co., to name but a few, are all looking to increase spot. Heavy spot users but still abstaining from network are Coty Inc. ("Hello . . . I'm the Coty Girl") and Avon Products, whose "Avon calling" spots merely prepare the way for the door-to-door Avon salesmen.

Perfumeries, though low on air media budgets, also are re-evaluating strategy. Lanvin Parfums, heretofore a sporadic tv advertiser (it gets a tremendous amount of use out of "giving away" Lanvin as prizes on tv shows) last election year purchased an NBC-TV o&o lineup for the WRCA-TV New York originated *Citizens Union Searchlight,* has shown signs of wanting to make more use of tv and was reported earlier this summer to have been among the negotiators (Revlon Inc. being another) for the post-1948 United Artists Corp. film package.

But perfumes are not "mass-consumer items," and should importers take a closer look at broadcasting, as Chanel Inc. is reportedly now doing with a projected two-city test campaign, they will find that it will pay to "go selective." This reportedly is one of the sales pitches being made by Sylvester L. (Pat) Weaver Jr.'s Program Services organization.

There's no doubt in agency circles that a thorough selling job is in order for some of the smaller cosmetics firms, many which have so far resisted the blandishments of broadcasters and have stuck to print.

But no selling job is needed for those toiletries manufacturers whose cosmetic line represents just a part of their enterprises. Firms such as Bristol-Myers (Trushay, Vitalis, Sentry), Andrew Jergens Co. (Woodbury), Gillette Co. (Toni Div.), Colgate-Palmolive (Skin-Mist), and Lever Bros. (which declares its Dove to be a beauty-aid, not a mere soap) have made very heavy use of television in the past for their other products, have found tv the happy medium and need no convincing.

Filter Tip Tareyton Plans Tv Spot Drive in 7 Markets

FILTER TIP Tareyton in about three weeks will begin its first national spot tv campaign.

The lineup of markets includes 14 stations in seven top markets: New York, Los Angeles, Chicago, Philadelphia, San Francisco, Detroit and Dallas-Fort Worth. Initial buys are for 13 weeks but the purchasing may be extended.

The cigarette advertiser is in the American Tobacco Co. family (Lucky Strike, Filter Tip Tareyton, Herbert Tareyton, Pall Mall and Hit Parade cigarettes, as well as cigar and tobacco brands).

Filter Tip Tareyton had a taste of tv about two years ago when the cigarette was introduced. At that time, some cut-ins were used in Lucky Strike network programs. The brand also has been associated with a local program in New York during the baseball season.

Primarily, however, the advertiser has placed its money in magazines and newspapers (it was learned that some of the national spot money will come from the magazine allocation).

In its campaign, the advertiser will use minute and 20-second spots with an average schedule of 10-12 spots per week on primarily network stations.

Filter Tip Tareyton also cleared prime availabilities, it's understood, in both nighttime and daytime time periods. While details were lacking on the amount of budgeting, it was reported the advertiser would allocate some $250,000 for the 13 weeks. If the campaign is satisfactory, the advertiser will run the spots on a continuing basis.

Lawrence C. Gumbinner Adv., New York, is the agency.

BBDO's Big Fall Tv Plans

BBDO, New York, has announced it is going to have its biggest season in nighttime network television this fall with 20 programs weekly, three more than the 1956-57 schedule. Seven programs are new to tv and 13 will be renewals. The weekly schedule will include one 90-minute program, two hour programs, 14 half-hour programs and three advertisers doing a series of specials.

Wolf to Set Up Radio-Tv Unit At Burke Dowling Adams Inc.

BURKE DOWLING ADAMS Inc., New York, Atlanta and Montclair, N. J., this week will take its first step toward the establishment of a regular radio-tv department by setting up the agency's first official timebuying section. Heretofore, all timebuying has been handled through the media department under James Daly.

Joining the agency this Thursday will be Alice J. Wolf, who left Grey Adv. two months ago and who served on J. Walter Thompson Co.'s timebuying staff between 1952 and 1956. Miss Wolf, though going over to BDA with the title of radio-tv timebuyer, is understood to be charged with setting up a full-fledged timebuying department. Also joining her in the buying end—though principally in print media—will be Eleanor Accles, formerly with Robert W. Orr & Assoc.

BDA last week announced the addition of three new creative personnel. They include Budd Fielding White, formerly with Foote, Cone & Belding, BBDO, Telenews Productions and Decca Records, who will serve as copywriter specializing in radio-tv-film activities. To work on BDA's industrial accounts, principally Studebaker-Packard Corp. and Mercedes-Benz of North America, the agency has hired Julian H. Apley, formerly with G. M. Basford, Cunningham & Walsh and Cockfield Brown & Co., Toronto. Charles J. Plume Jr., formerly art director at Erwin, Wasey & Co. and Doherty, Clifford, Steers & Shenfield, joins BDA in a similar capacity.

Merger of LaRoche, Brooks Consummated in Los Angeles

MERGER of Brooks Adv. Agency, Hollywood, with C. J. LaRoche & Co., New York, has been completed, according to Chester J. LaRoche, board chairman. In the move, announced last month [B•T, June 17], LaRoche's west coast office has moved from Beverly Hills to 6269 Selma Ave., Hollywood.

The Bekins van and storage account, formerly handled by Brooks, as well as the Disneyland and Walt Disney Productions accounts, will be handled from the Hollywood office. Al R. Brooks, founder and owner of the Brooks Agency, has become a consultant and vice president of LaRoche. Carroll O'Meara, formerly manager of LaRoche's television-radio department in New York, will become manager of the Hollywood office and account executive on all three west coast accounts. Stuart D. Ludlum, a vice president of LaRoche, will direct activities of the west coast office, and Tom Lewis, a vice president, will serve as liaison between the two offices.

Other accounts handled by LaRoche include Lane Co., Melville Shoe Corp., New England Confectionery Co., North American Phillips Co., Peck & Peck, Revlon Inc., Royal McBee Corp., Sessions Clock Co., United States Tobacco Co., Van Raalte Co., Hiram Walker Inc. and Warner Bros. Co.

TV NETWORK BUYS AND BUYERS

THE TOP 10 network advertisers in May remained the same, according to computations based on Publishers Information Bureau data. But each blue-chip, except for General Motors and General Foods, was spending more than in the previous month.

Standout climbers in May were American Home Products which moved from fifth place in April to third (spending more than $100,000 above the April pace), and Lever Bros. from eighth place in April to fifth in May. Lever increased its network investment about $400,000.

Compared to a year ago, General Motors shows up as the advertiser with the most radical change in its network tv purchasing. The automobile maker in May 1957 invested less than half of what it spent for the medium that same month a year ago.

A rundown on the other nine: six advertisers—Procter & Gamble, American Home Products, Lever, General Foods, Gillette and Ford Motor Co. —spent more this past May than they did in that month in 1956; Colgate-Palmolive and Chrysler invested less and R. J. Reynolds allocated only a shade under its total for May, 1956.

In May, the tv networks grossed $43,468,833, nearly $3 million more than for May 1956; for the January-May period network tv was nearly $5 million over the mark set for the five months last year.

In product categories, toiletries and toilet goods advertisers are making a strong bid for the top, with May totals coming within a half million dollars of food and food products, the usual product leader in network tv. For the January-May period, however, foods this year had a hefty $3.6 million lead on toiletries.

TOP TEN ON TV NETWORKS
MAY 1957

1.	PROCTER & GAMBLE	$4,182,236
2.	COLGATE-PALMOLIVE	1,805,398
3.	AMERICAN HOME PRODS.	1,581,204
4.	CHRYSLER	1,540,383
5.	LEVER BROS.	1,479,398
6.	GENERAL FOODS	1,406,845
7.	GILLETTE	1,301,146
8.	FORD	1,143,448
9.	R. J. REYNOLDS	1,017,126
10.	GENERAL MOTORS	915,296

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING MAY '57 AND JANUARY-MAY '57 AS COMPARED TO 1956

	May '57	Jan.-May '57	May '56	Jan.-May '56
AGRICULTURE & FARMING	$	$	$ 62,159	$ 261,546
APPAREL, FOOTWEAR & ACCESS.	352,131	1,685,106	208,191	1,305,147
AUTOMOTIVE, AUTO EQUIP. & ACCESS.	4,309,577	21,007,723	5,424,794	26,387,162
BEER, WINE & LIQUOR	733,175	3,107,838	580,993	2,804,189
BUILDING MATERIALS, EQUIP. & FIXTURES	650,539	2,376,754	408,660	1,571,034
CONFECTIONERY & SOFT DRINKS	499,467	2,855,890	893,862	4,436,237
CONSUMER SERVICES	375,627	1,891,461	267,951	690,526
DRUGS & REMEDIES	3,518,864	19,041,781	3,250,372	15,668,224
FOOD & FOOD PRODUCTS	8,794,570	43,033,148	7,261,592	36,381,425
GASOLINE, LUBRICANTS & OTHER FUELS	323,040	1,309,053	347,814	1,838,700
HORTICULTURE		77,207	90,840	135,156
HOUSEHOLD EQUIPMENT & SUPPLIES	1,547,406	8,408,571	2,888,183	13,059,407
HOUSEHOLD FURNISHINGS	277,931	1,366,768	411,409	1,456,201
INDUSTRIAL MATERIALS	975,972	5,800,906	787,644	4,017,902
INSURANCE	578,476	2,786,468	351,155	1,842,616
JEWELRY, OPTICAL GOODS & CAMERAS	591,054	3,095,285	616,318	2,222,463
OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES	263,721	1,323,061	501,218	1,879,545
POLITICAL				5,295
PUBLISHING & MEDIA	194,250	1,191,181	75,373	474,842
RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCES.	183,423	1,513,869	606,260	3,467,530
SMOKING MATERIALS	3,901,126	18,413,643	3,086,502	17,506,873
SOAPS, CLEANSERS & POLISHES	6,309,026	28,325,098	5,125,449	24,431,718
SPORTING GOODS & TOYS	151,227	370,032	119,108	309,048
TOILETRIES & TOILET GOODS	8,291,149	39,683,168	6,836,085	32,416,474
TRAVEL, HOTELS & RESORTS	214,295	651,884	42,210	229,740
MISCELLANEOUS	432,787	1,915,408	336,287	1,468,577
TOTALS	43,468,833	211,231,303	40,610,429	196,267,677

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING MAY 1957

BEST FOODS	$ 95,612
CHRYSLER	1,540,383
JOSEPH SCHLITZ BREWING	276,264
DU PONT DE NEMOURS	133,560
AMERICAN CHICLE	208,020
AT&T	263,493
AMERICAN HOME PRODS.	1,297,539
GENERAL FOODS	1,406,845
GULF OIL	296,390
SCOTT PAPER	366,670
ARMSTRONG CORK	182,290
REYNOLDS METALS	219,012
PRUDENTIAL	243,648
EASTMAN KODAK	215,790
ROYAL MCBEE	124,050
TIME INC.	194,250
RCA	82,821
R. J. REYNOLDS TOBACCO	1,017,126
PROCTER & GAMBLE	3,647,696
OUTBOARD MARINE	104,626
GILLETTE	1,301,146
GREYHOUND	142,810
RALSTON PURINA	110,922

SWITCHERS: STAG, ACCENT, CURTIS

- **Agency winners: Weiss & Co., NL&B and one not yet named**
- **The losers: Erwin, Wasey; BBDO, and Earle Ludgin & Co.**

IT WAS moving day in the Midwest last week for beer, food and cosmetic accounts, with aggregate billings of nearly $5 million involved in these actions:

• Carling Brewing Co. appointed Edward H. Weiss & Co., Chicago, to handle advertising for its Stag Beer Div. account effective Oct 1. Estimated overall billings—$800,000-$900,000, with perhaps 33% heretofore in broadcast media.

• International Minerals & Chemicals Corp. chose Needham, Louis & Brorby Inc., Chicago, to handle its Accent (flavor-enhancing) product account effective immediately. Billings—$500,000-$800,000.

• Helene Curtis Industries was shopping for a new agency in the wake of its confirmation that Earle Ludgin & Co., Chicago, is relinquishing three of its accounts—Stopette deodorant, Spray Net hair spray and Lentheric products for men—effective Oct. 1. Estimated all billings—$3.3 million, with a substantial part in broadcast media, including network tv. (Curtis spent approximately $250,000 in spot tv in 1956 for all products.) Among network tv properties in which Ludgin held a stake were *Washington Square, What's My Line?* and (this fall) *SRO Playhouse.*

Curtis has not yet begun hearing presentations from other agencies although "several have expressed interest" in obtaining that part of its business, Richard Hirsch, assistant to Advertising Manager Jack K. Lipson, said Thursday. It was learned that Russel M. Seeds Co. was among the hopefuls on the basis of its past cosmetic experience with the Lanolin Plus account.

Curtis' other product lines are fairly evenly divided between two other agencies—Edward H. Weiss & Co. and Gordon Best Co., both Chicago. Together with products currently handled by Ludgin, they represent an aggregate of perhaps $9 million in media billings for Curtis, with a sizeable majority of that sum in broadcast media and much of that in network television. Weiss handles Enden shampoo, Lanolin Discovery, King's Men toiletries, and Tweed Soft Fragrance shampoo (Lentheric); Best Agency services Suave shampoos and Creme Rinse, with billings somewhat less than those for the Weiss agency.

Discussing the potential agency switch, Mr. Hirsch strongly intimated that another new agency would be selected, apart from Weiss and Best, to handle products given up by Ludgin. He declined to say, however, when Curtis would start hearing presentations, indicating preliminary plans were being deferred until key Curtis officials return from out of town. He also refused to discuss the reason for changing agencies.

Earle Ludgin, board chairman of the agency bearing his name, expressed surprise at the move and had said earlier: "We didn't resign the account; we were fired." Ludgin agency was notified of the action July 18.

Carling's appointment of Weiss for Stag Beer was announced Friday by Robert C. Garretson, its vice president in charge of advertising, in Cleveland. The account, which had been handled by Erwin, Wasey & Co., Chicago, is a regional advertiser with distribution in seven midwestern states—Indiana, Oklahoma, Missouri, Illinois, Arkansas, Iowa and Kansas. Stag Div. of Carling's is based in St. Louis and beer is produced in Belleville, Ill. Weiss previously had competed unsuccessfully for the Pabst Brewing Co. account, which went to Norman, Craig & Kummel from Leo Burnett Co.

Stag has been a substantial regional radio-tv client (primarily tv). Among other properties (and spot announcement schedules) it has sponsored Chicago Cubs broadcasts on the Midwest Baseball Network in Illinois (15 cities) for the past two years and picked up telecasts of the Cleveland Browns' pro football games over KTVI (TV) St. Louis.

The parent Carling Brewing Co. also spends heavily in tv, allocating $1,348,900 for spot (actually regional network) television during 1956. Of this sum $164,010 was set aside for Stag Beer.

Mr. Garretson reported that, in connection with its other agencies, Carling enlists agencies in regional areas to administer its Black Label Beer account, supervised through Lang, Fisher & Stashower, Cleveland. Those agencies not affected by the new switch, are Winius-Brandon Co.; Liller, Neal and Battle; Harold Cabot & Co., and Aitken-Kynett Co. Benton & Bowles handles its Red Cap Ale account.

Needham, Louis & Brorby Inc. inherits the Accent account from BBDO which had serviced it since 1950. With a modest budget ranging to $800,000, the Accent Div. of International Minerals had been sporadically active in network radio—on CBS' *Arthur Godfrey Time* and ABC's *Breakfast Club.*

The new agency will be responsible for overall advertising in three areas—retailing, institutional and food processing—for Accent, a monosodium glutumate product, according to an announcement to be made today (Monday) by International Minerals.

The Accent appointment does not affect International Minerals' remaining agency alignment, which consists of Compton Adv. Inc. (corporate advertising); C. Franklin Brown (phosphate minerals, potash industrial); Aubrey, Finlay, Marley & Hodgson (potash agricultural); Western Adv. Agency (plant food); Klau-Van Pietersom-Dunlap (feed phosphates). The parent firm with all

WHAT WAS THAT NAME AGAIN?

"NEWCO," "Nucov," "Nooco," "Noops" and (finally) "Nucoa."

What do these words mean? The first four are misspelled as part of a two-week saturation campaign on radio and in newspapers by Best Foods Inc. (Nucoa) to make 15 million New York area residents "Nucoa-conscious" [CLOSED CIRCUIT, July 22].

One unusual facet to the campaign is a sky-writing gambit, starting today (Monday), in which the word "Nucoa" will be spelled incorrectly for the first four days and emerge as "Nucoa" this Friday. The "teaser" portion of the campaign started last Wednesday on nine New York area radio stations. It did not mention Nucoa but suggested that listeners start looking skyward today.

The campaign for Best Foods was devised by its agency, Guild, Bascom & Bonfigli, San Francisco, to help sell the margarine product in the New York area. Over a two-week period, including the "teaser" announcements, Best Foods will spend more than $25,000 on radio, covering 285 ten-second spot announcements and 282 one-minute announcements. The one-minute recorded spots will be carried this week and will be in the form of a talk between disc jockey Stan Freberg and Victor A. Dudley, a sign painter from North Hollywood, Calif., who was brought to New York as sky-writing expert for the campaign.

A sample of the recorded announcement to be carried on New York stations today goes:

Freberg: OK, you got it straight what we want you to do, Dudley?

Dudley: Yeah, Mr. Freberg, you want me to go up today over the city and skywrite a famous five-letter word.

Freberg: And that is . . .

Dudley: Nucoa.

Freberg: That's right. At 12 o'clock sharp. High noon. Know how to spell Nucoa?

Dudley: Yeah, I think so. N-U-C-O-A. Do you want me to write that Nucoa is a modern margarine, as different from old-fashioned margarines as a rocket ship is ——

Freberg: No, that won't be necessary.

Dudley: ———from a Pogo stick?

Freberg: Hold it, Dudley—I just want you to write Nucoa, N-U-C-O-A.

Today at noon, the sky writer writes the word "Noops" all over the city. Throughout the week until Friday, Mr. Freberg cajoles, needles, orders Mr. Dudley to spell Nucoa correctly and finally, on Friday, he will.



Speaking of BARGAINS . . .



You get Iowa's TOP radio bargain when you buy WHO. *More Iowa families listen to WHO regularly, daytime, than to all the 56 other Iowa stations COMBINED*!*

**Source: 1956 Iowa Radio Audience Survey*

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc.,
National Representatives

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport

COMING SOON

WAVY-TV

Norfolk-Portsmouth-Newport News

announces the appointment of

H-R Television, Inc.

as national representatives

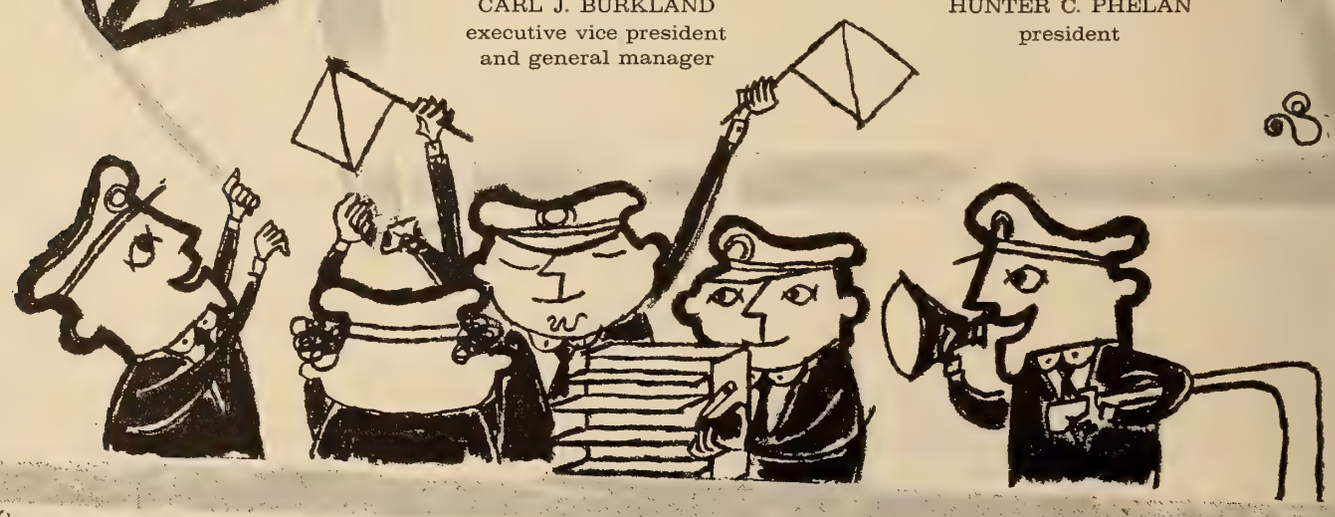
full power highest tower

AIR DATE: Sept.1,1957

channel 10

CARL J. BURKLAND
executive vice president
and general manager

HUNTER C. PHELAN
president



TEXAS CO. PLANS NETWORK TV SPECIAL

- **Cost: $300,000-$400,000**
- **But firm won't drop tv spot**

THE TEXAS Co. is back in network tv with an estimated expenditure of $300,000-$400,000 (time and talent) already slated for a single, hour-long special show on NBC-TV set for September. And there may be more Texaco specials before the 1957-58 season is over.

A spokesman for the company last week revealed in New York, that:

• The petroleum firm is prepared to sponsor as many as six specials during the season if the initial telecast proves successful for Texaco's marketing and merchandising plans. On the basis of expected cost for the initial telecast, the six shows could run to at least a $2 million expenditure for time and talent.

• While this re-entry is a benchmark in Texaco's history of broadcast sponsorship (the Texas Co. has been a blue-chip pioneer advertiser in both network tv and network radio), there also is this fact: not a dime of the network investment will come out of Texaco's spot radio or spot tv budgets. (For the first quarter of this year, the Texas Co. spent $576,100 in spot tv, according to Television Bureau of Adv. figures.

• Though reports have circulated that the Texaco special would be the first in a series of "irregular" hour-long special programs, actually no more than one contract for a single show has been signed with NBC-TV. The advertiser, however, has options to schedule other such programs during the next season. As expressed by Texaco, this will "depend on the right talent, the right time and the right [marketing] season."

Texaco's network entry will be an hour-long colorcast to be titled Texaco Command Performance. It will be aired Sept. 19 (10-11 p.m.). The show will spotlight an outstanding performer, profiling the star's career by inviting personalities closely associated to the performer to make a "Texaco Command Performance." Henry Jaffe's new company, Coronet Productions, will produce the show.

The last time Texaco was associated with network tv was in the 1955-56 season when it sponsored a Saturday night weekly comedy series in which Jimmy Durante and Donald O'Connor were the performers alternating in the featured role. In the early days of tv, Texaco was associated with Milton Berle's weekly show. The advertiser was responsible for moving Mr. Berle from network radio (where it had sponsored him after a long-term association with Ed Wynn) to network television. Mr. Berle was featured in an hour-long comedy routine that soon became a video fixture.

Thus trained in many years of network sponsorship, Texaco is not limiting its budget to any specific figure, keeping it flexible. According to the advertiser, it is being realistic in view of "today's cost of tv." The company has been searching "for the right thing at the right price" for some time and does not feel it "left" the medium, but rather, withdrew for a year and a half until it could find a good vehicle.

"We do not consider that we have had any bad experiences with network television," a Texaco executive said. "Our agency came up with this program idea. We liked it and bought it." Texaco's agency is Cunningham & Walsh, New York.

Ever since Texaco withdrew from the network scene, it has been classified as a heavy spot user in both radio and television. Will spot now be thrown overboard to make room for network expenditures? Both the advertiser and agency quickly point up that Texaco's network budget is separate from its spot allocation.

Texaco officers explain that the network tv sponsorship will be financed through a "provisional" budget—that is, the firm was prepared for some time to spend this allocation on a network show once Texaco found one to suit its merchandising and marketing blueprint.

The Texas Co. has a continuing campaign (it buys in monthly spurts) in both radio and tv in 80-90 markets. Recently it initiated its "Tower of Power" spot theme. The firm already has ordered its radio spot schedule that starts in August. The continuing spot tv campaign, which takes a summer hiatus, is slated to begin again in the late fall.

Only last month, Texaco stunned spot radio by ordering nighttime periods, including Westinghouse Broadcasting Co.'s new "lateral programming" [B•T, June 24].

RAB Cites Advertest Study On Radio Value to Drug Stores

RADIO is the most influential medium for advertising directed to drug store patrons. This is the primary conclusion drawn from a research project completed by Advertest Research Inc. for Radio Advertising Bureau and announced last week by Sherril Taylor, vice president and director of promotion for RAB.

The study claimed a considerably greater number of drug store customers are exposed to radio prior to shopping than are reached by any other advertising medium; drug store shoppers spend almost as much pre-shopping time with radio as with all other media combined; radio most often delivers the pre-shopping "last word"—and this tendency increases as shopping time approaches since automobile radio plays a significant role in delivering the final pre-shopping advertising impression.

RAB's study said more than 12,800 shoppers, approximately half of whom were male, were queried by Advertest at the point of purchase in a total of 12 stores located in four cities representing every geographical section of the country. Each of the test cities was selected on the basis of possessing high saturation of all advertising media, according to RAB. Respondents were chosen from among shoppers who had purchased one or more items from the following inventory categories—tobacco, proprietaries, cosmetics and toiletries.

New Way to Rate Auto Radio Announced by Albuquerque Firm

MANAGEMENT Counselors & Assoc., Albuquerque, N. M., has established a marketing research division—Auto Radio Surveys—which has developed a technique for tracking the mobile audience. According to the announcement by Hugh Riker, owner of the firm, the division gathers data from cars in parking lots by looking at the radio dials in parked automobiles and checking where they are tuned.

The first Auto Radio Survey was made in Albuquerque in June and published there two weeks after completion. Mr. Riker believes that his firm is the first devoted exclusively to the automobile radio field, which, he says, constitutes more than 35% of the total radio audience.

MC-ARS in its first survey recorded radio dial readings for Bernalillo County, other counties and out-of-state cars. To allow for error in dial adjustment, each of seven Albuquerque stations covered was given four points leeway on the dial. A total of 727 automobiles were tabulated in 10 visits to one parking lot. Of that number, 566 had radios. Surveys were made at varying hours on nine days scattered through the month, and two surveys were taken on one day of the nine. Data and ratings are given for the total period and then broken down for individual survey periods. Information on car makes and dates also is included in the 15-page June report.

Officers of MC-ARS, in addition to Mr. Riker, president, are Sally Riker, secretary-treasurer; Maurice Hayes, Detroit, vice president, and the following associates: J. Douglas Edwards, Phoenix, Ariz., sales consultant, and James J. Calver, Ph. D., consulting psychologist.

Stern, Walters & Jaster Changed

STERN, Walters & Jaster Inc., Chicago advertising agency handling electronic accounts, has changed its name to Stern, Walters & Simmons, with Martin Simmons appointed director and vice president of the firm. The agency also has moved to new quarters at 936 N. Michigan Ave. Mr. Simmons formerly headed his own company, Martin J. Simmons Adv. Stern, Walters & Jaster has been handling such accounts as Majestic International Corp. (Grundig-Majestic radios and phonographs), Wilcox-Gay Corp. (high fidelity tape recorders), Erin Lindgren & Assoc. (electronic shielded enclosures) and John Oster Mfg. Co. Gerald J. Stern is president and Lee J. Walters, executive vice president of the agency. Both also serve as radio-tv timebuyer and account executives.

Minute Maid to Move in Fall

MINUTE MAID Corp. (orange, grape products) expects to complete its move from New York to Orlando, Fla., by Oct. 1, it was reported in Florida a fortnight ago. The firm has Florida groves that produce 3.8 million boxes of oranges a year. Through Ted Bates & Co., New York, Minute Maid last year placed nearly $2 million worth of tv spot.

MONARCH FIRES BACK AT MOGUL

- **Winery's head denies firm will cut back radio and tv**
- **Reply follows Mogul remarks on switch to Gumbinner**

THE grapes that go into Manischewitz Concord medium dry wines turned to wrath last week as Manischewitz (Monarch Wine Co.) took issue with statements by Emil Mogul Co. over a switch of the major radio-tv advertising account to Lawrence C. Gumbinner Adv. effective Aug. 7.

Meyer H. Robinson, Monarch secretary-treasurer, reaffirmed Monarch's faith in radio-tv advertising and the wine company's plans to continue heavy expenditures in the broadcast media, although admitting copy strategy may be changed.

Reached at his vacation retreat in Maine, Mr. Robinson said some reports that the agency change indicated an abandonment of broadcast media in favor of print "are completely without foundation." He explained, "As a matter of fact, we will be back this fall with heavy campaigns in both radio and television. Our enormous sales increases over the last few years were accomplished primarily through our extensive use of both spot radio and tv. During this time our budgets have trebled; we have successfully introduced four new wines; we have completely repackaged our merchandise and we have substantially increased budgets for both point-of-sale materials and local print campaigns. We propose to further increase our volume in the future by continued, vigorous use of these successful marketing tools."

His remarks followed by one week a public statement issued by agency President Emil Mogul upon the departure from his shop of the $1.5 million Manischewitz wine account. In his statement, Mr. Mogul noted that while his agency added "many markets," introduced "new products" and "experienced media rate increases," Manischewitz' advertising budget "remained constant." Told of Mr. Robinson's remarks about trebling the budget, Mr. Mogul stuck to his guns and said his agency position had been made clear and the facts speak for themselves.

Although Mr. Mogul insisted last week that he and the client are "still on very good terms," the feeling seemed somewhat less than mutual. Mr. Robinson expressed shock over Mr. Mogul's public statement (which Mr. Mogul in turn said had been "cleared" with Gumbinner) and said Monarch was "disappointed" because its executives "had not even been contacted about the release." He felt it was a client's prerogative to announce termination of agency services.

Mr. Robinson also denied that separation came over disagreement on strategy. He said the account left "over a difference in outlook on creativity." He denied that radio-tv would be curtailed and felt such reports had hurt the wine company's "heretofore excellent relationship" with many radio-tv stations (Manischewitz places campaigns in approximately 103 markets).

Mogul and Manischewitz also disagreed sharply about another factor in the case: a long, clinical analysis of the client's marketing-merchandising techniques compiled by motivational researcher James M. Vicary. This report, said to urge a new copy approach, was looked upon by Mogul officials as "the trigger" that set off the explosion. Ironically, the "Vicary Report" is understood to contain very little that could be construed as detrimental to the agency's media strategy and creativity by either client or agency.

Mr. Robinson dismissed as "absurd" Mr. Mogul's contention that the "Vicary Report" triggered the account switch, but said that to detail the report's findings "would be like giving our competitors tens of thousands of dollars worth of free research." Both Gumbinner and Vicary officials likewise declined to spell out the contents of the report. Mr. Vicary, a 42-year-old psychologist who is principally known for his work in helping manufacturers solve corporate problems, for example, aiding Socony-Vacuum to find its new Socony-Mobil name, felt Manischewitz had ordered a confidential report (estimated price: $15,000) and reported he intended to "keep it confidential."

Although Manischewitz officials emphasized that the report showed Americans have —thanks to radio-tv—a fabulous listener-viewer awareness of the product, Vicary researchers reportedly found something wanting in the copy approach.

According to Sumner Wyman, Gumbinner merchandising director, all this is just a tempest in the wine vat. He says Manischewitz' total budget will be increased somewhat to accommodate enlarged print media expenditures, but maintains that in keeping with Manischewitz' position as an "impulse item," radio-tv definitely will not be trimmed. Broadcasting, he says, will continue to play as great a part—perhaps even greater—in Manischewitz' 1957-58 plans as it did in 1956. Both he and Mr. Robinson said the proportion of radio-tv in the company's overall budget was higher than B•T's estimate of 80% and that radio-tv just about share these allocations 50-50.

Monarch is reliably reported to be desirous of enlarging its principal market beyond Jewish and Negro ethnic groups and to appeal to "white gentiles" to whom the name "Manischewitz" has been equated either

NIELSEN

TOP NETWORK SHOWS

Total In-Home Audience*

Radio Report for June 9-22

Rank	Program	Homes (000)
Evening, Once-a-week (Average)		**(337)**
1.	*Great Gildersleeve*	1,011
2.	*Jack Benny*	963
3.	*People Are Funny*	915
4.	*Gunsmoke* (Sun.)	867
5.	*Cavalcade of Sports*	867
6.	*Our Miss Brooks*	819
7.	*Robert Trout-News* (6:55 PM)	770
8.	*Gunsmoke* (Sun.)	770
9.	*Robert Trout-News* (8:00 PM)	674
10.	*Mitch Miller*	674
Evening, Multi-Weekly (Average)		**(530)**
1.	*One Man's Family*	1,516
2.	*Lowell Thomas*	963
3.	*News of the World*	867
Weekday (Average)		**(915)**
1.	*Ma Perkins* (2nd half) Wk. 1	1,445
2.	*Young Dr. Malone* (2nd Half)	1,396
3.	*Helen Trent* (2nd Half) Toni	1,396
4.	*Young Dr. Malone* (1st Half)	1,396
5.	*Nora Drake* (2nd Half)	1,396
6.	*A. Godfrey*	1,348
7.	*Ma Perkins* (2nd Half)	1,348
8.	*Ma Perkins* (1st Half)	1,348
9.	*Helen Trent* (2nd Half) Scott	1,348
10.	*Right to Happiness* (1st Half)	1,300
Day, Sunday (Average)		**(289)**
1.	*Woolworth Hour*	1,204
2.	*Suspense* (4:30 PM)	819
3.	*Johnny Dollar* (Lorillard)	770
Day, Saturday (Average)		**(433)**
1.	*Gunsmoke* (Gen. Mills)	1,059
2.	*Gunsmoke* (Dodge)	1,059
3.	*Sports*	915

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 15-minute duration, homes listening 1 minute or more are included.

NOTE: Number of homes is based on 48,150,000, the estimated July 1, 1957 total United States radio homes.

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BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T radio ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Jack Benny (CBS-200): Cowles (M-E) and sustaining, Sun. 7-7:30 p.m.
Cavalcade of Sports (NBC-186): Gillette (Maxon), Wed. 10 p.m. to conclusion.
Arthur Godfrey (CBS-197): participating sponsors, Mon.-Fri. 10-11:30 p.m.
Great Gildersleeve (NBC-148): participating sponsors, Tues. 8:05-8:30 p.m.
Gunsmoke (CBS-199): Dodge (Grant), General Mills (D-F-S), Sat. 12:30 p.m. and Sun. 6:30 p.m.
Helen Trent (CBS-193): Toni (North), Scott (JWT), Mon.-Fri. 12:30-12:45 p.m.
Johnny Dollar (CBS-166): P. Lorillard (Y&R), Sun. 5:30-6 p.m.
Ma Perkins (CBS-194): Lever (K&E), Scott (JWT), Lipton (Y&R), Mon.-Fri. 1:15-1:30 p.m.
Mitch Miller (CBS-202): participating sponsors, Sun. 8:05-8:45 p.m.
News of the World (NBC-169): participating sponsors. Mon.-Fri. 7:30-7:45 p.m.
Nora Drake (CBS-183): Scott (JWT), Mon.-Fri. 1-1:15 p.m.
One Man's Family (NBC-186): participating sponsors. Mon.-Fri. 7:45-8 p.m.
Our Miss Brooks (CBS-195): Lorillard (Y&R), Sun. 7:30 p.m.
People Are Funny (NBC-154): participating sponsors, Wed. 8:05-8:30 p.m.
Right to Happiness (CBS-123): Toni (North), Mon.-Fri. 2-2:15 p.m.
Saturday Sports (CBS-157): Simonize (Y&R), Sat. 12:55-1 p.m.
Suspense (CBS-171): P. Lorillard (Y&R), Sun. 4:30-5 p.m.
Lowell Thomas (CBS-199): Delco-General Motors (C-E), Mon.-Fri. 6:45-7 p.m.
Robert Trout (CBS-193): General Motors (C-E), Sun. 6:55 p.m. & 8 p.m.
Woolworth Hour (CBS-198): Woolworth (Lynn Baker), Sun. 1-2 p.m.
Young Dr. Malone (CBS-190): Toni (North), Lever (K&E), Mon.-Fri. 1:30-1:45 p.m.



This Low-Fat Breakfast is Well Balanced

The importance of an adequate morning meal has gained wide recognition. That breakfast should be adequate not only in calories, but also in its content of essential nutrients, is advocated by medical as well as nutrition authorities even when recommending that the fat intake in the diet be lowered.

The foods commonly eaten at breakfast—fruit or fruit juice, cereal, milk, bread and butter—are also the foods comprising a basic breakfast pattern which has found wide endorsement by nutrition authorities. *As shown below this breakfast pattern provides well-balanced nourishment and is low in fat and low in cholesterol.*

BASIC CEREAL LOW-FAT AND LOW-CHOLESTEROL BREAKFAST PATTERN

Orange juice, fresh, ½ cup, Cereal, dry weight, 1 oz., with whole milk, ½ cup, and sugar, 1 tsp., Bread, white, 2 slices, with butter, 1 tsp., Milk, nonfat (skim), 1 cup, black coffee.

Nutritive Value of Basic Cereal Breakfast Pattern

Calories	502
Protein	20.5 gm.
Fat	11.6 gm.
Carbohydrate	80.7 gm.
Calcium	0.532 gm.
Iron	2.7 mg.
Vitamin A	600 I. U.
Thiamine	0.46 mg.
Riboflavin	0.80 mg.
Niacin	3.0 mg.
Ascorbic Acid	65.5 mg.
Cholesterol	32.9 mg.

Note: To further reduce fat and cholesterol use skim milk on cereal which reduces Fat Total to 7.0 gm. and Cholesterol Total to 16.8 mg. Preserves or honey as spread further reduces Fat and Cholesterol.

Bowes, A. deP., and Church, C. F.: Food Values of Portions Commonly Used. 8th ed. Philadelphia: A. deP. Bowes, 1956.
Cereal Institute, Inc.: The Nutritional Contribution of Breakfast Cereals. Chicago: Cereal Institute, Inc., 1956.
Hayes, O. B., and Rose, G. K.: Supplementary Food Composition Table. J. Am. Dietet. A. 33:26, 1957.

CEREAL INSTITUTE, Inc. • 135 South LaSalle Street, Chicago 3

with "kosher" or matzoh balls. (The B. Manischewitz Co. of Newark, N. J., manufacturers of kosher food products, often has been confused with the wine company, and vice versa. They are unrelated to one another either in ownership or in product. Monarch also has been confused with the Monarch Wine Co. of Georgia, also unrelated and also a wine company. Thus, of late, Monarch has referred to itself as the Manischewitz Wine Co. of Brooklyn.)

Although the account won't terminate at Mogul officially until Aug. 7, it is understood the Gumbinner agency has been working on the Manischewitz radio-tv commercials since early July.

Feemster Names Seven Members To AFA's 8-Man Executive Unit

AN eight-member executive committee to direct operations of the Advertising Federation of America has been appointed by Robert M. Feemster, chairman of the executive committee of the *Wall Street Journal* and new chairman of AFA.

Members of the committee, in addition to Chairman Feemster, are: James S. Fish, vice president and director of advertising, General Mills, Minneapolis, vice chairman; Mary E. Busch, executive vice president, Emery Adv. Corp., Baltimore; Ben R. Donaldson, director, institutional advertising, Ford Motor Co., Detroit; Melvin S. Hattwick, director of advertising Continental Oil Co., Houston; George W. Head, manager, advertising and sales promotion, National Cash Register Co., Dayton; C. James Proud, president and general manager, AFA, New York, and Ralph Winslow, vice president and manager, marketing department, Koppers Co., Pittsburgh.

The committee will hold monthly meetings starting Aug. 16 when the first quarterly meeting of AFA's board of directors is scheduled.

Cady Heads ANA Program Unit

DONALD CADY, vice president in charge of advertising and merchandising, the Nestle Co., has been appointed chairman of the program committee for the 48th annual meeting of the Assn. of National Advertisers, it was to be announced today (Monday). The meeting is scheduled for Oct. 28-30 in Atlantic City. Annual election of ANA chairman and vice chairman, as well as election of other members to the board of directors will be held at this meeting.

'58 Brand Names Week Scheduled

BRAND NAMES WEEK-1958 will be observed April 13-19, according to Thomas F. O'Neil, chairman of the boards of RKO Teleradio Pictures Inc. and Brand Names Foundation Inc. Brand Names is sponsoring the national promotion, in which manufacturers of brand name products, advertising agencies and media will join forces with the nation's retailers to dramatize the advantages of brand names to the consumer, according to Mr. O'Neil.

GF Says Increased Ad Budgets Needed to Meet Competition

GENERAL FOODS spent $77.7 million on advertising (including broadcast media) in 1956, or $2.2 million more than in 1955, President Charles G. Mortimer told stockholders at GF's annual meeting in New York last Wednesday. His comments on advertising and marketing plans reflected an awareness of the mounting intensity in the competitive arena of the retail supermarket.

Mr. Mortimer's remarks followed his report that the corporation had experienced a 3% dip in earnings for the first quarter of fiscal 1958 as against the first quarter of fiscal 1957. Mr. Mortimer pointed out that fiscal 1957 was GF's best year in earnings and sales.

GF, he said, will train its corporate guns on better advertising and marketing because it is in the midst of a daily "hard-hitting contest" for shelf and refrigerated space. This has come about from the decline of independent grocery outlets, he contends, stating that in 1939 some 112,000 grocery stores (or 25% of total U. S. outlets) conducted 70% of the business; by 1960, he said, 25,000 supermarkets (or 10% of total outlets) will handle that same 70% of the business. Thus, he said, the emphasis is on bettering the product and packaging it.

GF, he announced, will come out with two new product lines, one to be called Birds Eye "Main Dishes for Two," now in test markets, consisting of such ready-to-eat items as frozen haddock in wine, wine sauce, turkey and dressing, pot roast, and beef stew; the other, "Gourmet Foods," high quality foods, imported and domestic, which GF will sell only through department and specialty stores, thus bypassing supermarkets altogether. Mr. Mortimer said GF believes "Gourmet Foods" will always be "small business . . . contributing modestly to GF's earnings," but that they will "contribute something to the corporate image we want to build for General Foods in the public mind. In this respect, our objective is much like that of Ford with Thunderbird and of Corning with Steuben Glass."

FC&B Adds Cresta Blanca Wines

HARD ON THE HEELS of its acquisition of the Tidewater Oil and Dole Hawaiian Pineapple accounts [B•T, July 8], Foote, Cone & Belding's San Francisco office picked up Cresta Blanca wine from J. J. Weiner & Assoc. FC&B has been handling Roma wines, which like Cresta Blanca, are products of CVA Co., the wine division of Schenley Industries. Cresta Blanca has been a heavy broadcast advertiser.

Western AAAA Speakers Named

TWENTIETH annual meeting of the AAAA Western Region will be held Oct. 11-13 at Sun Valley, Idaho. Initial agenda includes the following talks: "This I Believe," by Charles L. (Roy) Whittier, retired copy chief of Young & Rubicam, New York; "Be Safe and Be Sorry," by Whit Hobbs, BBDO, New York; "The Edsel Story," by Emmet Judge, in charge of product planning, Ford Motor Co.; "How Hamm's Beer Invaded the West," by Herbert Goodwin, Theo. Hamm Brewing Co.; "Supermarketing and Pressure Promotions," by Robert I. Herndon, C & H Sugar Co.; "Qualitative vs. Quantitative Research," by Dr. Bertrand Klass, Stanford U.

Ward Buy of Fair Chain Won't Change Latter's Ad Plans

THERE isn't likely to be any change in the advertising policies of The Fair retail department store chain in Chicago in the wake of its acquisition by Montgomery Ward & Co.—at least for several months.

That was the consensus of principals of both store chains last week after The Fair officially became a member of the Ward family with presentation of a $7,532,500 check to officials of the S. S. Kresge Foundation.

The Fair currently is in the second 13-week period of a $250,000 feature film series on Chicago tv, described as the first such deal involving a substantial package film buy by a local major retailer [CLOSED CIRCUIT, July 22]. It was intimated that The Fair would continue to operate as an autonomous entity in media, sales promotion and other areas for some time.

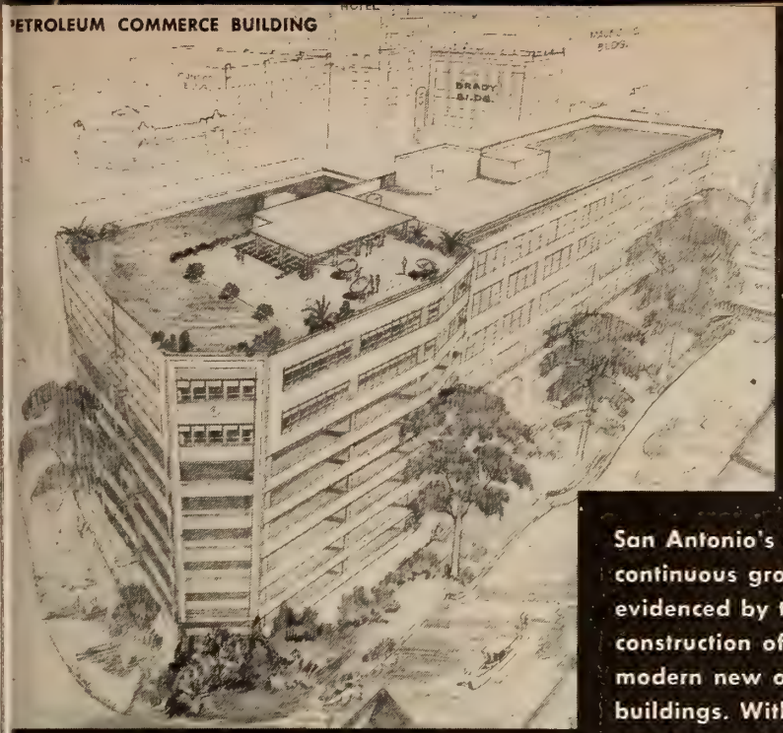
Aluminium Signs for 'Omnibus' As Second of Three Sponsors

ALUMINIUM LTD., associated with *Omnibus* for three tv seasons, has bought one-third sponsorship of the program for next fall. *Omnibus* will alternate in the Sunday, 4-5:30 p.m. period with *Wide Wide World* on NBC-TV, starting Oct. 20. The buy was announced last week through J. Walter Thompson Co., New York, agency for Aluminium.

The program is now two-thirds sold, with Union Carbide Corp. sponsoring one-third of the 13 Sunday afternoon presentations. Aluminium, according to NBC-TV, is also expected to back one-half of a planned hour-long *Omnibus* program to be scheduled in an evening time period. Originally conceived and underwritten by the Ford Foundation's Tv-Radio Workshop, *Omnibus* next season will be produced independently by Robert Saudek Assoc., New York. Mr. Saudek formerly produced the series.

Carter Reports Sales, Ad Climb

CARTER PRODUCTS Inc. reported net sales of $41.8 million for the 12 months ending March 31, 1957, according to a public stock offering prospectus filed with the Securities & Exchange Commission. This was up from $22.7 million the previous year. Advertising expense of the company in all media was $14.6 million for the past year, a rise of more than $6 million from the preceding year. Carter Products manufactures Arrid deodorants, Nair depilatory, Rise push button shave, Carter's Little Liver pills and Colonaid laxative.

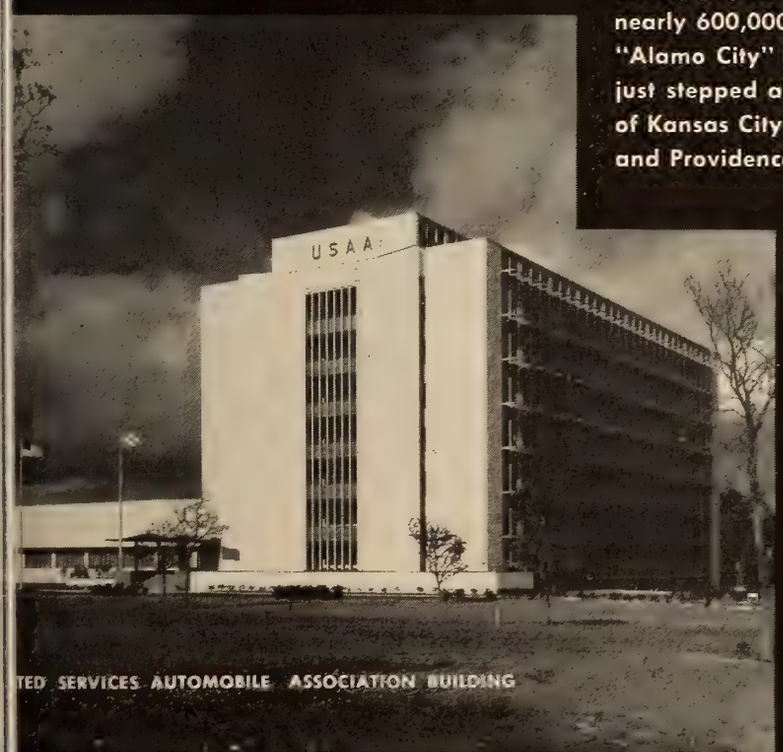


ETROLEUM COMMERCE BUILDING

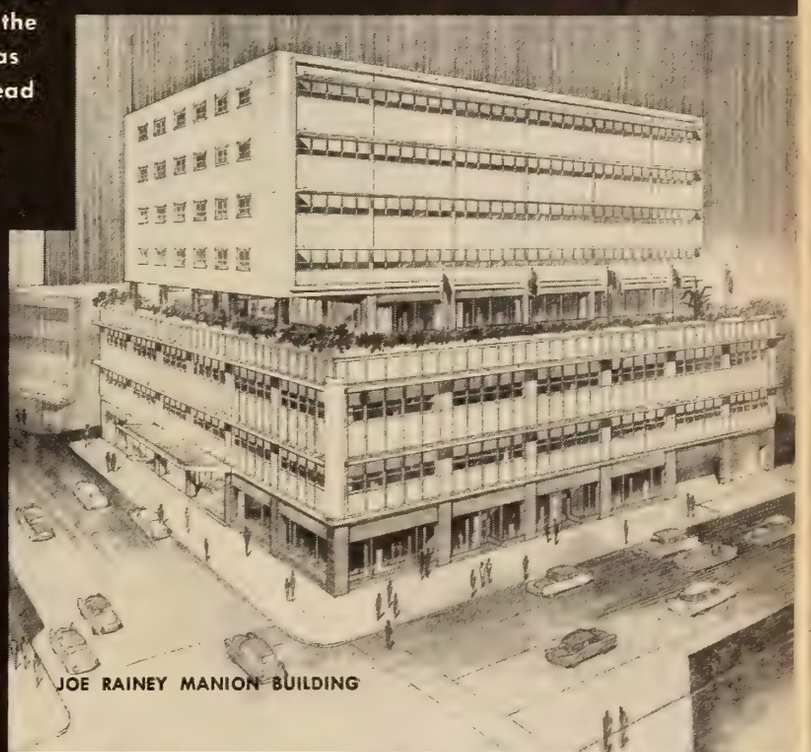


NATIONAL BANK OF COMMERCE BUILDING

San Antonio's continuous growth is evidenced by the construction of these modern new office buildings. With a county population of nearly 600,000, the "Alamo City" has just stepped ahead of Kansas City and Providence.



TED SERVICES AUTOMOBILE ASSOCIATION BUILDING



JOE RAINEY MANION BUILDING

IN EACH TELEVISION MARKET THERE IS ONLY ONE LEADER. IN SAN ANTONIO, IT'S KENS-TV

KENS-TV
EXPRESS-NEWS STATION
5



ASK YOUR
PETERS, GRIFFIN, WOODWARD COLONEL
FOR COMPLETE DETAILS.

CBS

SAN ANTONIO, TEXAS

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE, WHEN

PIPES FOR L&M • Liggett & Myers Tobacco Co., N. Y., will sponsor 90-minute musical in color based on legend of "The Pied Piper of Hamlin" over NBC-TV Nov. 26. Time of telecast, which will star Van Johnson and Kay Starr, will be announced shortly. Agency: McCann-Erickson, N. Y.

TURNS ON RADIO • General Cigar Co. (White Owls), N. Y., now using its first radio spot campaign in 10 markets [B•T, July 15], has set 15 markets as its goal for tv spot campaign beginning in the fall. Agency: Young & Rubicam, N. Y.

SCATTERED SOAP SPOTS • Fels & Co. (Fels Naphtha soap), Philadelphia, considering tv spot campaign in scattered markets through agency, Aitken-Keynett Co., Philadelphia.

GROVE GETS IN GROOVE • Grove Labs (4-Way cold tablets and Fitch hair products), St. Louis, signs participations campaign on NBC-TV *Today* Nov. 18 through April 1958. Agency: Cohen & Aleshire, N. Y.

PHARMA-CRAFT GOES DAYTIME • Pharma-Craft Corp. (Coldene cough syrup), Batavia, Ill., buys four five-minute segments per week on ABN daytime strip of *My True Story,* and *When A Girl Marries* for 26 weeks. Agency: J. Walter Thompson Co.

FOOTBALL INSURED • Kemper Insurance Co., Chicago, will sponsor 15-minute *NBC Football Scoreboard* to be presented this fall on Saturdays, following NBC-TV's telecasts of National Collegiate Athletic Assn. football schedule. Agency: John S. Shaw Adv., Chicago.

ABC-TV SELLS • ABC-TV announces package sale of eight programs, including two live co-op series, to Polk Bros., furniture and appliance chain, in estimated $70,000 deal.

AMERICAN HOME RENEWS • American Home Products Corp., N. Y., has renewed its advertising schedules on three NBC-TV daytime programs for 52 weeks. Renewals, representing more than $1.5 million in gross billings, will extend American Home's sponsorship of alternate Wednesday segment of *Tic Tac Dough* (Mon.-Fri. 12-12:30 p.m. EDT); alternate Friday segment of *It Could Be You* (Mon.-Fri., 12:30-1 p.m. EDT), and alternate Wednesday and alternate Friday segments of *Queen for a Day* (Mon.-Fri. 4-4:45 p.m. EDT). Agency: Geyer Adv., N. Y.

SPOT OF BEER • Falstaff Brewing Corp., St. Louis, planning to initiate spot radio-tv campaign in limited number of West Coast markets this month. Agency: Dancer-Fitzgerald-Sample, N. Y.

MURROW IN FLIGHT • Pan-American Airways is reportedly having trouble making its tv budget go as far as it would like. Airline likes what Edward R. Murrow does on *See It Now* via CBS-TV; yet it also likes Mr. Murrow's newest package, in collaboration with Fred W. Friendly and Eric Sevareid, titled *Small World* (scheduled next season for Tues., 10:30-11 p.m. *See It Now* time slot two seasons back). Dilemma: which Murrow program to like better. (Pan-Am is committed for *See It Now* through December.) Possible solution will be to share sponsorship or cut back frequency of *See It Now* and pick up alternate weeks of *Small World.* Also complicating Pan-Am strategy: It's still interested in late evening local newscasts in 25 top markets. J. Walter Thompson is agency.

BEST BUY • Best Foods, Co., N. Y. (HO Oats and Farina), through Sullivan, Stauffer, Colwell & Bayles, N. Y., buying tv spots for 26-week campaign in half-dozen northeastern markets to start Sept. 16.

LOEW BUY • Loew's Inc., for M-G-M's new Stewart Granger film *Gun Glory,* having already purchased radio-tv stations in Georgia and North Carolina, plans to add stations in Texas, Louisiana and Florida. Agency: Donahue & Coe, N. Y.

ORANGE BLOSSOMS ON NBC • Florida Citrus Commision, Lakeland, Fla., ordered 30-week campaign on NBC-TV's *Today* program (Mon.-Fri., 7-10 a.m.), calling for total of 52 participations to be scheduled between Dec. 2 and June 27, 1958. Agency: Benton & Bowles, N. Y.

HAPPPY HOT DOG MONTH • Tee Pak Inc., makers of casings for skinless frankfurters, in conjunction with five meat suppliers, has purchased series of announcements on MBS, during July, to help promote National Hot Dog Month. Tee Pak agency: Cruttenden Adv., Chicago.

AMMEN'S TESTING • Bristol-Myers Co., N. Y. (Ammen's Medicated Powder), launching test spot radio campaign in six markets—Sacramento, Milwaukee, Birmingham, Cincinnati, Zanesville, Ohio, and Greensboro, N. C.—to extend through end of August. Campaign marks one of few occasions spot radio has been used for Ammen's, except as supplement to spot tv. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

GLASSY SHOWS • Libby-Owens-Ford Glass Co., Toledo, Ohio, has signed for four sponsorships of NCAA football games [B•T, July 8], this fall and also will be alternate sponsor of new *Perry Mason* show on CBS, 8 to 9 p.m. Saturday beginning in Sept. Agency: Fuller & Smith & Ross, N. Y.

TEMPLE TOT TOUTED • Ideal Toy Co., N. Y., has signed for one-third sponsorship of four pre-1948 Shirley Temple feature films over NTA film network this fall and winter. Agency: Grey Adv., N. Y.

CAMPAIGN FOR CHEEZ-DOGS • Stahl-Meyer Inc. (meatpackers), N. Y., new at Hicks & Greist (having been serviced by Charles W. Hoyt Co. until several weeks ago), understood to be introducing new product, Cheez-Dogs—frankfurter stuffed with cheddar cheese. Product was tested via three-week radio test campaign in Hartford, will reportedly break in New York for three-week saturation campaign via seven stations, Aug. 8.

LUDEN'S SPONSORS 'KANGAROO' • Luden's Inc., Reading, Pa., has signed for weekly quarter-hour sponsorship Saturdays of CBS-TV's *Captain Kangaroo* (Mon.-Fri. 8-8:45 a.m., Sat. 9:30-10 p.m.) effective Oct. 5. Agency: J. M. Mathes, N. Y.

PHARMACO TAKES OPTION • Pharmaco Inc. (Chooz, Feen-A-Mint, Medigum), Newark, N. J., has taken option on NBC-TV for alternate Monday sponsorship of two daytime programs—*It Could Be You* and *Comedy Time.* Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

MILES FOR CBS • Miles Labs., Elkhart, Ind., which first advertised on CBS in 1932, signed with radio network last week for two five-minute news strips Monday-through-Friday for 52 weeks, effective Sept. 2. Contract was placed through Geoffrey Wade Adv., Chicago. Miles has been off CBS since 1953, moving to Mutual and later NBC. Meanwhile, CBS last week announced that Bristol-Myers Co., N. Y., has renewed three one-quarter hour segments of *Arthur Godfrey Time* weekly for 52 weeks through Young & Rubicam, N. Y., effective Oct. 21.

AGENCY APPOINTMENTS

Whitehall Pharmacal Co., N. Y., appoints Street & Finney, same city, to handle advertising for two new products.

Zippo Mfg. Co., Bradford, Pa., manufacturers of Zippo windproof lighters, flints and lighter fuel, appoints Ogilvy, Benson & Mather, N. Y.

Brookside Vineyards Inc., Guasti, Calif., appoints Mogge-Privett Inc., L. A.

Tom Sawyer Foods, L. A. (peanut butter, nut meats, potato chips, candy), appoints McCann-Erickson, L. A.

John G. Paton Co., N. Y., appoints Doherty, Clifford, Steers & Shenfield, same city, to handle advertising for new Oven Fresh brand canned cake products.

Stahl-Meyer Inc., (Ferris and Stahl-Meyer fresh and canned meats) appoints Hicks & Greist, N. Y.

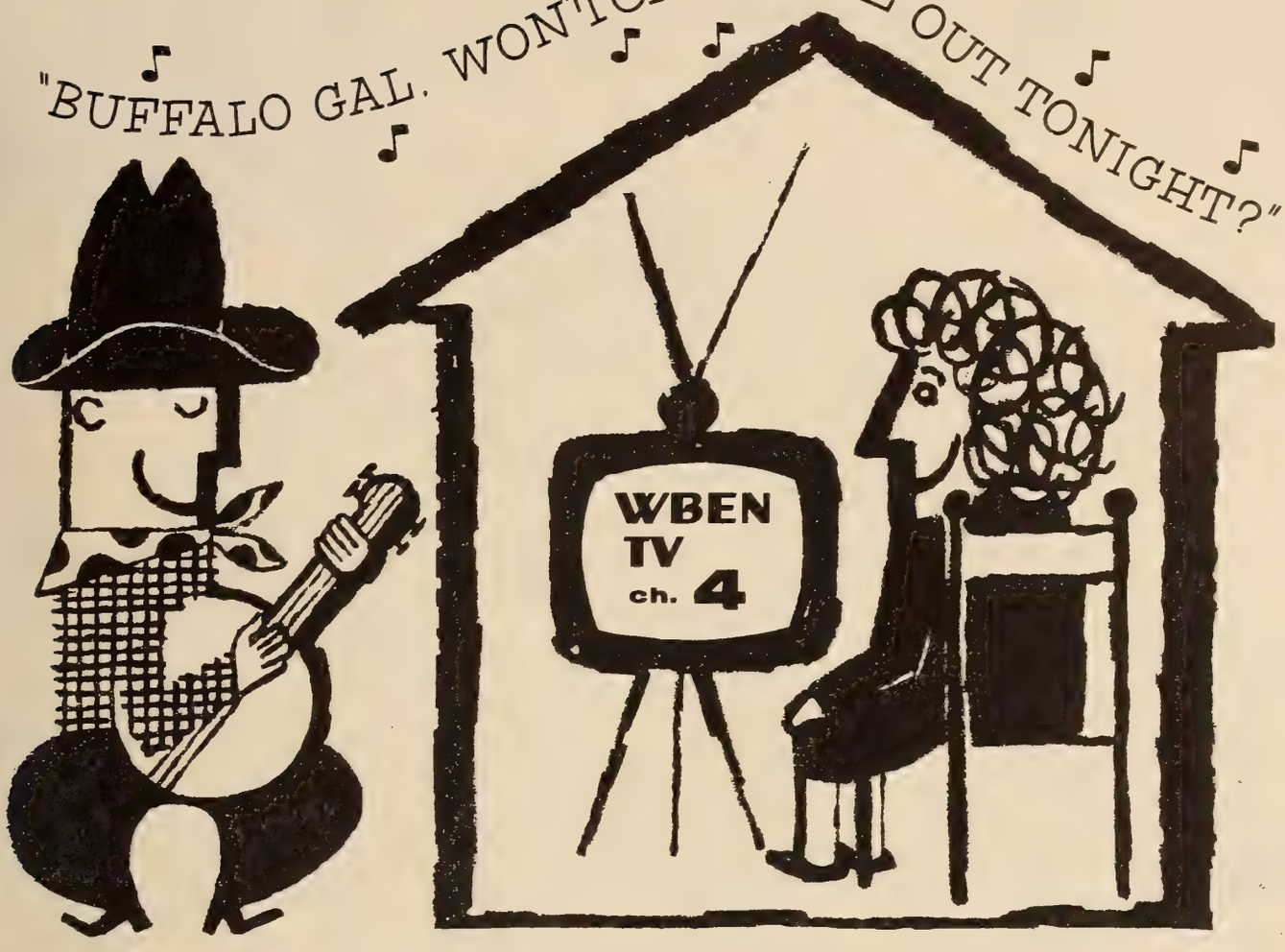
A&A SHORTS

Doherty, Clifford, Steers & Shenfield Inc., N. Y., announces change of address to 530 Fifth Ave., New York 36. Telephone: Yukon 6-6500.

Marsteller, Richard, Gebhardt & Reed, N. Y., moving to new offices at 800 Second Ave. Tel.: Yukon 6-6161.

Charles Bowes Adv. Inc. opens San Francisco office at 625 Market St. Tel.: Yukon 6-6263.

Advertising Agencies Inc., Studio City, Calif., opens N. Y. office at 509 Madison.



NOT when she can see the 11:30 THEATRE on WBEN-TV

No stick-in-the-mud she, just one of thousands of western New Yorkers who finds WBEN-TV's late night 11:30 THEATRE worth staying home for . . . and staying up for !

Hollywood's best available products, the finest films from Warner Bros., 20th Century Fox, Selznick and other top studios draw big audiences *every night of the week* on Channel 4.

How big ! Well WBEN-TV's 11:30 THEATRE popularity not only surpasses its opposition but in many instances give you greater audiences at midnight than other area stations give you from 5:00 P.M. to 7:00 P.M. !

Get all the facts . . . and the reasons why your TV dollars count for more on Channel 4. Our sales department or national representatives, HARRINGTON, RIGHTER AND PARSONS, will be happy to fill you in and get you on our 11:30 THEATRE.

WBEN-TV
CBS in Buffalo
channel 4



THE PIONEER STATION OF WESTERN NEW YORK

MUTUAL SALE BRINGS $550,000

- **3 principals: Armand Hammer, Roy Roberts, Paul Roberts**
- **RKO stations, Yankee and Don Lee regionals not involved**

MUTUAL Broadcasting System was sold last week following a fortnight of dickering that had 400-odd affiliates wondering if the largest of all networks would really be sold and, if so, to whom.

The transfer to new ownership is scheduled for Aug. 7.

Three principals in the new group of owners are Armand Hammer, art dealer and president of Occidental Petroleum Corp., Los Angeles; Roy Roberts, Ojai, Calif., realtor and oil operator, and Paul Roberts, station manager of KRKD-FM Los Angeles. The two Robertses are not related, nor is Roy Roberts related to Roy A. Roberts, editor of the *Kansas City Star* (WDAF-AM-TV).

Contracts were signed at 4:40 p.m. Thursday, with the buyers putting up around one-fourth of the approximate $550,000 cash price. They are to supply the rest of the cash when they take over Aug. 7. The sale also is understood to involve other unmentioned commitments plus operating capital.



MR. HAUSER

For a time last week there was fear the long-pending negotiations were about to disintegrate. The name of Roger L. Stevens, New York and Detroit financier-broker, was dropped from unofficial discussions when he reportedly said his main interest centered in Broadway shows rather than radio.

Paul Roberts will be president of the new operation. Bertram J. Hauser, former Mutual vice president, will serve as executive vice president. A. A. Schechter, former Mutual news-special events vice president and now head of the New York public relations firm bearing his name, is expected to assume an important consultant role. Mr. Schechter was an active participant in the sale negotiations.

Mr. Hauser is credited with conception of the sale plan and with interesting Thomas F. O'Neil, Mutual chairman and RKO Teleradio Pictures Inc. president, in the idea of transferring the network while retaining ownership in the RKO station group. The stations are not involved in the network sale.

The new owners will assume the name, goodwill, assets, affiliations, sponsors and program contracts of the network, which started operating in 1934 [B•T, July 15]. They explained that plans and policies will be announced shortly but assured advertisers the "Triple Advantage Plan" under which MBS recently signed many new sponsors would be continued and improved.

Paul Roberts summed up the new project, which will own no stations, in this way, "What's good for the network is good for the stations and vice versa." He said the network will operate solely for the benefit of the public, affiliates and advertisers. Over 400 affiliates have renewed contracts under the new MBS station plan, he added.

Mr. O'Neil emphasized that the sale doesn't diminish RKO Teleradio's confidence in network radio. "In the past several weeks—the new network format went into effect June 2—the network has signed such new advertisers as General Motors, Liggett & Myers Tobacco Co., Pontiac Motors, Equitable Life Assurance Society, Florists Telegraphic Delivery Assn., S. C. Johnson & Son and many others," he said. "We intend to concentrate on our own individual radio and tv stations and leave the operation of national network servicing to the new purchasers."

Yankee and Don Lee regional networks, which remain under RKO Teleradio Pictures ownership, will continue as Mutual affiliates.

John B. Poor, Mutual president, is slated to devote fulltime to the post of RKO Teleradio vice president, a function he had held along with the network responsibility. A key figure in the purchase and sale of stations for the O'Neil interests as well as in the network sale, Mr. Poor has been exploring the possibility of adding another major-market tv-radio station to the O'Neil group, bringing it up to the FCC's maximum.

Mr. Hammer, a last-minute entry in the buying syndicate, owns the famed Hammer Galleries in New York, handling paintings, antiques and furniture. He owns one of the largest dairy herds in New Jersey. His backing is believed to have clinched the deal.

Paul Roberts, whose home is in Los Angeles, is a former trade magazine publisher as well as broadcaster. He is president of United Fm Corp. in Los Angeles and vice president of Audio Sales Inc. He is a graduate of Temple U. and was with the old *Philadelphia Record*. He headed the first U. S. International Trade Fair in Chicago, held in 1951.

Mr. Hauser served as MBS vice president nine years, leaving in 1955 to be a broadcast consultant. He had been with NBC 14 years before joining MBS, becoming advertising, promotion and sales manager. He is a Dartmouth graduate and lives in Short Hills, N. J.

Paul Roberts started off the negotiations a fortnight ago by handing $20,000 earnest money to Mr. Poor. During the two-week period there were reports from the negotiators that the buying syndicate was having trouble raising the $550,000 cash.

RKO Teleradio retains ownership of WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-TV Los Angeles, KFRC San Francisco and WHBQ-AM-TV Memphis. WGMS-AM-FM Washington has been bought but the transfer was involved in litigation and now awaits final FCC approval.



NOW *it can be used. This photo of Thomas F. O'Neil (l), Mutual chairman and president of RKO Teleradio Pictures Inc., and Paul Roberts, KRKD-FM Los Angeles station manager, was taken during a lull in the Mutual sale dickering. It was sent out with a hold-for-release mandate.*

CPRN Now CRPN

THE west coast chain of CBS-owned radio stations and CBS Radio affiliates will be known as the CBS Radio Pacific Network, according to an announcement by Fred Ruegg, general manager of KNX-AM-FM and of the network. The chain formerly was known as the Columbia Pacific Radio Network. CBS Radio feels that the new name "will provide closer identification . . . and eliminate any possible confusion."

NBC Color Schedule Increased 67% Above Start of Last Season

NBC's color television schedule for the 1957-58 season will be 67% above the start of the previous season, according to Robert W. Sarnoff, president. There will be about 250 hours of color programming for the fourth quarter of this year, compared to 149 hours for the same period of 1956, he announced.

"Our objective during the coming season," Mr. Sarnoff said, "is to make color programming available to the widest possible audience. For this reason we have built the color schedule around many of the key-position nighttime programs, with emphasis on periods when viewing is at its peak," Mr. Sarnoff said. The schedule, including daytime, is slated to provide an average of more than two hours of color daily and frequently will offer from three to four hours of color during a single day.

NBC is scheduled to colorcast all World Series games played in the park of the American League pennant winner. If the National League city is nearby, and the color mobile unit can be moved there in time, games from that point also will be telecast in color. It is expected that several of the nation's top college football games will be colorcast, NBC said. Approximately 24 specials, including "Annie Get Your Gun" starring Mary Martin, are planned for color.

NBC color origination points include five in New York, two at Color City, Burbank, and studios of WNBQ (TV), NBC-owned Chicago station.

KRON is TV in SF

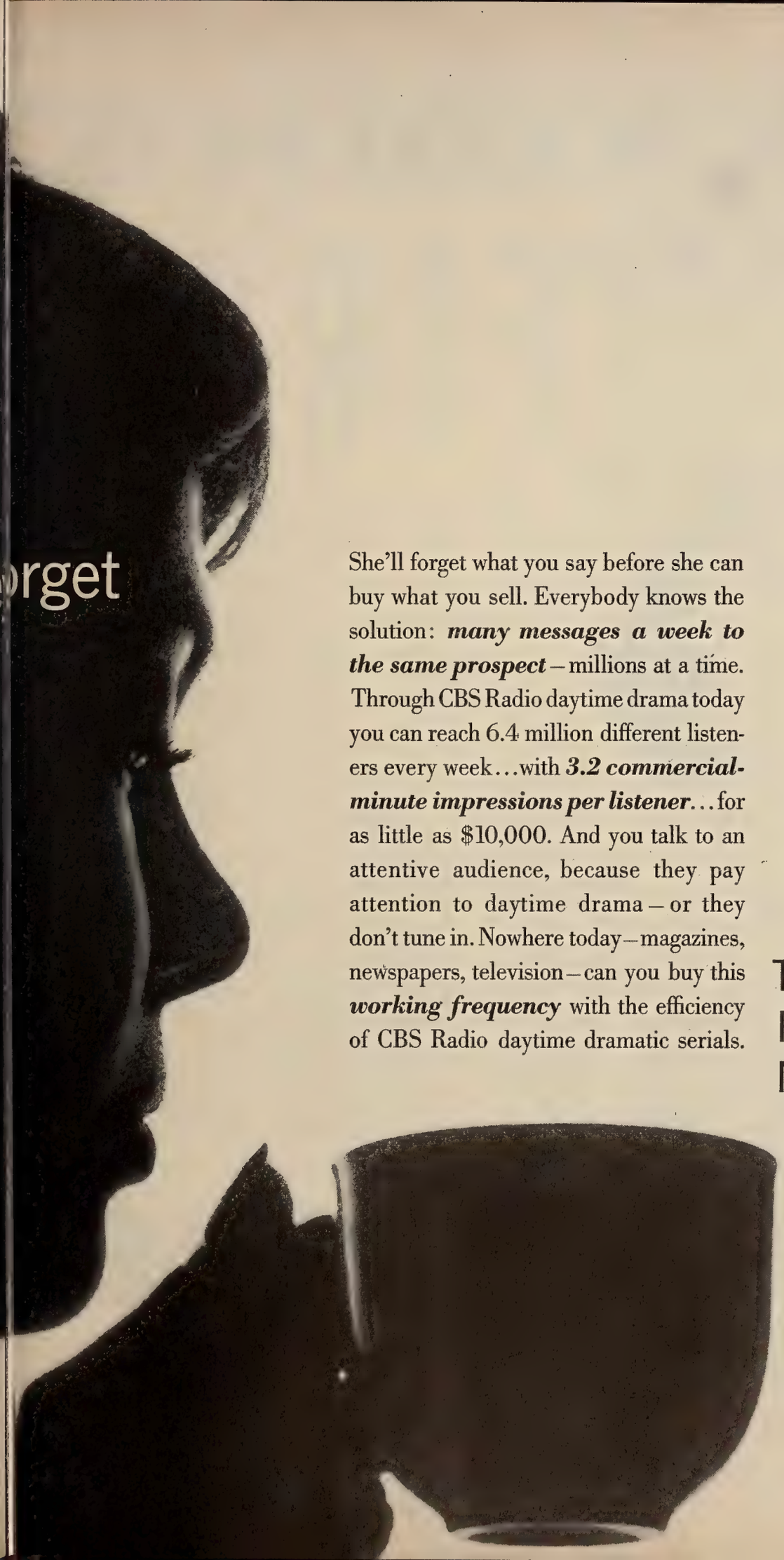


San Franciscans are sold on KRON-TV

BEST TV FIGHTS
Tues.-Wed.-Thurs. 7:30
AVAILABLE

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •


Remember how fast the
PERCENTAGE OF REMEMBERING
INTERVAL IN DAYS



She'll forget what you say before she can buy what you sell. Everybody knows the solution: ***many messages a week to the same prospect*** – millions at a time. Through CBS Radio daytime drama today you can reach 6.4 million different listeners every week...with ***3.2 commercial-minute impressions per listener***...for as little as $10,000. And you talk to an attentive audience, because they pay attention to daytime drama – or they don't tune in. Nowhere today – magazines, newspapers, television – can you buy this ***working frequency*** with the efficiency of CBS Radio daytime dramatic serials.

THE CBS RADIO NETWORK

That's why Lipton Tea uses CBS Radio daytime drama all year long... and why Salada Tea has been on for 20 weeks in 1957 so far... and why Pan-American Coffee Bureau, for a big summer campaign, has come here too.

SO YOUNG

BUT SO FIRST



. . . and so far ahead of all other Cleveland radio stations.

Youngest on the Cleveland dial, **WE'RE . . . .**

FIRST in ratings (all three!)

FIRST in results

FIRST in local and national sponsors

FIRST in public service

Around the clock and around the calendar, the top name personalities beam the best in music, news and sports to Cleveland over **WERE**.

WERE personalities reach more live audiences through personal appearances than any other regional talent. They enjoy more national and industry-wide recognition, too!

* **LATEST PULSE** *From 6 AM to midnight PULSE shows that all stations trail WERE 87.5% of the time.*

* **LATEST NIELSEN** *6 AM to midnight WERE is first in Cleveland's Metropolitan Market.*

* **LATEST HOOPER** *WERE leads all Cleveland stations in 12 of the 16 rated hours and takes the top 1/3rd (35%) of the audience and lets the other 7 stations scramble for the rest.*

BUY WERE

AND SELL CLEVELAND

RICHARD M. KLAUS, *Vice President & General Manager*
represented by: **VENARD, RINTOUL & McCONNELL, INC.**

NETWORKS DISPUTE TV PREDICTION

- **'New York Times' columnist sees gloomy fall for tv**
- **ABC, CBS, NBC, TvB take issue with Gould article**

TELEVISION networks and the Television Bureau of Advertising, Thursday, sharply challenged the conclusion of a *New York Times* story that day which asserted television is heading for "the toughest season in ten years."

The article, under the byline of *Times* tv critic Jack Gould, painted a gloomy picture of the outlook for the fall, claiming that "all three networks have substantial nighttime program periods available" for sponsorship. It was reported that networks and TvB were rankled that a story they considered "distorted" was spotlighted on page one—particularly so in that it appeared in the *Times* regarded as influential in the business community. Mr. Gould's column regularly runs in the radio-tv section, which is on the second to last page of the second section of the paper.

Mr. Gould wrote that at least two of the three networks "usually" reported by late July that they had sold out their choice evening hours. CBS-TV, he said, still had one and one half hours of prime time available; NBC-TV, three hours, and ABC-TV, five and one quarter. At one point, Mr. Gould wrote:

"The significance of unsold evening time is that a weekly half-hour on a network's minimum number of required stations may involve $3.5 million to $5.0 million in time revenue over a full season. When 19 such periods are open, as at present, the industry is worrying about $66.5 million to $95 million."

Mr. Gould attributed what he called "the softest demand for airtime" the tv industry has ever known to "inflationary forces in the national economy, the spiraling costs of shows and changing conditions within the industry." Mr. Gould also wrote there were reports that "sponsors could obtain substantial discounts on some shows."

Many of the points made by Mr. Gould in the article come from persons identified only as "a network executive," "industry circles" and "well-informed television executives."

William H. Hylan, CBS-TV vice president of sales administration, said he was "somewhat amazed" at the coupling of CBS-TV with reference to a "soft" television market. He disputed the *Times* article on two fundamental points:

- He asserted that the latest figures released by PIB show that CBS-TV is 11.6% ahead of 1956 for the period January through May.
- He reported that with reference to fall availabilities in the nighttime schedule, CBS-TV is in a more sold-out position than it was at this time last year.

"An index of strength which does not readily appear to the casual observer," Mr. Hylan declared, "is the number of very high-budget shows which have been contracted for this coming year. In this category are such firms as DuPont, which has contracted for 10, 90-minute, high-budget programs; Ford, which will offer five hour programs featuring Lucille Ball and Desi Arnaz; the Delco Div. of General Motors, which is preparing hour programs featuring Lowell Thomas; a series of hour programs titled *Conquest,* to be sponsored by the Monsanto Chemical Co.; the Bing Crosby-Frank Sinatra program which will announce the Edsel car, and others which will be announced later.

"It is quite likely there will always be availabilities on our networks, just as I am sure there will be opportunities to secure space in other media," Mr. Hylan said. "In sales income and program popularity, CBS-TV is enjoying the best year in its history, thus references to a 'soft' market and 'panic-buttons' seem most inaccurate."

An NBC-TV spokesman late Thursday said the network would have "no comment" on the *Times* article "at this time."

Oliver Treyz, vice president in charge of ABC-TV, claimed network television sales are "at an all-time high and, in the fall, will exceed—by a wide margin—any level ever attained in this industry." He commented this is "most remarkable when, as Media Records show, newspapers' lineage is down 7% from last year."

In contrast, Mr. Treyz continued, PIB records reveal that for the first six months of 1957, the evening network gross of NBC-TV is up 3%, CBS-TV is up 11% and ABC-TV is up 20%. He said that ABC-TV's time billings in 1957-58 will be up at least 30% from those of 1956-57.

He reported that in the last few months ABC-TV had invested about $50 million in programming, "virtually all of which has been bought," and said it has been the network's policy to commit, ahead of sales, to the extent of four alternate half-hours. Thus, he said, as new programs have been sold, additional new commitments have been made "to build a top program schedule for the American public."

Mr. Treyz said that "just as newspaper advertising lineage is decreasing in line with newspaper circulation, so television advertising appropriations will grow in proportion to increased audiences. Certainly, the dynamic realignment of competitive strength within the medium cannot be construed as a softening of the television market. On the contrary, with the new impetus of ABC-TV, the television industry will enjoy its greatest audience and advertiser success in 1957-58."

Mr. Treyz reported that "the distortion" of the coming season's picture, both as to its programming and advertiser support, "lies with those who still view network tv as a two-network economy and who have yet to realize that 1957-58 marks the first season when ABC-TV will have a full program schedule released to the public on a virtually complete national basis. He noted that in all competitive markets where tv audiences are measured by Nielsen Television Index, "ABC-TV typically exceeds the audience levels of NBC-TV in those time periods when it schedules fully commercial programs."

On behalf of TvB, Halsey V. Barrett, director of national sales for the organization, issued a statement "to correct the misinterpretation the hasty reader might get from the *New York Times* article." He claimed "there is no downward trend in television sponsorship," and pointed out:

"Actually, Mr. Gould has talked about only half of television—network tv—and has overlooked station-spot television which accounts for half of tv's total revenue. Also overlooked is almost a third of network revenue which comes from daytime television."

The three television networks, Mr. Barrett stated, have "more dollars firmly contracted for the 1957-58 season than ever before." At the present time, he said, there are only 15 half-hour availabilities on the networks, as compared with 18 half-hours last year at this time.

"When national advertisers voted television their No. 1 medium for the second straight year," Mr. Barrett said, "when total tv billings continue to grow, when nighttime network advertisers reach 19% more homes this year than last, and when the fall promises more, bigger, better, higher quality programs than ever before, television —and the 40.3 million television homes— need not worry about the future."

In a frankly partisan thrust, Mr. Barrett asked why the tv business is front page news when "the fact that general advertising in newspapers has fallen 11.6 million lines in five months (Media Records measurements) is not also front page news.

"And how about the news value of the 19% decline in New York nighttime newspaper circulation (ABC) this spring vs. last . . . or the 4% decline in circulation of just the two morning papers with published figures available. And why are not the *New York Times* circulation figures available for the period following March 30?"

Spokesman for the three tv networks challenged Mr. Gould's estimate that a weekly half-hour on a network's minimum number of required stations may cost $3.5 million to $5.0 million in time revenue over a full season. NBC-TV said the actual cost (before discounts) would be about $3 million; CBS-TV reported about $2.8 million and ABC-TV about $2.5 million. They voiced the opinion that Mr. Gould might have meant the number of stations a net-

work advertiser actually orders and not the minimum number required by the network.

They disputed, too, Mr. Gould's assertion that networks had "substantial" nighttime prime programs still available. ABC-TV pointed out it actually was "ahead" of last year at this time, with five and one quarter hours open, as compared with six and one half hours in 1956. A CBS-TV executive said it was "just 15 minutes behind this year," with one and one-half hours open, as against one and one-quarter hours last year. An NBC-TV spokesman said that as of July 1, 1956, one and three quarter hours of prime time were unsold, as compared with three hours in mid-July a year ago.

Prime evening time still unsold on CBS-TV, an official said, is as follows: alternate week of *Harbourmaster* (Thurs., 8-8:30 p.m.), *Leave It to Beaver* (Fri., 7:30-8 p.m.) and alternate week half-hour of *Perry Mason* (Sat., 7:30-8:30 p.m.), plus the Tuesday, 10:30-11 p.m. slot still unset with a show.

On ABC-TV, time still unsponsored and for which no programming is scheduled is Monday, 7:30-8 p.m. and 8:30-10 p.m.; Tuesday, 10-10:30 p.m. and Saturday, 7:30-9 p.m. and 10-10:30 p.m. In addition still available for sponsorship are alternate weeks of *Colt .45* (Fri., 10-10:30 p.m.), *Adventures of Jim Bowie* (Fri., 8-8:30 p.m.) and *Sugarfoot* (Tues., 7:30-8 p.m.).

An NBC-TV spokesman reported that programs unsold are *Wagon Train* (Wed., 7-7:30 p.m.) and Tuesday, 7:30-8 p.m. slot still unscheduled, plus alternate weeks of *Suspicion* (Mon., 10-11 p.m.), *The Californians* (Tues., 10-10:30), *The Price Is Right* (Mon., 7:30-8 p.m.), *Tic Tac Dough* (Thurs., 7:30-8 p.m.,) and *Restless Gun* (Mon., 8-8:30 p.m.).

Knight Named as President Of RKO-TV's Yankee Div.

NORMAN KNIGHT, Yankee Network executive vice president and general manager, was promoted effective today (Monday) to the presidency of Yankee Division of RKO Teleradio Pictures Inc., including WNAC-AM-FM-TV Boston. In announcing the promotion Thomas F. O'Neil, RKO Teleradio president, said the regional network and stations are operating at the highest levels in their history.



MR. KNIGHT

Mr. Knight is radio-tv chairman of Boston's first United Fund and was inducted in May as an associate of the Boston U. chapter of Alpha Epsilon Rho. He is a member of the Finance Committee of President Eisenhower's Committee for Economic Development and the national tv committee of the National Conference of Christians & Jews. He joined Yankee in 1954, moving from WABD (TV) New York where he had been general manager. Previously he had been eastern station relations manager of Mutual network.

South's 'All Shook Up' Over Networks' Whammy

A NEW rebel yell came out of the South last week:

"Let's not put the whammy on Mammy!"

The quote belongs to Gov. Leroy Collins of Florida, one of many officials, legislators and citizens who joined the cry against radio and tv networks "censoring" from songs (particularly Stephen Foster's) terms some consider derogatory to the Negro and others consider part of the South's heritage. Echoes of Gov. Collins' sentiments were heard within the halls of Congress.

The movement originated two weeks ago at the Stephen Foster Memorial Museum on the Suwannee River in Flordia. After an initial salvo by Foster L. Barnes, superintendent of the museum, these officials joined the attack: Earl W. Brown, chairman of Florida's Stephen Foster Memorial Commission; Gov. Collins and state legislators; Reps. John C. Watts and Frank L. Chelf (both D-Ky.) and Florida's Democratic Reps. Robert L. F. Sikes, Dr. R. (Billy) Matthews and A. S. Herlong Jr.

They called variously for investigation by the House Commerce Committee of network practices on song censorship and wrote members of the FCC and network presidents.

The two state songs affected are "Way Down Upon the Suwannee River" and "My Old Kentucky Home." Networks have admitted to changing "darkies" to "chillen" and "folkses" and in these songs and to blue-penciling "mammy" and "Old Black Joe" in others.

These changes were likened by Congressmen to practices in Russia or Hitler's Germany; they were called by Rep. Watts in the *Congressional Record* "the worst incidence of 'book burning' that has been called to my attention in the United States in modern times." The fear expressed by Stephen Foster Memorial officials that song censorship could be extended to news and other fields was repeated on Capitol Hill.

Identical bills (H. Res. 364-6) introduced in the House by Reps. Watts, Sikes and Matthews direct the House Commerce Committee to investigate the scope of network policy on song lyrics, whether any such policy violates the Constitution and whether the FCC has power to "prohibit such arbitrary censorship." The bills were directed to the House Rules Committee, which would originate any request for a hearing.

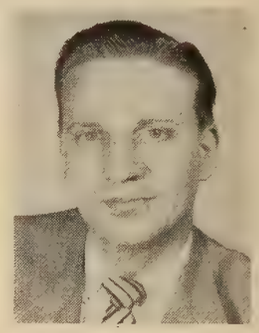
NBC and CBS officials were quoted as confirming that such words as "massa," "darky" and "mammy" are edited, but ABC said it drops these words only from popular not traditional songs. MBS admitted to no such policy in this case but said singers drop these words on their own. One recording firm said its own yardstick is "good taste."

The reported feeling on the part of networks that some of Foster's words are offensive to a large segment of the audience was confirmed in an NAACP statement which said the organization "certainly objects to any term that denotes a racial slur. That would include darky, nigger or coon." Negro Rep. Charles C. Diggs (D-Mich.) said such changes do not represent censorship but are "a matter of good taste."

None of the words censored is contained in the list maintained by the NARTB Tv Code Review Board. The Tv Code and Radio Standards of Practice—networks are subscribers to the code—contain general statements about sensitivities of various races, creeds and nationalities. An NARTB spokesman said that the Tv Code directive which says that "words (especially slang) derisive of any race, color, creed, nationality or national derivation . . . are forbidden" would be applicable to song lyrics.

ABN Names Eichmann to Head Sales Development, Research

APPOINTMENT of Raymond F. Eichmann, sales development manager for John Blair & Co., as director of sales development and research for the American Broadcasting Network is being announced today (Monday) by ABN President Robert E. Eastman.



MR. EICHMANN

Mr. Eichmann's responsibility, Mr. Eastman explained, "will be to develop a full-line of tailor-made yet flexible and imaginative presentations . . . designed to show advertisers how they can best use radio and American Broadcasting programs. [He] has achieved outstanding results in producing creative presentations and I know he will bring a fresh and effective approach to network radio."

The appointment becomes effective Aug. 5. Mr. Eichmann has been sales development chief for the Blair radio station representation firm—where Mr. Eastman was executive vice president before moving to ABN earlier this year—since March 1955, and before that was with NBC and Foote, Cone & Belding. He started at NBC in 1952 as an audience measurement analyst, rising successively to supervisor of the ratings division and head of sales development for the *Today*, *Home* and *Tonight* unit. He was with FC&B in 1951-52 as a media research analyst.

Salomon Names Three Executives To NBC Special Projects Staff

THE lineup of executives for NBC-TV's special projects organization was announced last week by Henry Salomon, new director of the group [B•T, May 28].

Those named include Donald B. Hyatt, associated with Mr. Salomon in producing and creative capacities since the inception of the *Victory at Sea* series, who has been appointed manager, special projects programs; James Nelson, with Mr. Salomon for the past year and a half and earlier with NBC as director of advertising and promotion and assistant to the president, who has been designated manager of program services, and

Today we are 34 364/365. Let there be dancing in the streets.

WMT • 600 kc • *CBS Radio for Eastern Iowa* **Reps:** *The Katz Agency*



Yours For The Asking

There's been some talk in the trade about radio stations copyrighting program formulas. We understand one operator will even "sell" you his formula, like a bottle of patent medicine.

Those of us who work at WCUE and WICE take a different view of things:

We believe that Broadcasting is a profession dedicated to the public welfare. As a profession, we doubt that Broadcasting's techniques are something either to be peddled or bottled up by copyrights. (It's difficult to imagine a Physician, for example, copyrighting his method of treating patients.)

We're delighted to share our techniques, our thoughts, our know-how with anyone in the Industry. We believe that, if *we're* practicing good radio and others want to borrow our ideas, radio and the general public will benefit.

In fact, in both Akron and Providence we immensely enjoy being the most imitated station. It's helped the Industry in both cities.

Our Independent "formula", therefore, is at your disposal. Any sincere North American broadcaster is free to use any of our techniques. You may copy our dynamic news-gathering CONTACT REPORTS, our methods of beep-phoning stories, our no-punches-pulled editorials. You may adapt our precise pattern of news-music, our saturation public service style, our gimmicks, sound effects and engineering techniques.

We'll even help you do it. If you want to bring a tape recorder and air check us, we'll be glad to make hotel reservations for you.

In fact, whatever the WCUE-WICE staffs have learned in our combined 700 plus man-years of broadcasting is yours for the asking.

Cordially,

Tim Elliot

Tim Elliot

The ELLIOT STATIONS
great independents · good neighbors
TIM ELLIOT, President
Akron, Ohio - WCUE WICE - Providence, R. I.

The John E. Pearson Co. National Representatives

John W. Kiermaier, recently in charge of administration for the public affairs department of NBC, who has been appointed manager of administration for the new organization.

Mr. Salomon said he will announce soon the establishment of the separate program units which will be part of the new organization.

AB-PT Treasurer Siegel Given Additional Coordination Job

SIMON B. SIEGEL, treasurer of both American Broadcasting-Paramount Theatres and its ABC divisions, has been given additional responsibilities as coordinator between ABC-owned television stations and ABC-TV, AB-PT President Leonard H. Goldenson is announcing today (Monday).



MR. SIEGEL

The liaison post, Mr. Goldenson explained, was created to keep the managers of the five ABC-TV owned stations more fully advised on all matters affecting the relationship between their stations and the network.

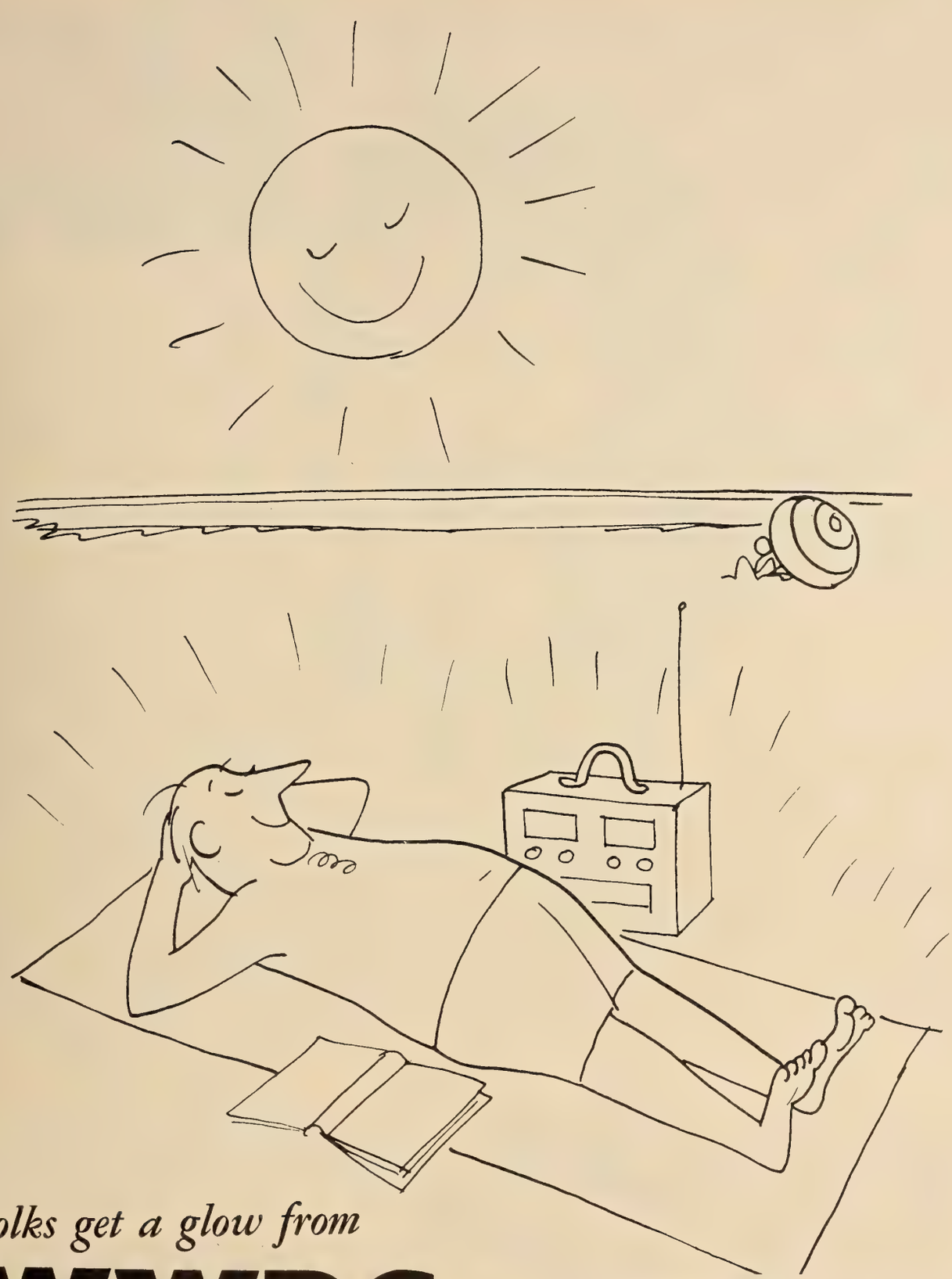
In addition, it was understood responsibility for ABC general services, which includes approval of purchases and other expenditures, is being transferred to Mr. Siegel. In the past, general services functions have been handled through Frank Marx, engineering vice president. The change is being made, it was reported, on the theory that purchasing and other such general services functions logically relate more directly to the financial than to the engineering division.

NBC Radio New Business $2 Million During Week

TWO million dollars in new business was placed on NBC Radio last week, according to William K. McDaniel, vice president, NBC Radio Network sales. Advertisers placing new orders are:

Time Inc. (*Life* magazine), through Young & Rubicam, one-quarter sponsorship of *News of the Hour* starting Aug. 19 [CLOSED CIRCUIT, July 22]; Swift & Co., 26-week participation on daytime schedule, through J. Walter Thompson Co.; Plough Inc., 30-week participation schedule on *NBC Bandstand* and *My True Story*, through Lake-Spiro-Shurman; General Mills Inc. (Betty Crocker mixes) through BBDO, daytime participations, and for Wheaties, through Knox Reeves Adv., 13 *Monitor* segments; American Motors Corp., 20 five-minute *Monitor* newscasts, through Geyer Adv.; Pharma-Craft Corp., *News of the World* participations, through J. Walter Thompson Co.

Hotpoint Co., 20 daytime participations weekly; General Motors Corp., two-week schedule on *Monitor;* Parker Bros., two-week daytime participation schedule; U. S. Steel Corp., participations on *My True*



Folks get a glow from

WWDC radio

Represented nationally by John Blair & Company

* PULSE: Jan.-Feb., March-April, May-June 1957

***1st *six straight months* in Washington, D.C.—1st in share of total weekly audience, 6 A.M. to midnight—1st in quarter hour wins**

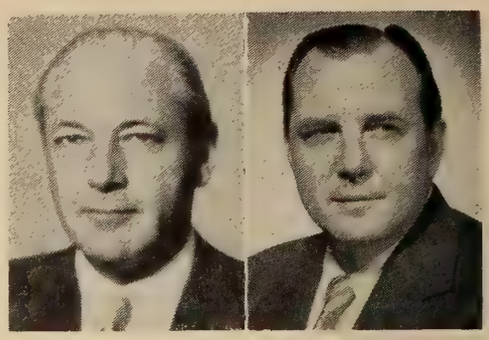
Story; [B•T, July 22]; B. F. Goodrich, nine *Monitor* participations on Labor Day weekend; Best Foods Inc., daytime saturation campaign. Agencies are: Hotpoint through Maxon Inc.; General Motors through MacManus, John & Adams; Parker Bros. through Badger & Browning & Parcher; U. S. Steel, BBDO; B. F. Goodrich, Griswold-Eshelman Co.; Best Foods, Dancer-Fitzgerald-Sample.

F. Schumacher & Co. (Waverly Fabrics Div.) renewed its sponsorship of 10 five-minute *Monitor* fashion segments each weekend for six weeks starting Sept. 6. Agency: Ehrlich, Neuwirth & Sobo Inc.

Lazarus Elected Secretary Of AB-PT Succeeding O'Brien

ELECTION of Herbert B. Lazarus as secretary of American Broadcasting-Paramount Theatres, parent company of ABC-TV and American Broadcasting Network, was announced by AB-PT President Leonard H. Goldenson last week. Mr. Lazarus also is vice president and general counsel of the corporation.

Mr. Lazarus succeeds Robert H. O'Brien as secretary. Mr. O'Brien, who also was financial vice president and a member of the AB-PT executive committee, joins Loew's Inc. on Aug. 5 as vice president and treasurer, succeeding Charles C. Moskowitz, who is retiring. The former AB-PT executive was



MR. LAZARUS MR. O'BRIEN

installed as ABC executive vice president coincidentally with the merger of United Paramount Theatres and ABC in February 1953. He was No. 1 man under Robert E. Kintner, then ABC's president, and now executive vice president with NBC-TV. In the fall of 1954, Mr. O'Brien returned to AB-PT as financial vice president upon the request of Mr. Goldenson.

FROM DRAWING BOARD TO REALITY

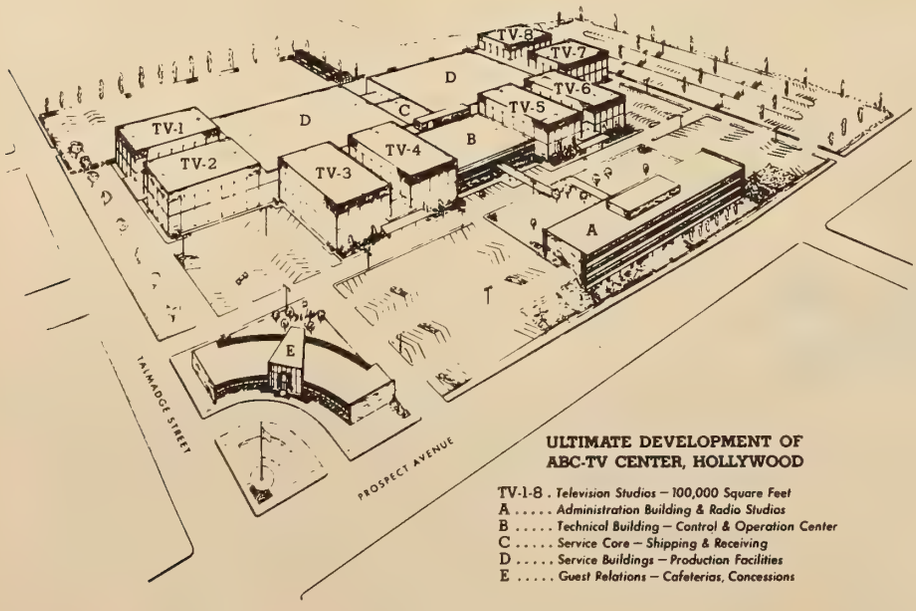
FIRST step in a $30 million development program for ABC's Television Center in Hollywood was taken Wednesday when ground was broken for a new two-story technical building on the 23-acre lot at Prospect and Talmadge Sts.

Plans call for the eventual demolition of the studios now in use, built originally for motion picture production, and their replacement with eight multi-purpose studios. There will also be a three-story administration building, a reception and guest relations building, a technical building—the first to be erected—and a service core as the center of shipping, receiving, storage and general service activities. Flanking this will be twin maintenance buildings, each to service four stages with camera, scenery and small prop storage. Each building will also contain rehearsal rooms and scoring stages, as well as building maintenance, paint and carpentry shops.

The administration building will house executive offices, sales and promotion offices and accommodations for publicity, personnel, communications and other operational departments. The guest relations building will include a reception room for guests, a cafeteria for both guests and staff and a few small concession shops.

The studios will be designed for telecasting in color as well as black-and-white and will be equipped with removable seating units so that audience participation programs may be accommodated. Between adjacent studios there will be a two-story core for wardrobe, make-up and dressing rooms for performers. Parking facilities near the buildings will accommodate up to 1,200 cars.

The production expansion is being conducted under the supervision of the ABC engineering division, with Frank Marx, vice president in charge of engineering, and Ted Grenier, chief engineer of ABC's western division, in charge of the project. Plans for the expansion were drawn by the Austin Co., engineers and builders. The project is scheduled to be completed by late 1958 or early 1959.



ULTIMATE DEVELOPMENT OF ABC-TV CENTER, HOLLYWOOD

TV-1-8 . *Television Studios — 100,000 Square Feet*
A . . . . . *Administration Building & Radio Studios*
B . . . . . *Technical Building — Control & Operation Center*
C . . . . . *Service Core — Shipping & Receiving*
D . . . . . *Service Buildings — Production Facilities*
E . . . . . *Guest Relations — Cafeterias, Concessions*

NBC-TV Talks to Caesar, Coca About '58 Half-Hour Tv Series

NEGOTIATIONS were underway last week to star Sid Caesar and his former tv "bride", Imogene Coca, in a new half-hour weekly series on NBC-TV. While details were lacking, it was reported that should negotiations be concluded successfully, the program series would be placed in the schedule about next January.

A key to the discussions was the consideration of an advertiser. It was understood certain potential advertisers, which NBC-TV spokesmen would not identify, are involved in current talks.

Mr. Caesar's relationship with NBC-TV dates back to "early television." At the end of the past season, however, it looked as it that long-time association had been severed indefinitely when the comedy star and the network failed to agree on a future vehicle. (NBC-TV had preferred a weekly half-hour series. Mr. Caesar wanted a longer show. The network also had suggested specials, but the comedian balked at occasional exposure.) *Caesar's Hour* was a fixture on the network for three years but a poor showing in the ratings picture allegedly was responsible for a network decision to drop it. Despite the reluctance of advertisers to go along with the *Caesar's Hour*, the comedian continued to receive plaudits in popularity polls. He was a multi-winner in the most recent "Emmy" awards competition.

Imogene Coca and Mr. Caesar appeared together for a number of seasons on *Your Show of Shows*, a 90-minute program seen on NBC-TV Saturday nights. That program went off the air in 1954 when Mr. Caesar, Miss Coca and producer Max Liebman went their separate ways. Miss Coca then appeared in a short-lived weekly half-hour situation comedy series on NBC-TV. Since that time she has confined her activity to occasional appearances on tv and to the legitimate theatre. Currently she is in a theatre production of "Janus" that is running in Detroit. Mr. Caesar subsequently selected Nanette Fabray and later, Janet Blair to play opposite him on the *Caesar's Hour* program.



"YOU'RE WELCOME"

They say the nicest things, A.A.P. stations. "Certainly appreciate your help on national sales," writes Robert M. Reuschle, General Sales Manager, WLAC-TV, Nashville, Tenn. "I can confirm these spots to you . . . thanks," remarks Mike Shapiro, Managing Director, KTVX, Tulsa. "We certainly appreciate the efforts of your National Sales Department in signing accounts for us," adds Robert N. Ekstrum, Commercial Manager, WCCO-TV, Minneapolis, Minn.

These comments are typical replies to our letter announcing the latest sales made for stations by our National Sales Department. Through its efforts, two prominent toy companies purchased two participations a week in A.A.P.'s Popeye cartoons—*wherever they're shown, from coast to coast.*

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WHERE'S THE SQUEEZE ON FILM SYNDICATORS?

- **B•T survey finds stations still good users**
- **Findings don't match Hill allegation**

DESPITE a congressional report that indicated network practices had created a rocky business road for tv film syndicators, the television stations themselves report a continued flourishing use of films made especially for tv.

In a staff report by the Senate Commerce Committee released early this month [B•T, July 1], one point alleged that network monopoly on U. S. television had made film syndication a risky business and that less and less non-network programming is available to stations.

B•T's semi-annual survey of programming disclosed no such trend. In fact, among interconnected network affiliates during the week of March 3-9, 1957, non-network film fare accounted for an average of 31 hours, 14 minutes of programming. This compares to the 31 hours, 8 minutes average for the fall of 1956 and the 29 hours, 22 minutes average for the spring of 1956.

While increased use of film made for theatrical showing provided the healthiest boost in this category among interconnected network affiliates, syndicated film this March averaged just 15 minutes less than last fall, but averaged 13 minutes more than in March of 1956.

[In appraising the accompanying chart where it shows a decline in non-network tv film by non-interconnected network affiliates, the reader should keep in mind that only slightly more than 3% of the returns in B•T's survey were from stations in this diminishing classification.]

Film use at non-network stations dropped off, but such a decline might be expected with independents reporting average weekly operating schedules down from 79 hours, 55 minutes last fall to 65 hours, 51 minutes this spring. Though not quite as small a group as the non-interconnected network affiliates, the non-network classification is also a decided minority (less than 8%) in the overall number of stations responding to the survey.

In this seventh B•T study, the pattern of past surveys continued:

1. The average broadcast week of all U. S. television stations increased, rising 38 minutes since last fall to 102 hours, 21 minutes. Over the past two years, average programming schedules have grown 13 hours, 39 minutes. At the present time, stations in the Mid-Atlantic region are averaging the biggest program weeks.

2. Local live programming continued to decrease slightly. Stations averaged 14 hours, 37 minutes.

3. Affiliate use of network programs increased. The interconnected affiliates' average grew to 60 hours, 44 minutes, a 1.1% rise over last fall. The non-interconnected affiliates' use of network shows rose 3.1% although here again it must be considered that there are relatively few remaining stations in this category and, accordingly, there is little effect on the aggregate totals for affiliates.

The few non-interconnected stations are located in western states of sparse population and wide open spaces not yet penetrated by AT&T's coaxial cable or microwave radio relay intercity connections.

Films made for theatrical viewing found increased popularity in station programming, particularly among the interconnected network affiliates which devoted an average of 16 hours, 19 minutes weekly to such non-network fare. Part of this can be traced to the ever-increasing number of movie films that Hollywood is releasing to television. These newer releases, unlike the available products of early tv days, are of more acceptable calibre and are being used more frequently and in better time slots.

Use of film on the networks experienced another mild gain last March with the three-network weekly total reaching 58 hours, 30 minutes. ABC-TV, which regularly leads network film utilized, dipped slightly from 26 hours, 10 minutes to 24 hours. This drop, plus a very small decrease in film use at NBC-TV, was more than compensated for, however, by the addition of three film hours at CBS-TV.

Total network hours for both film and live programming reached

THE TV BROADCAST WEEK

FILM—NETWORK—LOCAL

NON-NETWORK FILM PROGRAMS	**Total Non-Network Film**
	Specially Made for Tv
	Made for Theatrical Showing
NETWORK ORIGINATED PROGRAMS	**Total Network Programs**
	Off Coaxial Cable or Microwave
	Kine
LOCAL LIVE PROGRAMS	
TOTAL PROGRAMS	**Average Total Hours and Minutes on Air Per Week**

*** Figures for all stations not available for previous years.**

Survey Date	Interconnected Network Affiliates: Average Hrs. Per Week	Interconnected Network Affiliates: % of Total Schedule	Non-Interconnected Network Affiliates: Average Hrs. Per Week	Non-Interconnected Network Affiliates: % of Total Schedule	Non-Network Stations: Average Hrs. Per Week	Non-Network Stations: % of Total Schedule	All Stations: Average Hrs. Per Week	All Stations: % of Total Schedule
3/57	31:14	29.5%	30:53	50.7%	45:53	69.7%	31:36	30.9%
10/56	31:08	29.4%	34:45	61.6%	61:55	77.5%	34:20	33.7%
3/56	29:22	28.6%	30:08	52.6%	63:32	74.6%	30:57	31.1%
10/55	30:24	31.0%	41:31	64.2%	51:35	72.0%	32:08	34.0%
3/55	27:11	28.9%	31:50	53.2%	21:27	51.4%	27:02	30.4%
12/53	23:38	29.7%	22.34	48.3%	18:51	52.6%	*	*
6/53	25:37	27.3%	29:01	54.2%	31:00	60.8%	*	*
3/57	14:55	14.1%	22:00	36.1%	17:00	25.8%	15:15	14.9%
10/56	15:10	14.3%	22:22	39.6%	23:33	29.5%	18:07	17.8%
3/56	14:42	14.3%	17:01	29.7%	32:39	38.3%	15:38	15.7%
10/55	15:18	15.6%	27:31	42.0%	23:05	32.2%	16:24	17.4%
3/55	12:26	13.2%	13:33	22.6%	8:51	21.2%	12:12	13.8%
12/53	9:48	12.3%	8:33	18.3%	7:36	21.2%	*	*
6/53	9:27	10.2%	11:41	21.5%	8:43	17.7%	*	*
3/57	16.19	15.4%	8:53	14.6%	28:53	43.9%	16:21	16.0%
10/56	15:58	15.1%	12:23	22.0%	38:22	48.0%	16:13	15.9%
3/56	14:40	14.3%	13:07	22.9%	30:53	36.3%	15:19	15.4%
10/55	15:06	15.4%	14:20	22.2%	28:30	39.8%	15:44	16.6%
3/55	14:45	15.7%	18:17	30.6%	12:36	30.2%	14:50	16.6%
12/53	13:50	17.4%	14:01	30.0%	11:15	31.4%	*	*
6/53	16:10	17.1%	17:20	32.7%	22:17	43.1%	*	*
3/57	60:44	57.4%	15:42	25.7%			56:08	54.8%
10/56	59:33	56.3%	12:45	22.6%			52:15	51.4%
3/56	57:23	55.8%	15:00	26.2%			52:28	52.8%
10/55	51:49	52.8%	10:06	15.6%			46:41	49.2%
3/55	47:45	50.7%	10:48	18.0%			42:26	47.9%
12/53	39:31	49.6%	11:12	24.0%			*	*
6/53	48:11	51.6%	12:37	23.4%			*	*
3/57	55:57	52.8%					51:18	50.1%
10/56	54:34	51.6%					47:33	46.8%
3/56	52:16	50.9%					47:07	47.4%
10/55	45:26	46.3%					40:24	42.6%
3/55	41:20	43.9%					36:16	41.0%
12/53	31:57	40.1%					*	*
6/53	37:42	40.4%					*	*
3/57	4:47	4.5%	15:42	25.7%			4:50	4.7%
10/56	4:59	4.7%	12:45	22.6%			4:42	4.6%
3/56	5:03	4.9%	15:00	26.2%			5:21	5.4%
10/55	6:23	6.5%	10:06	15.6%			6:17	6.6%
3/55	6:25	6.8%	10:48	18.0%			6:10	6.9%
12/53	7:34	9.5%	11:12	24.0%			*	*
6/53	10:29	11.2%	12:37	23.4%			*	*
3/57	13.53	13.1%	14:22	23.6%	19:58	30.3%	14:37	14.3%
10/56	15:00	14.3%	8:57	15.8%	18:00	22.5%	15:08	14.9%
3/56	16:00	15.6%	12:07	21.2%	21:38	25.4%	16:03	16.1%
10/55	15:56	16.2%	13:04	20.2%	20:05	28.0%	15:59	16.8%
3/55	19:16	20.4%	17:14	28.8%	20:16	48.6%	19:14	21.7%
12/53	16:31	20.7%	12:55	27.7%	17.01	47.4%	*	*
6/53	19:46	21.1%	11:53	22.4%	19:57	39.2%	*	*
3/57	105:51		60.57		65:51		102:21	100.0%
10/56	105:41		56:27		79:55		101:43	100.0%
3/56	102:41		57:15		85:10		99:28	100.0%
10/55	98:09		64:41		71:40		94:48	100.0%
3/55	94:12		59:52		41:43		88:42	100.0%
12/53	79:49		46:41		35:52		*	*
6/53	93:34		53:31		50:57		*	*

FILM ON THE NETWORKS

	Dates	Weekly Hrs.	FILM On Air	Weekly Hrs.	LIVE On Air	TOTAL Weekly Hrs.
ABC-TV	3/56	24:00	58.9%	16:45	41.1%	40:45
	10/56	26:10	63.1%	15:20	36.9%	41:30
	3/56	25:00	59.8%	16:30	40.2%	41:30
	10/55	14:30	41.4%	20:30	58.6%	35:00
	3/55	9:30	40.4%	14:00	59.6%	23:30
	12/53	14:45	38.6%	23:30	61.4%	38:15
	6/53	13:45	47.8%	15:00	52.2%	28:45
CBS-TV	3/57	21:00	24.7%	64:00	75.3%	85:00
	10/56	18:00	20.0%	70:00	80.0%	88:00
	3/56	15:30	18.5%	70:45	81.5%	86:15
	10/55	17:15	21.0%	66:45	79.0%	84:00
	3/55	11:30	13.7%	72:30	86.3%	84:00
	12/53	5:50	8.2%	65:55	91.8%	71:45
	6/53	8:00	13.3%	52:00	86.7%	60:00
NBC-TV	3/57	13:30	16.1%	81:30	83.9%	94:00
	10/56	13:40	16.3%	70:20	83.7%	84:00
	3/56	8:30	10.0%	75:10	90.0%	83:40
	10/55	13:30	16.2%	70:00	83.8%	83:30
	3/55	8:00	8.5%	86:45	91.5%	94:45
	12/53	14:03	20.8%	53:23	79.2%	67:26
	6/53	12:20	18.1%	55:40	81.9%	68:00
ALL TV NETWORKS	3/57	58:30	26.5%	162:15	73.5%	220:45
	10/56	57:50	27.1%	155.40	72.9%	213:30
	3/56	49:00	23.2%	162:25	76.8%	211:25
	10/55	45:15	22.3%	157:15	77.7%	202:30
	3/55*	29:30	13.3%	193:00	86.7%	222:30
	12/53*	34:38	17.0%	170:18	83.0%	204:56
	6/53*	34:05	18.5%	158:10	81.5%	184:15

* These totals for these dates include data from the DuMont Television Network, which ceased operating before October 1955.

220 hours, 45 minutes. Only previous higher total was in the spring of 1953, but this included programming of the former DuMont Television Network.

Official Reports $1.3 Million In Early Sales on Three Series

OFFICIAL Films Inc., New York, has completed more than $1.3 million in sales during the pre-production period of three new half-hour tv film series, it was announced last week by Harold Hackett, president. The sales were made on behalf of the *Decoy*, *Sword of Freedom* and *The Big Story* series.

Mr. Hackett pointed out that the sales, made exclusively to tv stations, underline the need of outlets for "top-quality programming they may offer to local and regional advertisers to compete favorably with national-network sponsors."

He announced that the latest Official Films property is *Decoy*, which will be produced by Pyramid Productions, New York, starting in September. Thirty-nine episodes of the mystery-adventure series, based on stories of the Police Women's Bureau of New York, are budgeted at a total cost of $1.2 million. Pre-production sales amounting to $600,000, he said, have been made to WPIX (TV) New York, WGN-TV Chicago, KTTV (TV) Los Angeles, WPFH (TV) Wilmington-Philadelphia, WBZ-TV Boston, KPIX (TV) San Francisco, KYW-TV Cleveland, KING-TV Seattle, KDKA-TV Pittsburgh and WTIC-TV Hartford.

Pyramid Productions, Mr. Hackett added,



is scheduled to begin production on *The Big Story* later this summer. The series already has orders totaling $250,000 covering sales in New York, Los Angeles and Washington. It had been carried as a live, network presentation over NBC-TV since 1951. Burgess Meredith will serve as host-narrator of the film version. The 39-episode series carries a budget of $800,000, according to Mr. Hackett.

The *Sword of Freedom* series will be produced this summer in Britain by Sapphire Films Ltd. and already has recorded sales exceeding $500,000, Mr. Hackett reported. Sapphire has set a budget of $900,000 on 39 half-hours, he added.

Mr. Hackett also announced that Official has obtained distribution rights to 26 episodes of the half-hour *Errol Flynn Theatre*, an anthology series produced by Canadian producer Marcel Le Duc. The series was placed into distribution about three months ago by King-Shore, New York, and was sold in about 30 markets. It was reported that when sales lagged, Mr. Le Duc decided to turn over distribution of the series to Official, which will offer the program through its station sales division.

Leo Productions Sets Series

LEO PRODUCTIONS, movie and tv film program producer headed by director Francis D. Lyon, has announced it will film a series of 39 half-hour tv programs titled *Virginia City* and aimed at 1958 distribution. The broadcasting series will be based on stories reported in the *Virginia City Territorial Enterprise* from the inception of this famed newspaper in 1858 to 1916 (when it suspended publication) and from 1953, when Lucius Beebe and Charles Clegg started it again. Leo Vice President Howard A. Stotler secured the tv and movie rights to the history and files of the paper.

Fox, Ezzes Up for C&C Posts; Vote Due on Reorganization

MATTHEW FOX will be proposed as president of C & C Television Corp. and Erwin H. Ezzes as vice president and general sales manager today (Monday) at a special stockholders' meeting of the parent company C & C Super Corp. in Wilmington, Del. The main business on the agenda is to spinoff National Phoenix Industries Inc. (food, beverage and manufacturing operations) from C & C Super Corp. [At Deadline, July 15].

Mr. Fox and Mr. Ezzes have been serving as vice presidents of C & C Super and as the chief (but untitled) executives of C & C Television Corp., which has been distributing the RKO Library of feature films domestically and abroad. Under the reorganization, a newly-constructed C & C Television Corp. is envisaged, embracing three subsidiaries: C & C Films Inc:, covering U. S. and Canada; C & C Pan-Atlantic TV Co., Latin America; C & C Internation Tv Film Corp., other overseas markets. C & C Super Corp. now holds about 51 per cent of C & C Television Corp. and Phoenix Industries.



GROUND was broken last Monday at Warner Bros. Studios in Burbank, Calif., for the company's $1 million tv building [B•T, July 15], which will provide facilities for the executive, writing and editorial staffs for some 10 to 15 major full-hour and half-hour filmed tv shows in work simultaneously. Jack L. Warner, president, with actress Natalie Wood, stressed that this is only one part of a continuing building program for tv film production, for which three of Warner Bros. 21 sound stages have been remodeled specifically for television.

is His Port of Call

Meet Grant Mitchell . . . *"SAILOR OF FORTUNE"*. . . an American at-large destined for adventure. Playing 'Mitch' is *LORNE GREENE*, the rugged, handsome star of stage, films and TV. He visits the world's most fascinating seaports which form the backdrop for unlimited mystery, intrigue, and adventure.

"SAILOR OF FORTUNE" is first run everywhere and available everywhere to action-minded stations and sponsors. Naturally, the promotion and merchandising are built right into the series.

See *"SAILOR OF FORTUNE"*. For prints and prices contact



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Vogel, Meyer-Tomlinson Clash Over Control of Loew's Inc.

A FIGHT for control of Loew's Inc., the giant motion picture company parent of MGM-TV, broke out in the open last week. MGM's television activities include leasing of features to tv, production of tv film series, rentals of its Culver City, Calif., studios to tv producers and production of tv commercials.

Involved in the battle: Joseph R. Vogel, president of Loew's since late last fall; Joseph Tomlinson, a Canadian industrialist who is said to hold a major interest in the company, and his associate, Stanley Meyer of New York, who formerly was associated with Jack Webb in Mark VII productions.

Mr. Vogel last week revealed he had filed with the Securities & Exchange Commission in Washington preliminary copies of notice of a special stockholders' meeting Sept. 12 along with preliminary copies of proxy statements. In that meeting, Mr. Vogel will ask for the removal from the Loew's board of Mr. Tomlinson and Mr. Meyer, and for an increase of the board from 13 to 19 members to obtain a working majority for management. Meanwhile, three board members resigned: Frank Pace Jr., executive vice president of General Dynamics Corp.; George Brownell, New York lawyer, and Ogden R. Reid, president and editor of the *New York Herald Tribune*.

According to Mr. Vogel, the Tomlinson group had attempted to wrest control of the firm "under the guidance of" Louis B. Mayer, now 72, and former head of the studio operation. Mr. Vogel's version is that Mr. Mayer was to become a paid studio advisor; Mr. Tomlinson was to be installed as board chairman and Mr. Meyer as president.

New Hickman Grid Film Planned

PLANS for packaging and producing a 15-minute filmed football-forecast program, *On the Line With Herman Hickman,* were announced Thursday by Derel Producing Assoc., New York. The films are scheduled to be made on Sunday, following Saturday games. Mr. Hickman will "pick the winners" of the following Saturday's games and it is planned to have the films in the mail by Tuesday for viewing Thursday, Friday or before game-time Saturday. This is the second Derel series involving Mr. Hickman. The first, on which three pilot films have been completed, is *Herman Hickman Sports Adventures,* for which a sales campaign is planned for next month.

Film Festival Modifies Rules

ENTRY rules have been modified for the International Advertising Film Festival, to be held in Cannes, France, in September, according to an announcement by P. E. Taylor, festival director, from London headquarters for the event. Whereas only one-minute commercials formerly were acceptable, two-minute commercials now are eligible for the competition. Entrants have the option of submitting two commercials up to 30 meters each or one 65-meter commercial. Anticipating record attendance at the fourth international film event, officials say more than 300 registrations already have been made.



PRINCIPALS in the CBS Television Film Sales deal with Nationwide Insurance Co. for the *Mama* series meet at the home of star Peggy Wood to go over details of the 34-market sale. From left to right are Ben Sackheim, president of the agency bearing his name, which is placing the Nationwide business; Thomas W. Moore, general sales manager of CBS Television Film Sales Inc.; Miss Wood, and Harry Culbreth, vice president in charge of human relations for Nationwide. The insurance firm has bought 26 episodes of the nine-year-old series.

'Honeymooners' in 50 Markets; Gross Sales Over $1 Million

MORE than $1 million in gross sales have been made on *The Honeymooners,* half-hour tv film series, in less than a month of its release for syndicated sale, it was announced last week by Thomas W. Moore, general sales manager of CBS-TV Film Sales. The series is scheduled in more than 50 markets.

Clairol Inc. (hair treatment), which earlier had bought *The Honeymooners* through Foote, Cone & Belding, New York, on an alternate week basis in three eastern markets, has increased its coverage to 24 markets for consecutive or alternate week sponsorship, according to Mr. Moore. S & W Fine Foods, through Honig-Cooper, San Francisco, has signed for the series in 11 western markets, Mr. Moore added. CBS-TV Film Sales also has sold the series to more than a dozen stations.

CBS-TV Film Sales also announced last week that production has been launched on a new half-hour tv film series, *The Gray Ghost,* which shortly will be offered for syndication sale. The series, based on the life and legend of Civil War hero John Singleton Mosby, is being produced by Lindsley Parsons in cooperation with CBS-TV Film Sales.

New Sale for UA Post-'48 Films

UNITED Artists Corp., New York, reports it has sold its post-1948 feature film package to WTOP-TV Washington. The station announced plans to air 27 of 52 films in color as well as black-and-white.

FILM PRODUCTION

Arnold Michaelis, radio and recording interviewer, and **Herb Moss,** New York tv producer-director, have joined forces to produce series of tv programs called *People Worth Knowing.* Format will be based on biographical portraits recorded by Mr. Michaelis, such as interviews with Adlai Stevenson, Mrs. Franklin D. Roosevelt, Mayor Robert F. Wagner of N. Y. and others.

Robert J. Enders Inc., tv film producing company, Washington, D. C., has started shooting series of 39 half-hour color tv films based on stories which have appeared in *Saturday Evening Post* at MGM studios in Culver City, Calif.

FILM DISTRIBUTION SHORTS

Gross-Krasne Inc., Hollywood, announces first territorial distribution of *O. Henry Playhouse* to KTVA (TV) Anchorage and KTVF (TV) Fairbanks.

Official Films, N. Y., announced it has acquired distribution rights of first-run syndicated anthology series *The Errol Flynn Theatre* from Inter-tv Films Ltd., Canada, producer. Series will be offered to stations throughout country.

FILM RANDOM SHOTS

Woodrow Wilson Foundation announces release for public service of "Woodrow Wilson: Spokesman for Tomorrow," film biography in documentary form to be distributed to stations by Sterling-Movies U. S. A. Inc., N. Y. Film follows former President's career using newsreel footage of his era. It was produced for Foundation by Caravel Films Inc.



"... you folks heard about the Maine massacre?"

"Indians? Who's talking history? I mean right now . . . up Downeast in Maine. A real slaughter, the way I hear it. Who? That television station in Bangor — WABI-TV — that's who! Tomahawked the stuffings out of the competition in its latest Pulse, Trendex *and* ARB surveys! You folks been in Sumatra or someplace? I thought *everybody* knew about it!"

Bartender Bill at Chandler's (New York hangout for agency chieftains) is hep to the facts. It's true. WABI-TV has warpathed up a list of first places in audience popularity as long as the arm you sign contracts with. Just a few samples: *every one* of the top 15 shows in a Pulse Study covering nine counties . . . 12 of the top 15, the way ARB sees it . . . absolute No. 1 favorite for network, local, syndicated shows, feature films by *all* yardsticks.

Maybe it's a massacre, like Bill says. But we prefer to consider this dominance a logical reward for giving Maine's fast-growing TV audience the best programming with the strongest signal for easy viewing. It's the same caliber of service that makes WABI-Radio tops in its medium, too. Teamed together, this pair is an unbeatable way to capture Maine's best customers. If you spend your money anywhere else, it should be tax-deductible as philanthropy.

wabi AM TV

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BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

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21 of the 24 top Pulse Rated radio shows in Los Angeles are heard on KNX.* That's another reason why Southern California's #1 radio station is the CBS 50,000 watt

KNX, LOS ANGELES



REPRESENTED BY CBS RADIO SPOT SALES

* *Pulse: March-April, 1957*

VHFS GO TO PITTSBURGH, SEATTLE

- **Merger applicant gets Pittsburgh ch. 4, third v there**
- **Seattle's ch. 7 deadlock broken, grant goes to KIRO**

THE FCC granted vhf stations to each of two cities last week when it awarded Pittsburgh's ch. 4 to Television City Inc., following a merger of that applicant and Hearst-owned WCAE Inc., and Seattle's ch. 7 to KIRO that city.

With last week's actions, the only tv comparative hearing awaiting final FCC action is Biloxi, Miss., ch. 13.

FCC AWARDS TELEVISION CITY INC. PITTSBURGH'S THIRD V CHANNEL

PITTSBURGH got its third commercial vhf tv station last week, when the FCC granted ch. 4 McKeesport, Pa., to Television City Inc. The grant was made following a merger agreement between Television City and Hearst Corp. (WCAE Inc.) to own the ch. 4 facility jointly.

The merger, which followed several weeks of intensive negotiations between the principals [B•T, July 1 *et seq.*], also includes a provision to pay the other three applicants $50,000 each for out-of-pocket expenses in prosecuting their applications. They are Matta Enterprises (WLOA Braddock, Pa.), Wespen Television Inc. and Irwin Community Television Co.

The FCC grant was made contingent on Television City's disposal of its interest in KQV before the new tv station begins operating. The grant was unanimous, with Comr. T. A. M. Craven abstaining.

The first initial decision, last year, favored the KQV application. However, following the death of KQV principal Irwin D. Wolf, the hearing was reopened. A second initial decision last April recommended granting the vhf assignment to WCAE. The FCC was unable to muster a majority for any of the applicants; the vote had been split, three commissioners favoring WCAE; three, KQV.

Under the terms of the merger understanding Television City will double its capital stock to 120,000 shares of common $10 par. Hearst will subscribe to 60,000 shares at par value; the other 60,000 shares will remain in the hands of present Television City principals, Earl F. Reed-Irvin D. Wolf Jr. and associates. Both Hearst and the Reed-Wolf group will lend Television City $400,000 each, repayable in 10 years. The board of Television City will comprise six directors, three representing Hearst and three the Reed-Wolf group. Each will have first rights to buy out the other.

Because WCAE will remain in Hearst hands, the agreement provides that the Reed-Wolf group will receive 50% of the amount of WCAE's net income above $300,000 and below $400,000; 25% between $400,000 and $500,000 and 12½% between $500,000 and $600,000. In return the Reed-Wolf group promised to remain out of radio broadcasting in the Pittsburgh area.

It was also agreed Hearst would lend Television City $150,000 to pay the $50,000 to the three withdrawing applicants.

The only vhf outlet operating in Pittsburgh now is ch. 2 KDKA-TV, owned by Westinghouse Broadcasting Co. KDKA-TV is affiliated with all three networks. WIIC (TV), on ch. 11, plans to begin operating next month, with NBC. WIIC was granted following a merger agreement between WWSW-*Pittsburgh Post-Gazette* and WJAS Pittsburgh. WQED (TV), on ch. 13 is the Pittsburgh educational, non-commercial station. There also are three uhf grantees.

The merger is the culmination of several years of persistent and painstaking effort, largely on behalf of Hearst by Charles B. McCabe, publisher of the *New York Mirror* and chairman of the radio and television committee of the Hearst Corp. Mr. McCabe has been in almost constant contact with the principals of the four other applicants and, during the past month, has devoted major attention to the basic merger of Television City Inc. principals (KQV) with the Hearst operation. Primary negotiator for Tv City was Earl F. Reed.

The new station will be built with greatest possible dispatch in the hope of providing ABC-TV network service in the important Pittsburgh market prior to the year-end.

Although the Pittsburgh negotiations have occupied Hearst's major attention for several years, the company is still on the alert for additional television properties. Mr. McCabe has stated that Hearst desires its "full complement" of stations. It now has three—WBAL-AM-TV Baltimore, WISN-AM-TV Milwaukee, plus the 50% interest in Pittsburgh.

AWARD OF CH. 7 TO KIRO BREAKS DEADLOCK IN CONTEST AT SEATTLE

THE FCC last week finally broke the deadlock on Seattle's ch. 7 contest and awarded that city's fifth vhf outlet to KIRO Seattle. The Commission granted the KIRO application by a vote of 3 to 2. Chmn. Doerfer voted against the order favoring KIRO, but did not vote in favor of any of the three applicants. Comr. Lee dissented and voted to reopen the record. Comr. Hyde, the sixth member, was on the West Coast on official business. For the past few months the Commission had been split, with three favoring KIRO and three KXA and one KVI.

KIRO, owned principally by Saul Haas and including Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, as one of its stockholders, has held a favorable initial decision since 1955. The Commission last year remanded the case to the examiner to permit competing applicants KXA and KVI to cross-examine Mr. Haas on his activities as part owner and editor of the *Seattle Union Record*, a labor newspaper, in the mid-20s. It was alleged that the *Record* followed a pro-leftist line. In August 1956, the examiner issued a supplemental initial decision affirming his original recommendation.

Oral argument was held before the Commission *en banc* in December 1956.

Seattle-Tacoma has four vhf outlets on



You Might Win 7 National Tennis Championships—*

BUT . . . *YOU NEED WKZO RADIO TO WIN SALES IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!*

NIELSEN NCS NO. 2
NOVEMBER, 1956

Station	Radio Homes In Area	Monthly Homes Reached	DAYTIME Weekly NCS Circ.	DAYTIME Daily NCS Circ.
WKZO	**208,450**	**107,490**	**95,520**	**67,470**
B	106,570	43,420	38,670	25,630

WKZO—CBS for Kalamazoo-Battle Creek and Greater Western Michigan—is one of America's most obvious radio buys. Nielsen figures, left, show that WKZO delivers over 2½ times as many radio homes as its nearest competitor . . . and WKZO has almost *twice* the share of audience, according to Pulse!

Take a good look at those November 1956 Nielsen figures. WKZO actually delivers 56% more homes *daily* than the second station can deliver *monthly!*

Your Avery-Knodel man has all the facts.

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

**** Bill Tilden did it in 1920, 1921, 1922, 1923, 1924, 1925, and 1929.***

"We're feeling your Station!"

— That's what New England's LARGEST appliance dealer* has to say about us! They say more, too:



"Your station sounds like a happy station. *This makes more difference in the selling power of a station than even you may realize.* We are currently concerning ourselves with building a happy, relaxed feeling in our stores, and we know that a happy store comes from a "happy" management. I would guess that your management atmosphere is as relaxed as your announcers . . .

"Most important, we're feeling your station. It takes quite a while for our continuous media survey to turn up information, but our salesmen feel the stronger trends immediately; AND THEY SAY THEY ARE FEELING W O R L."

*MAGEE'S INC., Boston, in letter dated May 6, 1957,(and they've used all other major Boston Stations and Television too!)

AND THAT'S HOW ADVERTISERS FEEL ABOUT

WORL

BOSTON

5000 watts 950 on your dial

Represented nationally by HEADLEY-REED COMPANY

the air, plus one vhf educational non-commercial station operating. Already functioning are ch. 5 KING-TV, ABC affiliated; ch. 4 KOMO-TV, with an NBC affiliation, and ch. 11 KTNT-TV, with CBS. KTVW (TV) on ch. 13 is independent. KCTS (TV) on ch. 9 is the educational operation.

Ford's FCC Appointment Clears Senate Commerce Committee

THE appointment of Frederick W. Ford as an FCC commissioner Thursday cleared the Senate Commerce Committee by unanimous vote. This leaves as the last remaining hurdle confirmation by the full Senate.

How soon Mr. Ford's name will come up for Senate approval depends on when that body completes action on the civil rights bill. The Senate now has spent three weeks considering this legislation and it is not known when final disposition will be made. Confirmation however, is expected to be a mere formality, since President Eisenhower's appointment of Mr. Ford has been widely praised within the industry and on Capitol Hill.

Five Named to Moulder Group; Chief Attorney to Be Chosen

REP. Morgan Moulder (D-Mo.) last week announced the appointment of five more staff members to his Subcommittee on Legislative Oversight, which plans an investigation of the FCC as its first order of business [B•T, July 8].

Remaining to be named, with his selection "imminent," is a chief attorney. Candidates for this position are Dr. Bernard Swartz, professor at New York U., Arthur Keeffe, professor at Catholic U., Washington, and Jay E. (Buck) Taylor, former Missouri attorney general, presently in private practice.

Appointed to the staff last week were investigators Francis X. McLaughlin, formerly with the House Intergovernmental Relations Subcommittee and a onetime White House Secret Service agent, and Oliver Eastland, who has been in investigative work since 1943 and formerly was on the staff of the Senate Judiciary Committee; attorneys Stephen Angland, former consultant to Secretary of Navy and Economic Stabilization Agency and most recently in private practice, and Joseph P. O'Hara Jr. of the Civil Service Commission. Betty Ruth was named to the staff as a secretary.

In a letter to all members of Congress, Mr. Moulder stated the subcommittee is anxious to have "each member of Congress submit suggestions or information . . . for study and investigation. . . ." Many of his colleagues have indicated that they have material and complaints concerning the FCC to turn over to the group.

Baron I. Shacklette, chief investigator for the subcommittee with 19 years experience in the investigative field, reported progress in preparing for October hearings, but that there is still a tremendous amount of work ahead. Mr. Shacklette came to the committee from the Legal & Monetary Affairs Subcommittee of the House Government Operations Committee, where he also was chief investigator.

FCC Affirms Modification Granted to WSPA-TV in 1954

THE FCC last week affirmed its grant to WSPA-TV Spartanburg, S. C., for modication of construction permit. The case had been in Commission hearings and appeal courts more than three years.

Following the most recent court findings which remanded the case to the FCC, alleging misrepresentation by WSPA-TV and the loss of service to some areas, the Commission ruled this loss was more than compensated for by the regions which will be reached by the new service. The FCC also ruled that although there was misrepresentation, it was, in the Commission's opinion, not a deliberate attempt to deceive it.

The station went on the air in January 1954 with Special Temporary Authorization. The application for construction permit changes was filed April 6, 1954, and granted, without hearing, April 30, 1954. WAIM-TV Anderson and WGVL (TV) Greenville, both S. C., protested the STA and the modification grants. WSPA-TV requested that its STA be canceled and the permit was withdrawn April 18, 1954. The Commission denied the protests of WAIM-TV and WGVL in mid-1954. The two protestants appealed the denial in the U. S. Court of Appeals, Washington, D. C., and the court remanded the case to the FCC for hearing in March 1955.

An initial decision was issued, and on March 9, 1956, the FCC's 1954 grant was affirmed.

The protestants (WAIM-TV and WGVL) appealed this order and the Court reversed the Commission's decision returning the case to the FCC for further proceedings.

Handwriting Issue Enters Contest for Missouri Station

ISSUES relating to the character qualifications of principals in Kirkwood Broadcasting Co., Kirkwood, Mo., were raised at the FCC last week by St. Charles County Broadcasting Co., St. Charles, Mo. St. Charles introduced testimony of a handwriting expert to back its charges.

Both are applicants for 1460 kc, 5 kw day in Kirkwood and St. Charles, suburbs of St. Louis. Their applications have been set for comparative hearing by the FCC.

St. Charles petitioned the FCC to enlarge the hearing issues to determine, among other things, "whether either James R. Roberts, Robert D. Rapp or Martha M. Rapp [principals in Kirkwood Broadcasting] possess the necessary character qualifications in order to entitle them to become the permittee of the proposed station." The petition charged that there have been a number of instances where the signatures of the three principals "on applications and documents filed with the Commission under oath have been signed by a person or persons other than the person or persons whose name appears thereon."

To substantiate its claim, St. Charles included an affidavit by Karl Schottler, handwriting expert, which purported to show the signatures were not genuine.

The petition also questioned whether or

Local boy sounds good

. . . WITH AP!



Every line of news on the AP wire is written and edited by experts . . . with an eye on the ear! It's news that is fast-moving, crisp, comfortable to read.

All unfamiliar words and names are spelled out phonetically to assure stumble-free delivery.

Thoroughness of coverage—state, regional, national and international . . . speed and accuracy . . . expert interpretation . . . all come naturally when your station uses AP.

Your sales department also finds it easiest to sel because . . . those who know famous brands know the most famous brand in news is AP.

THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N. Y.

not there are hidden ownership interests in broadcast stations among the three Kirkwood principals and Cecil W. Roberts and Jane A. Roberts. Cecil W. and Jane A. Roberts are the parents of James R. Roberts and Martha M. Rapp.

Commission records show that Cecil W. and Jane A. Roberts own KREI Farmington, KCHI Chillicothe, KBIA Columbia, all Missouri, KCRB Chanute, Kan., and WINI Murphysboro, Ill.; James R. Roberts is listed as owning KPRG Portland, Ore., and the Rapps are owners of record of KPEG Spokane, Wash.

Principals in St. Charles County Broadcasting Co. are Harmon I. Moseley (advertising executive), 74%, and Omar Schnatmeier (U. S. marshal), 24%.

FCC Affirms KVAR (TV) Grant For Move of Its Main Studio

KTAR Broadcasting Co., licensee of KVAR (TV) Mesa, Ariz. (ch. 12), may go ahead and move its main studio from one mile west of the city limits to a location in Phoenix.

In April 1956, the FCC granted this permission to KVAR without a hearing. But KTVK (TV) Phoenix, ch. 3, complained that such a move was in violation of the Commission's table of frequency assignments. Consequently, the FCC stayed its original order pending further investigation.

The Commission last week reaffirmed its previous approval. It noted that the new studio location will better meet the needs of the entire area.

Justice Dept. Gives Sanction To Joint Operations of TASO

THE organization and operations of the Television Allocation Study Organization have the official sanction of the Dept. of Justice, it was reported last week.

The FCC made public Friday a copy of a July 15 letter from Victor R. Hansen, assistant Attorney General in charge of the antitrust division, to FCC Chairman John C. Doerfer, approving the reorganization of TASO's setup and operations. This followed questions of possible antitrust liability first raised by RCA and others on the TASO board, and which were submitted to the Justice Dept. for clarification. Justice suggested last May that a government observer be included on all panels and committees as chairman. This was done last month.

Mr. Hansen's letter referred to this communication and declared that "the organization and operations of TASO and the Commission's relations with TASO have been brought into substantial compliance with the standards of procedure recommended by this department . . . pursuance of the Commission of the forms and degree of supervision described in its letter of June 21, 1957 will provide safeguards to minimize the possibility of antitrust violations arising from the operations of TASO which we considered previously to be lacking."

The department also expressed the view that full and complete minutes be kept of all TASO panel meetings, including original and revised minutes.

TASO was organized last year to research vhf and uhf propagation and equipment in order to provide the FCC with factual data in its consideration of the uhf-vhf problem. It is directed by Dr. George R. Town, headquartering in Washington. Its board comprises representatives of NARTB, RETMA, AMST, JCET and CCT.

WKAT Asks Appeals to Stay Move of WPST-TV Transmitter

WKAT Miami Beach, Fla., last week asked the U. S. appeals court in Washington to stay the FCC's grant permitting ch. 10 WPST-TV Miami to move its transmitter to the site once occupied by Storer Broadcasting Co.'s WGBS-TV.

WKAT is one of the unsuccessful applicants for ch. 10 and has been fighting the grant to the National Airlines' subsidiary ever since it was made last February. WKAT also has an appeal pending in the same court against the final decision. On June 27 the Commission denied WKAT's protest against its authorization for WPST-TV to change its transmitter site.

One of the arguments last week was that WPST-TV's financial arrangements had changed, since in paying Storer $600,000 for the old WGBS-TV site plus equipment, it only paid $100,000 in cash. The $500,000 remainder was paid by notes, maturing in five years. This was not revealed in the modification application, WKAT charged. The argument was heard by Circuit Judges David L. Bazelon and Warren E. Burger.



FCC Gets Divergent Response On De-mixing N. Y. Tri-Cities

FCC proposals to make Albany-Schenectady-Troy all vhf territory by deleting presently operating uhf channels there and substituting vhf frequencies have met with divergent response, depending on the individual interests of stations concerned.

Some uhf outlets were strictly opposed; other uhf's approved, on the condition they could switch to vhf broadcasting on one of the proposed vhf channels; some vhf's agreed, depending on the nature and location of further vhf assignments.

The Commission last June [B•T, June 24] suggested rule-making which would dispense with channels 35 and 41. In their place, the Tri-City area would become all vhf by the retention of ch. 6 in Schenectady (now used by WRGB [TV], which failed to file comments), ch. 10 in Vail Mills, N. Y., and the relocation of ch. 13 from Rome-Utica, N. Y. to Albany, substituting ch. 2 for ch. 13 in Rome-Utica. This deintermixture turnabout was in marked contrast to the FCC's original proposal last February to make the entire region uhf.

WTVW (TV) Appeals Ch. 7 Move

WTVW (TV) Evansville, Ind. (ch. 7), has asked the Court of Appeals, Washington, D. C., to reverse the FCC's order of last March shifting ch. 7 from Evansville to Louisville, Ky., and moving ch. 9 from Hatfield, Ind., to Evansville as an educational reservation. The station also requested the court to enjoin the Commission from holding a show cause proceeding in the June 24, 1957, order for WTVW to change operation to ch. 31.

Also filing appeals in the same court were ch. 18 WLEX-TV Lexington, Ky., objecting to the assignment of a vhf channel to Louisville, and WVJS and WOMI, both Owensboro, Ky., whose hearing for ch. 9 Hatfield, Ind., was concluded in 1955, with an initial decision favoring WVJS last February.

City of Flint Objects To Sharing Vhf Ch. 12

THE FLINT (Mich.) City Commission last week urged the FCC not to consider any proposals assigning ch. 12 to the Saginaw-Bay City-Flint area instead of Flint alone.

At the same time, the city officials called on the Commission to hurry the choice of the ch. 12 grantee.

City Manager Harold C. Chirgwin said the city is larger than the "hyphenated" area of Saginaw-Bay City and deserves its own station.

Ch. 12 in Flint has been the subject of a long and complicated struggle. WJRT (TV) holds disputed authority to the frequency at present. Still contesting the grant are WFDF Flint and W. S. Butterfield Theatres Inc.

Last July the FCC called on interested parties to comment on the WKNX-TV Saginaw ch. 57 petition to move ch. 12 to the Saginaw-Bay City-Flint area.

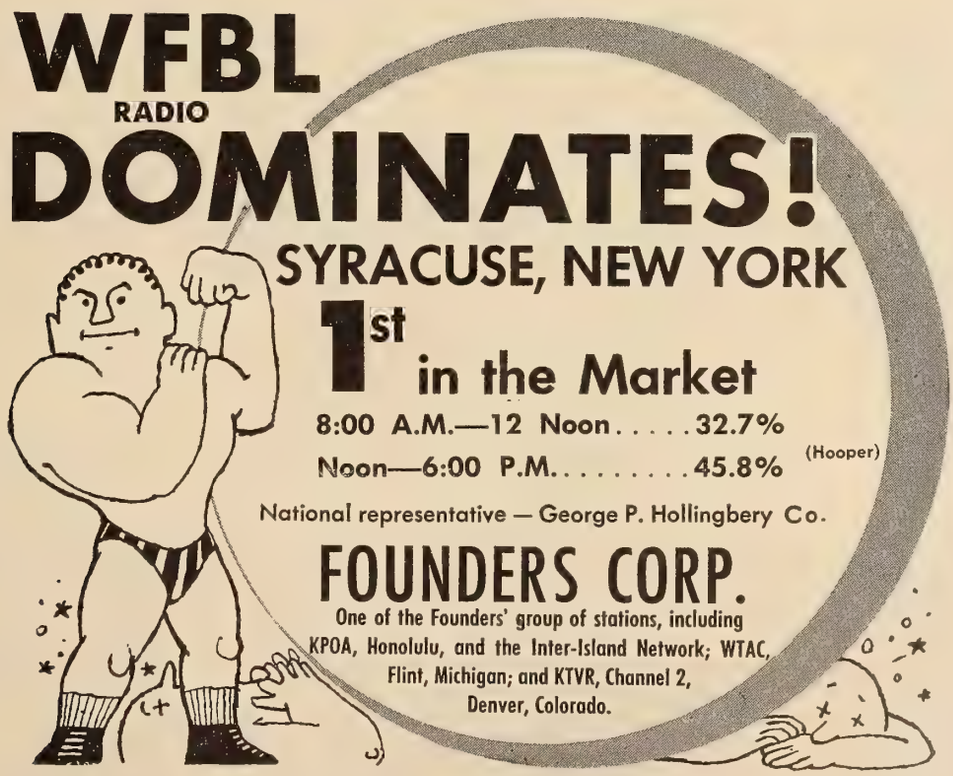
Two Outlets Appeal Grant Of Ch. 12 Tests to WJMR-TV

THE U. S. Court of Appeals in Washington was asked Thursday to stay the grant of experimental operation on ch. 12 New Orleans, La., issued last month to ch. 20 WJMR-TV New Orleans [B•T, July 1]. The stay was requested by ch. 12 WJTV (TV) Jackson, Miss., and by KWTV (TV) Oklahoma City, Okla., an applicant for New Orleans' ch. 12.

WJTV claimed the WJMR-TV transmitter site is 162 miles from its Jackson site, thus 28 miles short of the rule requiring 190-mile minimum separation between stations on the same channel. KWTV charged that unless the experimental grant was stayed, its application for the facility would be jeopardized. In addition to KWTV and WJMR-TV itself, a third applicant for commercial operation of ch. 12 is Cresent City Telecasters Inc. (composed of KTBS Shreveport principals).

WJMR-TV was authorized to conduct experimental operation of ch. 12 simultaneously with its operation on ch. 20 as a means of measuring vhf and uhf propagation from the same site. Ch. 12 was allocated to New Orleans in the deintermixture proceedings earlier this year.

The argument was heard by a two-judge court, Circuit Judges David L. Bazelon and Warren E. Burger. In the event of a disagreement, they would submit the argument to a third circuit judge who would render a decision without a reargument.



Electronic Advances Highlight NAVA Meet

A PROJECTION screen for viewing television, movies and slides under normal lighting conditions without eyestrain and new 27-inch classroom tv receivers, plus refinements in tape recorders for audio-visual use, were among the highlights of the 12th annual National Audio-Visual Assn. convention in Chicago last week.

The new screen, developed by Universal Screen Co., Clinton, Mass., was described as the "third great technical advance" in audio-visual projection for easier classroom instruction. New lenticular screen permits tv projection to large screen areas, with more projector light reflected to useful audience viewing areas, it was claimed.

Transvision Inc., New Rochelle, N. Y., introduced the 27-inch receiver for school and other educational use and for industrial organizations. It is designed to meet closed circuit and regular tv reception needs and actually functions as a dual receiver.

New line of audio-visual tape recorders, designed for half track or stereophonic record and playback, was shown by Audio Div. of American Electronics Inc., Los Angeles, Calif. The unit accommodates reel sizes up to 10½ inches and is designed for standard 3¾ and 7½ inches per second.

Bell & Howell previewed two new 400-ft. sound films for motion picture use in business and education during its audio-visual meeting, while North American Philips announced a new three-speed, dual track, portable tape recorder (with Norelco trademark). It was designed by Philips of the Netherlands, claimed to be the world's largest electronic firm outside the U. S.

Several manufacturers and film companies maintained displays during the four-day convention (July 20-23) at Chicago's Morrison Hotel. Among exhibitors: Ampex Audio Inc., Broadcasting & Film Commission of National Council of Churches, Califone Corp., Cathedral Films, Church-Craft Pictures, George W. Colburn Labs, Columbia Records Sales Corp., Concordia Films, Coronet Instructional Films, Dekane Corp., Hamilton Electronics Corp., Family Films Inc., Jam Handy organization, Pentron Corp., Pyramid Enterprises, RCA, Reeves Soundcraft Corp. (tapes), Television Equipment Co., Television Assoc. of Indiana (film, tape magazines), United World Films Inc., V-M Corp., Webcor Inc., World Wide Pictures, Victorlite Industries and Standard Projector & Equipment Co. Some 2,500 audio-visual specialists attended.

Conspicuous by its presence for the first time in recent years was the Society of Motion Picture & Television Engineers, which took part in the conference and maintained a special display. Among resolutions adopted was one authorizing the appointment of a committee to meet with the Magnetic Tape Recording Industry Assn. Audio-Visual Assn. hopes to furnish management services to the tape group.

A feature of the SMPTE exhibit was the showing of 16mm test films and their usefulness in the motion picture and tv fields.

Also stressed was the interchange of ideas and further advancement in engineering in tv and related fields.

Included on the convention agenda were an RCA audio-visual products luncheon and dealer meeting; talks by Henry C. Ruark Jr., NAVA information director, on "Working with Press, Radio and Tv," and by P. Ray Swank, president of Swank's Inc., on "Effective Advertising and Sales Promotion."



MOTOROLA INC. last week announced plans for a $3 million facilities expansion program, including tv and high-fidelity plant assembly, dictated by growth in automotive and consumer products activity.

The program calls for construction of a 110,000-square foot building to house offices and engineering for consumer-engineering products and an addition of 120,000 square feet to its present Franklin Park tv hi-fi plant, according to Paul V. Galvin, board chairman.

Work on the manufacturing plant addition will start in August, with tentative completion date in 1958. The new headquarters (pictured above) will be a three-level structure, with construction slated to start next spring. Divisional administration and engineering functions currently are housed at Motorola's general offices and main plant site at 4545 W. Augusta Blvd. Vacated facilities will be absorbed by its communications and industrial electronics division. General staff operations also will remain there.

Sylvania Sales for First Half Slightly Over Last Year's High

SYLVANIA Electric Products Inc. sales for the first half of 1957 slightly exceeded the previous high set a year ago, while sales for the second quarter were slightly below those of last year, it was reported last week by Don G. Mitchell, chairman and president. But with June earnings exceeding April and May, he foresaw a "decided upturn."

Net sales for the second quarter were $74,970,858, against $75,932,904 a year ago, adjusted to reflect the combination of Argus Cameras with Sylvania. Net sales for the first half were $162,520,532, compared with $162,360,384 in the first half of 1956.

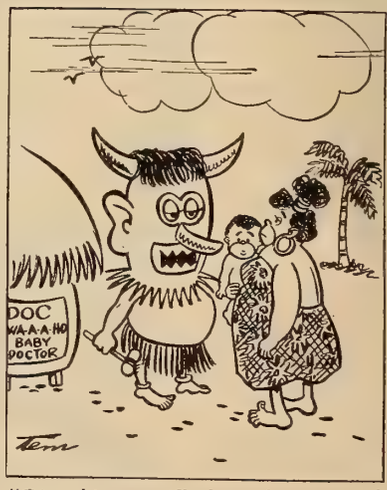
Net income for the second quarter was $1,718,725, against $3,127,006 a year earlier, equal to 46 cents per share compared with 86 cents per share in 1956. Net income for the first half amounted to $4,788,669, against $7,377,249 last year. After provision for the preferred dividends, this was equal to $1.30 per share, against $2.04 in 1956. All current year figures are adjusted

You're in good company on WGN-RADIO Chicago



Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.



"Give him a stiff shot of castor oil, and tune in KRIZ Phoenix—I'm too tired to go into my dance."

to the addition of Argus Cameras as a division of Sylvania.

Mr. Mitchell attributed decreased earnings to "lower volume in some of our more profitable products, and unusually strong price competition in other areas" as well as "the high costs of changing over to full production and distribution of the new 110-degree television sets and picture tubes. . . ."

RCA Makes Three Appointments In Defense Electronic Division

THREE appointments were announced last week by RCA in conjunction with the realignment of the defense electronic products division, according to Arthur L. Malcarney, executive vice president of the division. Purpose of the reorganization is to provide military customers with broader technical and marketing services for current and long-range needs in military electronics.



JOLLIFFE HERTZBERG KIRKPATRICK

Dr. C. B. Jolliffe, vice president and technical director of RCA, has been appointed to the newly-created post of vice president and technical director, RCA defense electronic products. Joseph M. Hertzberg, manager, RCA airborne systems department, has been promoted to the new post of manager, defense marketing. William B. Kirkpatrick, marketing manager, airborne systems department, will succeed Mr. Hertzberg as manager.

In his new position, Dr. Jolliffe will be responsible for providing technical guidance on RCA defense activities and for establishing and maintaining liaison with government, industrial and technical organizations. Mr. Hertzberg assumes functional responsibility for all marketing activities within the organization, including product planning, marketing administration, defense spares (stockpiling of emergency equipment) and advertising activities, as well as operation of field offices in Washington, Dayton and Los Angeles. Mr. Kirkpatrick will have charge of planning, engineering and marketing RCA airborne electronic equipment for military use.

RCA Tube Division Appoints Five

FIVE key appointments have been made to the staff of the newly created distributor products activity of the RCA electron tube division, according to L. F. Holleran, manager. They are: H. F. Bersche, formerly manager, marketing services, to manager, merchandising; D. M. Branigan, to continue as manager, distributor sales; G. C. Brewster, formerly manager, marketing administration, to manager, administration and controls; W. G. Kelly, manager, warehousing administration and services, to manager, administration and controls, and H. S. Stamm to continue as manager, advertising and sales promotion.

take 5

and get the whole rich northern Florida market, that The PERRY STATIONS cover as no other media can . . . completely, effectively, and with apparent but deceptive ease.

THE PERRY STATIONS

1 WJHP-TV *Jacksonville*
2 WCOA *Pensacola*
3 WTMC *Ocala*
4 WDLP *Panama City*
5 WESH-TV *Daytona Beach*

Radio Stations Represented By: JOHN H. PERRY ASSOCIATES

TV Stations REPRESENTED BY PETRY

TV'S PROFIT MARGIN: GOING UP, SAYS NARTB

THREE out of five television stations expect to make more money this year than they did in 1956.

This brighter profit picture for 1957 is painted in a series of studies conducted by NARTB, based on financial data covering 56% of all tv stations except noncommercial, network o&o, satellite and territorial stations (see tables and charts).

The typical (median) station looks for a 17.7% profit margin this year, before taxes. This is a little better than the 15.9% profit earned in 1956 and almost double the 9.4% figure in 1955.

NARTB's studies show a typical 1957 television station that will wind up the year looking like this: Total broadcast revenue $962,100, expenses $791,300, profit $170,800. These estimates are based on trends during the winter and spring months.

The 1956 tv station looked this way: total broadcast revenue $920,700, expenses $774,300, profit $146,400. In 1955 the typical tv station showed: total broadcast revenue $708,000, expenses $650,000, profit $66,600.

Using percentages, 1957 total broadcast revenue is expected to increase 4.5% over 1956 whereas total expenses are to go up 2.2%, widening the profit margin.

Analyzing the typical tv station's time sales dollar, NARTB finds that 47 cents comes from national-regional business, 23 cents from networks and 30 cents from local advertisers. The expense dollar breaks down this way: program 37 cents; general-administrative 33 cents; technical 18 cents; sales 12 cents.

NARTB's figures create a typical tv station out of data from 218 stations that returned usable questionnaires. Both NARTB member and non-member stations were surveyed, with 391 queried. The proportion of stations in each market and dollar-volume category is typical of the industry as a whole. Network o&o station data is not available. The association is mailing detailed yardstick analyses of television and radio station operating and revenue figures to its members (the radio analysis will be printed in B•T Aug. 5).

The size of markets had little effect on the proportion of the sales dollar that came from national and regional advertisers (non-network), according to NARTB. The share of total revenue coming from the networks, however, was greater in the larger markets, whereas the share from local sources was greater in smaller markets.

Total broadcast revenues, expenses and profit margins vary directly with the size of market in which a station is located, the study reports. The typical station in markets of more than a million population had revenue of a little over $3 million. On the other hand, the typical station in markets under 25,000 population grossed only $331,000.

With 60% of stations expecting some widening in profit margins, 24% expect the profit margin to be squeezed in 1957 and 16% expect no change.

The survey was conducted by the NARTB Employe-Employer Relations Dept. with the aid of the Research Dept. The sample is the largest ever obtained for this type of survey. A new feature this year shows figures for the "middle 50%" of stations, those between the top 25% and bottom 25% of the group. The computation formula is somewhat different than those used in past years but NARTB believes the 1957 format is the most satisfactory yet developed.

THE TYPICAL U.S. TV STATION IN 1956



ITS REVENUE[a] WAS $920,700

ITS TIME SALES WERE $966,000

ITS EXPENSES WERE $774,300

ITS PROFIT[b] WAS $146,400

OF ITS TIME SALES . . .

$224,900 (23.3%) WAS FROM NETWORKS

$454,500 (47.0%) WAS FROM NATIONAL AND REGIONAL ADVERTISERS

$286,600 (29.7%) WAS FROM LOCAL ADVERTISERS

OF ITS EXPENSES . . .

$140,200 (18.1%) WENT INTO TECHNICAL

$282,600 (36.5%) WENT INTO PROGRAMS

$96,000 (12.4%) WENT INTO SELLING[c]

$255,500 (33.0%) WENT INTO GENERAL AND ADMINISTRATIVE

$301,400 (OF THE FOUR EXPENSE CATEGORIES) WENT FOR SALARIES AND TALENT EXPENSE

[a] Time sales plus incidental broadcast revenue minus agency and rep commissions and payments to networks for sale of time.
[b] Before taxes.
[c] Includes all promotion. Excludes agency and rep commissions.

HOW MUCH BETTER IN '57?

The figures at left and below represent some of the conclusions NARTB drew from its survey of operating U. S. tv stations. The figures at left are medians compiled on the basis of revenue and expense figures for 1956. Those below, also medians, are based on estimates of how revenue and expenses will increase in 1957.

MARKET SIZE [a]	REVENUE [b]	EXPENSE
1 million or more	4.3%	4.5%
500,000-1million	3.7%	3.5%
250,000-500,000	3.7%	0.7%
100,000-250,000	5.1%	2.1%
25,000-100,000	6.3%	5.2%
under 25,000	19.8%	7.4%
NATIONWIDE	**4.5%**	**2.2%**

HOW SALES WILL INCREASE

MARKET SIZE	NETWORK [c]	NATIONAL, REGIONAL	LOCAL
1 million or more	7.9%	5.3%	3.5%
500,000-1 million	5.0%	5.0%	2.2%
250,000-500,000	4.2%	3.6%	0.0%
100,000-250,000	10.0%	5.6%	4.5%
25,000-100,000	16.5%	7.6%	5.6%
under 25,000	20.0%	20.0%	16.3%
NATIONWIDE	**8.3%**	**5.4%**	**3.7%**

[a] Population figures for standard metropolitan county areas were used for all cities falling within such an area. The population figures are as of Jan. 1, 1955, and may be found in *Sales Management's* Survey of Buying Power (May 10, 1955).
[b] Time sales plus incidental broadcast revenue minus agency and rep commissions and payments to networks for sale of time.
[c] National network affiliates only.

RETMA Votes to Change Name To Electronic Industries Assn.

MEMBERS of Radio-Electronics-Tv Mfrs. Assn., comprising manufacturers of electronic equipment, voted 374-8 last week to change the organization's name to Electronic Industries Assn. The change becomes formally effective with revision of the Illinois charter.

The association was founded in Chicago in 1924 as Radio Manufacturers Assn. "Television" was added in 1950 and the RETMA title approved in 1953. James D. Secrest, executive vice president, said the term "electronic" is generally regarded "as descriptive of the growing variety of electronic products including older radio and television equipment and components."

The first meeting of the association under the new name will be held Sept. 10-12 at the Ambassador Hotel in Los Angeles, coinciding with the all-industry celebration of National Television Week, Sept. 8-14.

RAB Plans Group Approves Projects to Aid Dealer Sales

AT LEAST eight special projects to help its members speed sales of radio time were offered by Radio Advertising Bureau last week, with the objective of completing and delivering them to members before the end of this year.

Approved at the semi-annual meeting of the RAB plans committee on Tuesday, the projects include:

(1) Two new "last word" studies giving merchandisers detailed information on the media habits of customers in the grocery and drug fields;

(2) Two new strip films for use in selling to local representatives of national food and drug accounts;

(3) Two new marketing presentations, on the Negro and farm markets;

(4) A current analysis of nighttime radio and its advantages;

(5) A "Pick-a-Program" brochure showing how a specific program fits advertisers' products;

(6) A 1957 football study, pointing up advantages of football sponsorship;

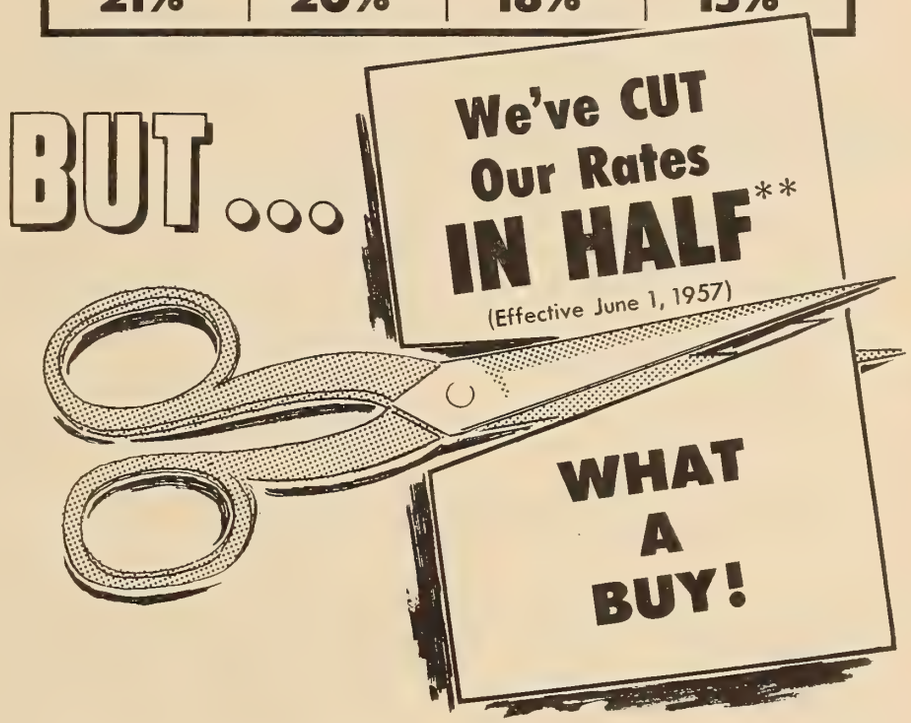
(7) A new "awareness" test, showing radio's value in introducing a product and also giving latest information on weekend listenership, and

(8) A new directory containing marketing data, distribution areas, advertising policies and approximate budgets, sales volume and degrees and types of competition of 100 nationally-sold products.

Kevin B. Sweeney, RAB president, presided over the plans committee meeting in the absence of Donald W. Thornburgh of WCAU Philadelphia, chairman. Committeemen on hand, newly-appointed and attending their first planning session, included Ned Armsby, ABC; Paul F. Braden, WPFB Middletown, Ohio; Gustav K. Brandborg, KVOO Tulsa; Dee O. Coe, WWCA Gary, Ind.; Herbert Evans, Peoples Broadcasting Co., Columbus, Ohio; Louis Hausman, CBS Radio, and Lester M. Smith, KJR Seattle.

EVENINGS from 7 P.M.
WHEC, Rochester, N. Y.
Gets the BIGGEST Share of Audience — 25%*

STATION B	STATION C	STATION D	STATION E
21%*	20%*	18%*	15%*



*Latest Rochester Metropolitan Area PULSE, Report March 1957
**Our New Class D Nighttime Announcement Rate

BUY WHERE THEY'RE LISTENING: -
WHEC of Rochester
NEW YORK
5,000 WATTS
Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

MORE
FACILITIES
FOR YOUR PROGRAMS
MORE
VIEWERS FOR
YOUR MONEY
MORE
SALES
FOR YOUR PRODUCTS
•
CHANNEL 4
WWJ-TV
DETROIT
NBC TELEVISION NETWORK
ASSOCIATE AM-FM STATION WWJ
First in Michigan—Owned and
Operated by THE DETROIT NEWS
•
National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

You're in
good company
on WGN-RADIO
Chicago



Top-drawer advertisers
are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

WIRED TOLL TV PLANS BLOSSOM AS ON-AIR SERVICE IS ARGUED

SUBSCRIPTION television last week was in the air—if not on it. It was a subject of serious debate from coast-to-coast.

• In Washington, the same arguments that have been repeatedly advanced by advocates and opponents of on-the-air toll tv were made again in comments filed with the FCC.

• In California, the developers of closed circuit subscription television were eagerly seeking operation franchises; and one of them was preparing for demonstrations in New York.

• In Washington, Bert Bell, professional football commissioner, said if he had his way, professional football would never be shown on subscription television. He credited revenues from free radio and tv with making the difference between profit and loss for professional football.

ON-THE-AIR IS UP IN THE AIR AS FCC GETS TOLL COMMENTS

THE FCC should disregard petitions for subscription television, abandon any plans for trial demonstrations, and terminate current proceedings.

Such were some of the prominent opinions of the television networks filed in the form of reply comments with the Commission last week. The replies were in answer to comments filed earlier this month [B•T, July 15].

The next step is up to the Commission, which has proposed to authorize "field demonstrations". There is doubt that the Commission will be able to take any action on pay tv until September—since it has only one more meeting (August 1) before it goes on a month's vacation.

In the comments filed earlier this month, proponents urged the Commission to authorize full scale toll tv operations. Opponents objected to the test idea in toll. The proposal, voted by a unanimous Commission, would have approved widespread tests of the scrambled on-the-air signals.

CBS said last week in its reply: "The public is not clamoring for the right to pay for the baseball games which are now broadcast free." The network also noted that "a small minority could deprive the vast majority of the public of the very programs which it most wants to see."

CBS added that if the Commission is reluctant to dismiss the proceedings, it should at least put them "in abeyance" pending the evaluation of closed circuit operations.

ABC insisted that the toll tv proposals have not been demonstrated to be in the public interest, and if the FCC refused to call off its inquiry, it should at least refer the issue to Congress.

This network also said that those in favor of subscription tv simply had not made a convincing case in spite of time and opportunity for them to do so.

NBC called on the FCC to let Congress first resolve basic policy issues underlying the approval of any pay tv systems before giving an OK to trial tests.

It added that if the Commission still wants to set up demonstrations, it should require much more detailed information than is presently in the record. NBC thinks that "authorization of a field demonstration may well lead to a change in the entire nature of broadcasting."

Westinghouse Broadcasting Co. Inc. stated that trial tests would interrupt free tv, and "degrade it." It also said that the installation of wire tv will give the public ample opportunity "to make a true choice."

The National Assn. of Radio & Television Broadcasters told the FCC that "the latest round of arguments on pay tv clearly showed that meaningful tests of toll-tv schemes are not possible." It observed that none of the large proponents "really want a test program."

Other interests against subscription tv included the Joint Committee on Toll Tv, the weekly magazine, *Tv Guide*, and Jerrold Electronics Corp. And KPTV (TV) Portland, Ore. pleaded for free tv saying the public would otherwise "foot the bill."

WFMZ-TV Allentown, Pa. stated: "Surely the important thing now is a decision." It asked for a halt to "paper filibustering" which it said only served "the legion of lawyers and printers" now servicing the case.

Zenith Radio Corp. remained steadfast in its long standing sponsorship of pay tv. It said it "is inevitable no matter what action the Commission takes in this proceeding. The only question of substance which actually is before the Commission is whether subscription tv shall be used to benefit the broadcast industry . . . and better serve the American public, or whether it shall be forfeited through delay to the closed circuit operators and to the benefit of AT&T and the motion picture exhibitors who are under no legal duty whatsoever to serve the manifold needs of the public."

The firm noted current promotions of wired subscription services and reports that as many as six channels may be carried simultaneously. These services, it said, need not be restricted to subscription tv. They may be available to sponsored tv and also "provide radio programs to the home." All this, according to Zenith, might lead to "no justification for retaining any of the spectrum for any television or radio service—subscription, sponsored or otherwise." The CBS argument (that the FCC limit the use of the spectrum to those for which wire lines are not practical, etc.) could pave the way for turning the space over to the military and all the industrial services "clamoring for a greater share of the spectrum, and which cannot use wire," Zenith said.

It also pointed out that CBS "in its blind

KOSI DENVER
SAN FRANCISCO KOBY
Number One
RADIO BUY
HOOPER – PULSE
NIELSEN
KOSI — See Forjoe
KOBY — See Petry

hostility to subscription television" refuses to recognize the danger for itself and others in wired toll tv. "The entire service from studio to home could be handled completely by AT&T as it now handles telephone service, and there would be no need for independent broadcast stations," Zenith added.

WTVK (TV) Knoxville, Tenn. told the Commission it would like to take part in any test trials. It said that subscription tv "may hold the only hope for economical survival of a uhf station such as [WTVK (TV)] in a vhf market such as Knoxville."

CALIFORNIA TO BE TEST AREA FOR CLOSED CIRCUIT TOLL TV

CALIFORNIA seems destined to be a main proving ground for closed circuit toll tv and a battle ground for the various organizations that want to provide either a pay-as-you-see program service or the mechanics of delivering programs to subscribers and collecting for this service or both.

Los Angeles, where the city council has already approved the basis for a closed circuit toll tv franchise and has granted the first one to Skiatron Tv Corp. [B•T, July 22], will probably be the scene of the major activity in the weeks immediately ahead. The grant to Skiatron does not authorize this company to start installing equipment yet; it merely gets a set of basic terms on record for competitive bids by Skiatron and any one else who may be interested. The Los Angeles city attorney's office is now preparing to advertise the franchise and expects to issue the call for bids by the end of this week or the beginning of next.

Basically, Los Angeles offers a non-exclusive 21-year franchise to install and operate a closed circuit program system for which the city gets 2% of gross revenue. Each franchise is to be offered for competitive bidding and awarded to the highest bid from an acceptable bidder. Fox West Coast Theatres (movie house chain) and International Telemeter Corp. (Paramount subsidiary and developer of a coin box attachment to decode and collect for programs) elected to apply for a second franchise from the city instead of bidding against Skiatron for the first one [B•T, June 22].

A third interested party in the Los Angeles area is Tele Movie Development Co., which advocates dividing the city into sections of 2,500 to 6,000 homes apiece. Harrison W. Hertzberg, Tele Movie attorney, told the city council that it could take as long as 10 years for a single organization to provide citywide service for Los Angeles, but that six or eight or ten different organizations, attacking the job in sections, could complete it in two or three years. Tele Movie has discussed franchises with about 30 communities outside the city of Los Angeles but still in the metropolitan area, Mr. Hertzberg reported, and has filed five or six formal applications for them. One, filed in the name of Tri City Tele Movie Co. for Oceanside-Carlsbad-Vista, is expected to be granted momentarily.

With the Skiatron franchise already granted by the Los Angeles city council and the joint application of International Telemeter and Fox West Coast Theatres being processed by the city's board of public utilities and transportation [B•T, July 22] the group of local businessmen represented by Hubert D. Long has decided not to file another application but instead to bid on those already on file, Mr. Long said last week. Favorable council action on an application for a closed circuit tv franchise, he reminded, serves only to place the franchise on the market for bids, so that it may ultimately be awarded to the highest acceptable bidder.

Mr. Long emphasized again, as he had before the city council, the interest of his group in keeping the programs delivered by the closed circuit system as the right kind to be brought into the home. He pointed out that the FCC has no control over closed circuit operations and expressed a fear of what might happen should a closed circuit tv system fall into the hands of "a Las Vegas gambling syndicate."

But Los Angeles is not the only California area with toll tv activity. Skiatron and Telemeter have both held discussions with city officials of San Francisco on a franchise.

Skiatron has also filed requests for franchises in Oakland and San Diego and is known to be surveying the situation in other California cities. Telemeter is also expected to seek franchises in cities other than Los Angeles and San Francisco, and it is probable that in most if not all these communities there will be local interests ready and anxious to compete against Skiatron and

CODED SIGNALS

SCRAMBLED tv was approved by the FCC last week—but not for subscription purposes. The FCC granted KMBC-TV Kansas City authority to broadcast private medical programs from the Kansas U. School of Medicine to local doctors for one hour daily between Sept 17-20.

The actual programs, as opposed to purely experimental ones authorized in the past, will be of a medical nature not suitable for ordinary broadcast. They will be picked up by coded receivers specially arranged for the medical audience.

FCC officials insisted the grant was in no way to be regarded as a trial test of subscription tv. Comrs. Bartley and Mack dissented.

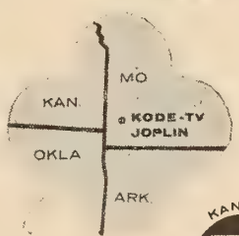
a great new Joplin



created for you by

KODE-TV

136,547 TV HOMES* IN THE JOPLIN MARKET
Larger than Duluth, Phoenix, Ft. Wayne
$776,919,000 Buying Income; 669,800 Total Population



*NOW 28% HIGHER TOWER — HIGHEST IN 4-STATE COVERAGE AREA
*NOW 29% MORE POWER — 71,000 WATTS MORE THAN ANY OTHER STATION IN THE AREA
*NOW COVERS 136,547 TV HOMES IN JOPLIN MARKET—AN ALL-TIME HIGH

* Television Magazine Set Count, July, 1957

You'll have more luck with KODE-TV-JOPLIN, MO.

316,000 WATTS Designed Power
101 miles Northeast of Tulsa • 150 miles South of Kansas City
203 miles East of Wichita • 250 miles Southwest of St. Louis

KANSAS 12 KODE TV OKLAHOMA MISSOURI ARKANSAS

Harry D. Burke, V. P. & Gen'l Mgr.
Represented by AVERY-KNODEL

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WHAT FREE RADIO-TV MEANS TO PRO FOOTBALL

DOLLAR FIGURES showing what broadcast rights were worth to the 12 professional football teams in the period 1952-1956 were presented by Commissioner Bert Bell in testimony to the Celler subcommittee last week. Also revealed, and reproduced in the table below, were the total income figures.

Mr. Bell's figures showed that, in the five football seasons since 1952, radio and tv rights brought the NFL teams $6,855,270. This compares with a total income for the 12 teams over the 1952-56 period of $52,420,106. The league's best year in radio-tv rights was 1954, when $1,764,076 was received, over 15% of the total income. Last year saw broadcasting accounting for $1,719,693 of the 12 teams' total income of $12,370,074.

	1952		1953		1954		1955		1956	
	Radio-Tv Income	Total Income	Radio-Tv Income	Total Income	Radio-Tv Income	Total Income	Radio-Tv Income	Total Income	Radio-Tv Income	Total Income
BALTIMORE COLTS	——[1]	——[1]	$ 93,500	$ 658,763	$ 114,500	$ 672,841	$ 130,000	$ 926,284	$ 123,557	$ 947,450
CHICAGO BEARS	$ 95,589	$1,050,588	140,323	1,027,209	160,411	1,159,493	85,170	1,193,950	201,747	1,512,153
CHICAGO CARDINALS	15,000	632,254	52,718	540,258	137,382	657,533	77,500	667,707	151,059	825,053
CLEVELAND BROWNS	100,000	708,661	147,200	815,566	125,000	811,140	137,500	1,008,977	150,000	966,385
DETROIT LIONS	85,980	843,228	136,725	1,013,363	211,650	1,134,239	125,000	1,003,000	148,703	1,074,974
GREEN BAY PACKERS	30,000	477,868	62,500	576,050	114,350	630,834	35,300	684,220	95,250	680,936
LOS ANGELES RAMS	24,141	828,549	79,625	906,208	144,517	1,058,893	141,395	1,160,593	140,668	1,194,011
NEW YORK GIANTS	158,000	601,085	158,050	569,107	218,000	708,504	218,000	752,724	179,000	934,632
PHILADELPHIA EAGLES	90,000	472,134	125,008	569,412	85,000	716,094	85,000	656,966	120,000	691,677
PITTSBURGH STEELERS	52,500	642,733	95,000	783,154	150,000	901,496	100,000	886,173	100,000	909,275
SAN FRANCISCO 49ers	57,500	1,248,093	68,500	1,243,070	139,000	1,534,298	116,395	1,545,249	165,000	1,633,889
WASHINGTON REDSKINS	60,000	821,924	80,000	808,453	104,341	771,505	112,382	969,499	165,000	999,649
Totals	$768,709	$8,327,117	$1,239,149	$9,510,613	$1,764,076	$10,756,960	$1,363,641	$11,455,342	$1,719,693	$12,370,074

[1] The Baltimore franchise was located in Dallas during the 1952 season, and no figures were available.

Telemeter for the right to provide this service.

Public demonstrations of the Telemeter system of closed circuit toll tv, which have been conducted in Los Angeles since late March [B•T, March 25], will move to New York's Savoy Plaza Hotel Aug. 12, Louis A. Novins, vice president and general manager of ITC, announced. Newsmen, sports figures, executives from the theatre, tv and motion pictures, financial houses, technical and engineering organizations, labor groups, educators, public officials and others have been invited to attend the New York demonstrations, which will continue through Aug. 29, Mr. Novins said.

In making the announcement, Mr. Novins stated: "It is significant that Telemeter is the only closed circuit pay television system that has been demonstrated publicly thus far. During the past four months hundreds of leaders in the entertainment industry, technical groups and others have seen the Telemeter demonstrations in Los Angeles. The reactions have been most gratifying. Our planned New York demonstrations will permit interested people in the eastern part of the United States to see the system in operation there."

Top engineers from AT&T's national headquarters in New York and from the AT&T-owned Bell Telephone Labs there were in Los Angeles last week making tests on the method of transmission proposed by Skiatron for its closed circuit tv operation, which Skiatron officials have testified will enable it to connect subscribers to the central program source at a fraction the cost of other systems. They refused to discuss their method in detail "for competitive reasons" but it is understood to involve the use of wires instead of coaxial cable for getting programs from the studio into the home. How long the telephone company engineers will continue their tests into the practicability of the Skiatron transmission system was not known, or at least not stated. The Los Angeles offices of Pacific Telephone & Telegraph Co., with which Skiatron has been negotiating, denied any knowledge of these visiting experts, and a Skiatron spokesman would say only that "it might take days or it might take weeks."

PRO FOOTBALL CHIEF LIKES FREE TV BETTER THAN FEE

IF Bert Bell, commissioner of the National Football League, has his way, professional football will never be shown on pay tv. In no uncertain terms, Mr. Bell expressed his opposition to toll tv last week before the House Antitrust Subcommittee.

The "czar" of professional football also disclosed financial figures which show that the present radio-tv setup contributes a large share to the income of the 12 NFL teams, just as it does to the 16 major league baseball clubs [B•T, June 24]. In fact, Mr. Bell said that radio-tv revenues have meant the difference between a profit and loss for many if not all of the league's teams.

Rep. Emanuel Celler (D-N. Y.), chairman of the subcommittee conducting the hearings to determine if professional team sports should be placed under the antitrust laws, asked Mr. Bell: "Are any of the teams in your league negotiating for closed-circuit communication of the game?"

Mr. Bell replied that he could not speak for the club owners but that he personally was "definitely against" charging a fee to view pro football games on tv. "The kids of this country are entitled to see sports free on tv," he stated. Commenting on the many U. S. homes costing from $2,000 to $3,000 with tv antennas on their roofs, Mr. Bell asked: "How are kids in these kinds of homes going to pay?"

With an obvious slap at major league baseball teams planning to switch their games to pay tv, Mr. Bell said that his league "doesn't think so much of money" as to cut off free telecasting of games. "If we give the public the impression that all we want is money . . . we have got no right to claim that we are a sport, or that we deserve any exemptions of any kind [from antitrust laws] under that basis."

Mr. Bell told the subcommittee that he believed the majority, "and maybe all," of the pro football teams' contracts with television prohibit the closed-circuit telecasting of games.

Chairman Celler told Mr. Bell his statements on pay tv were "refreshing" in contrast with the statements of "some of the baseball owners who testified here." Horace Stoneham, president of the baseball New York Giants, and Walter O'Malley, president of the Brooklyn Dodgers, both previ-

ously had told the committee of their plans to switch to pay tv [B•T, July 22, 8].

The football commissioner also was asked whether his practice in ordering game commentators not to criticize players, second guess officials, or discuss or picture fights which break out on the field, is not a form of "censorship". Mr. Bell said he acted only to "protect the game. I believe they [announcers] should call the game as it is. They shouldn't criticize players or teach kids that a great ball player is fighting so they'll go out and copy him." Mr. Bell must approve all announcers before they can work NFL football games on radio and tv.

Mr. Bell cited beer commercials and Elvis Presley as precedents for regulating what is shown on television. He noted that "they pour beer, but the don't drink it [on tv]."

Help Over the Hump

Revenue from sponsored tv has helped pro football over its financial hump, Mr. Bell testified. And tv—long chastised as the cause for the demise of minor league baseball—was highly praised in Detroit by Edwin J. Anderson, president of that city's Lions.

Mr. Anderson said that tv has been an "unrelieved blessing" for football. "It's been one of the things largely responsible for our attendance gains in recent years. People who might never have gone to a game saw it on television and realized it's a much more polished, skillful game than college play. So they started coming out," Mr. Anderson told Dan Cordtz, *Wall Street Journal* reporter.

All of last Wednesday's three-hour session and part of Thursday was taken up by Mr. Bell's testimony. He also is due to return this Wednesday when the hearings resume. Following Mr. Bell to the stand Thursday were several former pro football players.

Hellman Forms Hellman Assoc.

JEROME HELLMAN, a talent agent who briefly became "talent" last fall when he succeeded Worthington (Tony) Miner as the fourth producer of the ill-fated "Unit Four" group responsible for NBC-TV's *Kaiser Aluminum Hour*, last week resigned from Ashley-Steiner agency to establish his own production firm, Jerome Hellman Assoc. His partners are Marian Searchinger, former A-S tv-stage story agent and James N. Merrick, A-S casting director.

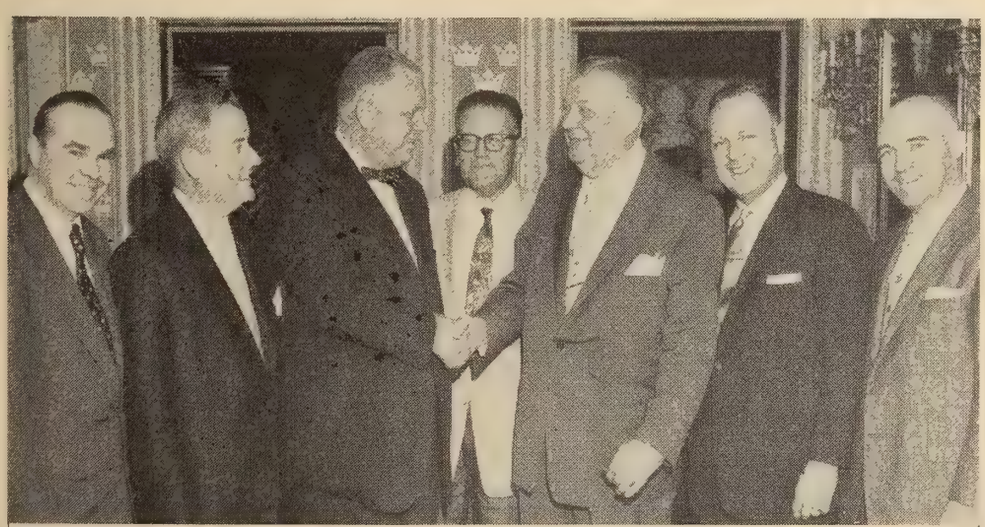
PROGRAM SERVICES SHORTS

Standard Radio Transcription Services, Chicago, packager of transcribed music and sound effect records, will announce new policy governing production-releases and pricing of *Shorty Tunes* package, effective in September. Several hundred stations subscribe to series. Firm will turn out ten instead of 20 tunes (five pop, five standard) monthly, emphasizing larger band groups.

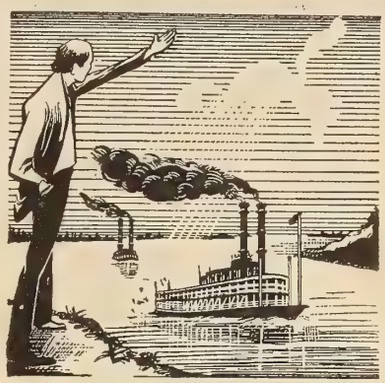
RCA Thesaurus, N. Y., reports three new sales by stations to sponsors of *Double Talk*, series of Al Kelly radio commercial spot. They included *The Electric Shop* on WADK Newport, R. I. (to be heard 9 times over 26 weeks); Lawrence Mayflower Furniture on KUBA Marysville, Calif. (35 times in 52 weeks), and Loudens Dept. Store on WBSC Hillsdale, Mich. (24 times, 52 weeks). Spots were released to stations July 1.

United Press' European headquarters have been moved to new location. New address: No. 8 Bouverie St., London.

Capitol Records Inc., Hollywood, is releasing 13 packages of two-channel stereophonic tapes ranging from symphony to cool jazz, this company's first contribution to growing field of broadcast programming, particularly by jointly owned am and fm stations.



HAROLD CARLSON, sales manager for the radio and television division of the Illinois Bell Telephone Co., was given a luncheon last week on his 40th anniversary with the company. Here, Mr. Carlson is congratulated by (l to r): George Cook, vice president and treasurer, WLS Chicago; William Riley, central division manager, RCA Recorded Program Services; Lawrence Swanson, general sales manager, Illinois Bell; Burt Squire, station relations, BMI; Mr. Carlson; Ward L. Quaal, vice president and general manager, WGN-AM-TV Chicago, and Ray Livesay, general manager WLHB-AM-FM Mattoon, Ill.



'WAY OUT IN FRONT!

Oldtime steamboat races along our Ohio River Valley were often close, and hazardous to put your money on. Quite different from today's audience race among TV stations. When you put your money on WSAZ-TV, you've picked *THE* winner. Survey after survey gives the title to this 69-county giant — and the latest Nielsen is no exception. Consider these WSAZ-TV margins over the next-best station:

95,670 more homes per month

99,430 more homes per week

101,130 more daytime homes, weekdays

100,580 more nighttime homes, weekdays

WSAZ-TV steams with comparable popularity across a four-state domain wherein almost $4,000,000,000 buying power awaits advertisers who like to ride with the winner. The gangway is down at any Katz office.



HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, President
Represented by The Katz Agency

'Newsweek' Buys 46% Of KFSD-AM-FM-TV

WEEKLY Publications Inc. (*Newsweek* magazine) has purchased 46% of KFSD-AM-FM-TV San Diego, Calif., for $1.5 million [CLOSED CIRCUIT, July 1]. The sale is subject to the usual FCC approval.

The California stations now are owned by Fox, Wells & Co., 76.6%; James G. Rogers, station president, 10.1%; Elliot Cushman, 5.6%; Glen McDaniel, New York attorney, 3.1%; William E. Goetze, station president, 1.7%; William T. Lane, 1.4%; W. R. Tucker, 1.1% and Jaquin A. Grill station commercial manager, 0.4%.

Upon Commission approval the KFSD stations will be owned by Fox, Wells & Co. and associates (Rogers, *et al.*), 54%, and Weekly Publications Inc., 46%.

Newsweek actually is paying the $1.5 million for 11,300 shares of common stock (out of 24,450 which will be outstanding). The magazine is paying Fox, Wells $1,250,000 for 9,300 shares, and KFSD Inc. $250,000 for 2,000 shares to be issued. *Newsweek* is receiving 9,300 shares now held by George B. Wells in his own name and under Wells family trusts, plus the 2,000 shares to be issued by KFSD Inc. Mr. Wells, former president of American Optical Co., is retiring from the Fox, Wells firm. *Newsweek* also is assuming 50% obligation of a $800,000 bank loan.

The board of KFSD Inc., now numbering four, will be increased to seven, of which *Newsweek* will elect three. The other four will represent Fox, Wells & Co., the minority stockholders having signed a stock-pooling agreement to go along with Fox, Wells in controlling the broadcast properties.

Fox, Wells also owns 27% of now-dark ch. 14 WWOR-TV Worcester, Mass., a number of community antenna systems and controls Barnes Engineering Co., Stamford, Conn.

The transaction was negotiated by Howard E. Stark, New York media broker.

KFSD-AM-TV was sold to its present owners in 1954 by Airfan Radio Corp. (Thomas E. Sharpe and associates). The price paid for the San Diego outlets was $2.2 million.

Weekly Publications Inc. becomes the third major magazine publisher to join the broadcast field. Time Inc. and Meredith Publishing Co. have been in the field several years. Time owns 80% of KDYL-AM-FM and KTVT (TV) Salt Lake City, Utah; and 100% of KLZ-AM-FM-TV Denver, Colo., WFBM-AM-TV Indianapolis, Ind., WOOD-AM-TV Grand Rapids Mich., and WCTN-AM-TV Minneapolis Minn. Meredith interests include: KCMO-AM-TV Kansas, Mo., KPHO-AM-TV Phoenix, Ariz., WOW-AM-TV Omaha, Neb. and WHEN-AM-TV Syracuse, N. Y.

Newsweek was founded in 1933 by Raymond Moley, following his withdrawal from President Franklin D. Roosevelt's "brain trust." It is controlled by Vincent Astor and a minority interest is owned by Averell Harriman, New York governor and candidate for the 1956 Democratic presidential nomination. Malcolm Muir Sr., now editor-in-chief, was brought in as first manager of the weekly news magazine. Mr. Muir came from McGraw Publishing Co.

Israel to Head WAAM (TV) When WBC Takes Over Aug. 5

APPOINTMENT of Larry H. Israel as general manager of WAAM (TV) Baltimore was announced Friday by Donald H. McGannon, president of the Westinghouse Broadcasting Co. The appointment is effective Aug. 5, when WBC is scheduled to assume ownership of the station.

Mr. Israel currently is vice president and general manager of WENS (TV) Pittsburgh, uhf station, and of KMGM-TV Minneapolis-St. Paul. Mr. Israel earlier had worked for five years for WDTV (TV) Pittsburgh (now KDKA-TV, a Westinghouse station), starting with the time the station went on the air in 1948. He served there, in turn, as news and special events editor, operations manager and sales manager.

WAAM (TV), which operates on ch. 13 and is an affiliate of ABC-TV, was purchased by WBC from WAAM Inc. The transaction involved the exchange of Westinghouse Electric Corp. stock for WAAM Inc. stock, valued at the time of agreement May 6 at $4.4 million. Included in the purchase was the acquisition of liquid quick net assets in excess of $500,000. The assignment of the license subsequently was approved by the FCC.

Mr. McGannon reported WBC has petitioned the FCC for assignment of the call letters WJZ to the Baltimore outlet. He pointed out these call letters have "A great historical value" to Westinghouse broadcasting activities, having been assigned to the company's third radio station, licensed Oct. 1, 1921, to broadcast in Newark, N. J. This petition is pending before the commission.

WAAM will be WBC's fifth vhf tv station, giving the company its final vhf outlet since Commission rules prohibit a single entity from owning more than five v's. Other WBC tv stations are KYW-TV Cleveland, WBZ-TV Boston, KDKA-TV Pittsburgh and KPIX (TV) San Francisco.

Sale of Young International To Be Announced This Week

REPORTS of the sale of Young International Ltd. to "outside interests" are expected to be confirmed this week by Adam Young, president of both Young International and the domestic and Canadian station representation firms bearing his name.

It was learned last week that the international firm's contracts and name have been purchased for an estimated price of over $50,000 by Harry M. Engel Jr., president of Radio Guam (KUAM-AM-TV), Walter Staskow, manager of ZBM Hamilton, Bermuda, and Stephen A. Mann, vice president and general manager of Mr. Young's international organization.

New name of the firm reportedly will be Intercontinental Services Corp., with Mr. Engel as president, Mr. Staskow vice president, and Mr. Mann general manager. ISC will not take over Mr. Young's Canadian operations, Canadian Station Representatives Ltd., which has changed its corporate name to Young Canadian Ltd.

Over 20 station properties—both foreign and in U. S. territories— are affected by the switchover. They include KUAM-AM-TV Agana, Guam; WSTA St. Thomas, V. I.; WIAC San Juan, WPRP Ponce and WORA Mayaguez— all Puerto Rico. Outside U. S. continental limits, Young stations include ZBM Hamilton, Bermuda; ZNS Nassau; Rediffusion, Bridgetown, Barbados; Radio Demerara, Georgetown, British Guiana; 4vm-4vym-4vw-4vhw-4vrw Port-au-Prince, Haiti, HRLP Tegucigalpa, Honduras; Rediffusion, Hong-Kong; Radio Jamaica and Rediffusion, Cross Roads, Jamaica; Rediffusion, Kuala Lumpur, Malaya; Rediffusion, Penano, Malaya; Rediffusion Valletta, Malta; YNW-YNR Managua, Nicaragua, YNWW Granada, Nicaragua, and Radio Trinidad, Port-of-Spain, Trinidad.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week



7 DAYS 6 NIGHTS

(per person double) $46.50 including MEALS

Sovereign HOTEL

at 44th and the OCEAN

Overlooking the FONTAINEBLEAU MIAMI BEACH

Fm Unlimited Formed As National Fm Rep

FORMATION of Fm Unlimited Inc. as a national sales representative and promotion organization for fm stations exclusively, headquartered in Chicago and with a New York office, was announced Thursday by Charles W. Kline, president.

At the same time he reported the signing of several stations, including those identified with combined am-fm properties and the Western Fm Network, for the sales and promotion service, plus verbal commitments from other fm operators in major markets.

The new organization will seek the "advancement of fm as a basic radio medium" and represent fm broadcasters "who provide good programming intended for the home and mobile audience," according to Mr. Kline. Fm also will serve as a kind of "program service" to help stations achieve this goal, he added, with several program features already in the planning stages.

Besides selling national and regional advertising, Fm Unlimited will act as a "clearing house" for information considered vital to the development of fm as an industry.

Stations signed, according to Mr. Kline, are WFIL-FM Philadelphia, WITH-FM Baltimore, WMAL-FM Washington (D. C.), WNIB (FM) Chicago, WFMS (FM) Indianapolis, KCMC-FM Kansas City, KWFM (FM) Minneapolis, WBAP-FM Fort Worth-Dallas and as a package, the Western FM Network, comprising KCBH (FM) Los Angeles, KEAR (FM) San Francisco, KJML (FM) Sacramento, KPFM (FM) Portland, KISW (FM) Seattle, KNEV (FM) Reno and KHFM (FM) Albuquerque, N. M. KEAR, KCBH and KISW also have signed individual station pacts.

Mr. Kline, who will headquarter at 166 E. Superior St., Chicago (Tel. Superior 7-5262), has been identified with various facets of broadcasting the past 16 years. His background includes five years of radio station sales, programming and production work; five years of advertising agency account work, including a position as radio director, and six years as midwest representative for fm, high fidelity and music publications. Recently he has been serving as commercial manager of WNIB (FM) Chicago and as national sales and advertising counsel for American Loudspeaker hi-fi product line.

Fm Unlimited will maintain a New York office at 11 E. 9th St. (Tel. Oregon 4-3431), with Edward Merritt as manager of eastern operations. Offices will be opened in Los Angeles and San Francisco "in the near future," according to Mr. Kline.

Mr. Merritt has been in broadcasting 17 years, serving in announcer, producer, program director and writing capacities. He is credited with helping organize WBSM (FM) New Bedford, Mass., and presently is co-owner of WNIB.



DuMont Broadcasting in Black: Half-year Net Income, $65,234

DuMONT Broadcasting Corp. is operating in the black this year. For the 26 weeks ended last June 29, DuMont had a $65,234 net income after depreciation and amortization of $277,446. This compares to a $330,164 loss after a $191,236 amortization-depreciation for the same 26-week period last year.

The statement for this year includes income from WNEW New York from June 1, 1957. WNEW is newly-acquired by DuMont Broadcasting which also owns WTTG (TV) Washington and WABD (TV) New York.

DuMont Broadcasting does not have to provide for federal income taxes because of a tax loss carry-forward. Net income for WNEW Broadcasting Inc. from Nov. 1, 1956, the start of its fiscal year, to May 31, 1957, date of its liquidation, was $576,500, after depreciation and before taxes, for which $294,166 was set aside for both federal and state income taxes.

Rabell Would Get $160,000 In KSON Swap for KXOC

TWO California broadcasting firms will swap radio stations, subject to FCC approval, according to an announcement last week.

Broadmoor Broadcasting Co. plans to barter KXOC Chico (1060 kc, 10 kw) plus $160,000 to Rabell Enterprises in exchange for KSON San Diego (1240 kc, 250 w). KXOC will change its call letters to KDUZ, but the San Diego outlet will remain KSON.

Broadmoor is owned by Jack O., Jack Jr., and Lawrence Gross. Rabell is owned by Fred and Dorothy Rabell who will retain ownership of KSON-FM (licensee is Music Unlimited) which will change call letters to KBAC (FM).

Jack Gross of Broadmoor is the former owner of KFMB-AM-TV San Diego, sold in 1951 to Kennedy Broadcasting Co. for $925,000. The stations were sold again in 1953 to the present owner, Wrather-Alvarez Broadcasting Co., for $3 million.

McLendon Steps Up Irish Tv Talks

THE McLendon stations group has stepped up negotiations with the Irish government for commercial tv properties in that country, Barton McLendon, board chairman, has revealed. He acknowledged Gordon R. McLendon, group president, is in that country now at the invitation of its government to discuss plans for building two or three stations to blanket Ireland, which has expressed considerable interest in the project. Another principal, identified as Jay Schatz, partner in Chicago's Chez Paree night club, also is reported interested in the deal.

You're in good company on WGN-RADIO Chicago



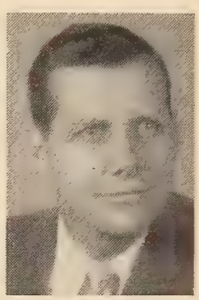
Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

Advertisement

C. C. A. Results Exceed Expectations

Westminster, Md. — Russell H. Morgan, Vice President and General Manager of WTTR, says about Community Club Awards, "We had a walloping windup of over $600,000 POP (Proof of Purchase) the final week. The grand total was over $2,000,000. I originally expected about $750,000 turn in."


Russell H. Morgan

(This is two million dollars in sales in 13 weeks from the firms participating in C.C.A. in a Maryland community with a population of 6,500.)

Morgan adds in his letter to John C. Gilmore, Vice President of Community Club Services in charge of sales, "It's been a hectic three months around here but the promotion value offset any other factors."

COMMUNITY CLUB AWARDS
Box 11296
NORFOLK, VA.
Phone: MA 2-4842

KBMB-TV Plans to Move Sept. 1 To $100,000 Plant Being Built

PLANS for a new $100,000 plant and 245-foot tower for KBMB-TV Bismarck, N. D., have been announced by John W. Boler, president of North Dakota Broadcasting Co. (KXJB-TV Valley City, KBMB-TV, KCJB-AM-TV Minot and KSJB Jamestown, all N. D.).

Work, under supervision of Lloyd Amoo, chief engineer of the stations, has begun and the target date for moving in is set at Sept. 1. Power will go from 30 kw to 100 kw, with tower height increased 100 feet because of increased elevation at the new location. Plans include a two-way micro relay system for feeds between Bismarck, Valley City and Minot. Frank Fitzsimonds is vice president in charge of KBMB-TV.

WTVT (TV) to Open New Bureau

WTVT (TV) Tampa, Fla., will open a central Florida news bureau in Lakeland, temporarily replacing its state capital bureau in Tallahassee, Aug. 1, according to an announcement by the station. Jack Murphy, who has staffed the capital bureau, will organize the central Florida bureau. He still will be available to cover major capital stories, however, according to WTVT.

P. A. Sugg, executive vice president of the WKY Television System Inc., of which WTVT is a part, stated that "with the State Capitol in the summer doldrums, we feel WTVT can better serve the public with a news bureau in Lakeland to cover major events in central Florida, particularly the important citrus beat." The station will continue to be protected on north Florida and capital events through the UP and AP, it was noted.

WRVA-TV Enters Film Business With Station Tele-Tronic Dept.

WRVA-TV Richmond, Va., has published a brochure describing its Tele-Tronic Film Dept. Since October 1956 this division of the station has been producing commercial and program film by combining electronic and motion picture techniques.

The Tele-Tronic process utilizes studio camera chains and control, a tv recording camera and a multiscanner to turn out film in a third the time, and at a third less cost, than standard motion picture techniques, the brochure claims. The department, serving advertisers, agencies and others, can process a 60-second spot and deliver a number of prints in eight hours, it was said.

According to the booklet, film is produced in the WRVA-TV studios (edited by live tv technique) and photographed on film in the WRVA-TV laboratory. Film not requiring live action—using film clips, slides and opaques, with optical effects and voice-over—can be handled by the multiscanner, with no studio or cameras required, the station said. The WRVA-TV film developing and processing laboratory turns out finished and dried prints at the rate of 50 feet a minute.

Minimum charge for live facilities, director and technical personnel is quoted in the brochure at $90 a half-hour, with reduced rates for subsequent time. The multiscanner combination, for film not requiring live action, is available at $65 for the first half-hour. Executive service, film stock and other equipment are offered at additional fees with all prices subject to change.

Head of the Tele-Tronic Film Dept. is Richard L. Spears.

Consulting Engineer Compton Electrocuted in WSOC-TV Mishap

FUNERAL services were held Saturday in Manhattan, Kan., for Robin D. Compton, 50, partner in the engineering consultant firm of George Carr Davis. Mr. Compton was electrocuted Tuesday night while conducting signal measurements for WSOC-TV Charlotte, N. C.



MR. COMPTON

Mr. Compton was in a station wagon with L. L. Caudle, WSOC-TV chief engineer, on a road between Statesville and Salisbury, N. C., at the time of the accident, according to the station. He was cranking up the antenna when it contacted a power line. The engineers had checked the site previously by flashlight, it was stated, but failed to note the power line.

Mr. Caudle saw the flash as the antenna contacted the power line. He beat out the flames as Mr. Compton's clothes caught fire.

Surviving are Mr. Compton's widow and a son, James B., 16. The body was flown to Manhattan, the victim's birthplace.

Educated at Kansas State College, Mr. Compton was a staff engineer at NBC before and after World War II. He conducted research in aviation electronics at the Navy Research Lab during the war. He built WPEN Philadelphia's tv station, which was bought by the *Philadelphia Bulletin*. Joining Mr. Davis in 1948, he had served as consultant on many station construction projects. He was chief engineer of WOIC (TV) Washington before the station, now WTOP-TV, was acquired by the *Washington Post*.

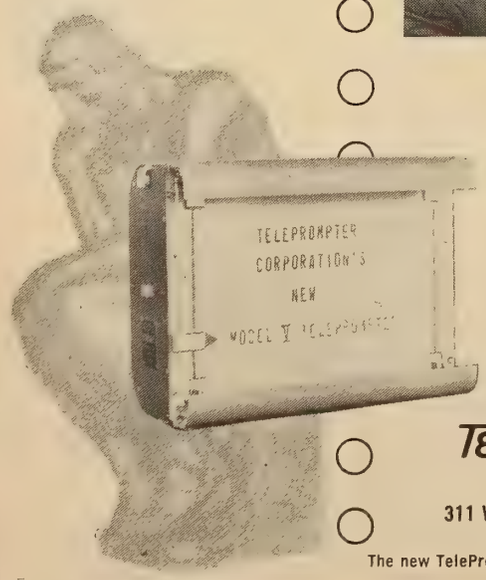
He read papers at NARTB conferences and was widely known in the industry.

...its words to the wise are sufficient



"Our station's live commercial load was more than our announcing staff could cope with, and the fact that they did not have TelePrompTer to work with led them to a frame of mind where they believed we didn't care whether the stuff was done well or not. Naturally our answer to this attitude was the immediate installation of TelePrompTer. The results speak for themselves."

Mr. Bud Rogers,
President
WSAZ-TV
Huntington, W. Va.



TELEPROMPTER CORPORATION
Jim Blair, *Equip. Sales Mgr.*
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

The new TelePro 6000 throws an entirely new light on rear screen projection

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
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NEW YORK 22, N. Y.
All Inquiries Confidential

DATELINES

Newsworthy News Coverage by Radio and Tv

WINSTON-SALEM—WTOB helped to make the listening public aware of the reactivation, for the third time in over thirty years, of the North Carolina Ku Klux Klan last week with radio coverage of what is referred to as a "public speaking" and cross burning, held in Salisbury, N. C., where the Klan was founded in 1868. The station reports that CBS Radio's late evening *The World Tonight* used the mobile unit recordings of the KKK gathering as their lead story last Monday night.

PHOENIX—A reporter-photographer team from KTAR and KVAR (TV) are now in the midst of what the stations claim to be the first round-the-world reporting mission with the U. S. Air Force in the history of national radio and tv. The two men—John Harrington, KTAR news reporter, and Charles Wallace, KVAR producer-director-cameraman—are making a series of tape and film reports on the nation's global Air Force to be released in August when it celebrates its 50th anniversary. The Harrington tapes will be carried on NBC by *Monitor*. Tapes and film will be aired on KTAR and KVAR.

CHICAGO — WBBM-AM-FM-TV and WGN-AM-TV mobilized all their news resources not long ago to cover the worst Chicago rain storm in 82 years. Some 18 WBBM newsmen remained on the job, several for as long as 16 hours, to report record six-inch rain; six staffers drove about the city collecting first-hand information on flood damage and remedial measures. WGN utilized a cruising plane to gather information, and inserted public service spots on traffic conditions in all disc jockey programs.

DES MOINES—The national cross-country Powder Puff Derby, held earlier this month, had a lady entry sponsored by KRNT-AM-TV Des Moines, Iowa, reports the station. Mrs. George Pfantz, wife of a grocer and mother of two, placed 31 in a field of 50, calling in her progress to KRNT News from her Piper Tri-Pacer.

SANTA ANA—Listeners of KWIZ-AM-FM Santa Ana, Calif., heard an "on the scene" description of a recent atomic test blast at Nevada's Yucca Flats when KWIZ news chief Pat Michaels, through special arrangements with the AEC, was allowed to set up a private line direct from the testing site to the station.

WORCESTER—When a jet plane crashed, exploded and burned on a quiet residential street in this Massachusetts town last fortnight, WTAG-AM-FM—tipped off by an eyewitness—immediately sent Jim Little, news director, and newsman Dick Wright to cover the crash scene. Later, interviews with witnesses to the crash were obtained; and the information gathered was broadcast on WTAG as well as being supplied to other stations across the country.

LOS ANGELES — When the 65-year-old mother of pianist-personality Liberace was brutally beaten by two thugs, recently, only one radio interview of the assaulted woman was allowed, according to CBS. Ruth Ashton, KNX-AM-TV Los Angeles and CRPN women's news editor, reportedly scored a radio beat when she was permitted into the darkened bedroom of Mother Liberace to record a statement.

WTIX Urges Central Setup For Storm Warnings in Gulf Area

WTIX New Orleans, at a meeting of Gulf Coast weather bureau, civil defense, radio and tv officials, urged centralization of hurricane warning systems throughout the Gulf area. The station believes such a centralization, with direct communication lines to press and broadcasting stations, will "avert future devastation such as that brought by Hurricane 'Audrey' ".

Charles A. Schmid, WTIX chief engineer, proposed that a tape "message repeater" be installed at weather bureau headquarters so weathermen can record the latest information as it is computed. Such reports could be repeated until new facts are added, he said. This plan would have radio and tv stations tie into the message repeater with direct lines. Thus, says WTIX, a flip of a control board switch would put the latest weather advisory on the air.

The week before last, directors of the Florida Assn. of Broadcasters, considering somewhat the same type problem noted by WTIX, called on Gov. LeRoy Collins to "fix responsibility in each county for storm or disaster preparation" [B•T, July 22].



WTOB Winston-Salem records KKK meeting in North Carolina with its news director, George Thomas (1), handling the station's mobile unit at the meeting site.

RATE CARD

GOSPEL MUSIC*

MONTHLY FEES

1 yr. contract	2 yr. contract	3 yr. contract
$15.00	$12.50	$10.00

* *one of the 9 sections available from*

The SESAC Transcribed Library

THE GOSPEL MUSIC SECTION CONTAINS:

- 605 special selections of gospel music, spirituals, hymns and sacred songs.
- Complete program notes for each selection.
- Inspiring scripts.
- Outstanding artists on top quality discs.

For complete information, write—

SESAC INC.

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

Where-to-Buy Announcements Building Spot Sales, Weed Says

THE growing emphasis on where-to-buy-it announcements is helping build spot radio and television sales, according to Joseph J. Weed, president of Weed Television Corp., N. Y.

In a letter to client stations last week, the station representative noted that "no other medium is as satisfactory as spot in the utilization of local dealers' names and addresses for nationally advertised products.

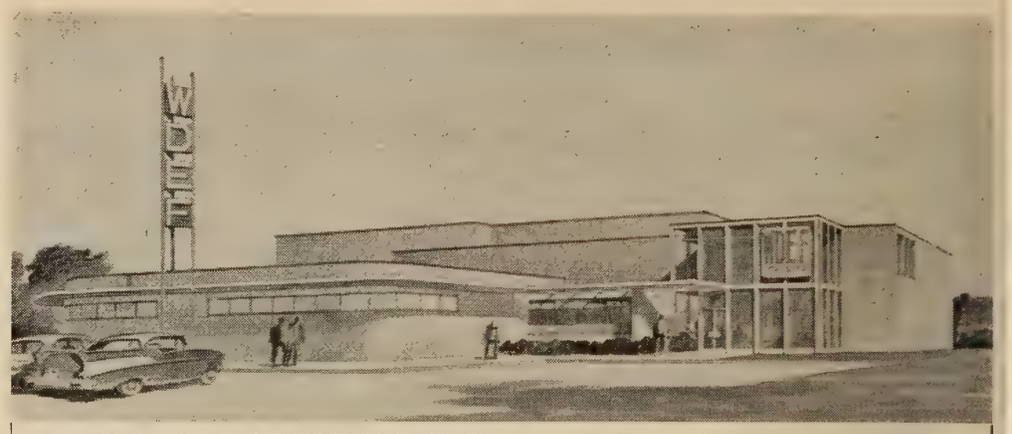
"Where-to-buy-it is the logical adjunct to why-to-buy-it," Mr. Weed said, "and spot radio and tv offer this much-desired merchandising service in the most convenient, economical and swiftest way. Dealer relations are strengthened in the use of his name on the spot program, and buyers get information that can quickly complete a sale."

Taft Announces Realignment For Ohio, Alabama Properties

HULBERT TAFT Jr., president of WKRC-AM-FM-TV Cincinnati and WTVN-AM-TV Columbus, both Ohio, has announced an executive realignment of Radio Cincinnati Inc., necessitated by acquisition of WBRC-AM-TV Birmingham [B•T, May 13].

The new executive group will be known as the home office and includes:

Mr. Taft, president of Radio Cincinnati and affiliated corporations in Columbus and Birmingham and chairman of the board of WBIR Inc. (WBIR-AM-TV Knoxville, Tenn., 30% owned by Radio Cincinnati); David G. Taft, executive vice president of Radio Cincinnati and affiliated properties, director of WBIR Inc., manager of WKRC-TV and supervisor of tv in Columbus and Birmingham; Ken W. Church, vice president of Radio Cincinnati and affiliated corporations, in charge of all national sales and supervisor of radio operations; Dorothy S. Murphy, treasurer of Radio Cincinnati and affiliated firms and general supervisor of accounting; William Hansher, assistant secretary of Radio Cincinnati and general supervisor of engineering, and Donald L. Chapin, national sales manager under Mr. Church and in charge of the sales office in New York.



MANAGEMENT of WDEF-AM-TV Chattanooga, Tenn., has set next month to start construction on its new $500,000 Broadcast Center, which is scheduled for occupation early next year. The three-level, 30,000-sq.-ft. brick building will be located on South Broad Street and will afford an unusual view of Lookout Mountain from its glass-walled lobby and observation deck. The tv side of Broadcast Center will have two studios—45x65 ft. and 35x45 ft. respectively, master control, two studio control rooms and two announcer booths. For radio there will be three studios, master control and a special recording control room. Architects are Bianculli & Palm, Chattanooga.

WOKY Remodeling Underway

WOKY Milwaukee, primary station of the Bartell Group, has broken ground for improvements which will enlarge its studio and transmitter building by a third. The remodeled plant will contain an improved newsroom, air-conditioned recording studio and control room, engineering office and service department and basement storage-file room.

Storer Gives 45 Cents Dividend

STORER Broadcasting Co., Miami Beach, Fla., has declared a 45-cents-per-share quarterly dividend on its common stock, payable Sept. 14 to stockholders of record Aug. 30. At the same time the firm's board of directors declared a six cents dividend on each share of Class B common stock. Common is listed on the New York Stock Exchange. Common B is not.

WJLS Makes Executive Changes

JOE L. SMITH Jr., president-general manager of WJLS Beckley, W. Va., has announced a personnel reorganization and new assignments. Involved are George W. Yazell, appointed station manager; J. Kent Hackleman, sales manager; Jack Davis, program manager; Bob Rodrick, director of news, sports and special events, and Jack K. Bailey, who has joined the sales staff. Mr. Bailey, former resident of Beckley, has been district sales manager of a California baking concern.

REPRESENTATIVE SHORTS

Devney Inc. has opened new office in Los Angeles at 612 S. Serrano Ave.

Radio Tv Representatives Inc. announces its new Boston representative, Foster & Creed, 414 Statler Office Bldg. Telephone: Hubbard 2-4939.

REPRESENTATIVE APPOINTMENTS

KRGI Grand Island, Neb., appoints Forjoe & Co., N. Y.

Nebraska Home Town Radio Network (KRGI Grand Island, KODY North Platte, KOLT Scottsbluff, WJAG Norfolk, KFOR Lincoln, KOOO Omaha) appoints Forjoe & Co., N. Y.

WJBF (TV) Augusta, Ga., and **KLRJ-TV Henderson, Nevada,** appoint Avery-Knodel Inc., N. Y.

WORC Worcester, Mass., appoints Young Representatives Inc., N. Y.

KTRH-AM-FM Houston, Tex., names Peters, Griffin, Woodward Inc., N. Y.

STATION SHORT

WCBS New York reported gross sales have been running slightly more than 10% above last summer's figures.

You're in good company on WGN-RADIO Chicago



Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

KOSI DENVER
SAN FRANCISCO KOBY
Number One RADIO BUY
HOOPER – PULSE NIELSEN
KOSI — See Forjoe
KOBY — See Petry

Station Authorizations, Applications
(As Compiled by B•T)
July 18 through July 24

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through July 24

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	268	399	145
Fm	539	519	51	58	0

FCC Commercial Station Authorizations
As of June 30, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,044	519	344
Cps on air	3,079	530	519
Cps not on air	159	31	132
Total authorized	3,238	561	651
Applications in hearing	153	3	87
New station requests	322	24	79
New station bids in hearing	109	0	50
Facilities change requests	185	8	46
Total applications pending	975	134	366
Licenses deleted in June	1	3	0
Cps deleted in June	1	0	0

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through July 24

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	389	88	477[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	355	325	669[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	861	584	1,443[3]
Noncomm. Educ.	67		37	33	67[4]
Total	1,162	337	898	617	1,510[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

ACTION

Sioux Falls, S. D.—Granted KSOO Tv Inc., vhf ch. 13 (210-216 mc); ERP 28.97 kw vis., 17.38 kw aur.; ant. height above average terrain 690 ft., above ground 673 ft. Estimated construction cost $197,857, first year operating cost $150,000, revenue $180,000. P. O. address % Morton H. Henkin, 317 S. Phillips Ave., Sioux Falls. Studio location 317 S. Phillips Ave., Sioux Falls. Trans. location Rock Twp. Geographic coordinates 43° 28′ 45″ N. Lat., 96° 41′ 06.5″ W. Long. Trans. and ant. RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Sole owner **Morton H. Henkin** is 50% owner of **KSOO Sioux Falls.**

APPLICATIONS

Moline, Ill.—Midland Bcstg. Co., vhf ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1,000 ft., above ground 1,086 ft. Estimated construction cost $732,500, first year operating cost $600,000, revenue $720,000. P. O. address First National Bank Bldg., Moline. Studio location Moline. Trans. location Henry County. Geographic coordinates 41° 18′ 08″ N. Lat., 90° 22′ 30″ W. Long. Trans.-ant. RCA. Legal counsel Welch, Mott & Morgan, Washington, D. C. Consulting engineer Vandivere, Cohen & Wearn, Washington, D. C. Principals include **H. Leslie Atlass Jr.** (40%), **Frank Atlass II** (15%), and **Harriet J. Atlass** (15%), all are former stockholders of **WIND Chicago, Ill.** and **WKOW Madison, Wis.,** and others.

Farmington, N. M.—Farmington Bcstg. Co., vhf ch. 12 (204-210 mc); ERP 31 kw vis., 15.5 kw aur.; ant. height above average terrain 386 ft., above ground 137 ft. Estimated construction cost $110,483, first year operating cost $125,000, revenue $175,000. P. O. address 407 W. Broadway, Farmington. Studio location Farmington. Trans. location San Juan County. Geographic coordinates 36° 46′ 45″ N. Lat., 108° 11′ 20″ W. Long. Trans. DuMont, ant. RCA. Legal counsel Smith & Pepper, Washington, D. C. Consulting engineer Vandivere, Cohen & Wearn, Washington, D. C. Principals include **Hugh D. Landis** and **Cloyed O. Kendrick** 33.3%, **Farmington Community Television Inc.** 33.3%, **San Juan Bcstg. Co.** 16.6% and **Jack Hawkins** 16.6%. Mr. Hawkins 66.6% **KVFC Cortez, Colo.,** 50% **KIUN Pecos, Tex.,** 40% **KVLF Alpine** and **KCMR McCarney,** both **Tex.,** and 25% **KRIG Odena, Tex.** Mr. Landis and Mr. Kendrick

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own **KVBC Farmington, KICA Clovis,** both **N. M.,** and have interest in **KRGV Weslaco, Tex.** Farmington Community Tv owns local antenna system, and San Juan Bcstg. is licensee of **KIUP Durango, Colo.**

Translators

Coconino Television Inc., Flagstaff, Ariz.—Granted applications for two new tv translator stations, on ch. 71 to translate programs of **KTVK** (ch. 3), **Phoenix** and ch. 74 to translate programs of **KOOL-TV** (ch. 10), **Phoenix.**

Honey Lake Community T. V. Corp., Susanville, Calif.—Granted application for new tv translator station on ch. 72 to translate programs of **KCRA-TV** (ch. 3), **Sacramento,** to serve Susanville and Herlong.

New Am Stations

ACTIONS

Calera, Ala.—Marion P. Jones, K. H. Jones and **Elizabeth Jones Smith** d/b as **Shelby County Bcstg. Co.,** granted 1370 kc, 1 kw D. P. O. address % Marion P. Jones, 1208 Comer Bldg., Birmingham, Ala. Estimated construction cost $16,500, first year operating costs $24,250, revenue $31,000. Mrs. Smith, real estate manager, will own 98%; K. H. Jones, stock broker, and M. P. Jones, employe Alabama Educational Television Commission will be 1% owners.

Soda Springs, Idaho—Caribou Bcstg. Co. granted 540 kc, 500 w D. P. O. address % **Hugh A. Wagnon,** 305 S. Arthur, Pocatello, Idaho. Estimated construction cost $23,278, first year operating cost $36,000, revenue $41,200. Principals include Mr. Wagnon (pres.-20%), publisher-gen. mgr., Pocatello *Tribune-Journal;* **Wendell P.** and **Glen S. Marshall** (20%), Pocatello real estate-insurance agents; **Paul W. Croney** (20%), classified adv. mgr., *Tribune-Journal;* **C. Ed Flando** (20%), Pocatello automobile agency, and **Robert L. Montgomery** (20%), sr. v. p., Idaho Bank & Trust Co.

Amsterdam, N. Y.—Walter T. Gaines granted 1280 kc, 1 kw D. P. O. address Box 520 Amsterdam. Estimated construction cost $23,435, first year operating cost $45,000, revenue $60,000. Mr. Gaines owns **WLFH Little Falls, N. Y.,** and Amsterdam chinchilla farm. Announced Dec. 26.

APPLICATIONS

West Memphis, Ark.—Birney Imes Jr., 730 kc, 250 w D. P. O. address Columbus, Miss. Estimated construction cost $3,000, first year operating cost $40,000, revenue $48,000. Mr. Imes, licensee-owner **WMOX Meridian, WNAG Grenada** and 97.4% **WELO Tupelo** and **WCBI-AM-TV Columbus,** all Miss., will be sole owner

East Palatka, Fla.—Rea Radio & Electronic Lab., 1480 kc, 500 w D. P. O. address Barden, Fla. Estimated construction cost $15,089, first year operating cost $10,000, revenue $16,000. Equal partners are **Peter, Concetta** and **Anthony Corrado.** Peter is employe Transit Authority City of New York; Anthony is flight engineer, Bendix Aviation, and Concetta is housewife.

Marianna, Fla.—The Chipola Corp., 980 kc, 1 kw D. P. O. address % C. Davis Turner, N. Wynn St., Marianna. Estimated construction cost $17,780, first year operating cost $46,000, revenue $58,000. Principals include Mr. Turner 30% and seven others 10% each. The owners are local merchants.

Blakely, Ga.—Radio Blakely, 1260 kc, 1 kw D. P. O. address Blakely. Estimated construction cost $17,497, first year operating cost $25,000, revenue $30,000. **W. C. Woodall Jr.** (75%), 50% **WDWD Dawson,** 40% **WMGE Madison,** 33.3% **WIMO Winder,** 25% **WGRA Cairo,** 16.6% **WFPM Fort Valley,** all **Ga.,** and 37.5% **WGSW Greenwood, S. C.,** and **H. A. Felder** (25%), auto, furniture and hardware dealer, will be owners.

Dowagiac, Mich.—Dowagiac Bcstg. Co., 1440 kc, 500 w D. P. O. address % William Kuiper, WFUR Grand Rapids, Mich. Estimated construction cost $14,291, first year operating cost $46,000, revenue $52,000. Equal partners **William Kuiper** and **William Eugene Kuiper** own **WFUR Grand Rapids.**

Missoula, Mont.—Missoula Bcstrs., 910 kc, 1 kw D. P. O. address Box 485, Pasco, Wash. Estimated construction cost $17,550, first year operating cost $48,000, revenue $60,000. Equal partners are **Gerald Colkitt, Wallace K. Reid, H. B. Murphy** and **Harold C. Singleton.** Mr. Colkitt owns 16.6% **KORD Pasco,** Mr. Reid 33.3% KORD, Mr. Murphy 33.3% KORD and Mr. Singleton 100% **KUTY Palmdale, Calif.,** 51% **KUIK Hillsboro,** 50% **KYNG Coos Bay,** both **Ore.,** 49% **KITN Olympia,** 16.6% KORD and 14% **KITI Chehalis,** all Wash.

Fredericksburg, Va.—Star Bcstg. Corp., 1270 kc, 500 w D. P. O. address % *Free Lance-Star,* Fredericksburg. Estimated construction cost $27,529, first year operating cost $60,000, revenue $60,000. Owned 91% by **Free Lance-Star Publishing Co.,** publisher of *Free Lance-Star,* **Charles S. Rowe** (1.8%), editor and publisher, and others.

JAMES CORRECTION

JAMES Broadcasting Corp., Boston, Mass., purchaser of WLOW Portsmouth, Va., was reported as the licensee of WJTN-AM-FM Jamestown and WDOE Dunkirk, both N. Y. [B•T, July 22]. For correct holdings of James Broadcasting Corp. principals see FOR THE RECORD, Page 82. James Broadcasting Co., Jamestown, N. Y., is the license of the New York stations.

Ownership Changes

ACTIONS

KERO-TV Bakersfield, Calif.—Granted assignment of license and cp from **Kern County Bcstrs. Inc.** to **Wrather-Alvarez Bcstg. Co.,** for $2,150,000. Wrather-Alvarez owns **KFMB-AM-FM San Diego, Calif.,** and cp for **KYAT (TV) Yuma, Ariz.**

WMEX Boston, Mass.—Granted assignment of license from **New England Radio Corp.** to **Richmond Bros.** for $215,000. Owners are **Maxwell E.** and **Robert S. Richmond,** owners of WPGC **Morningside, Md.**

WIL St. Louis, Mo. and **WWIL Fort Lauderdale, Fla.**—Granted assignment of license from **L. A.**

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Benson to **H. E. Balaban**, *et al.*, for $650,000. Balaban holdings include **WRIT Milwaukee, Wis., WBMG Birmingham, Ala.**, 50% **WTVO (TV) Rockford** and **WICS (TV) Springfield**, both, **Ill.**, and **KFBI Kansas City, Mo.**

WTOD, WTRT (FM) Toledo, Ohio—Granted assignment of license to Booth Radio & Television Stations Inc. for $122,500. Stations owned by applicant are: **WJLB, WBRI (FM) Detroit, Mich.; WBBC Flint, Mich.; WSGW Saginaw, Mich.; WIBM Jackson, Mich.**, and is applicant for tv station, Parma, Mich.

KCRS Midland, Tex.—Granted assignment of license from **Ruth Scharbauer** and **Clarence Scharbauer Jr.** to **Midland Bcstg. Co.** for $220,000. **Wendell Mayes**, controlling stockholder **KBWD Brownwood, Tex.** and **KNOW Austin, Tex.**, 50% owner **KTOK Oklahoma City, Okla.**, 30% **KSNY Snyder, Tex.**, 20% **KXOL Fort Worth, Tex.** and 40% **WACO Waco, Tex.**, will be 96% owner.

WLOW Portsmouth, Va.—Granted assignment of license from **Winston-Salem Bcstg. Co.** to **James Bcstg. Corp.** for $250,000. James Bcstg. owners are **John Quincy** (24%), **Michael Henry** (4%), **J. Joseph Maloney** (24%), **Richard Maquire** (24%) and **Arthur E. Haley** (24%). All principals have 2.77% interest in application for ch. 5 Boston, and Messrs. Maloney, Maquire and Haley have minority holdings in **WORL Boston.**

APPLICATIONS

KFSD-AM-FM-TV San Diego, Calif.—Seeks relinquishment of control of licensee corporation by **Fox, Wells & Co.**, through sale of stock to **Weekly Publications Inc.** for $1,236,900. Fox, Wells & Co. and associates will hold 54.34%. Weekly Publications will be majority stockholder with 46.22%. Weekly Publications Inc., publishers of *Newsweek*, principals include **Vincent Astor** (59.07%), **W. Averell Harriman** (13.33%) and others.

WBYS Canton, Ill.—Seeks transfer of control of licensee corporation from **Hariet B. Winsor**, executrix of estate of **Harold R. Winsor**, deceased, to **Mrs. Winsor** and **John B. Winsor**, her son, according to will of the deceased.

WKTM-AM-FM Mayfield, Ky.—Seeks assignment of license from **Mayfield Bcstg. Co.** to **Graves County Bcstg. Co.** for $55,000. Equal partners are **Charles W. Stratton, H. D. Bohn** and **Mose Bohn.** Mr. Stratton owns 33.3% of **WKOA Hopkinsville, Ky.** The Bohn's have dry goods interests.

KXLO Lewiston, Mont.—Seeks assignment of license from **William G. Kelly** to **Central Montana Bcstg. Co.** Mr. Kelly is issuing stock in order to make the station corporate. **Donald C. Williams**, gen. mgr. KXLO and **David L. Sather**, chief engineer KXLO, will each own 1%.

KSEO Durant, Okla.—Seeks assignment of license from **Democrat Printing Co.** to **Durant Publishing Bcstg. Co.** for $60,000. **Robert V. Peterson**, Oklahoma U. Journalism professor, and family will be owners.

KBEV Portland, Ore.—Seeks assignment of cp from **James R. Roberts** to **F. Kemper Freeman, Elwell C. Case** and **Mrs. Florence G. Hayes** for $2,500. Mr. Freeman and Mr. Case will own 46.6% each and Mrs. Hayes 6.66%. The principals own **KFKF Bellevue, Wash.**

WTAW College Station, Tex.—Seeks assignment of license from **Agricultural & Mechanical College of Texas** to **WTAW Bcstg. Corp.** for $35,257. Principal owners include **R. E. Lee Glasgow** (49%), 98% **KAND Corsicana** and 20% **WACO Waco**, both **Tex.**, and **Hardy C. Harvey** (49%), advertising agency owner.

WBBI Abingdon, Va.—Seeks assignment of license from Burley Bcstg. Co. to Burley Bcstg. Inc. for $20,000. **Nelson** and **Ethel Barker, Lindy** and **Frances Seamon** will be equal partners.

KPEG Spokane, Wash.—Seeks assignment of license from **Robert D.** and **Martha M. Rapp** to **F. Kemper Freeman, Elwell C. Case** and **Mrs. Florence G. Hayes** for $137,500. Mr. Freeman and Mr. Case will own 46.6% each and Mrs. Hayes 6.66%. The principals own **KFKF Bellevue, Wash.**, and have bought **KBEV Portlnad, Ore.** (see above).

WNAM Neenah, Wis.—Seeks assignment of license from **Neenah-Menasha Bcstg. Co.** to **S. N. Packard** for $154,000. Mr. Packard has interest in **WFRB-TV Green Bay, Wis.**

Hearing Cases

FINAL DECISIONS

The FCC announced its decision of July 18 which removed its stay of July 3, 1956, and affirmed its April 25, 1956, grant of application of **KTAR Bcstg. Co.**, licensee of tv station **KVAR (TV)** (ch. 12), **Mesa, Ariz.**, to move its main studio from one mile west of the Mesa city limits to a location in Phoenix. The grant had been protested by **KTVK (TV)** (ch. 3) **Phoenix.** Comrs. Bartley and Craven voted to grant protest.

The FCC announced on remand by the Court of Appeals, revised in various particulars Commission March 7, 1956, decision, and affirmed grant of application of **The Spartan Radiocasting Co.** for mod. of cp of station **WSPA-TV** (ch. 7) **Spartanburg, S. C.**, to change transmitter site to Paris Mountain with ERP of 200 kw vis., 120 kw aur., ant. 1,182 ft., change studio location within Spartanburg, etc. Comr. Bartley abstained from voting.

The Commission announced its decision of July 18 which denied a protest by **WSIC Statesville, N. C.**, and confirmed its March 23, 1955, grant of application of **Iredell Bcstg. Co.** for new am (WDBM) on 550 kc, 500 w, D, in Statesville. Comrs. Hyde and Bartley concurred in the result except insofar as it relies on the Southeastern Enterprises decision.

INITIAL DECISION

Hearing Examiner Annie Neal Huntting issued an initial decision looking toward grant of application of **Mt. Sterling Bcstg. Co.** for new am on 1150 kc, 500 w, D, in Mt. Sterling, Ky.

PROPOSED TV CHANNEL CHANGES

The Commission invites comments by August 15 to conflicting proposals by (1) **KNUJ Inc.**, to assign ch. 12 to Mankato, Minn., by substituting ch. 37 for ch. 12 at Brainerd, Minn.; (2) **Minnowa Bcstg. Co.** to assign ch. 12 to Fairmont, Minn., and (3) **Lee Radio Inc.**, to assign ch. 12 to Esterville, Iowa.

Routine Roundup

BROADCAST ACTIONS
By the Broadcast Bureau

Actions of July 19

WCRY Macon, Ga.—Granted mod. of cp to change studio and trans. location.

Actions of July 18

WAGA-FM Atlanta, Ga.—Granted license to change ERP to 36 kw, antenna height 960 ft.

The following were granted extension of completion dates as shown: **WRAK-TV Williamsport, Pa.** to 2-8-58; **KDPS-TV Des Moines, Iowa** to 2-12-58; **KWK-TV St. Louis, Mo.** to 2-13-58; **WNBC New Britain, Conn.** to 2-12-58; **WISC-TV Madison, Wis.** to 10-6; **WNAO-TV Raleigh, N. C.** to 11-1; **WKAR-TV East Lansing, Mich.** to 2-15-58; **KOMO-TV Seattle, Wash.** to 10-15; **WFGA-TV Jacksonville, Fla.** to 10-29.

Actions of July 17

KDIX-TV Dickinson, N. D.—Granted cp for new tv station, ch. 2.

WSJS-FM Winston-Salem, N. C.—Granted cp to change ERP to 12.5 kw, make minor changes in trans., ant. 160 ft.

KBAS-TV Ephrata, Wash.—Granted mod. of cp to change ERP to vis. 13.5 kw, aur. 6.76 kw, ant. 860 ft.

WBAL-TV Baltimore, Md.—Granted extension of completion date to 2-8-58.

WMAR-TV Baltimore, Md.—Granted extension of completion date to 2-8-58.

Actions of July 16

KGDN Edmonds, Wash.—Granted mod. of license to change name to King's Garden, Inc.

WKVM San Juan, P. R.—Granted extension of completion date to 9-1.

KURA Moab, Utah—Granted extension of completion date to 10-27.

KPAR-TV Sweetwater, Tex.—Granted mod. of cp to change ERP to vis. 91.2 kw, aur. 45.7 kw, ant. 580 ft.

KGMS-FM Sacramento, Calif.—Granted extension of completion date to 12-16.

UPCOMING

July

July 29: Iowa Broadcasters, summer meeting, Hotel Fort Des Moines, Des Moines.

August

Aug. 11-13: Georgia Assn. of Broadcasters, General Oglethorpe Hotel, Savannah, Ga.

Aug. 15-17: South Carolina Radio & Television Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach, S. C.

Aug. 16-18: Semi-annual meeting, West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 20-23: Western Electronic Show and Convention, San Francisco.

Aug. 30-31: Annual meeting of Montana Radio Stations, Florence Hotel, Missoula, Mont.

September

Sept. 30-Oct. 1: Illinois Broadcasters Assn. fall meeting, Abraham Lincoln Hotel, Springfield, Ill.

October

Oct. 7-9: 13th Annual National Electronics Conference, Hotel Sherman, Chicago, Ill.

Oct. 9-12: 1957 Convention of the Audio Engineering Society, New York Trade Show Building.

Oct. 22-23: Texas Assn. of Broadcasters, Jack Tar Hotel, Galveston.

NARTB CONFERENCES

Region 1 (New England, N. J., N. Y.)	Sept. 16-17 Van Curler Hotel Schenectady, N. Y.
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-20 Statler Hotel Cleveland
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Sept. 23-24 Grove Park Inn Asheville, N. C.
Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Oct. 10-11 Muehlebach Hotel Kansas City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Ariz.)	Oct. 14-15 Multnomah Hotel Portland, Ore.
Region 7 (Mountain States)	Oct. 17-18 Brown Palace Hotel Denver
Region 6 (Kan., Okla., Texas)	Oct. 22-23 Baker Hotel Dallas
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 24-25 Peabody Hotel Memphis

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- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
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RADIO

Help Wanted

Management

Manager with sales ability to operate mid-Atlantic state station in medium market. Full particulars first letter. Box 585A, B•T.

Sales manager top earnings for top man major independent, New Jersey market. Box 661A, B•T.

Northern Illinois sales manager strong on sales, real opportunity for good man. Box 663A, B•T.

Experienced professional radio staffman with small station program director qualifications. Mail applications only. Give complete details and references first letter. Photo and tape later. Box 60, West Bend, Wisconsin.

Sales manager, $6000 plus percentage. Give experience and references to Jim Brady, KIFI, Idaho Falls, Idaho.

Sales

Ready to move up the ladder? To a #1 NBC affiliate in an expanding California market? Like to sell personalities, music, news, sports? We've got them all. Plus a liberal compensation plan for aggressive people. If you're looking up, send complete information including your past billing to Box 506A, B•T.

Excellent opportunity for aggressive salesmen of proven ability in major Florida market. Send all particulars to Box 527A, B•T.

Music-news metropolitan market. Great opportunity. Guaranteed drawing account. Box 550A, B•T.

Top rated station in Pennsylvania city needs salesman of proven ability to sell local accounts. Salary and commission. Send complete resume to Box 564A, B•T.

South Florida. Radio salesman. Give resume. $100.00 against 15%. Box 570A, B•T.

Salesman, north-central Ohio radio station has an opening for an aggressive radio time salesman. This is a real opportunity for an individual to make an excellent connection. Write Box 593A, B•T and give experience.

Time salesman. Salary plus commission. Good market. ABC Texas station. Box 614A, B•T.

Oregon regional station. Fine place to live. Guarantee $300. 20% commissions. Box 633A, B•T.

Michigan regional independent needs a good salesman, capable of growth, good salary, plus. Box 662A, B•T.

Salesman-announcer. Permanent position, some experience required. Ideal climate, good wages, chance for advancement. Needed at once. Contact Jim Duncan, KSIL, Silver City, N. Mexico.

Salesman for new kilowatt daytimer in Cocoa, Florida. Send full details to Station WEZY, Cocoa, Florida.

Leading station in fastest-growing market in southeast will soon have available for assignment its most important list of active local accounts. If you have proven record of success in advertising sales, send complete information to WSAV, Savannah.

Announcers

Announcer with minimum experience for 250 watt network small market station in southeast. Send tape and resume in first reply. Box 426A, B•T.

Country-western and pop music programs. Southwest. Box 549A, B•T.

South Florida. Sell radio fulltime. Do one hour airwork. Experience necessary sales-announcing. Send tape, resume. $100.00 against 15%. Box 569A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted, combination all-around announcer and copywriter with experience of at least three years, furnish references, salary expected, state last three employers and whether presently employed. All information confidential. Box 592A, B•T.

Opportunity! A young personality to grow with a leading mid-west independent. Must have first phone, send tape and resume (returned) to Box 595A, B•T.

Illinois kilowatt independent wants announcer with several years general staff experience and proved news writing ability. Liberal pay, many fringe benefits. Personal interview required. List age, education, experience in detail. Box 604A, B•T.

Desire football announcer plus staff duties. Tell all. Texas station. Box 613A, B•T.

California station in major metropolitan market needs top morning personality. Rush air check, picture, and complete details, including salary requirements to Box 645A, B•T.

DJ wanted — Rapid-fire delivery at a sportscast pace. Glib. Informal lingo. Rhyming intros to records. Wanted by midwest station. $160 week. Box 669A, B•T.

KLAD in Klamath Falls, Oregon, has an opening for a good combination announcer-salesman. Good pay.

Opening—Top announcers, live, willing work format, Denver and San Francisco. Send tape, KOSI, Denver, no telephone calls.

Announcer: Experienced reliable man for regular staff and board work. Still better proposition if you can do play-by-play high school sports and assist with sales. KRLN, Canon City, Colo.

Above average dj for 10 kw independent. If you're really a top man and want toget into a fast-growing organization, send tape, resume and picture. KTKT, Tucson, Arizona.

Need experienced staff man familiar with news, music, sports, format. Operate own board. If you have first ticket, so much the better, but it is not essential. Send resume, picture, salary requirements. Hold tapes for later request. Program Director, KWNO, Winona, Minnesota.

Announcer, sales-announcer combination and program director for WEZY in Cocoa, Florida. Send details to Herb Arms, Station Manager.

Top dj who can really sell on the air. Expanding our staff with opening for right man. Send us proof plus tape, photo and background. WISH, Indianapolis.

Florida openings: First phone dj, salesman-announcer. WKXY, Sarasota.

New Maine regional music station, combining 730 kc with salt water coverage of New England coast, requires top staff. Beginning operations in September. $110 a week for above average announcers. Send tape and complete resume to Winslow T. Porter, WMMS, Bath, Maine.

Immediate opening available for announcer in pleasant central Florida community. Send resume of experience, tape recording of voice, salary hinges on experience and background, however, please state minimum salary required. Manager, WPLA Plant City, Florida.

Wanted, experienced play-by-play sportsman for basketball and football by CBS radio station located in middle sized midwest. Market duties also cover nightly sportscast. Radio and tv sales experience desirable but not necessary. Rush tape, audition play-by-play, photo and resume to Merritt Milligan, WTAD-KHQA-TV, Quincy, Illinois.

RADIO

Help Wanted—(Cont'd)

Announcers

Personality dj wih both announcing and personal appearance ability. Needed by top north Florida station. Rush tape, picture, particulars and minimum starting wage to WTAL, Tallahassee, Florida.

Eastern North Carolina radio station needs experienced announcer. Fringe benefits. 40 hour week. Chance for advancement. Send tape, resume to Program Director, Radio Station WVOT. Wilson, N. C.

And there you are. And here we are. Number one in all 4 of our markets, Kansas City, Minneapolis, New Orleans and Miami, more yet to come. Looking for bright sounding josh diskies like you just can't hardly find no more. Top pay, unlimited opportunities with America's most successful radio group. Send tape and resume to Bill Stewart—The Storz Stations, 820 Kilpatrick Building, Omaha, Nebraska.

Technical

Are you an energetic engineer who has no chance for advancement in your present job, then we're looking for you. We are a two-station chain with the third station permit expected shortly. We need a chief engineer, a man capable of maintenance repair, and purchase of technical equipment. The man we hire will have a chance at the construction of our proposed third station. If you're a young married man who desires to assume a permanent and responsible position with an expanding firm, send all information to Box 158A, B•T.

Florida's finest wants combo man immediately. First ticket, excellent opportunity, top company if ambitious, investigate. Box 523A, B•T.

Wanted, first class radio engineer, must furnish references, give experience, salary expected and when available. Box 591A, B•T.

Immediate opening for chief engineer-announcer for remote controlled fulltime 250 watt station. Must have above average voice for short air shift. Good salary. Contact immediately. Box 618A, B•T.

First class engineer-announcer for Indiana non-directional 1000 watt daytimer. Box 642A, B•T.

Microwave engineer. Challenging opportunity for young man to utilize knowledge of microwave in conjunction with community antenna systems. National company. Send resume to Box 654A, B•T.

Engineer-announcer with first ticket. Reasonable experience. Box 485, Aberdeen, Maryland.

Combination man with first class ticket, immediate opening, new independent. Contact J. Howard Jones, Douglas, Wyoming, KWIV.

Excellent opportunity, good wages, wonderful working conditions with transmitter in air-conditioned studios. Regular hours 10 A.M. to 5 P.M. Must be experienced and fully qualified. No announcing. Call or write WAVI, Dayton, Ohio.

Wanted—Engineer with 1st class license, combo man who can either write copy, sell or announce. Top salary commensurate with ability. WBRV, Boonville, N. Y. Phone 11.

Engineer with first class license. No announcing. Should have knowledge of theory. Potentiality for development more important than experience. WCOJ, Coatesville, Penna.

First class engineer with car for midwest kilowatt directional, transmitter duty. WEOL, Elyria, Ohio.

1st class engineer, 40 hours a week, must have some experience in maintenance, contact WGSM. Huntington, N. Y.

Engineer with first class license and car for transmitter position. WIRL, Peoria, Illinois.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted immediately, engineer for chief engineer position with thousand watt radio station in southeast Georgia. Must have first class license, know Gates equipment, have announcing and board experience. Good salary, excellent working conditions. Send tape, details to WJAT, Swainsboro, Georgia.

Chief engineer, some announcing. $90.00 to start for 40 hours. WTTN, Watertown, Wisconsin.

Programming-Production, Others

Where in the world are all the copy writers? We need a good one and are willing to pay for a top performer. If you write catchy copy, quick, shoot us samples, picture, salary requirement. Box 577A, B•T.

California station looking for journalist-newscaster, not just a voice but someone who knows how to give news in depth. Rush resume, including philosophy, views, salary requirement, picture and tape. Box 629A, B•T.

Wanted: Continuity writer. Experienced. Position with established station. In business 26 years. Midwest. City 45,000 population. 50 miles from Milwaukee. State salary desired and experience. Box 634A, B•T.

Record programmer. For large midwest radio operation to organize brand new record library, contact record sources, build stocks, clear copywrites, and program music for increased dj show schedule. No air work, but need someone who eats, breathes and lives records. Box 638A, B•T.

Newsman: Experienced only, to gather, write and broadcast local news for Pennsylvania station. Must be a newshound. No disc jockey. $85 to start. Box 672A, B•T.

Get

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F. C. C. LICENSE

in

12 Weeks!

●

More Jobs Than We Can Fill

Jobs in radio-TV-electronics are going begging. A COMMERCIAL (not amateur) F.C.C. license is your ticket to higher pay and more interesting employment. We train you quickly—then help you find the job you want!

Grantham Training Is Best

Grantham School of Electronics SPECIALIZES in preparing students to pass F.C.C. examinations. We train you quickly and well. All courses begin with basic fundamentals—NO previous training required. Beginners get 1st class license in 12 weeks.

Here's Proof! **A few of our recent graduates, the class of license they got, and how long it took them:**

	License	Weeks
Lawrence L. Alzheimer, Collins, Mont.	1st	4
B. A. Willms, 1401 E. Muriel, Orlando, Fla.	1st	12
J. E. Murphy, Wesley Hotel, Washington, D. C.	1st	12
Robert Todd, 216 West End Ave., Cambridge, Md.	1st	13
David Seigler, 216 Dowling, Walterboro, S. C.	1st	10
W. Reynolds, 238½ Washington Blvd., Venice, Calif.	1st	12
Richard Jones, Station KGHF, Pueblo, Colo.	1st	13
Joe C. Davis, Waynesboro, Miss.	1st	11
W. D. Mains, 6332 S. Paramount, Rivera, Calif.	1st	12

Learn By Mail or In Residence

Correspondence training from Washington, D. C., and Hollywood, Calif. Also, resident DAY and EVENING classes held in both cities.

MAIL TO SCHOOL NEAREST YOU

Grantham Schools, Desk 12-T

821 19th Street N.W. Washington 6, D. C. **OR** 1505 N. Western Ave. Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my commercial FCC license quickly. I understand there is no obligation and no salesman will call.

Name _____

Address _____

City _____ State _____

I am interested in: ☐ Home Study, ☐ Resident Classes

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Girl continuity writer needed at radio KCOL in cool, colorful Fort Collins, Colorado.

Immediate opening for copywriter. Contact Dan Griffin, WBIG, Greensboro, N. C.

Wanted immediately, attractive, talented young lady for continuity director. Send samples of copy, photograph and resume to Station Manager, Jim Butler, WIRL, Peoria, Illinois.

Need program director with salable ideas who can do board work. Excellent salary, good working conditions. Call or write Gordon MacIntosh, WTUX, Wilmington, Delaware.

RADIO

Situations Wanted

Management

General manager, metropolitan fulltime independent. 10 years GM experience. Box 440A, B•T.

Commercial manager-salesman experienced small station operation. Married, family, available September 1. Desire relocate west coast. Reasonable income needed. Box 534A, B•T.

10 year radio veteran, age 30, seeks relocation NY-Jersey area as manager, commercial manager, PD or combination. College. Family. Box 630A, B•T.

Program director wants to manage. Have four years of experience in every phase of radio. Would consider buying stock in station. Box 636A, B•T.

Commercial manager, account executive wants Florida connection. 25 years sales experience, references, not floater, now employed as general manager independent. Write or wire Box 647A, B•T.

Manager. Solid experience, real hustler. Seeking permanent job. Location immaterial. Box 649A, B•T.

Manager-sales manager. Now employed major market but station sale pending to owner who will manage. Record to prove administrative and sales ability made sale possible. Fifteen year executive experience and reputation, substantiated. Confidential. Box 659A, B•T.

Sales

Top salesman for number one independent, highly competitive market of 100,000, ready for challenging manager or sales manager position. Thoroughly experienced all phases of today's radio operation including national sales, programming, sales promotion. Finest references, university graduate, married. Four years with present operation. No room for advancement. Any size market considered under right arrangement. Box 603A, B•T.

Experienced salesman with first phone ticket. Salesmanager in east Texas town of 45,000. Four years experience, 25, married, top references. Seeking good sales job or small market management. Box 648A, B•T.

Announcers

Personality dj. Strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 261A, B•T.

Girl personality, dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 262A, B•T.

Dj, beginner. Capable, eager to please. Salary second to opportunity. Grad N.Y. radio school. Tape and resume immediate on request. Box 263A, B•T.

Newsman. Radio and television. 15 years experience including network and nation's capitol. Major market. Box 420A, B•T.

Outstanding sports announcer also excellent in all staff work. Present station dropping local sports to take network sports. Where can I stay for at least five years? Box 537A, B•T.

Sportscaster, eight years experience. Can give you top football, basketball play-by-play. Top pro, college basketball, football experience. Available Sept. 1. Box 594A, B•T.

DJ/announcer, flexible personality, recent radio school graduate, interesting program ideas, fine voice quality. Box 598A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer-dj (25) music-news station, 4½ years, permanent Florida position, $85, marrying next spring. Box 599A, B•T.

Announcer with first phone and little experience, seeks more. Box 600A, B•T.

Non-drinker, experienced, married announcer, dj, news, staff, 2½ years, college, seeking advancement, presently employed, will go anywhere. Box 601A, B•T.

Experienced dj-announcer, first phone. $100 minimum 40 hours. Prefer midwest. Box 605A, B•T.

Country and western disc jockey wants new location beginning 8 years for same sponsor, family man, would like to make a change and get out of rut. Highest rating in one of largest cities. Have great knowledge of programming and smooth delivery, also available for semi-pop programs and can also run board. Will take vacation soon and will be available for personal interviews. Box 607A, B•T.

All night man, anyone? First phone, ten years experience. $125.00. Box 608A, B•T.

Announcer, mature. Three years radio, one year television experience. Newscasting, plus informal, smooth dj personality. Excellent commercials. Third phone. Draft free. Box 610A, B•T.

Fast paced dj, three years experience, knows music, family. Box 619A, B•T.

Announcer, 3½ years experience, network voice, with family wants to earn, learn with progressive organization. Age 27. $100.00. Box 620A, B•T.

Staff announcer desires to relocate in Minn., Wisconsin, or Iowa. Married, first phone, 1 year experience. Box 621A, B•T.

Sportscaster-announcer, first class license, 8 years experience, staff, play-by-play basketball, football. Presently employed. Box 623A, B•T.

Staff announcer with first ticket, two years experience, reliable. Florida only. Box 626A, B•T.

Staff announcer some experience, trained, disc, news. Also capable salesman. Box 628A, B•T.

Sports announcer. Have reached limit in present market for my ability (4 years). Excellent play-by-play football, basketball, baseball. Box 635A, B•T.

Many years experience. Still young. Good and can prove it. Prefer southwest. Box 639A, B•T.

Veteran sportscaster. 13 years excellent play-by-play football, basketball, baseball, boxing. Top sports shows, special events, news. Desire strong sports station. 3 years television. Prefer east. Minimum talent included $150. Box 641A, B•T.

6 months experience, will travel immediately. Phone Minersville, Penna. Liberty 4-3221. Box 644A, B•T.

Top rockbilly dj wants early morning and late afternoon show in market of 300,000 or better. Can't staff but can make us both money. Details on request, tapes, pix, bio. If you have the top 40 blues, write Box 646A, B•T.

Good announcer; will consider any location, but would like to get a little more college with it. Current earnings $175 week. Box 650A, B•T.

Stop. If you don't we both lose. Happy dj, family man. Box 652A, B•T.

Top announcer, 1st class license, now employed. Seven years experience all phases, asst. manager, play-by-play, copy, sales and news. Box 655A, B•T.

Announcer—desires staff position. 2 years experience. Control board operation. Car. Box 656A, B•T.

DJ, 8 years experience, tops in area, age 27, married, family, tv experience, personality shows am and tv, record hops, prefer am and tv operation, will consider either. Box 658A, B•T.

Top dj, first phone, B.S. Speech, 12 years experience, distinct air personality. Top mail pull. Prefer larger market, directional experience. 37, single, travel. $100 weekly. Box 660A, B•T.

Announcer-salesman. Employed, experienced, college, vet, ambitious, married, references past and present available. Box 664A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Young Army officer with 5 years background in news, announcing, sportscasting and newswriting is resuming radio-tv work after July. Degree. Champion speaker, married, family. Received several offers but still considering. Box 667A, B•T.

Announcer, college trained, two years experience. Prefer east or southwest. Tapes available. Box 671A, B•T.

Youthful voice, can sell to teenage audience. Dj, news, operate console. Midwest preferred. Joseph Baker, 7337 S. Lowe, Chicago, Ill. Aberdeen 4-7480.

Managers-grab-save. Western states. 90-day leave starting August. Do work of 3 men—R&B, C&W, dj, news-sports. Age 31, married. Personal interviews only. In your territory August, September, #3 figured salary parties, with investment opportunities. Contact Ward Goodrich (Ned Needham) WMOP, Ocala, Florida. After August 3rd, Rte. 1, Box 401, Danville, Indiana. Chamness Residence.

Beginner announcer, 26 years, negro, 56 college graduate, 2 years service announcing experience. Strong on news and music, excellent typist, will travel, tapes available. Walter Sanders, 10710 Magnolia Drive, Cleveland, Ohio.

Professional announcer and successful personality dj. 32, family, permanent. Normal salary plus talent or sales % on successful entertainment station in larger midwest city or scenic far west area. Please wire. Will phone back. Smith, 2101 W. 48th, Kansas City, Kansas.

One experienced announcer and one experienced copywriter-announcer preferring employment at the same station, now available. Will send audition tape, sample copy and photos to any interested station. Contact Dick Thornber, 184 E. 147th St., Harvey, Ill.

Technical

Eighteen years am-fm including directional antennas. Experienced chief. $8,000 minimum plus moving. Box 406A, B•T.

Engineer, 1st phone. AM and tv studio and transmitter experience. Can accept responsibility. Prefer position where maintenance ability is required. Box 543A, B•T.

Versatile combo 1st phone, ten years chief, enthusiastic, reliable. Seeks California. $500 minimum. Box 637A, B•T.

Want transmitter position, dir. exp., 1st phone, car, prefer west. Box 624A, B•T.

Chief engineer, 18 years experience 100 to 50 kw including directionals. Desire position in upper midwest. Box 657A, B•T.

Engineer, first phone, experienced, construction, maintenance, directional antennas, chief engineer. Looking for permanent position in east. Married, sober, dependable. Available August. Lyle Lincoln, 113 Wilson Street, Havre de Grace, Md. Phone 749-J.

Production-Programming, Others

Responsible family man, employed, trade 5 years radio, 2 tv for program directorship, similar capacity position with future. Box 518A, B•T.

It's time for a change. Have trenchcoat and typewriter, will travel. Experienced newsman, single, veteran, journalism degree. Top references. Box 548A, B•T.

Informal, low pressure personality seeks permanency in competitive, medium-to-big market. 8 years radio-tv. Married. Box 622A, B•T.

Take me and see, I'm brisk! PD-dj. Top show, extremely competitive market. Sales and air promotions with ten years know-how. Can you afford top man to deliver top job? Personal interview, south and west. I'm thirty and married. Box 631A, B•T.

News, and commercial announcing. Major market. Box 651A, B•T.

TELEVISION

Help Wanted

Sales

Television sales. Salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when qualified. Give previous selling experience and as many particulars as possible. Please enclose recent snapshot. Box 755G, B•T.

California network vhf needs local salesman for direct call. Guarantee draw, override and profit sharing with progressive, growing organization currently owning two tv and two radio properties. Contact Graham Moore, KSBW-TV, Salinas, California, P. O. 1651.

Technical

Studio engineer for vhf station in large midwest city. Finest equipment to operate, good salary and other benefits. This is the leading station in the area, and requires grade A men to operate it. Supply resume of experience, education, and a photo. Reply Box 441A, B•T.

Chief engineer—have immediate opening, at least 3 years experience all phases tv. Contact W. M. Greely, KHOL-TV.

Expanding schedule need first class engineer. Good salary based on experience. Paid vacations, insurance benefits. WDAY-TV, Fargo, N. D.

Engineer with supervisory experience studio and transmitter. Location in Boston, Mass. Salary commensurate with ability. Please send background, resume to Frank W. Harvey, WGBH-TV, Cambridge, Mass.

Engineer, first phone, needed immediately, $100 per week to start. Lot of fun living around Norfolk and Va. Beach. Call or write Tim Bright, WTOV-TV, Norfolk, Va. Phone MAdison 7-5915.

Studio and transmitter technicians: Young, experienced, energetic for educational vhf. College opportunity at nearby NC State, Duke, Carolina. State experience, education, and provide recent snapshot by letter to Alan B. MacIntyre, WUNC-TV, Chapel Hill, North Carolina.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Network information, educational tv show needs writer-assistant producer immediately. Middle Atlantic area. Send full particulars and photo. Box 558A, B•T.

Combination program-director-announcer wanted for long established radio station in eastern Ohio. Brilliant future with fast growing organization now operating three television stations and five radio stations. Position now open with parent station as program director-announcer. State experience, salary expected, age, etc. Box 665A, B•T.

TELEVISION

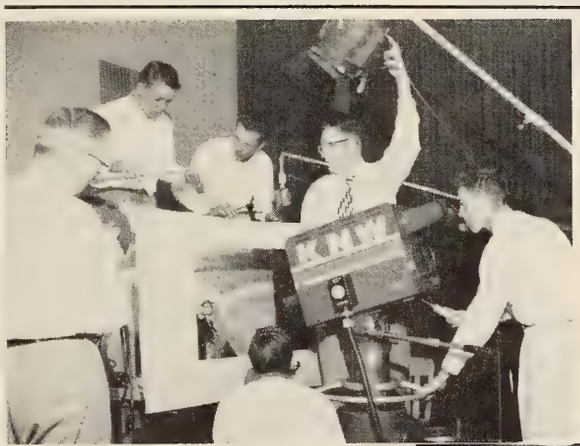
Situations Wanted

Management

General manager, excellent 25 year background all phases television, radio. Presently managing moderate sized tv-radio combination. Seeking more rewarding management opportunities with progressive operation. Box 668A, B•T.

Sales

Mr. Manager: Here's a salesman-announcer with eleven years radio, on tv. He has a modestly successful background in small market sales and management. Above average announcer, top-flight professional and college play-by-play. Some network experience. First phone. He wants a five figure sales or sales/sports position with a financially sound radio/tv operation. Family man, 35. No drinker. Wants more money, and willing to work for it. References. All replies promptly answered. Box 666A, B•T.



TOP PEOPLE IN TELEVISION ALL SECTIONS OF COUNTRY

TV Experienced Eager, Willing To Learn To Do Things The Way You Want Them

These people have just finished their training under the direction of TV professionals in Portland.

Northwest people are well-grounded in the practical aspects of TV production, but still anxious to learn *your* station's way of doing things. For TOP TV People, call Northwest First.



NORTHWEST
Television – Radio Division
SCHOOLS

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Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA
1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS . . . . . .
540 N. Michigan Avenue
DE 7-4504

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Announcer-actor. Experienced radio and television. Strong commercial delivery on or off camera. Now in radio. Wants to return to radio-television combination. Box 609A, B•T.

Announcer good on camera, doesn't sound bored in booth. Presently top man metropolitan "U" wants to become bottom man at metropolitan "V" and work up. Box 617A, B•T.

Technical

Twenty years am-fm-tv including color. Chief, supervisory experience. Reliable family man. Box 407A, B•T.

Engineer, first phone; seeking position at tv transmitter or studio anywhere; experience in radio transmitter and studio; instructor and ham; 29; married; salary and hours of secondary importance. Box 612A, B•T.

Programming-Production, Others

Writer - announcer - director, with top midwest radio-tv station, wants Florida location, radio or tv. 10 years experience. Mature, responsible, family man. Box 447A, B•T.

Producer-director 4 years with present employer. Wish better market. Not drifter nor loafer. Go anywhere for right set-up. Write Box 502A, B•T.

Director-producer, 4 years experience all phases production. Seven years radio-tv announcing. University degree. Congenial, 31; versatile, creative, reliable. Relocate. Box 507A, B•T.

Film editor well rounded film experience. Presently employed, desires permanent position with larger responsibilities. Box 547A, B•T.

Operations manager, chief engineer, or supervisor, who will build and maintain an economical, trouble free operation. Fourteen years background, best of references. Box 554A, B•T.

Assistant director-cameraman. Married, employed. Creative, imaginative. Desires more progressive operation, personal interview. Box 590A, B•T.

Sports-news. Four years television, five years radio. Reporter, writer, announcer. Play-by-play. Box 615A, B•T.

Newscaster - announcer: Highest professional quality on camera, on mike, and in newsroom. Impeccable record in ten years of broadcasting. I want to work with a major market leader where only the best is good enough. Personal interview. Box 616A, B•T.

Photographer, experienced all phases station and agency advertising, stills, movies, tv commercials, newsreels, sound color industrials. College graduate with radio and live television background. Own equipment, will travel. Box 640A, B•T.

Young man. Experienced with uhf and large vhf stations in tv camera and complete studio operations wishes permanent position. Box 643A, B•T.

Film director-editor. 8 years commercial-television experience. Film buying and department experience. Top network references. Box 670A, B•T.

FOR SALE

Stations

In the northern New England market currently billing $82,000 yearly, making good profit but owner retiring. Good terms to right buyer. Box 611A, B•T.

Florida CP in exclusive market. Reasonable. Box 627A, B•T.

Tennessee daytimer, $65,000 total, terms available to responsible purchasers. This and eight other southern stations now available. Paul H. Chapman Company, 84 Peachtree, Atlanta.

California, fulltime kilowatt. Important market, $225,000.00 terms. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

FOR SALE

Equipment

1 kw Western Electric fm transmitter and Hewlett-Packard monitor. Box 596A, B•T.

General Electric uni-level amplifier type BA-9-A, like new. $100, WNAH, Nashville, Tennessee.

WANTED TO BUY

Stations

Wanted lease of AM property with option or low priced buy. 25 years of broadcast experience. Prefers Florida, but will consider good offer. Box 330A, B•T.

Small market, southeast, for owner-management, realistically priced, reasonable downpayment. Box 597A, B•T.

Wanted to buy: 10 kw fm transmitter. Also want fm monitor, other accessories. Reply Box 602A, B•T.

I have ¼ interest in a very profitable station in the top 50 metropolitan markets. Will consider exchange of this interest for control of a problem station requiring management interest and supervision. All replies confidential. Box 625A, B•T.

Stations wanted. Private, independent service. Ralph Erwin, Broker. 1443 South Trenton. Tulsa, Oklahoma.

Midwest owner 500-D station, wants another same general location. Top $150,000, one-third down. Non-publicity guaranteed. Our NO. 0005. May Brothers, Binghamton, N. Y.

Equipment

Cash for 3 kw fm transmitters and related equipment, also station equipment. Box 653A, B•T.

Rear screen projector and screen; also 16mm film processor. Write Chief Engineer, CHLT-TV, Sherbrooke, Quebec.

1 used 16 mm Contact Printer, silent and sound, 1200 ft. capacity. WBRZ, Baton Rouge, Louisiana.

We need immediately either studio or portable monochrome sync generator in good condition. Contact Chief Engineer, WJBF, Augusta, Ga.

Wanted: 5 kw am transmitter. State make and model, age, condition and price first letter. Electronic Service Co., 2912 E. Mabel St., Tucson, Arizona.

INSTRUCTIONS

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

F.C.C. First Class Phone License preparation, concentrated speed tutoring, no correspondence; beginners included. Monty Koffer, 743 Hendrix Street, Brooklyn 7, New York.

RADIO

Help Wanted

NASHVILLE, TENN., COUNTRY MUSIC CAPITAL OF THE WORLD

New 100% County Station going on air soon. Only Top Notch Country D.J.s need apply. Must have professional delivery. Production minded. Ability to sing or play instrument not necessary but will help. Reputation must bear investigation. Station located in suburban Madison where all the stars live. Beautiful new TVA lake 5 min. away. Wonderful fishing, boating, recreation. Salary open—commensurate with ability. Send complete tape, references, resume, photo to:

CAL YOUNG, WENO RADIO
P. O. BOX 5236, NASHVILLE, TENN.

RADIO

Situations Wanted

Programs-Production, Others

RADIO/TV PIONEER

Familiar with all phases of business. Agency, station, network experience plus good knowledge engineering. Desire N. Y. metropolitan area as public relations or publicity man. Excellent contacts with trade press and newspaper radio/tv columnists. Reply Box 325A, B•T.

TELEVISION

Help Wanted

Technical

HI PARDNER

Tired of the Rat Race? Like fishing and hunting in your own backyard (almost)? Your First class ticket could be your passport to living the year round in vacation land. We need a TV engineer. Pay over scale, good crew, good living conditions, good schools. Contact Robbie Robinson, KREX-TV, Grand Junction, Colorado.

Sales

We'll Invest in a TV Sales Executive

This ad isn't directed to the run-of-the-mill salesman. The man we want may not be "seasoned", but he's an aggressive self-starter who will develop into tomorrow's sales executive. He has had TV sales experience; is imaginative, industrious, personable; and is fully equipped to work effectively with agencies, local and regional accounts.

This isn't a ready made job. Given the right man, we'll invest in him—underwrite his activities—and groom him for an important job with one of the country's most respected multiple-property operations.

If you fit the picture, you'll live in a pleasant, medium-sized, midwestern community. You'll start at up to $7500 depending on your background, and you'll move ahead rapidly with a wide-awake team at a station that's head and shoulders above competition. If you want to build a solid future for your family and yourself, write us a complete resume of your background and experience. An interview can be arranged.

Box No. 556A, B•T

CALIFORNIA NETWORK VHF
Needs local salesman for direct call. Guarantee draw, override and profit sharing with progressive, growing organization currently owning two tv and two radio properties. Contact Graham Moore, KSBW-TV, Salinas, California, P. O. 1651.

TELEVISION

Help Wanted

Sales

We are interested in hard sell at the local level. . . . No "Arm Chair Strategists" for this Southern VHF market. . . . Excellent salary to man who qualifies. Forget the "Blue Sky" and give us a success story sending usual particulars, age, etc., when you apply. The Dixie Network, Jackson, Tennessee.

Employment Service

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 Fourteenth Street. N. W.
WASHINGTON 5, D. C.

FOR SALE

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2713
America's Tape Recorder Specialists

NO MATTER HOW

you look at it,

a classified ad on

this page is your

best bet in getting

top-flight personnel.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Kenneth R. Baumbusch, formerly marketing manager of new products for B. T. Babbitt Inc., N. Y., to John F. Murray Adv., same city, as vice president-general manager.

George Chamberlin and **Arthur Poppenberg,** WTVJ Miami, join Henry Quednau Inc., Tampa, Fla., to head agency's new Miami office.

Don Cavitt, freelance writer and announcer, to Nemer Adv., Minneapolis, as account executive.



◄ **Dave Hubbard** joins Broggi Adv., San Antonio, as regional account executive, servicing advertisers throughout southern Texas.

Henry Colman, director of tv program development for Theatre Guild, N. Y., for two years, to Emil Mogul Co., N. Y., as director of radio-tv production.

Dale W. McCoy, veteran in advertising-media sales fields, to Lago & Whitehead Inc., Wichita, Kan., as new business sales coordinator.

Thomas R. Geisinger, formerly new products manager of Mennen Co., N. Y., to Lawrence C. Gumbinner Adv., same city, as marketing supervisor.

James G. Long, associate editor, *Iron Age* (weekly metalworking magazine), to Gray & Rogers, Phila., public relations-publicity department.

Ralph H. Sinclair, formerly vice president-copy director, Ruthrauff & Ryan, N. Y., to Geyer Adv., same city, copywriting staff.

Stanley Waldman, formerly with R. I. David & Co. Adv. Agency, to advertising department of Beltone Hearing Aid Co., Chicago.

Les Blumenthal, executive vice president, Product Services, N. Y., father of boy, Bradley, July 12.

Joseph A. Burland, 61, vice president in charge of media, Lambert & Feasley Inc., N. Y., died July 20. Before joining agency in 1943, Mr. Burland was media director of Kelly Nason Inc.

FILM

Marvin Lowe, former vice president and sales manager of Lippert Pictures, named midwest sales manager for Guild Films, Chicago, succeeding **Robert C. DeVinny,** who resigned to enter business for himself.

Cy Kaplan, sales executive for National Telefilm Assoc., N. Y., named special assistant to vice president in charge of sales.

Bill Buckley, formerly president of Buckley-Loomis Productions, to Roger Wade Productions, N. Y., as production chief. **Frank Furio,** tv-art director for Quality Bakers of America, N. Y., and **David C. Bigelow,** formerly production manager of L. L. Loft Productions and vice president of R. C. Bigelow Co. (teas, herbs, spices), Norwalk, Conn., join Wade as art director and production coordinator, respectively.

Wes Barry, tv motion picture director, signed by Irving Briskin to produce new *Wild Bill Hickok* series for Screen Gems.

STATIONS

Richard P. Reed, commercial manager, WICH Norwich, Conn., promoted to vice president-station manager.



◄ **Hamilton Brosious,** advertising director, *The Bellingham* (Wash.) *Herald,* to KVOS Bellingham as general manager. He formerly was with WMAJ State College, Pa., and WKOK Sunbury, Pa.

John Sherman, operations director, KVOS-TV, named program director of KVOS and **Don Brice,** program director and news director of WKBN-AM-TV Youngstown, Ohio, joins KVOS as news director.



◄ **Robin Bright,** announcer, WIBC Indianapolis, to WRMF Titusville, Fla., as general manager. Station expects to go on air Sept. 1.

Bob Lemon, general manager of WTTV (TV) Indianapolis-Bloomington, Ind., resigns, effective in 30 to 60 days.

William Garry Coble, general manager, WLCM Lancaster, S. C., to WYSE Lakeland, Fla., as manager.

Ted Wolf, formerly with KBET-TV Sacramento, to KWG Stockton, both California, as station manager.



◄ **Bob Hanna,** formerly with WGBS-TV Miami, to WPST-TV Miami as commercial manager. He will be in charge of all local sales for WPST-TV.

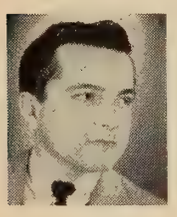
James (Ted) Dooley, program director, KVIP-TV Redding, Calif., named KVIP station manager in addition to his present position. KVIP plans October target date.



◄ **Grady Edney,** formerly program manager, WBZ-WBZA Boston-Springfield, Mass., to WIBG Philadelphia as program manager.

Faris Giles, WLCM Lancaster, S. C., named **John Keenan,** general sales manager, program director.

WNEM-TV Saginaw, Mich., to WANE-TV Fort Wayne, Ind., as director of sales.



◄ **John W. Highberger,** promotion manager, KARD-TV Wichita, Kan., to WLWI-TV Indianapolis as promotion-publicity director, effective Aug. 5.

Leon Lewis, formerly circulation manager, *New York Amsterdam News,* to WWRL New York as director of news-special events.



◄ **John Henry,** sports director, KOA-AM-TV Denver, named news director, succeeding the late **Ken White** [B•T, July 22]. Mr. Henry, who joined KOA in December 1953, will continue to handle sports for KOA-AM-TV, including football and basketball play-by-plays.



◄ **Doug Arthur,** WIBG Philadelphia, appointed program plans director. He will continue to conduct his *Danceland* show in addition to his new duties.

James B. Shaum, business manager of Tarkio College, Tarkio, Mo., to May Broadcasting Co. (KMA Shenandoah, Iowa, and KMTV [TV] Omaha, Neb.) as head of accounting department.

William R. Stark, account executive in N. Y. office of Crosley Broadcasting Corp. (WLW-WLWT [TV] Cincinnati, WLWD Dayton, WLWC Columbus, all Ohio, and WLWA Atlanta), named eastern sales manager for WLW. **Ed Fisher** and **Pat V. Lattanzi** join station's sales staff.

Phil Dexheimer, salesman, KBIG Santa Catalina, Calif., to KTLA (TV) Los Angeles as account executive.

Fred Russell, CKLB Oshawa, Ont., to KVOA Tucson, Ariz., as account executive. **Bill Rudd,** KATE Albert Lea, Minn., joins KVOA as morning man.

Dick Alvary, engineering staff, KBTV (TV) Denver, to KEYT (TV) Santa Barbara, Calif., as staging manager.

Dick Estell, formerly program director, WLEW Bad Axe, Mich., to WKAR-AM-FM East Lansing (Mich. State U. educational stations), Mich., as program coordinator.

Charles Fellers, formerly with KTVO-AM-TV Ottumwa, Iowa, and WAYS Charlotte, N. C., to WBT Charlotte as sales representative.

A. Gus Vanderheyden, formerly with Torrington Co. (automotive and instrument parts), Torrington, Conn., to WNDU-TV South Bend, Ind., sales staff.

Warren Bouve, WFAX Falls Church, Va.; **M. A. Andrews,** Armed Forces Radio Network, Cuba, and **Ralph Lopez,** WGAY Silver Spring, Md., join WDON-WASH-FM Washington as salesmen. **Earl Robbin,** WFCR Fairfax, Va.; **Douglas Haldane,** from educational stations in N. Y. state, and **Carol Nicholas,** WPGC Morning Side, Md., join WDON-WASH-FM as announcers.

Bob Forster, formerly disc jockey with WSRS Cleveland, Ohio, and WJW Cleveland, to WITH Baltimore in similar capacity.

Bruce Barrett, previously with KWKC Abilene and KTSA San Antonio, both Texas, to WBAP-FM Fort Worth announcing staff.

Jean and **Don Harvey** join KOOL-AM-TV Phoenix staff.

Frosty Mitchell, freelancer in radio and tv, to KIOA Des Moines, Iowa.

John F. Box Jr., executive vice president of Bartell Group and general manager of KRUX Phoenix, elected to board of directors, Arizona division, American Cancer Society and also elected to board of directors of Greater Phoenix Executives Assn.

Merle H. Tucker, president-owner of Thunderbird Broadcasting Co. (KGAK Gallup, N. M.), re-elected trustee of Kiwanis International.

Robert Bowles, manager, WFTL Ft. Lauderdale, Fla., elected to Ft. Lauderdale Ad Club's board of governors.

James Legrand Everett, 56, one-time program director for WJSV Washington (now WTOP) and performer ("The Old Timer") for other stations in Washington and WBT Charlotte, N. C., died July 21. Since early 1940's he was accountant for Washington food chain.

'LUM' REDISCOVERED

EVER wonder what happened to Chester Lauck of radio's famous *Lum and Abner* team? The answer was forthcoming at a meeting of Conoco wholesalers and jobbers in Chicago's Sheraton Hotel July 18. Mr. Lauck, who played "Lum" in the series which lasted 25 years, appeared in his new capacity as executive assistant with Continental Oil Co. Dealers got a preview of a *Whirlybirds* filmed series episode, sponsored by Conoco. Mr. Lauck joined Continental in 1955 as executive assistant to L. F. McCollum, president, and has covered over 100,000 air miles for the firm, addressing business meetings and conventions. His old partner, Norris Goff (Abner), who retired for health reasons, is now engaged in the home building business on the West Coast.

REPRESENTATIVES



◄ **Frank P. Rolfes,** account executive, Blair Tv Assoc., Chicago, to Katz Agency, same city, tv sales staff, succeeding **James Hoel,** who becomes commercial manager of WTCN-TV Minneapolis.



◄ **John D. Kelley,** assistant director of station relations and later tv salesman with Tv Bureau of Adv., N. Y., joins Katz Agency, same city, tv sales staff.

TRADE ASSOCIATIONS

Louis J. Link, chief engineer, WSUN-AM-TV St. Petersburg, Fla., elected president of Institute of Radio Engineers, Florida west coast division.

Stewart S. Howe, vice president of Illinois Institute of Technology, elected president of Chicago chapter, Public Relations Society of America.

Keith Culverhouse, director of advertising and promotion, WPIX (TV) New York, to Tv Bureau of Adv., N. Y., as assistant director of sales promotion.

PROGRAM SERVICES

Calvin Thornton, in charge of Minnesota, Wisconsin, upper Michigan and North and

BROADCASTING • TELECASTING

THE BUSINESS WEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

South Dakota areas, United Press, named business manager of UP's nine-state central division, succeeding **Edward L. Brant,** who becomes southwestern division manager [B•T, July 22].

William H. Carr, manager of western sales division, *Tv Guide,* Phila., appointed manager of Louisiana and gulf coast editions, headquartering in New Orleans. He succeeds **Laurence J. Miller,** resigned.

G. G. Ross, formerly senior script writer at Broadcast Music Inc., N. Y., appointed to newly created post of press relations assistant.

MANUFACTURING



◄ **Robert C. Wallace,** merchandise manager, Zenith Radio Corp., Chicago, appointed general manager of company's subsidiary, Zenith Radio Distributing Corp., same city.



◄ **Sterling C. Spielman,** director of electronic engineering, Philco Corp., Philadelphia, government and industrial division, named director of engineering. He will be assisted by **Frank D. Peltier,** who was named director of engineering planning.

Clifford Shearer, advertising manager, Rek-O-Kut, N. Y., appointed director of marketing.



◄ **Joseph M. Engle Jr.,** radio-tv engineer, to Gates Radio Co., Denver, as sales engineer. He will cover Colorado, Wyoming, Utah, New Mexico, and parts of Kansas and Nebraska. **William R. Atkinson,** chief engineer, KCMC-TV Texarkana, Tex., joins Gates in company's Quincy, Ill., headquarters.



◄ **Archie F. Boscia,** section head of communications and navigation, Stromberg-Carlson division of General Dynamics, Rochester, N. Y., plant, to Kin Tel division of Cohu Electronics Inc., San Diego, as chief product engineer.

James Leslie Finch, 64, assistant chief engineer for RCA Communications Inc., died July 22 in Mineola, N. Y., after long illness.

THE PEOPLE'S CHOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

INTERNATIONAL

ABROAD IN BRIEF:

SECOND TV FOR MOSCOW: Moscow Radio has reported that a second tv station is planned for the Soviet capital by the end of 1958. The new station will have a 1,500 ft. tower.

AID TO UNCLE: According to a German report, the Bonn government is discussing the possibility of paying half the operating costs of U. S. radio station RIAS Berlin (Radio in the American Sector). Operations there are being cut back somewhat by the lower budget which went into effect for U. S. Information Agency this month (see GOVERNMENT). No serious curtailment of service was expected in Washington, however.

A spokesman for the USIA in Washington knew nothing of the possibility of German aid being offered for RIAS. He was dubious that such an offer would be acceptable if made, since the facility is part of the Voice of America. The German report of possible participation by Bonn in RIAS pointed out that the station is the only German-language station serving the Soviet Zone of Germany from the West. A proposed Bonn-operated station has been on the air with test transmissions for several months but has not started actual broadcasting.

BERLIN TV BOOSTS POWER: Radio Free Berlin, which now covers sectors of Western Berlin with a 5 kw tv transmitter, plans to install a 50 kw unit before the end of the year. This will extend RFB's tv coverage into the Soviet Zone of Germany, which surrounds the western sectors of Berlin.

RFB operates one of the two West German tv stations which have partial commercial programming. (The other is Bavarian Radio in Munich, which pipes its commercial programs to RFB.) The 50 kw transmitter cost $180,000, raised by a loan from West German Radio, Cologne. RFB's total 1957 budget is more than $4 million.

Western advertisers are expected to be willing to invest in extra coverage to the Soviet Zone. Although no direct sales are allowed there, their products would be familiar to new buyers, if and when the Iron Curtain is raised.

RED RECIPROCITY: A Moscow Radio broadcast reported earlier this month that the broadcasting systems of the U.S.S.R. and Yugoslavia have reached an agreement for cooperation in radio and tv broadcasting. No details were given.

Last week it also was announced that Soviet engineers have designed a 1,300-ft.-tall television center for Peiping, China. Supported by legs of steel tubing, the platform structure would hold cabins for radio-tv equipment and a gallery for sightseers.

TV INTERESTS AUSSIES: Adelaide, in south Australia, is without tv broadcast facilities of its own. But a department store and the W. A. Sheaffer Pen Co. were able to show citizens what tv is like. And enthusiastic citizens showed they liked tv. The Myer Emporium Ltd. set up a tv cabinet in its window and, using a 16 mm projector and mirror,

ONE OF THE
FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
FIRST IN RADIO
1st In Downstate Illinois*
1st In The Quad-Cities
according to NCS No. 2
* All 68 stations outside of Chicago
CBS
REPRESENTED BY AVERY-KNODEL, INC.

WGR-TV
SELLS
BUFFALO!
DRINK
?
ABC AFFILIATE CHANNEL 2
Peters, Griffin, Woodward, Inc.
REPRESENTATIVES

IT'S RADIO ACTIVE

There's Buying Power In This Here Valley

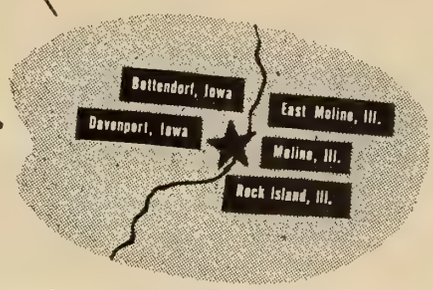


$463,891,000*
Annual Effective Buying Income
(253,000 People)

$1,827*
Annual *per capita* Effective Buying Income
($200 above the national average)

$5,955*
Annual *per family* Effective Buying Income
($500 above the national average)

"Stake out your claim" on this market by placing a schedule of advertising on WOC — NOW!
WOC is 5000 watts . . . 1420 Kc . . . and an NBC Affiliate.
*Sales Management's "Survey of Buying Power - 1956"

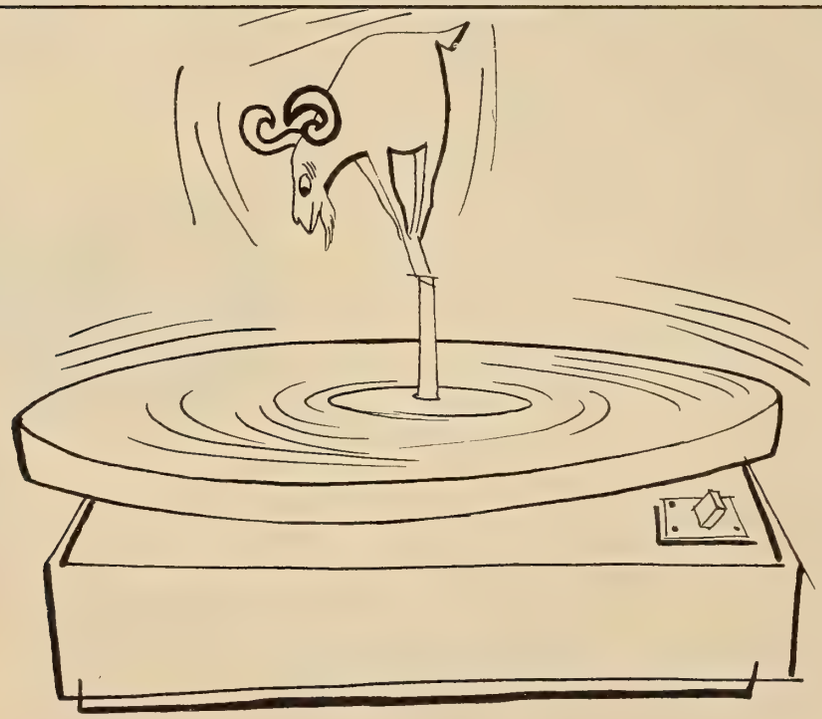


Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

WOC

Tri-City Broadcasting Co., Davenport, Iowa

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives



Goat for sale

If you got any loose goats you want to turn into cash, or a polygonal monitor that needs a new home, or a void where a d.j. ought to be, or an analog computer you want to exchange for an old UV 201 A . . . or, on the other hand . . if you want a job that pays off in money instead of custard, or if you have tape recorder, will travel . . . stop languishing this minute. Take steps. Be a man of action. Tell B•T's readers all about it in the Classified Section.

showed films of *I Love Lucy* for a week, five times a day. (Sheaffer sponsors the show in areas of Australia where there is television.) Results of the window show, as reported by the emporium: "A strong effect on the buying public . . . and a little trouble with the local city council for obstructing traffic."

CARTB, CBS Concert Tv Week Sept. 8-14 With That of U. S.

CANADIAN television stations will hold a Television Week at the same time as the U. S., Sept. 8-14. An announcement to this effect was made July 18 at Toronto by the Canadian Assn. of Radio & Tv Broadcasters. The Canadian Tv Week will be held jointly by member stations of CARTB and stations of the CBC.

Promotion of the week will show how the tv station can be a member of the Canadian family. CBC at the same time will celebrate five years of tv in Canada, the first stations having been opened in September 1952 at Montreal and Toronto, CBMT and CBLT respectively. Now there are 37 tv stations on the air and seven more licensed but not yet telecasting.

While tv set sales will be part of the Canadian Tv Week, a decision to join the U. S. promotion was made too late to obtain full co-operation of the Canadian Radio-Electronic-Tv Mfrs. Assn. Contact for tv set sales will be made on the local level by all Canadian tv stations, according to present plans. It is also expected a number of 20-second film strips will be produced for stations to show how tv affects today's Canadian life. CARTB will offer prizes to tv stations for the best tv promotion in both English and French languages during Tv Week.

Japanese Allocation Plan Lists 11 Vhf Channels, 107 Stations

THE government of Japan last month set up its final television allocation plan, after long deliberation and hearings. The plan provides 11 channels for 107 stations, all in very high frequencies, 90-108 mc for lower bands and 170-216 mc for higher bands, each band 6 mc wide.

Tokyo is allocated six channels (three of them on the air now), and Osaka is given four (two in use). Assignments of one, two or three channels are planned for other cities, with two predominating.

Sixteen stations are operating in Japan now, and five more are expected to go on the air within a year. Of the 16, five are commercial. Others operate under the noncommercial National Corporation of Telecasting & Broadcasting.

Canadian Kodak Co-sponsorship

CANADIAN KODAK Ltd., Toronto, is to make its first appearance as a television sponsor this fall, when it will co-sponsor with Ford Motor Co. of Canada, Toronto, the *Ed Sullivan Show* weekly. The show is fed by microwave from Buffalo, N. Y., to the Canadian tv network. Canadian Kodak also is expected to become a sponsor on *Disneyland* on the Canadian tv network, show now being sponsored by American Motors of Canada, Toronto, and Swift Ca-

RCA *3-Speed* Turntable with Many New Features

BQ-2B



DESIGNED WITH YOUR SPECIAL NEEDS IN MIND!

Silent Operation. Cushion-mounted motor is operated by quiet Mercury switch.

Long Life. Extended puck life is assured by relieving idlers in "Off" position by "Off-On" switch. Sturdy 16-inch turntable platter with large spindle accurately machined, to give many years service.

Fast Cueing. Hysteresis synchronous motor provides ample driving power, assures quick smooth starts.

Improved Stability. Large sleeve bearings provide accurate turntable alignment. Drive motor is mounted on a separate plate and supported by vibration mounts to eliminate rumble.

Fewer Moving Parts. Excellent design speed-changing mechanism, a minimum of moving parts, self-compensating idlers.

Ease of Operation. Quick speed change. Snap-up spindle for 45 rpm operation assures ease of operation.

New BQ-2B Turntable. Cabinet model shown, ready for delivery at once. Supplied less tone arms and filters, available as accessories. Also available less Cabinet.

Call your RCA Broadcast Sales Representative for further details, or write for illustrated brochure containing complete information. In Canada: RCA VICTOR Company Limited, Montreal.

RCA® Tmk(s)

RADIO CORPORATION of AMERICA

Broadcast and Television Equipment Camden, N. J.

nadian Ltd., Toronto. A third sponsor, Courtaulds Ltd., Montreal (textiles), dropped out early this year. Canadian Kodak account is handled by Baker Adv. Co. Ltd., Toronto.

Bank of Canada Agency Switch Is First in New Administration

BANK OF CANADA, Ottawa (Canada Savings Bond campaign), has appointed McKim Adv. Ltd., Montreal, to handle its fall savings bond campaign. This is the first change in a government account advertising agency since the new Progressive-Conservative party was elected June 10.

Plans for the savings bond campaign, including four 90-minute plays, are well advanced by the former agency, Walsh Adv. Co. Ltd., Toronto, on the national television network. No announcement has been made yet as to changes in the present planning of the campaign on radio and television, or whether the plans developed by Walsh Adv. for tv and Ronalds Adv. Agency, Montreal, for radio, will be canceled.

In the fiscal year just past (ending March 31, 1956), eight agencies accounted for $3,692,870 in government advertising in all media. Top advertising expenditures were placed through MacLaren Adv. Ltd., Toronto, $979,442; Cockfield Brown & Co. Ltd., Montreal, $979,095; Ronalds Adv. Agency, Montreal, $789,526; and Walsh Adv. Ltd., Toronto, $779,085.

You're in good company on WGN-RADIO Chicago



Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.



TO help WHLI Hempstead, L. I., celebrate its 10th anniversary, Mayor William O. Gulde proclaimed July 21-27 WHLI Week. In addition, he temporarily changed the name of Clinton St., where the station's studios are located, to WHLI Boulevard. Above, WHLI President Paul Godofsky (l) hands the new street sign to Mayor Gulde.

WRCA New York Resumes '1,000 Bill Finders-Keepers'

WRCA New York *Pulse* program (Mon.-Fri. 6-10 a.m.) will resume its "1,000 Bill Finders-Keepers" contest today (Monday), according to Arthur Hamilton, station manager. The contest, which ran on the program from July-Oct. 1956, is designed to permit participation of the entire program audience. Clues as to the location of a $1,000 certificate, hidden somewhere in the metropolitan area, are broadcast in rhyme each morning by Bill Cullen, program host.

This year *Pulse* also has inaugurated a separate category of participants. Advertising agency personnel have been invited to participate. The rules state that the clues must be heard on the air and answers must be submitted by mail. The agency person coming closest to the actual location of the hidden certificate is declared the winner of a portable tv set.

KTTV (TV) Los Angeles Covers Miss Universe Contest

PULCHRITUDE plus a "startling last-minute revelation" boosted the audience for the KTTV (TV) Los Angeles telecast of the selection of Miss Universe of 1958 on July 19 to an estimated 3,250,000, nearly a 50% increase over the two million who watched the previous year's finals on KTTV.

Special ARB coincidental survey made from 10:15 to 11 p.m. showed KTTV with a rating of 38.5, compared to a 5.0 for the second of the city's seven tv stations and lesser figures for the other five. ARB data indicated that 53.8% of the area's tv sets were in use, up one-third from the normal sets-in-use count for that day and time, and that better than 70% of them were tuned to KTTV.

The Miss Universe telecasts on KTTV, which covered the contest from the arrival of the girls in Long Beach, Calif., through all the preliminaries right up to the crowning of Miss Peru as worldwide winner, were sponsored by Max Factor & Co. through Doyle Dane Bernbach. The finals only were fed to San Francisco and telecast by KGO-TV there.

The startling revelation was that Miss USA was really a Mrs. and mother of two children, a charge that the national title holder had vehemently denied on the previous night's telecast but had admitted the morning of the contest's final day. The 11th-hour selection of a new Miss USA and the ensuing debate as to whether she should be included in the judging for the global title (the decision was no) produced a tidal wave of publicity and a maximum audience for event, sponsor and station.

WTOP Issues Brochure

WTOP Washington has issued a 20-page brochure entitled, "Do You Know This Man?" It goes on to say he is 34½ years old, 6′ tall, weighs 179 pounds, has brown hair and brown eyes. It explains that he is a composite of twenty-four WTOP personalities. The booklet also gives brief biographical sketches of the personalities and pictures of them.

WELL, ANYWAY, ALMOST EVERYWHERE

IN a "Radio is Everywhere" contest it sponsored, WCCO Minneapolis-St. Paul discovered that radio is in "airplanes, graves, milking parlors, prisons, maternity wards, tree houses, photo darkrooms and duck blinds."

These were only a few of the answers received in the contest which invited listeners to tell in 25 words or less about the unusual places or unusual situations in which they listen to WCCO.

One listener, who is a grave digger, reported that he listened to the radio while going about his duties. Several farmers reported they have mounted old car radios on their tractors, including one equipped with earphones. Other rural radios were stationed in barns, henhouses, raspberry patches and pickup trucks. One entry reported, "We love football and duck hunting. Ducks won't land in the stadium, so WCCO brings the stadium to our duck blind on football afternoons."

The contest was conducted by WCCO during National Radio Week (May 5-11) and drew 1,732 entries. The station engaged Northern Research Labs to judge the contest and 10 winners were picked. They received table model radios as their prizes.

Only STEEL can do so many jobs so well



Walls Of Steel—Tall Or Small. The big picture shows the Socony Mobil Building at 42nd and Lexington in New York City. It's the largest metal-walled office building in the world, and is completely sheathed with Stainless Steel panels. They used Stainless Steel because of its lasting beauty, durability, corrosion resistance, and low maintenance. The picture below shows an all-steel prefabricated school. The steel skeleton is strong and safe, and the porcelain-enameled steel wall panels are colorful and easy to care for.



Artificial Heart-Lung Machine. This Stainless Steel machine removes blood from the body, replenishes it with oxygen, and pumps it back into the body—thereby functioning as heart *and* lungs. With it, doctors can actually stop the heart and repair it, since the machine does the heart's job. The device is made completely from Stainless Steel because it is the most easily cleaned of all metals. Stainless Steel will not corrode, and it will not contaminate or alter the structure of the blood in any way.



127 Different Parts! This quiet, reliable alarm clock is a mass-production miracle. 127 different parts work together so that you can be sure of getting where you want to be on time. Most of the parts are made from steel because steel is strong, wear-resistant, and easy to fabricate.



UNITED STATES STEEL

American Bridge . . . American Steel & Wire and Cyclone Fence . . . Columbia-Geneva Steel
Consolidated Western Steel . . . Gerrard Steel Strapping . . . National Tube . . . Oil Well Supply
Tennessee Coal & Iron . . . United States Steel Homes . . . United States Steel Products
United States Steel Supply . . . **Divisions of United States Steel Corporation, Pittsburgh**
Union Supply Company · United States Steel Export Company · Universal Atlas Cement Company

Watch the **United States Steel Hour** on TV every other Wednesday (10 p.m. Eastern time).

KGW-TV LAUNCHES 'WIN A HOUSE'

KGW-TV Portland has launched what it terms the "biggest single food promotion in 30 years of food business." In conjunction with White Satin sugar and Wedgwood Homes, the station is sponsoring a "Win a House" contest. The prize is a new $16,500 Wedgwood Home.

When a person purchases White Satin sugar in the Oregon or southwestern Washington area grocery stores, he gets an entry blank and is asked to finish in 25 words or less: "I have purchased White Satin sugar and I have seen the KGW-TV Wedgwood Home and I think it is the perfect home because . . ."

The station is using daily spots to advertise the contest and also running ads in the *Oregonian* and *Oregon Journal.* The campaign is reportedly designed so that no viewer will escape a spot announcement whether he is listening during the day or during the evening.

In addition to the KGW-TV spots, the campaign is using outdoor billboards, point-of-sales material and tie-ins with six other stations in that area. KGW-TV reports that the overall expenditure will probably exceed $125,000. The contest ends Sept. 14. Agency for the promotion is Pacific National Adv., Portland.



SEEN *going over blueprints of the KGW-TV Wedgwood Home are (l to r) Milt Foland, vice president Pacific National Adv.; Harry Moss, sales manager, White Satin sugar; Walter Wagstaff, KGW-TV station manager, and Dwight Haughen, president of Wedgwood Homes.*

Power of Negative Thinking

WITH typewriter tucked in cheek, Henry J. Kaufman & Assoc., Washington, D. C. advertising agency, has sent out a mailing piece entitled "Name Dropping."

Cartoons and copy reminisce about several clients who have passed through the agency's portals—the firm that was absorbed by A Big Company, the long-term client who retired and the CIO (which merged with the AFL). As the copy reads, ". . . We've been losing accounts with the best of 'em, man and boy, ever since we started in 1929."

For prospects who might be wondering, a final page of positive thinking includes a list of clients who have stayed around.

WATE-TV Covers Sears Sale

WATE-TV Knoxville gave live coverage to the local "Sears Pre-4th" sale this month with its new $75,000 mobile unit. The advance promotion of the event included on-the-air plugs, newspaper publicity, live show mentions, full-sheet signs in the store and a feature on the front page of the tabloid section run by Sears in the morning daily. The show was entitled *Sears Pre-4th Jamboree* and featured local and station talent and guests. The program originated from Sears' furniture department on the top floor thereby "creating a traffic flow throughout the other departments." WATE-TV reports that before the sale Sears was running 11% behind the same period last year, but that after the sale, they were only 1.8% behind.

NBC Uses 'Real Cool' Approach

NBC Spot Sales personnel making the agency rounds this summer are using a "real cool" approach: Before acquainting agency time buyers and other media employes with the "hot availabilities" on represented radio and tv stations, they place a miniature electric fan on the prospect's desk and turn it on. The fan is a battery-operated model about the size of a flashlight.

KFMB-TV Offers New Service

KFMB-TV San Diego is offering a new service to local television viewers who ride the city buses. A brochure which gives the station's daily overall program schedule is being distributed by use of a "take one" bus card. KFMB-TV estimates that 25,000 of the booklets will reach the viewing public during its 90-day campaign.

KOLN-TV Offers $5,000

KOLN-TV Lincoln, Neb., is offering $5,000 to any western league baseball player who hits a ball through a hole in the station's billboard at Sherman Field. The hole is located in the center of the CBS eye which appears on the advertisement. The sign is part of the field's outfield fence. The player winning the $5,000 must hit the ball through the hole during a regulation game.

ABC-TV's 'American Bandstand'

ABC-TV will air *American Bandstand* (Mon.-Fri. 3-4 p.m. EST) starting next Monday. It will originate live from WFIL-TV Philadelphia, according to James T. Aubrey Jr., ABC-TV vice president in charge of programming. The program, which is an outgrowth of WFIL-TV's *Bandstand,* features popular music, audience participation, dance contests and guest performances and interviews. It also will include Dick Clark as m.c. and is "in line with the network's new emphasis on live music and personalities," reports the network.

WWDC Increases Weathercasts

QUARTER-HOUR weather reports, 24 hours a day, will be started Aug. 1 by WWDC Washington, which reports it has exclusive rights to the Electrovac reports of Dr. Irving P. Krick Associates of Denver. Long-range forecasts of the Krick firm are based on electronic computations. Ben Strouse, WWDC president-general manager, said the Krick forecasts tracked Hurricane Audrey more accurately than other services. The station is distributing hand fans to promote the new service.

WOV Celebrates 'Trentennale'

WOV New York is using its 30th anniversary as the theme of its summer Italian audience promotion, the "Trentennale." The promotion consists of 10 random telephone interviews a day. The person called is asked to pick a number from 1 to 30 to determine which gift he draws from a stack. He is given an invitation to chat about himself, his family, or relatives in Italy. The promotion will run for two months. WOV, a 24-hour operation, devotes 10½ hours daily to Italian language shows.

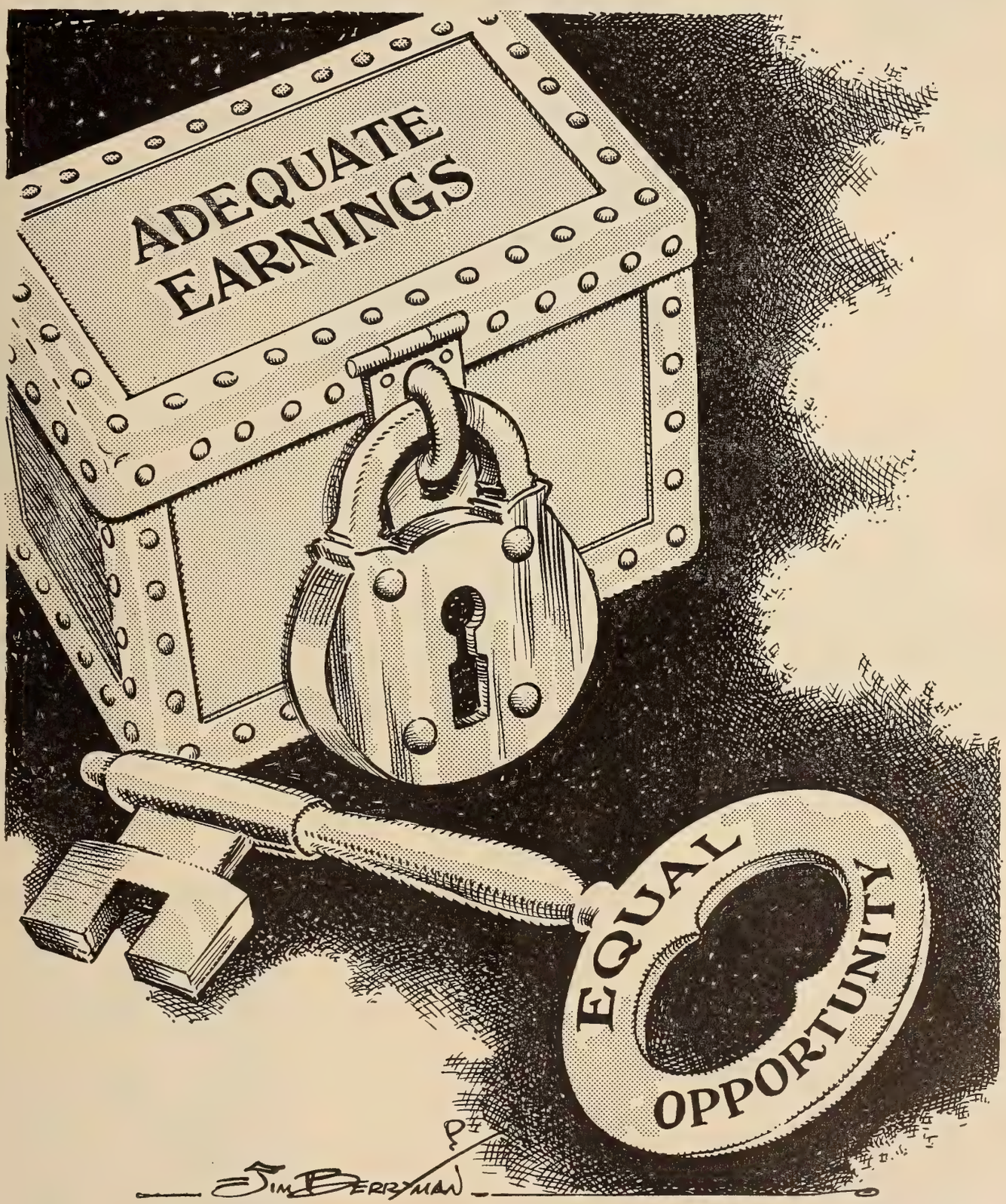
WBLK Announces 'It's a Boy'

WBLK Clarksburg, W. Va., celebrated its 20th anniversary July 19 and held a cocktail party for representatives from 50 newspapers in central West Virginia. The station changed its call letters to WBOY to conform with the call letters for the new tv station in Clarksburg which will be called WBOY-TV. To promote the change, cigars with "It's a Boy" wrappers were handed out to visiting newsmen at the cocktail party. WBOY-TV plans to be on the air Oct. 1.

WICE Holds Free Record Hop

WITH no other promotion but 10 spots a day for 10 days, WICE Providence, R. I., turned out 10,000 youngsters July 19 for a free record hop at Rocky Point Palladium. Advance estimates expected a top crowd of 1,500. As part of WICE's first anniversary promotion, the station event included free cokes and amusement park rides for the entire evening.

KEY TO THE RAILROADS' FUTURE



for the ASSOCIATION OF AMERICAN RAILROADS

NEWSREELS ARE NOW TV'S CUP OF TEA

With the movies' product faltering, video news film has stepped in

A SECOND movie newsreel will discontinue its operations. Paramount News, newsreel operation of Paramount Pictures, will end a 30-year service to theatres on Feb. 15. Last August, Warner-Pathe ceased operations.—B•T, Jan. 28.

A new "first" is reported with tv newsfilm being shown theatrically in a Los Angeles newsreel movie house. . . . Showings of CBS Newsfilm reportedly are made 8-10 times per day . . .—B•T, June 17.

A CALL by a theatre owner on the facilities of a primarily tv enterprise to supply newsfilm never could have happened a few years ago.

But the evidence is piling up that the theatrical newsreel as a factor in the motion picture economy is nearly played out, a victim of the economic downswing in its own industry and of tv's remodeling effect in both the entertainment and news fields.

Where once five theatrical newsreels dominated motion picture journalism, there now are only three. One of the trio—Fox Movietone—is in trouble and reportedly about to switch from spot news filming to in-depth, background treatment in the documentary or magazine fashion. Fox, it's said, will film in Cinemascope to boot. (Warner-Pathe left the field in August of last year, Paramount News folded last February. Two other newsreel operations are Universal News and MGM's "News of the Day.")

The importance of the news film product to newsreel theatres is seen in the Los Angeles operation. At the Newsreel Theatre in downtown Los Angeles, the news film on a typical day occupied the first 32 minutes of a 55-minute news portion of the theatre's program. The remaining 23 minutes comprised a combination of all output of theatrical reels being used by the theatre.



MARQUEE OF THE TIMES: Los Angeles' Newsreel Theatre emblazons across its front a reminder that it shows exclusive CBS Newsfilms.

The theatre's manager, David Oxenham, supervises editing of the film, recording music and his own voice for narration over silent portions on magnetic strip. This reel is made up only once a week, though when a hot story breaks, it is added at the head of the reel and featured on the theatre's marquee. Over a seven-day period, this reel may be re-run some 60-70 times.

To accommodate the use of news film, the theatre added 16-mm. film projection equipment—a projector and a proper lens. A sidelight is that the theatre installed a small refrigerator to store the film when it is not being run, keeping it dust free.

While it is yet too early to assess the significance of this development in the news film field, this is obvious:

• The future of news film in theatres will bear watching. Actual newsreel theatre outlets are limited but should practice prove news film a "natural" for movie showing, feature theatres may show an interest.

• News film syndicators have geared their services for tv stations not theatres. The latter is added revenue and another outlet for news film distribution.

• Most importantly, use of the film in even a few theatres adds to the prestige of news film syndication, an operation that is only nine years old but already boasting a $3-4 million business volume.

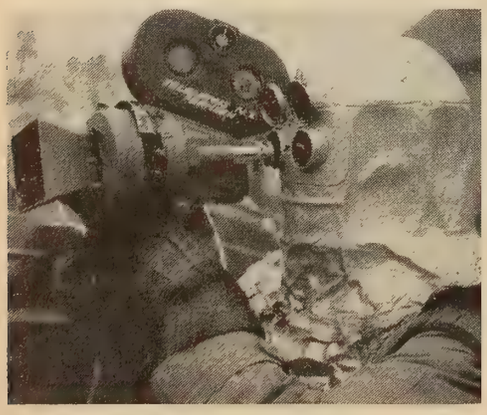
Newsfilm syndication has flexed its muscles as a supplier of news program product for stations throughout the U. S. Advertisers have displayed their enthusiasm by an increasing number of them signing as sponsors of news shows using the film product. Both in sales and in ratings, the local news show using syndicated film has done well in many markets, even when pitted against the network news show that lacks its flexibility.

Actually, tv news film syndication has shot into prominence since only 1948 when INS-Telenews appeared as the first syndicator on the scene. But in the syndication bed, it's difficult at times to see the roses for the thorns. Some would be entrepreneurs: The Associated Press (in 1947 and again in 1952 with Spotnews Productions Inc.) and NBC, whose daily news syndication service operated for awhile before being discontinued in July 1954. NBC has its own newsfilm operation but does not syndicate to stations.

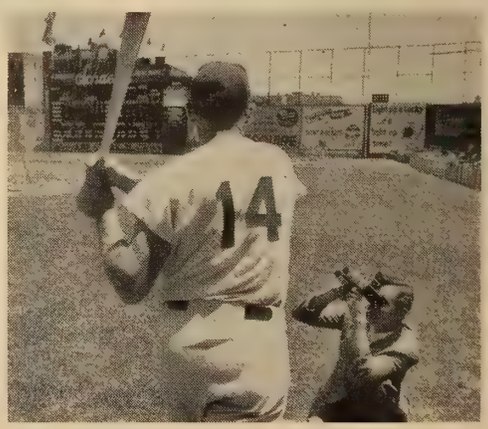
Newsfilm syndication is handled by three firms, each providing a daily service—INS-Telenews, CBS Newsfilm and UP Movietone News. They span the U. S. and are in overseas markets in just about every "tv country." Networks use newsfilm, too, and even a newspaper or magazine often asks for permission to reproduce a photograph from an unusual filmed scene.

Newsfilm is making itself felt in other ways, too: by constantly changing news concepts and by building new and speedy methods of distribution of filmed products. It is precisely this drive for speed and efficiency that has helped to toss the movie newsreel business for an operational loss.

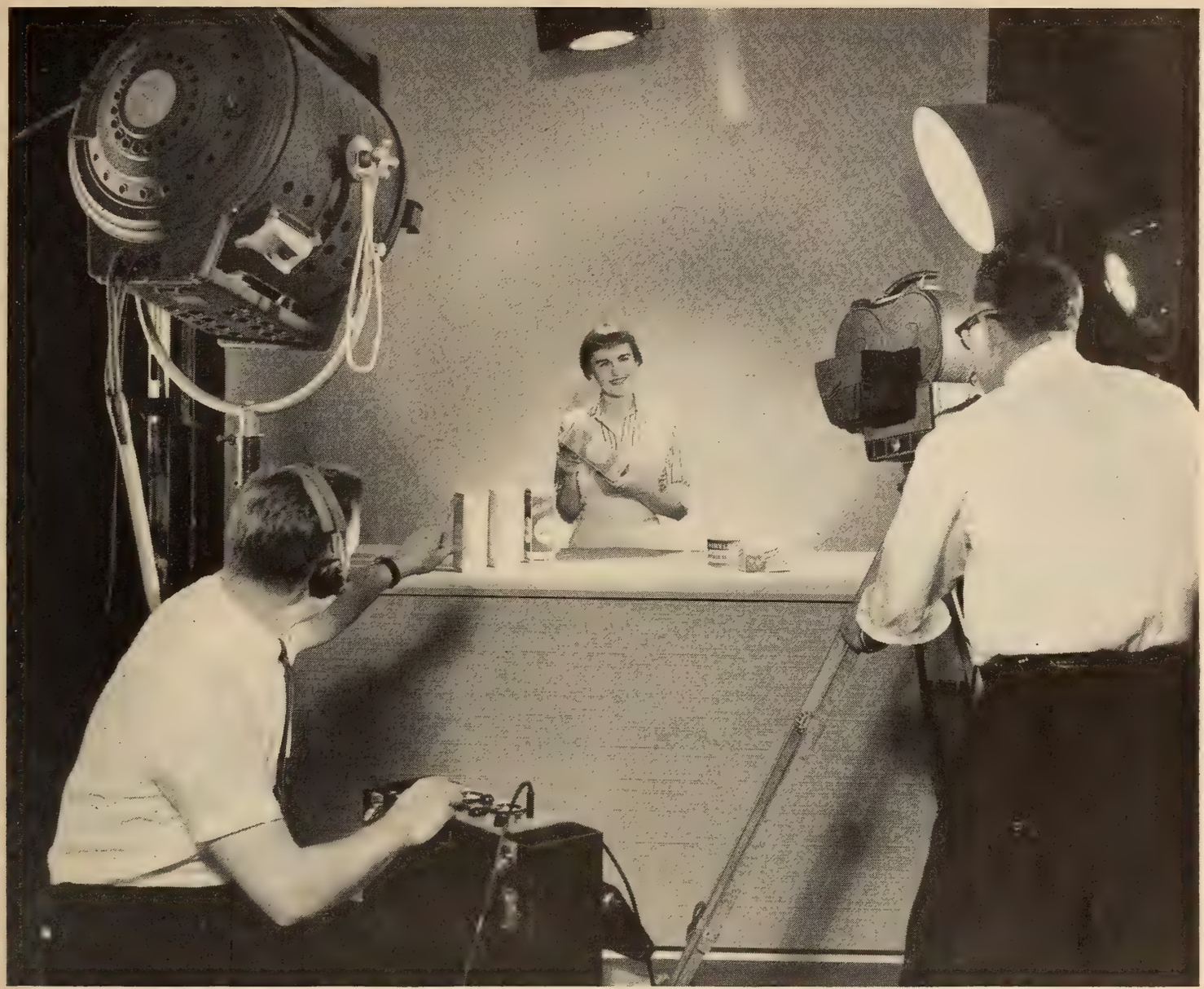
Though money-makers for stations served, syndicated tv news film suffers from an occupational hazard usually associated with railroads: It costs so much to run. Or as expressed by the services themselves: "fantastically expensive and normally an unprofitable one" (INS); "excessively expensive" (Movietone), and "ad-



NOT GARBED FOR OUTERSPACE: This is how an INS-Telenews cameraman dons a special leaden outfit for protection against gamma rays while filming a story in an irradiated area.



ON TOP THE SPORTS SCENE: UP Movietone's Gene Broda moves in with his camera on Dodger Gil Hodges during newsreel coverage of the topsy-turvy National League pennant race.



NEW! *A color material that gives you the ultimate in carry-through of every subtle tone and gradation in the original scene.*

ANSCOCHROME PROFESSIONAL CAMERA FILM TYPE 242

TECHNICAL DATA—ANSCOCHROME PROFESSIONAL CAMERA FILM TYPE 242

General Characteristics	A low contrast 16mm tungsten color original film designed for optimum quality in the final release prints.
Exposure Index	EI 10 Tungsten EI 8 Daylight (with No. 83 filter) 3200K illumination
Available Lengths	16mm x 100, 200, 400 and 12000 feet. Latent image footage numbered.

Now you can profit from Ansco's years of intensive research dedicated to produce the finest possible 16mm low contrast originals with the best possible print-through characteristics.

Balanced for tungsten—the new ANSCOCHROME PROFESSIONAL CAMERA FILM TYPE 242 captures a full scale image that is designed to yield final release prints of unparalleled brilliance, color saturation and flesh tones on 16mm Ansco Type 238 Color Duplicating Film.

Types 242 and 238, when used together, form a combination that provides "that Anscochrome look"—color saturation, balance, and uniformity—in the final release print. Ansco, Binghamton, New York. A Division of General Aniline & Film Corporation.

Ansco . . . the finest compliment you can pay your skill

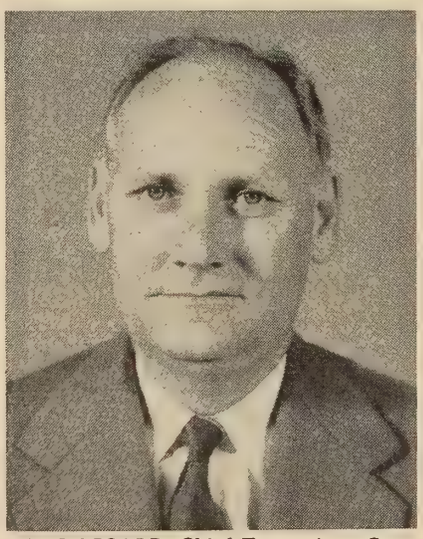


WM. R. ROBERSON, JR., President
North Carolina Television, Inc. (WITN)

Like Hundreds of Broadcasters . . .

President
WM. R. ROBERSON, JR.
of
WITN
and
Chief Transmitter Engineer
ED PILEGARD

Selected STAINLESS TOWERS



ED. PILEGARD, Chief Transmitter Eng.
North Carolina Television, Inc. (WITN-TV)

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

mittedly it is an expensive project" (CBS).

Primarily, the syndicators are in business because their commodity is in news and they intend to make money whenever and wherever possible. W. R. Higginbotham, manager of UP Movietone, notes, "We intend to make a legitimate profit from it," and Howard L. Kany, manager of CBS Newsfilm, the only tv-owned (CBS Inc.) newsfilm syndicate, says CBS is so engaged because the product is necessary for stations and has been accepted by them.

Growth has been dynamic. INS-Telenews first appeared on the scene in February 1948, more as a promise than a going concern. Now it has more than 140 station clients in this country (the INS total includes a newsfilm feed to 35-40 stations affiliated with ABC-TV, and a few stations which receive stills). UP Movietone News, the second oldest, having started more than five years ago, serves more than 60 stations in this country with impressive servicing abroad. (If UP Movietone added weekly servicing, facsimile and other offshoot services, its domestic total easily would go over the 200 mark.) CBS Newsfilm is the youngest (it started in 1954 with only two stations). Its product goes to more than 100 stations in the U. S.

Biggest problems for the syndicators now: keeping pace in personnel with increasing demands for their product; keeping abreast of latest technological developments—color tv, video, tape, etc.; whittling down thousands of feet of film shot daily to the smaller percentage of film actually sent to stations (this is a mounting cost factor—film and editing cost money).

A huge staff must be maintained in chief centers of the country and overseas. Camera correspondents, numbering in the hundreds, are on call. A virtual "small army," as INS puts it, of laboratory personnel, cutters, writers, editors and shipping department employes are needed to keep up service to newsfilm clients. A familiar figure at airports in major news centers is the newsfilm motorcyclist picking up exposed film that must be processed and viewed, and roaring back to the airport to meet split-second shipping schedules.

The business is sensitive to physical conditions, too, such as camera exposure, film editing, scripting, airline schedules and the weather itself. The big nut to crack, says Mr. Higginbotham, is the need for "cheap and fast distribution by wire." Current methods of photographing off the tv tube (kinescoping in the U. S. or telerecording abroad) is costly and quality of the film not up to syndicators' standards. Mr. Kany thinks the future will bring newsfilm delivered by cable or other electronic means, cutting the time lag.

Newsfilm on electronic tape is another possibility in the years ahead. Envisioned is film or tape to transmit motion picture images from Europe and Asia to the U. S.

But away from the crystal ball, refinements constantly are being made in film editing, in scripting that permits stories to remain up to date over long periods and in faster laboratory processing and shipping.

Newsfilm syndicators watch the market-by-market track record of local newscasts using their product. This is perhaps the acid test—for the better the program (ratings and audience, etc.), the more sales to advertisers and the wider the carpet spread by the station before the syndicator.

IN JUST FIVE HOURS



4 p.m.: Len Cautela, assignment desk reporter-contact, assigns a CBS Newsfilm reporter to a story.



6 p.m.: The cameraman, having shot the story from a chartered plane, gives the film to a courier who arrives at processing lab at **6:30 p.m.**



7:15 p.m.: Film editor (rear) looks at processed film to select best footage. **7:16 p.m.:** The film is checked (foreground) against the assignment sheet to determine most significant features.



7:17 p.m.: Film is prepared for shipment to stations.



9 p.m.: Newsfilm story delivered by motorcycle for air shipment.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

What do giraffes have to do with high blood pressure?



IN ITS SEARCH for more knowledge about baffling diseases, medical science takes some strange turns. For example, doctors have gone to Africa to study the blood pressure of giraffes.

They found that it takes an unusually high pressure to pump blood from the giraffe's heart to his brain—a distance of some 14 to 15 feet. Yet, its heart and blood vessels are not under strain.

Doctors are trying to learn more about how this is accomplished for it could shed new light on the disorder affecting an estimated 6 million Americans—high blood pressure or hypertension.

Fortunately, most cases of hypertension can be helped by proper treatment. In fact, it can often be controlled simply by relieving day-to-day emotional stresses which push blood pressure up and tend to keep it excessively elevated.

If you have hypertension, your doctor may suggest a way of life especially adapted to your needs. Among other things, he will probably recommend *plenty of rest* and *weight control.* The latter is important in treating, and possibly *preventing*, hypertension. In fact, hypertension is four times as common in overweight men as in those who are underweight.

If changes in living habits do not control this disorder, then other treatments . . . including medicines, special diets or surgery . . . may be used.

Hypertension is more easily controlled when discovered early. So, *everyone* should have periodic health examinations. Those who have reached middle age, are overweight, or whose parents or close relatives had elevated blood pressure should be especially watchful.

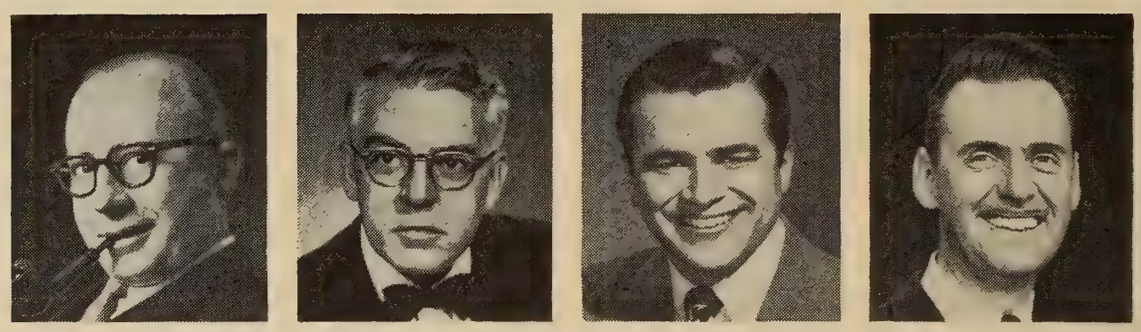
When hypertension is diagnosed, a patient should continue to see the doctor regularly. Then possible complications can be prevented, postponed or, if they occur, treated promptly.

COPYRIGHT 1957—METROPOLITAN LIFE INSURANCE COMPANY

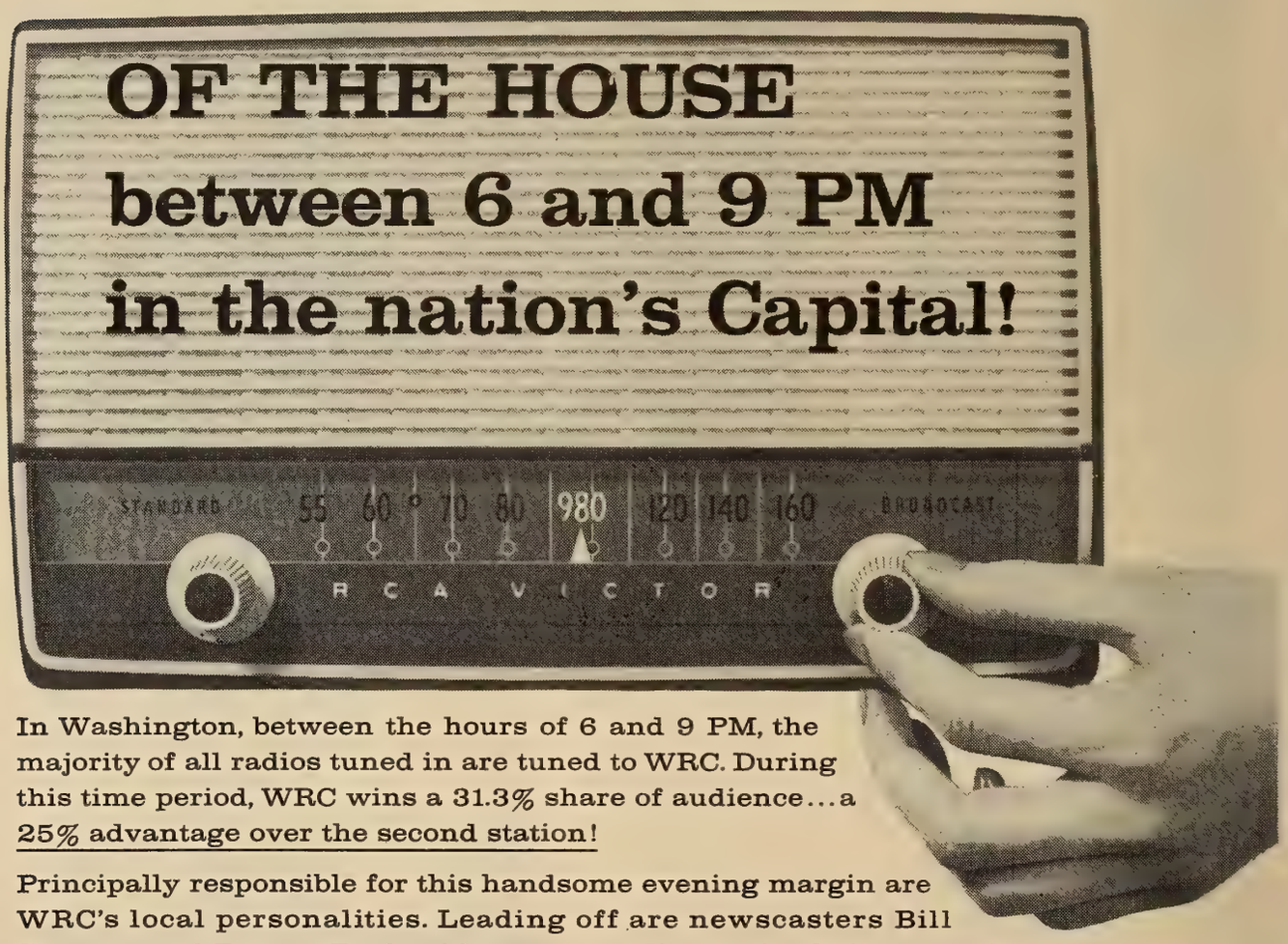
Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.



NEW SPEAKERS



In Washington, between the hours of 6 and 9 PM, the majority of all radios tuned in are tuned to WRC. During this time period, WRC wins a 31.3% share of audience...a 25% advantage over the second station!

Principally responsible for this handsome evening margin are WRC's local personalities. Leading off are newscasters Bill Sprague and Bryson Rash with greater audiences in their respective time periods than all other stations combined. Sportscaster Jim Simpson, who follows, has more than twice the audience of any competitor, and popular disc jockey Al Ross very nearly matches this record!

In Washington's 17-radio-station market, authority of this sort means quick buying response from listeners. Have WRC Radio speak for you in the nation's Capital.

WRC · 980

WASHINGTON, D. C. SOLD BY NBC SPOT SALES

NSI Report—Washington, D. C., Area—May, 1957

from **TOM GLYNN,** *timebuyer, J. Walter Thompson Co.*

THE MARKET'S MUCH TOO COMPETITIVE FOR GUESSWORK IN MEDIA

WHATEVER became of that scornful phrase popular at luncheon tables just a few years ago—"cost-per-thousand buyer!"

No more bitter indictment could have been hurled at an agency buyer. It immediately accused one of having absolutely no imagination and of following any set of statistics right out the nearest window.

In those dear departed days our knowledge of research was pretty well limited to a cost-per-thousand based on a program rating.

What has happened today, now that the agency buyer is surrounded by a comparative wealth of statistics such as audience compositions, unduplicated reach, audience distribution by age, market size, etc.? Has imagination been lost for all time and have our buys sunk to a new, uninspired low?

Let one buyer right now take a firm position that this new familiarity with research has only opened a new horizon against which to apply imagination and judgment.

And certainly this television era since 1949, with its unprecedented expanding economy and its new leisure time, has so changed the dimension of radio and television that new statistical measurements had to develop.

Television dimensions have changed with explosive suddenness, propelling television into its present state of maturity in only a few years—a feat achieved by no other medium.

Measurements common to 1949 or even 1954 no longer are sufficient by themselves. Whole new concepts of buying and researching had to be established.

Suppose we show an advertiser that his second network property substantially duplicates his audience to the first program—that he is not adding a whole new segment of the population, but rather is only building frequency on those he already is reaching.

If frequency of message is not a requirement, we are then in a position to recommend another program—or even another medium. Is this bad? Doesn't everyone benefit when the advertiser does? And isn't this, after all, a comparatively new and certainly useful type of research, coupled with judgment?

THE CHANGING ROLE OF RADIO

Radio's dimensions also have changed—equally drastic changes—however more subtle in their accomplishments. While television has assumed radio's historical position as the "entertainment medium"—the family medium—radio today serves a different but equally important role as the "service and information medium"—the personal medium.

As a corollary to this revolution in radio we have found that many of the familiar, historical benchmarks in radio have been replaced by new and rather unfamiliar data. The overriding question in radio today is not "how potent is it" but how best to utilize its strengths under these changed, unfamiliar conditions. It's interesting to note that as we analyze and measure the effect of these changed dimensions we find a wealth of pertinent research and statistics, but unfortunately an overbalanced proportion of it applies only to television.

Wouldn't it be wonderful if this were true of radio as well? Who can say with accuracy just how large a radio audience is and how best to reach them at home, in the car, at the beach, picnics or any one of the hundreds of places a radio set can be found. What about frequency in radio?

There are so many areas in radio today where even judgment and experience, let alone outmoded statistics, are incapable of supplying accurate answers only because radio today resembles nothing of radio yesterday.

So it's only natural that statistics play such a prominent role today. We have more of them, and are more conversant with them. Of course we are not relegating judgment to a back seat for before judgment can be properly exercised we must know all the pertinent facts.

Often we must ask sellers of time to help in the compilation of statistics analyzing their proposals. I think many of them would be surprised how often competing proposals are statistical standoffs—and that the decisions made are done so on the basis of judgment.

And of course many decisions are made despite the statistics. Again, judgment and experience.

What I'm getting at is that we've got to consider, understand and use any reliable fact which will help in our buying decisions. We've got to know as much as humanly possible how each dollar contributes toward a product's media goal. We can't guess about media—the market's too competitive. In every media decision today we've got to take a long, hard, uncompromising look at audiences—where they are, who they are, how and where they can be reached most economically. And it is this buyer's opinion that we are sufficiently responsible and generally educated enough to use today's statistical tools to determine whether what we buy will deliver what we want.

WE HAVEN'T LAGGED IN RESEARCH

The industry has done a good job so far in keeping pace with some of these changes and in supplying the various tools for measuring audiences. It is possible, for instance, not only to know the gross numbers of impressions of a campaign but also the number of different families reached and the frequency with which they are reached—the number of commercial impressions per home. We know how much one tv program can add to another tv program—or radio program—or a schedule of local radio or tv announcements. We can analyze a program in terms of type of home reached and where they live, in order to match this with the product's consumer profile.

It is my firm conviction that we now are better equipped to do a more responsible time-buying job than ever before, and that conscientious use of this equipment means a greater sophistication and selectivity on the part of buyers who now are better able to understand what a particular medium can and should deliver. And as these research tools advance and increase, the buying ability, too, advances in like proportion.



Thomas J. Glynn; b. Jan. 18, 1927, in Queens Village, Long Island, N. Y. Graduated St. John's U. School of Commerce 1950. Joined traffic department at J. Walter Thompson, moved next into the market research and then into JWT's media department doing broadcast research. Started buying for Lever Brothers in 1953; became supervising buyer in his group in 1955 when department moved toward all-media buying concept.

Hot Spots

AT LEAST two major advertisers and one major agency are walking perilously close to the outer edge of propriety, if not of legality, in what appears to be a unique bid by one of the advertisers to get a summer hiatus without giving up his prime time positions.

Benton & Bowles, which regularly represents General Foods, has taken on a "special spot tv assignment" for Bristol-Myers and has asked stations to accept a year-long spot schedule from the two advertisers in "partnership." In essence, as detailed elsewhere in this journal, General Foods' Maxwell House coffee would like to go off during the hot summer months but come back to its prime positions in the fall when coffee-drinking weather returns. So Bristol-Myers' Ban, which as a deodorant has bright prospects in the summertime, would take over during most of the hot weeks and Maxwell House could recapture its old positions when the weather cools.

This strikes us—and many other observers—as frightfully close to time broking, although Benton & Bowles authorities make a point that they're convinced it is "not in any way illegal or unfair in practice." The fact that the stations' sanction is necessary does not, in our view, alter the fact that fundamentally it is a case of one advertiser selling station time to another advertiser.

Apart from the question of time brokerage, however, the device could establish several bad precedents. Adopted by others, it would shatter stations' general policy against granting hiatuses. It would automatically deprive other advertisers of a chance to buy these prime spots.

General Foods, Bristol-Myers, and Benton & Bowles are all too knowledgeable, too concerned with the cause of good advertising, too aware of the importance of television to want to make such a shambles as seems apt to result from this gambit. GF, B-M, and B&B should abandon it voluntarily.

Wired for Competition

DEVELOPMENTS of the past two months point to the probability that broadcasters will soon face a new competitor—for audience and for advertising.

Closed-circuit subscription television has grown from a speculative idea to the blueprint stage. It must still lick many troublesome economic problems before it becomes a significant force, but it seems to have better than a 50-50 chance of establishing itself as a new means of entertainment distribution.

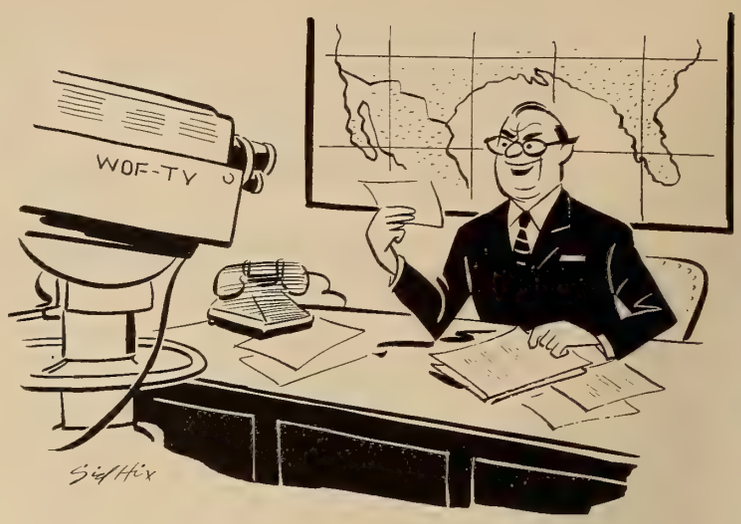
In Bartlesville, Okla., Video Independent Theatres is now constructing a wired system to provide several program services for a flat monthly fee. The principal video fare will be first-run movies. At the outset the service will also include a music-news-weather program. Eventually, the proprietors say, live television programs and a background music service will be added.

Video Independent says it will not sell advertising on its movie programs but it will sell it on the music-news-weather service and on its live tv shows. The implications of competition with free tv and radio are evident.

In Los Angeles and San Francisco, Skiatron Tv Inc. is planning to establish closed-circuit tv in anticipation of the transfer to those cities of the Brooklyn Dodgers and New York Giants baseball teams. The big-league games would provide the basic program service for Skiatron, but the company has far more ambitious program plans in work.

In testimony a fortnight ago before the House Antitrust Subcommittee, Matthew Fox, president of Skiatron, said that ballet, opera, first-run movies and theatrical attractions also figured in the television program fare which Skiatron would offer subscribers. Additionally, said Mr. Fox, Skiatron will provide a 24-hour daily hi-fi music service. Although Mr. Fox implied that Skiatron would not sell advertising, there would appear to be no insurmountable obstacle in the way of Skiatron's doing so if it succeeded in attracting audience.

Interest in closed-circuit subscription television is not confined to Bartlesville, Los Angeles and San Francisco or to Video Independent Theatres and Skiatron. Video Independent has said it will expand to other southwestern communities if its Bartlesville operation succeeds. Skiatron is planning systems in "many cities." Other companies like International Telemeter have still other projects in mind. Plainly, closed circuit subscription tv is not a pipe dream.



Drawn for BROADCASTING • TELECASTING by Sid Hix

" . . . and now a special bulletin regarding the murder mystery to be shown over the local toll tv circuit tonight . . . the butler did it!"

To be sure, serious questions must be resolved before wired systems can become a widespread reality. Not the least of these is the matter of installation costs. So far, authorities have produced cost estimates ranging from $4 million to $60 million to wire the city of San Francisco. If $60 million turned out to be the right figure, wired tv would not appear to be the easy way to quick profits.

But other factors are working in favor of closed-circuit subscription tv. Not the least of these is government delay in deciding the future of on-the-air subscription television. Powerful members of Congress have warned the FCC not to approve toll tv on broadcast channels until Congress itself has explored the issues of public interest that are involved. Indeed all but Zenith among the original advocates of broadcast toll tv have modified their proposals to include wired systems. Zenith is alone in sticking to the wish to operate toll tv only on the airways.

For the broadcaster, wired toll tv will present new problems in competition. The most obvious, of course, is in the realm of programming.

To the degree that a subscription system succeeds in selling a tv program, to the same degree it will succeed in diverting audience from the free programs offered at the same time. If the toll system can divert enough people from free tv it will also be able to sell that audience to an advertiser.

In competing with free tv, the toll operator will have certain advantages. Unlike the regulated telecaster, the toll operator will be under no legal obligation to provide sustaining or public service programs. He will be permitted to transmit as full or scant a program schedule as he feels he can sell. In short, he will be able to deal exclusively in profit-making shows, without having to worry about social or cultural responsibilities. This flexibility will be envied by free telecasters who, by tradition and regulation, are obliged to broadcast many programs which are of little commercial value.

The possibility of competition between closed-circuit subscription television and commercial radio has been given slight attention. It deserves closer study by radio broadcasters whose formats are made up of music and news. Assuming the closed-circuit operator programs his sound service skillfully, the threat to established radio listening habits is obvious.

All this is not to say that free radio and television need be alarmed by the prospective competition of wired systems. Broadcasters should, however, begin to plan for a future that will differ from the present.

It is not unreasonable to predict that some of them may become wired subscription operators themselves. In the hands of single management, separate free and fee systems could be made compatible even though competitive.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money



This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . *at by far the lowest cost per thousand.* (Neilsen & SR&D)

They cover an extraordinarily productive market, which contains 4 of the 5 top counties in farm income in California, the nation's leading farm state — and has an effective buying income of almost $4.3 billion. (Sales Management's 1957 Copyrighted Survey)

McClatchy Broadcasting Company

Sacramento, California
Paul H. Raymer Co.,
National Representative



KMBC-TV *turns* NIGHT *into* DAY...

IN KANSAS CITY!



BIG TIME SHOWS MAKE DAYTIME PRIME TIME!

Look at the Shows!

"SUSIE"
Hollywood's lovely **Ann Sothern** stars as everybody's favorite secretary in this brand-new daytime strip.

Four of America's favorite stars in four of America's favorite shows are blocked from 2:30 to 4:30 every weekday on KMBC-TV. It's another first for the sellingest station in the heart of the nation! Never before has a midwestern station come up with such an all-star array of nighttime programs at daytime rates! Full minutes are available — and live-camera facilities — at no extra charge.

LOOK AT THE AUDIENCE

More than 1,802,000 people representing $3,276,543,000 in buying power are reached by KMBC-TV, the station that delivers Class A primary viewing to 31,500 more families than any other channel in the Kansas City market.



"WATERFRONT"
A top-rated family series starring **Preston Foster** as skipper of the tug "Cheryl Ann".



MY LITTLE MARGIE"
Anything can happen — and does — in this hilarious comedy with **Gale Storm** and **Charles Farrell.**



"TROUBLE WITH FATHER"
The troubles of **Stu Erwin** make wonderfully warm entertainment in this nighttime show, now available to daytime advertisers.

. . . all Yours to Sell with on

KMBC-TV

the Sellingest Station in the Heart of the Nation!

See Peters, Griffin, Woodward, Inc. for availabilities.

. . It's easy to see why

the SWING is to **KMBC-TV**

Kansas City's Most Popular and Most Powerful TV Station



PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

abc television network

DON DAVIS, President
JOHN SCHILLING, Executive Vice President
GEORGE HIGGINS, Vice Pres. & Sales Mgr.
MORI GREINER, Manager of Television
DICK SMITH, Manager of Radio

. . . and in Radio, it's **KMBC** *of* **Kansas City—KFRM** *for* **the State of Kansas**

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION AUGUST 5, 1957 35¢ PER COPY

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Magnuson, Harris get behind uhf set tax cut Page 86
B•T Interview: NBC Radio makes its move Page 120

Radio record in sight

Hill support for uhf

B•T interviews Culligan

THE PHILADELPHIA TELEVISION AUDIENCE July 1957
STATION SHARE OF SETS-IN-USE SUMMARY

	WRCV (NBC)	WFIL (ABC)	WCAU (CBS)	WPFH (IND.)	Other
MONDAY THRU FRIDAY					
Sign-on to 9:00 AM	37.4	58.9	14.7	-	
9:00 AM to 12:00 Noon	34.7	25.0	40.0	0.9*	
Sign-on to Noon	35.3	31.2	34.6	0.9*	
Noon to 3:00 PM	26.2	35.4	37.6	0.9*	
3:00 PM to 6:00 PM	33.5	42.5	18.9	5.1	
Noon to 6:00 PM	29.9	39.1	28.0	3.1*	
6:00 PM to 10:00 PM	29.3	31.9	34.9	3.5	0.4
10:00 PM to Midnight	18.4	32.5	46.2	2.6*	0.9
6:00 PM to Midnight	25.5	32.1	38.8	3.3*	0.6
SATURDAY					
Sign-on to 6:00 PM	11.9	52.8	33.5	2.7	0.5
6:00 PM to 10:00 PM	28.8	35.7	33.7	1.2	0.6
10:00 PM to Midnight	23.4	28.2	47.1	1.2*	1.8
SUNDAY					
Sign-on to 6:00 PM	8.8	60.8	29.8	1.0	0.1
6:00 PM to 10:00 PM	29.0	28.1	41.1	1.4	0.4
10:00 PM to Midnight	21.5	33.7	43.5	0.9*	1.0
SUNDAY THRU SATURDAY					
6:00 PM to 10:00 PM	29.2	31.9	35.6	2.9	0.4
10:00 PM to Midnight	19.6	32.1	45.9	2.2*	1.0
6:00 PM to Midnight	25.8	32.0	39.2	2.7*	0.6
SIGN-ON TO SIGN-OFF	25.2	36.9	35.8	2.7	0.6

Based on time periods when station was on the air.
*Station not on air during entire period.
AMERICAN RESEARCH BUREAU, INC.

SIGN-ON TO SIGN-OFF 36.9

ARB says WFIL-TV

1st in PHILADELPHIA

FOLLOW THE LEADER...
BUY WFIL-TV

See your BLAIR-TV account executive
for Fall and Winter availabilities.

A TRIANGLE STATION
WFIL-TV
PHILADELPHIA, PENNSYLVANIA

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WNBF-AM • FM • TV, Binghamton, N. Y. / WHGB-AM, Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, New Haven-Hartford, Conn. / WLBR-TV, Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York





Local personalities; The behind-the-scenes staff—56 reasons why Channel 9 leads in Sioux City

WE DO THINGS BIG AT KVTV Channel 9

Big Staff

It takes lots of people to keep a television station head and shoulders above competition. And KVTV's got 'em.

Big Talent

A big staff's fine, but it's their combined creative, production and artistic talent that give them their real worth. These people have hundreds of years combined experience.

Big Service

Add the most modern electronic equipment to a large and talented staff and you get the kind of service advertisers are used to on KVTV.

Big Results

That's our business, and that's why business is so good at KVTV—big sales results for our advertisers.

THE WAY TO SELL SIOUX CITY EFFECTIVELY IS THROUGH KVTV, CHANNEL 9.

Channel 9
CBS—ABC

A Cowles Station. Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, General Manager.



STILL FIRST

WCHS-TV again shows its dominance of West Virginia's biggest market.

Nine out of the top ten programs in the June, 1957, ARB* were telecast over WCHS-TV, Charleston's only TV station. What really shows WCHS-TV's dominance is that these phenomenal ratings were accomplished while WCHS-TV was operating on *reduced power.*

Now WCHS-TV is a better buy than ever with its taller tower and maximum power—leading the way in the important Charleston-Huntington-Ashland market.

Check your Branham man for choice availabilities.

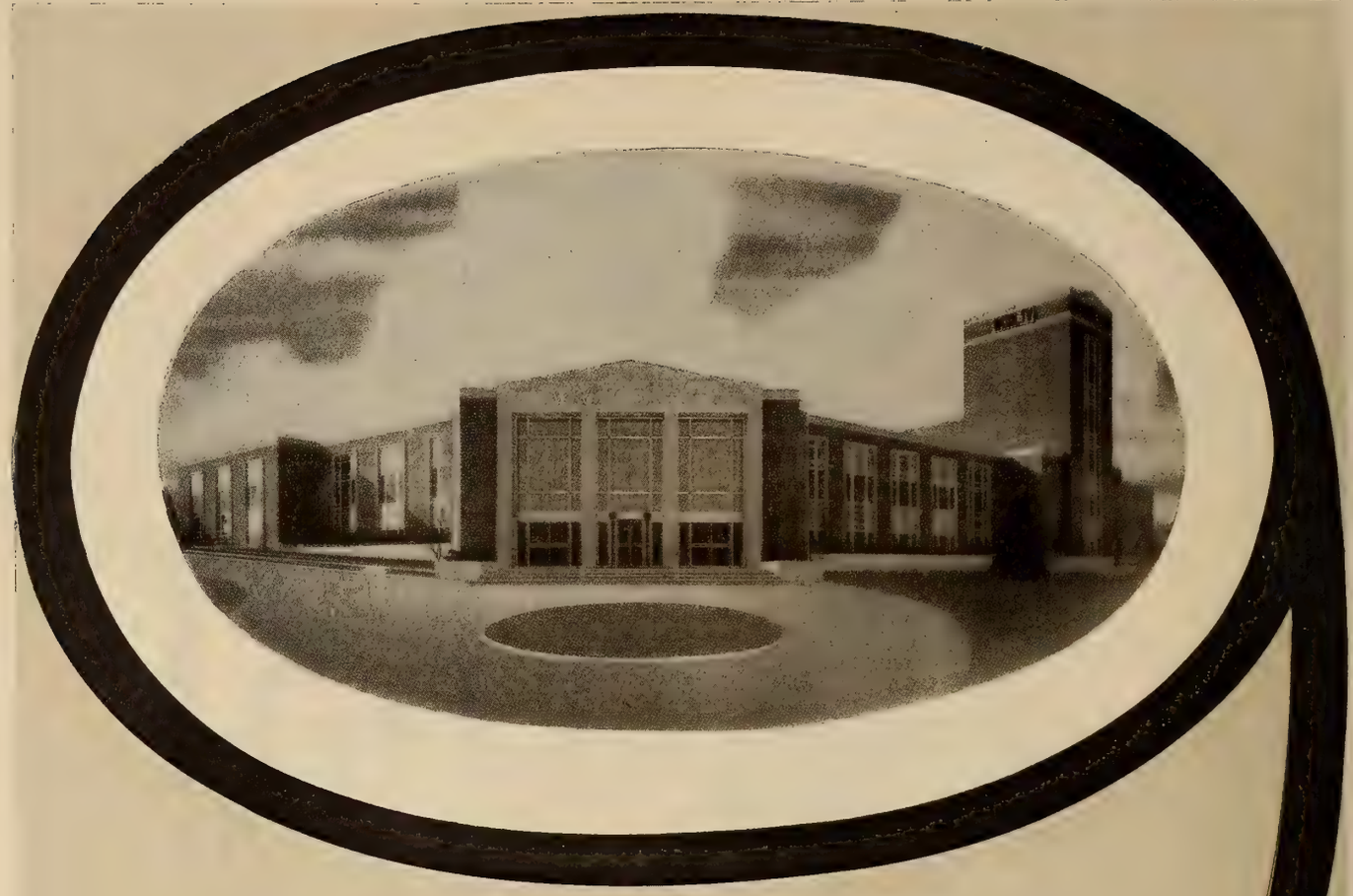
* These figures are copyrighted by American Research Bureau, Inc. released 7-8-57.

WCHS·TV

Serving Charleston-Huntington-Ashland . . . from the biggest market!
Charleston's only TV Station

BASIC CBS

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



ninth year of public service

WGAL-TV

LANCASTER, PENNA.
NBC and CBS

"Dedication to Public Service" has characterized the operation of WGAL-TV since its first telecast in March 1949. A welcome opportunity to reaffirm its pledge to serve its wide viewing area occurred early this year, when the new WGAL-TV building was formally opened. This building, with its latest modern equipment and complete color facilities, affords WGAL-TV an even greater opportunity for presenting public service to its countless viewers and the numerous communities which combine to form America's 10th TV Market.



STEINMAN STATION • Clair McCollough, Pres.

316,000 WATTS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

closed circuit.

NO MISTAKE • In almost unprecedented action, FCC at its final session last Thursday, not only reaffirmed its grant of ch. 7 Seattle to KIRO but bolstered decision. Whereas vote preceding week [B•T, July 29] was 3-2, with Chairman Doerfer and Comr. Lee against order favoring KIRO, last Thursday vote was 4-2, with Comr. Hyde, who had been absent, participating. Chairman Doerfer joined three Democratic members (Bartley, Mack, Craven) for KIRO, with Lee and Hyde against. Comr. Hyde had requested reconsideration.

B•T

IN KIRO case, FCC did not act on petition of KVI, one of three applicants for ch. 7, asking for stay order, since KIRO has 10 days from last Wednesday to answer petition. With Commission in recess until after Labor Day, it's presumed action won't be forthcoming until then. Meanwhile, it's presumed FCC staff will particularize on each of some 500 exceptions taken in course of proceeding to meet KVI complaint.

B•T

AFFILIATES AT WALDORF • NBC planning to hold annual convention of its affiliates, radio and tv, Sept. 11-13 at New York's Waldorf-Astoria hotel. Word leaked out after unheralded session of NBC Radio affiliates executive committeemen with network officials last Thursday. Meeting was described as primarily to report progress on plans announced to affiliates last fall—progress reported to have been received with enthusiasm—but session also touched on mid-September convention. Last general meeting for all NBC affiliates was 30th anniversary celebration at Miami Beach last December.

B•T

JUST what FCC's jurisdiction in program field should be is scheduled to be given major study Sept. 16, when staff recommendations on revising radio and tv renewal forms, plus Comr. Craven's proposal to expunge 1946 Blue Book *will be considered at special meeting. Commission scheduled this subject for third week in September at its final meeting-before-summer-recess last Thursday.*

B•T

FRONTING FOR FORD • Top executives at CBS Radio and J. Walter Thompson Co. have been pressed into missionary service in move to bolster clearances for Ford Div.'s $5.5 million package buy on CBS, due to start Sept. 2 [B•T, May 13 et seq]. Evangelists include CBS Radio's president, Arthur Hull Hayes (though he apparently has completed his part, since he's now in Europe until Sept. 3), and sales vice president, John Karol, and, at JWT, v. p. and media director Arthur Porter among others. Authorities insist clearances are progressing satisfactorily, that this special effort is designed to clear up special problem areas. Among problems: finding best possible new times for early morning and late-afternoon local programs to make way for Ford shows in those periods. JWT people say most stations are cooperating in trying to effect clearances, and say package could roll with just those clearances already in hand.

B•T

CHICAGO office of John Blair & Co., station representative, is setting fast pace in radio volume for Blair Group Plan and other business. It claims $1.3 million volume in group plan from three clients (Flako, Tea Council, Marlboro) and responsibility for about $3 million in new spot business generally (most recent is Flako [AT DEADLINE, July 29]) *plus possible $5 million from five "interested" agencies in current Chicago "Blair Blitz" drive. Office is 80% ahead of 1956 billings and now handles over third of Blair New York headquarters office business, with projection to greater share (including group plan, other business) by fall or early next year.*

B•T

NO ANSWERS • FCC staff has completed for FCC 40-page digest of comments on subscription tv. Commission will consider report on Sept. 17. Underscored in staff report, it's learned, was unwillingness or inability of proponents of toll tv to answer series of questions propounded on facilities to be used, methods, costs and other factors, in case tests were authorized.

B•T

INITIAL assignment of former FCC Comr. Frieda B. Hennock, as Washington counsel and participant in new ownership of Mutual, is in direction of urging Congressional and/or FCC action, or both, to influence AT&T to reduce radio network line charges to set lower minimum time segments which networks must buy from AT&T. Her contention on Capitol Hill: If interconnection charges are not reduced, Mutual may not be able to survive 1957.

B•T

NOTE OF PROGRESS • There's good chance that approaching report of American Bar Assn. study committee will reflect growing belief of lawyers and judges that Canon 35 outright ban on radio-tv court coverage can't be justified in face of progress in broadcast techniques. Report of study group, due in late September, is expected to reflect sensitivity of legal profession to wide criticism of Canon 35.

B•T

INTERESTING feature of ABA committee report, as now drafted, is suggestion that ABA "honestly strive" to modernize canon while leaving decision on broadcast coverage of court proceedings up to discretion of individual judges. Some ABA members see significance in fact that ABA will make report public this fall, before its submission to House of Delegates at February meeting.

B•T

CHANGE OF HATS • In top-level exchange of functions, Harry Tenenbaum, heretofore executive vice president of Signal Hill Telecasting Corp., operating ch. 2 KTVI (TV) St. Louis, becomes president. Paul E. Peltason, president, succeeds Mr. Tenenbaum as executive vice president. Vice president and general manager of ABC outlet is J. Joseph Bernard, who was re-elected.

B•T

MARK VII's veterinary series, Noah's Ark, *which failed to make grade in Tuesday 8:30-9 p.m. time slot, may be back this season in earlier hour, aimed at juvenile audience which perhaps will be more responsive to sentimental appeal of suffering animals and humans who try to cure their ills.*

B•T

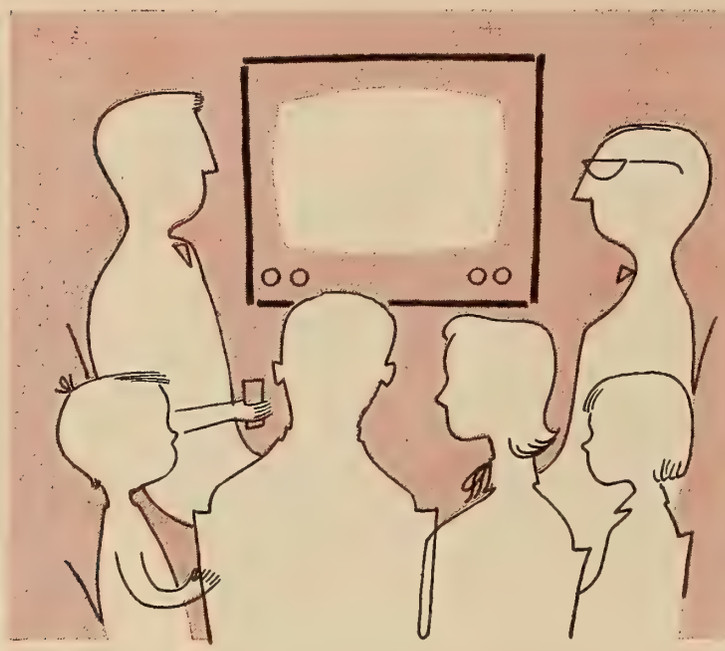
COURTESY CALLER • Since he assumed FCC chairmanship July 1, John C. Doerfer has made rounds on Capitol Hill on courtesy call basis. Three weeks ago, he conferred with Chairman Magnuson (D-Wash.) of Senate Commerce Committee. Last Monday he had luncheon session with Chairman Oren Harris (D-Ark.) of House Commerce Committee. He also has lunched with group comprising Senate Majority Leader Lyndon B. Johnson (Tex.); Pastore (D-R. I.), chairman of Commerce Subcommittee on Communications; Lausche (D-Ohio); Yarborough (D-Tex.) and Mansfield (D-Mont.) He sees Sen. John W. Bricker, of Ohio, ranking GOP member of Senate Commerce Committee, this week.

B•T

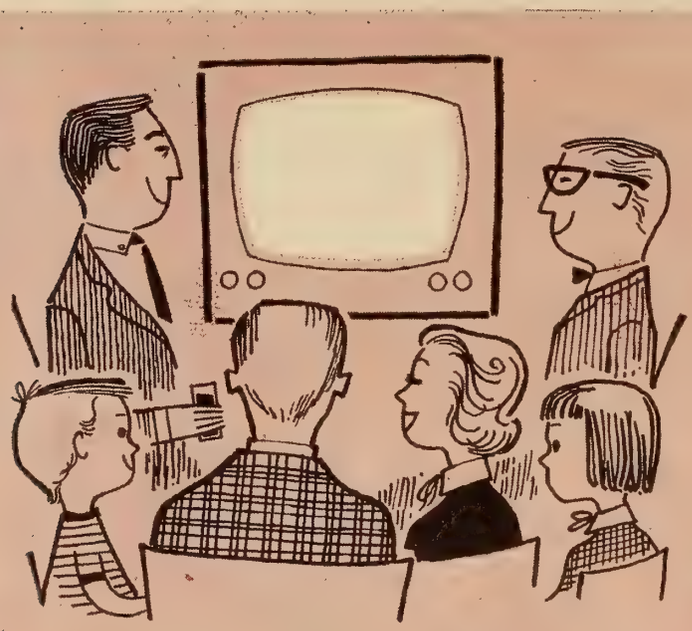
IF former Gov. Walter J. Kohler Jr., of Wisconsin, is victorious in special election Aug. 27 to select successor to late Sen. Joseph McCarthy against Democratic nominee William Proxmire, FCC Chairman John C. Doerfer will have in Washington close friend and former associate.

B•T

ON STAGE • Opponents of Chicago Coroner Walter E. McCarron are taking dim view of manner in which he's handling General Electric portable tv electrocution case. They say he's seeking national spotlight and exploiting tv safety issue for personal capital. Back of charges in Chicago political circles is basic feeling that county coroner should be appointive rather than elective post and charges that coroner has hampered district attorney office's work in several instances. (See story page 58.)



in
Kansas City
instead of
claimed
audience



get the
*documented**
audience...with

KCMO-TV

*more quarter-hour firsts, according to the June 1957 surveys of ARB and NIELSEN and the April 1957 PULSE, than any other station in the Greater Kansas City area.

Joe Hartenbower, General Mgr.
Sid Tremble, Commercial Mgr.

KCMO-TV . . . One of Meredith's Big 4 . . . All-Family Stations

KCMO-TV	Kansas City	channel 5
WHEN-TV	Syracuse	channel 8
KPHO-TV	Phoenix	channel 5
WOW-TV	Omaha	channel 6

ANOTHER
MEREDITH STATION

Represented nationally by Katz Agency

Meredith Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

Look Out, Here Comes Radio!—The revenue trend is up this year, judging by a look around the centers of trend-making. Radio Advertising Bureau figures total radio time sales will reach 10-12% above 1956 by yearend. Page **27.**

And Radio Profits Look Better, Too—Survey of stations by NARTB indicates that 53% of radio stations will have increased profits and 60% will have increased revenues in 1957. Page **28.**

ADVERTISERS & AGENCIES

Radio Helps a New Chicago Bank—Medium shows public how "Eight-thirty Bank" is adapted to customers' living habits. Radio gets large share of credit for new business. Page **29.**

For the Ladies in the Spring—Floral arrangements and perfumes featured, as national cosmetics firm sets special color film series for tv in first use of medium. Houbigant starts buying spot in about 40 markets in September. Page **30.**

Ode to an Ale Sponsor—Ballantine is pleased at voluntary kudos paid commercials and agrees that tv advertising is good for sales. Page **30.**

Edsel Keeps Its Secrets—Ford Motor Co. takes unusual precautions to avoid premature disclosure of features of its new auto. Commercials shot in secrecy in anticipation of CBS-TV spectacular in October. Page **31.**

NETWORKS



Charting Radio's Next Five Years—Matthew J. Culligan, NBC Radio vice president, in exclusive B•T interview takes medium apart and explains why next 90 days are the critical time for network radio. Page **120.**

NBC Sees Tv Sales Tougher, Programs Brighter—Hundred tv "specials" set by NBC-TV for next season, but President Robert W. Sarnoff takes issue with other networks on business situation; says selling is harder because tv, like other enterprises, is feeling effects of U. S. economy. Page **46.**

Transition at MBS—Official changeover in ownership slated for Wednesday. Brad Simpson resigns his programming and assistant to the president posts. Page **48.**

Time Charges Up—Tv networks show gain of 6.9% in gross time charges for first six months of year. Page **48.**

MANUFACTURING

Safety of Tv Sets Defended—Manufacturers tell Chicago inquest into death of child that metal housings aren't inherently dangerous. Page **58.**

FILM

Leo the Lion's Tummy Ache—Factions fighting for control of Loew's Inc., giant parent of MGM-TV, hurl charges as rebel group "elects" two new board members; possible court action indicated. Page **64.**

STATIONS

Tv Re-evaluation—John A. Schneider, of CBS Television Spot Sales, calls for research into tv's "impact factors," sight, sound and motion. Page **72.**

There's Profit in Sustainers—*Star Shoppers* on KTTV (TV) Los Angeles is eagerly sought by sponsors but station prefers to use it as promotion medium. Page **81.**

Triangle Out to Convert Lancaster—Triangle opens drive to convert 60,000 Lancaster, Pa., homes to uhf for its ch. 15 WLBR-TV Lebanon, Pa., 20-odd miles away. Company plays host to 150 appliance dealers, servicemen, manufacturers' reps and others in Lancaster last Monday night. Page **84.**

GOVERNMENT

Two Powerful Allies—Sen. Magnuson and Rep. Harris—join movement to lift 10% excise tax on uhf receivers as three more bills to attain this goal are introduced in House. Page **86.**

Vhf Boosters Favored—FCC proposes authorizing vhf boosters, in answer to plea by Colorado Gov. McNichols. Boosters must not, however, cause interference, nor is there any protection afforded them from other services. Page **89.**

Private Relays Sought—Educators ask for permission to construct and operate own relay systems; not be required to use common carrier facilities. Page **90.**

Legal Eagles Obey Orders—Justice tells Senate Commerce Committee it is complying with requests contained in Cox report. Page **92.**

Temporary Vhf Pleas Rejected—FCC turns down requests for permission to operate temporarily on newly allocated vhf channels—ch. 13 in Norfolk, Va., and ch. 3 in New Orleans, La. Page **92.**

OPINION



How Stations Can Get Paid Quicker—Hope Martinez, BBDO radio-tv spot supervisor, offers some practical tips on how to meet basic requirements agencies demand before tendering payment to stations. Page **129.**

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STATIONS ... 72
TRADE ASSNS. ... 56
UPCOMING ... 112

AUDITED PAID CIRCULATION ABC
BUSINESS PAPER LEADERSHIP ABP

A Time-Buyer can relax in Miami

One station (WQAM) has 42.6% of the audience.*

WQAM

. . . serving all of Southern Florida with 5,000 watts on 560 kc . . . and radio #1 in

MIAMI

That's what the newest Hooper says, continuing a dramatic runaway for WQAM since the start of Storz Station programming less than a year ago. *Now WQAM has 4 times the audience of the next station.* The latest Pulse and Trendex also show WQAM in first place by convincing margins. Makes time-buying in Miami rather simple, doesn't it? Don't complicate your life by leaning on 1956 data for support. Get the new figures from John Blair . . . or talk to WQAM General Manager Jack Sandler.

**Hooper, 7 a.m.-6 p.m., Mon.-Sat., June-July, 1957*



STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

RADIO AT MID-YEAR IS BOOMING

RADIO business in second half of 1957 will run even stronger than in first half, when volume was approximately 8% above same period year ago, RAB President Kevin Sweeney predicted Friday (see lead story, page 27).

"We anticipate a much stronger second half even if general business conditions do not achieve 1956 levels," he said. "Fiercer competition and new models will spur our No. 1 local customer, the automobile dealer, to spend much more with us than he has in the first half. National spot and network volume should be far ahead of the last half of 1956, especially in the last quarter. Grocery products, tobacco, automotive, and drug products will all spend substantially more. For every national advertiser planning to cut back on radio during the July-December period there appear to be 20 who will be increasing."

Number of major radio investments were cited as further support for bullish radio outlook. Jello is reported to have switched its entire budget to spot radio for rest of year. Another General Foods product, Postum, is said to have approximately 51% of its advertising money in radio, running 10 announcements weekly—20 in some cases —in 60 top markets.

Lever Bros.' Spry is reported to be giving radio better than 60% of its budget. Lever's Silver Dust has more than half in radio, and Lever's Breeze is understood to be putting half in radio.

Standard Brands' Blue Bonnet margarine, while continuing tv as its No. 1 medium, has hiked radio considerably over last year to point where it's now believed to be No. 2 in appropriations. Colgate-Palmolive's Super Suds is understood to be putting at least half of its money into spot radio, and Mutual of Omaha is reported spending one-third of its budget in network radio. Anheuser-Busch has allocated estimated $2 million to spot radio. Listerine is reported using 190 stations in 75 markets in $2.5 million spot radio campaign.

N. Y. City Council President Declares War on Toll Tv

NEW YORK City Council President Abe Stark announced Friday he will initiate proceedings in federal courts, if necessary, to prevent approval of pay tv by FCC.

Replying to charges made by Matthew J. Fox of Skiatron that Mr. Stark has blocked pay tv in New York, Council President Stark said that he will continue his fight to prevent a nationwide television blackout. Mr. Stark challenged "double-pronged maneuver by a conniving syndicate to gain approval from the FCC for a trial test of toll tv while conspiring with local authorities on the Pacific Coast for a closed circuit system that would evade both the FCC and Congress. No speculator has the right to undermine free television viewing which was guaranteed by Congress under the Communications Act of 1934."

He said, "Mr. Fox's recent statement that the people would be willing to pay $1 to watch a televised baseball game was nothing more than a confused, distorted misrepresentation, since these games are now available free of charge on existing television sets. Pay television offers the public nothing new except a bill at the end of the month. If this speculative menace ever gains control over the nation's television channels. the people will be deprived of countless sporting events, cultural programs, variety shows and spectaculars which are currently seen without cost under commercial and network sponsorship."

Mr. Stark challenged right of any agency other than Congress to authorize pay television on permanent or temporary basis.

Screen Gems To Distribute 600 Universal Features

LONG-AWAITED announcement of granting of tv distribution rights of 600 Universal Picture feature films to Screen Gems Inc. is to be made today (Monday) by Milton R. Rackmil, president of Universal. Agreement calls for Screen Gems to pay to Universal minimum guarantee of $20 million over seven-year period and provides for SG to receive graduated scale of distribution fees.

Reports of transaction were confirmed several weeks ago but official announcement was held up pending agreement on contractual details. Films in library include "Destry Rides Again," "The Egg and I," "The Killers," "Frankenstein" and "Tap Roots." Paramount Pictures now is only company with major feature film library which is not available to tv.

It's OK to Rip and Read

RIGHT of NBC radio newscasters to select radio wire items they want to read on air, and present items in order they think best, was affirmed Friday by labor arbitrator. NABET, representing NBC radio news writers, had challenged practice of Hollywood newscasters to choose and sort news from radio wire. NBC defended procedure and case went to arbitration.

UPCOMING

Aug. 11-13: Georgia Assn. of Broadcasters, General Oglethorpe Hotel, Savannah, Ga.

For other upcomings see page 112

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 30.

SUPPLEMENTARY SPOTS • Miles Labs Inc. (Alka-Seltzer, One-A-Day vitamins), Elkhart, Ind., will supplement estimated $1 million buy of two daytime news strips on CBS Radio, announced week ago, with sizable spot radio drive (reportedly $500,-000-$600,000), to be launched soon. Money, it's understood, is made available from dropping of MBS news schedule about Aug. 15. (Miles originally switched $1.5 million from NBC Radio programs to Mutual.) Agency: Geoffrey Wade Adv., Chicago.

AUTUMN DRIVE • Andrew Jergens Co., Cincinnati, planning autumn spot tv drive for Jergens Lotion. Company has named Cunningham & Walsh, New York, as agency, effective Dec. 1, but tv campaign is being handled by present agency, Robert W. Orr & Assoc. C&W had been leading contender for $4 million Jergens account [AT DEADLINE, July 22]. Jergens has been out of network radio since 1954 but participated in NBC-TV *Steve Allen Show* this year. Jergens' Deep Cleanser and new products division remain with Stockton, West, Burkhart, Cincinnati.

TV ANNOUNCEMENTS • Standard Brands (Hunt Club dog food), N. Y., buying one-minute television announcements, daytime and late evening, starting Aug. 12 for 20 weeks in about 40 markets. Ted Bates & Co., N. Y., is agency.

SATURATION RADIO • Equitable Life Insurance, N. Y., planning eight-second spot announcement saturation radio campaign in top 25 markets, starting Aug. 31. Schedule will run for six weeks and as many as 15 to 35 spots per week per market will be used. Kenyon & Eckhardt, N. Y., is agency.

180 MARKETS • Carter Products (Arrid), N. Y., planning television spot announcement campaign to start end of August or early in September in more than 180 markets through Sullivan, Stauffer, Colwell & Bayles, N. Y.

KOA Appoints Christal

KOA Denver named Henry I. Christal Co. as national sales representative, effective Aug. 1. Station, headed by president William Grant, is on 850 kc with 50 kw and is licensed to Metropolitan Television Co., which also owns KOA-TV. Mr. Grant said NBC Spot Sales will continue to represent KOA-TV.

at deadline

FCC PAPERS FLY ON VACATION EVE

FCC Friday announced remainder of actions taken at Thursday's meeting—last for summer recess. Next regular Commission meeting is Sept. 4.

In spate of decisions announced at end of working week, Commission took following actions:

• Made Albany-Schenectady-Troy, N. Y., all vhf, and took other final allocations actions, including several new proposals.

• Granted one additional new tv station in Kennewick, Wash.

• Dropped proposal to force translators to cease operating when regular tv station comes on air.

• Proposed permitting fm stations to broadcast vertically polarized signals.

• Set Sept. 17 as date for toll tv consideration.

• Granted 22 station sales, including WNOW-AM-FM-TV York, Pa.; KOME Oklahoma City, Okla.; WDOD-AM-FM Chattanooga, Tenn.

Vhf Markets Bolstered

FCC Friday announced previous day's decisions to make Albany-Schenectady-Troy, N. Y., all vhf and also move ch. 8 from Muskogee to Tulsa, Okla., and add vhf channels to Brookings, Ore., and Eureka, Calif.

By a majority of four, FCC told staff to draw up order approving retention of chs. 6 and 10 in Schenectady and Vail Mills (suburb of Albany) and adding ch. 13 to area from Rome-Utica, N. Y. Ch. 2 would be substituted for ch. 13 in Rome-Utica. WKTV (TV) Utica now operates on ch. 13 there. Staff was also told to write up documents permitting Lowell Thomas-Frank Smith ch. 41 WCDA (TV) and Harry C. Wilder ch. 35 WTRI (TV) both Albany each to operate temporarily on one of the two vhf channels —pending outcome of comparative hearings for those vhf channels. WRGB (TV) would remain on ch. 6. Instructions also envisage adding third vhf channel to Providence, R. I., area.

Originally, FCC proposed to make tri-city New York region all uhf by moving ch. 6 to Syracuse, N. Y., and to Providence-Fall River-New Bedford section, and by deleting ch. 10 from Vail Mills. Subsequently, Commission issued second proposal looking toward establishment of area as predominantly vhf. This was plan ordered to be written up by staff last week, which presumably will be acted on when FCC returns from August vacation recess.

In other allocations moves, FCC:

• Adopted rule making notice to move ch. 8 from Muskogee to Tulsa, Okla., ordered modification of KTVX (TV) license to specify ch. 8 operation in Tulsa instead of Muskogee.

• Added ch. 8 to Brookings, Ore., and ch. 6 to Eureka, Calif.

• Substituted ch. 15 for ch. 41 in Florence, Ala.; changing channels in Gadsden, Ala., from 15 to 37; in Corinth, Miss., from 29 to 41; in Grenada, Miss., from 15 to 44. Also ordered WOWL-TV Florence to change from ch. 41 to ch. 15.

• Amended Jan. 11 order shifting ch. 13 from Arecibo to Aguadilla, P. R., to assign ch. 13 to Arecibo-Aguadilla.

• Added ch. 16 to South Bend, Ind.; substituting ch. 75 for ch. 16 at Aurora, Ill., and ordering WNDU-TV South Bend to change from ch. 46 to ch. 16.

• Added ch. 16 to Ephrata, Wash., substituting ch. 31 for ch. 25 in Kennewick, Wash., and ch. 25 for ch. 31 in Richland.

All allocations orders are effective Sept. 6.

Commission also asked for comments, by Sept. 6, to (a) proposal to assign ch. 13 to Fajardo, P. R., by (1) deleting ch. 13 from Charlotte Amalie, V. I., and adding it to Aguadilla-Arecibo, P. R., and deleting ch. 13 from Aguadilla, or (2) deleting ch. 12 from Charlotte Amalie and moving it to Aguadilla in lieu of ch. 13 there; and (b) proposal to assign ch. 28 to South Bend-Elkhart, Ind., but substituting ch. 52 in lieu of educational, reserved ch. 40 in South Bend, deleting ch. 52 from Elkhart, substituting ch. 83 for ch. 28 in Elgin, Ill., and substituting ch. 40 for ch. 42 in Benton Harbor, Mich., or, alternatively, assigning ch. 22 to South Bend instead of ch. 34, substituting ch. 79 for ch. 22 in Waukegan, Ill., substituting ch. 46 for ch. 36 in Kalamazoo, Mich., and adding ch. 34 to Plymouth, Ind.

Commission also denied petition to make educational, reserved ch. 7 Jacksonville, Fla., commercial or, if that not acceptable, to replace ch. 12 Jacksonville with ch. 46. And FCC denied ABC request for reconsideration of June 26, 1956 order insofar as it failed to adopt case-by-case consideration of proposals to allocate vhf channels at short spacings and to shift existing tv outlets.

Toll Tv Meeting Set

FCC announced Friday it had scheduled special meeting on toll tv for Sept. 17, at which time it will take up all questions regarding controversial subscription tv proposal—including whether to authorize tests or not.

At last Thursday's meeting, commissioners reviewed staff digest of comments and counter-comments on proposal to authorize tests, instructed staff to draw up list of all factors which must be considered before taking any further steps. Feeling is that there are several commissioners who still would like to see pay tv tested, and that possibility exists Commission might invite applications from interested stations, rule on test authority that way.

Translators, Case-by-Case

DROPPING proposal to prohibit tv translator stations in areas where regular tv stations operate—or forcing translators to discontinue upon establishment of regular tv station—FCC announced it would consider situations on case-by-case basis.

Commission had proposed translator operation limitation last April [B•T, May 6]. In final report and order, Commission said there were too many factors involved to establish universal rule. There might be situations, Commission said, where translator operation would not affect regular tv station. Considerations would involve, FCC said, such factors as: terrain, existence of community television systems, type of regular tv station (satellite, non-network, etc.), coverage, economics and distance of translator from regular station.

Score of Sales Approved

FCC approved 22 station sales which were announced Friday. Among them:

WNOW-AM-FM-TV York, Pa., from Helm Coal Co. to William F. Rust and associates for $225,000. Rust group owns four New Hampshire radio stations. WNOW-TV operates on ch. 49.

Also WAEB Allentown, Pa., from WAEB Inc. (Howard Wasserman, president) to Mr. Rust and associates for $200,000. Comr. Robert T. Bartley voted for McFarland letter in both Rust buys.

WDOD-AM-FM Chattanooga, Tenn., from Earl W. Winger to Interstate Life & Accident Insurance Co. for $200,000.

KOME Tulsa from John Brown U. to multiple station owners John W. Kluge and Marcus J. Austad for $165,000. Mr. Kluge has interests in five am stations and WLOF-TV Orlando, Fla.; Mr. Austad is partner with Mr. Kluge in two ams.

KUDU Ventura, Calif., from Voice of Ventura County to Tri-Counties Public Service Inc. (Virginia Wallace, president) for $162,500.

WNAM Neenha, Wis., from Valley Communications Inc. (C. E. Ewing, president) to S. N. Pickard for $154,000.

WMMH Marshall, N. C., from multiple station-owner Harold H. Thoms to Cleatus O. Brazzell, Vernon C. McCarthy and Andrew D. Shields for $20,000. Mr. Brazzell has interests in WELP Easley and WHPB Belton, both South Carolina.

PEOPLE

SHERMAN K. ELLIS, who for 16 years headed his own advertising agency in New York and was also officer and director of Benton & Bowles, has been appointed chairman of plans board of Los Angeles office of McCann-Erickson. Mr. Ellis had been serving M-E as creative consultant.

DR. BERNARD SCHWARTZ, director of Institute of Comparative Law, New York U. School of Law, Friday was named chief counsel of the House Legislative Oversight Subcommittee. Subcommittee, headed by Rep. Morgan Moulder (D-Mo.), was established last March to investigate federal regulatory agencies with FCC as its first target [B•T July 8].

SEYMOUR REED, treasurer of Official Films Inc., elected to additional post of executive vice president of company. **GRACE SULLIVAN,** assistant secretary of Official, advanced to secretary.

KEITH G. DARE, tv account executive with Katz Agency, station representatives, since 1952, and formerly with Headley-Reed representation firm, to American Broadcasting Network as account executive, effective today (Monday).

GENE SHIELDS, formerly assistant advertising manager of Magnavox Corp. and retail advertising manager of Norge Div. of Borg-Warner Corp., to Erwin, Wasey & Co., Chicago, as account executive.

KOB Deal Declassified

WHEN ABC protested sale of KOB-AM-TV Albuquerque, N. M., by Time Inc. and Wayne Coy to Stanley Hubbard's KSTP Inc., approved by FCC last March [B•T, March 18], principals drew up confidential agreement setting forth terms and conditions if revestment were ordered by FCC. Agreement provided sale back and resale upon clearance, and Time-Coy attorney asked FCC to classify document. On Friday FCC announced it had denied this request. By this time, however, FCC had denied ABC protest [B•T, May 13], and ABC had appealed this denial to appeals court where matters rest at present.

For Fm Auto Radios

PROPOSAL to permit fm stations to utilize either horizontal or vertical polarization issued by FCC Friday, with comments invited by Oct. 1. Change in rules (which now provide for horizontal polarization of fm signals) submitted last April by Washington consulting engineer James C. McNary [B•T, May 6]. If authorized, vertical fm polarization might result in greater efficiency in utilization of fm automobile radios through use of whip antennas.

Wash. State Uhf Granted

FCC Friday announced grant of ch. 25 Kennewick, Wash., to Columbia River Television Co., operating with 8.13 kw power from zero antenna height above average terrain. Columbia River comprises Stuart Nathanson, B. K. Philipps and C. N. Hostkoetter, plus others. Mr. Nathanson is former producer-director with KEPR-TV Pasco, Wash.

Smathers Calls Networks 'Fair'

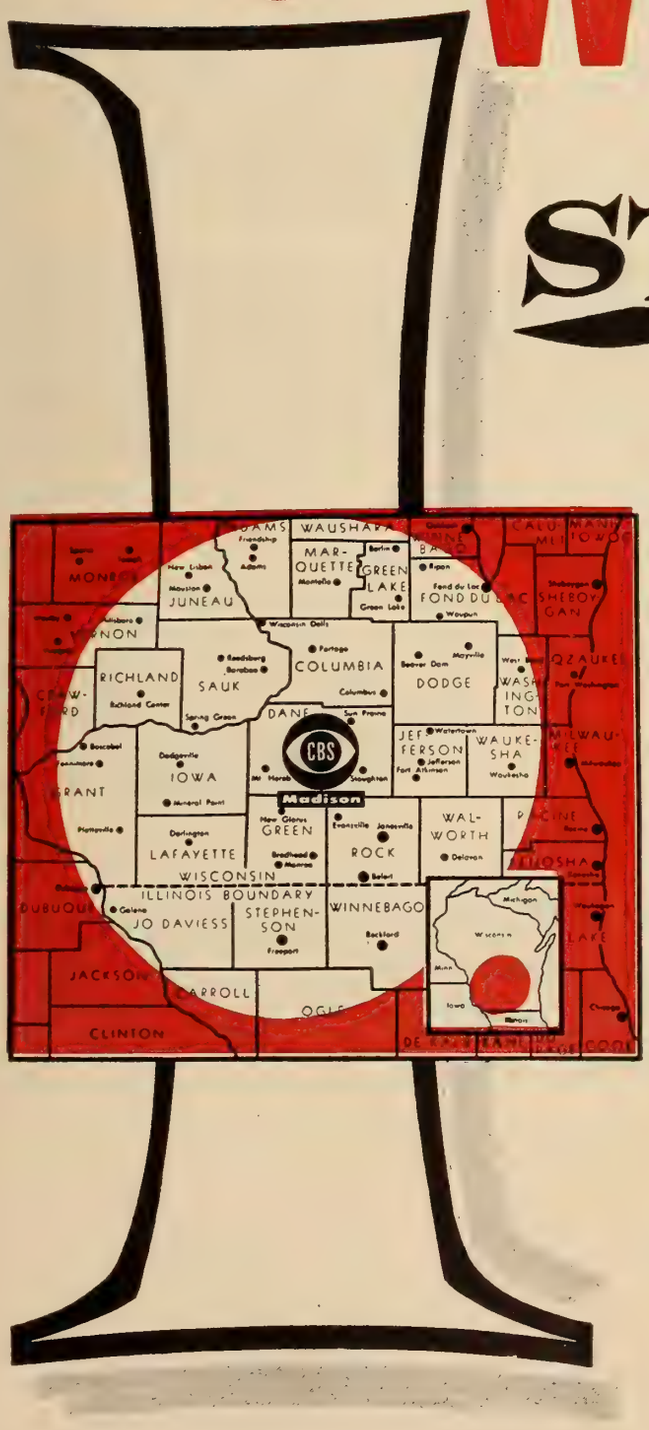
OFFICE of Sen. George A. Smathers (D-Fla.) said Friday senator has been impressed with "fairness and impartiality" of radio-tv coverage of senate civil rights debate since he originally wrote letter to networks criticizing their coverage [story page 52]. ABC, CBS and NBC had answered Sen. Smather's complaint saying they were not previously aware of "charges" mentioned by senator in his letter.

First Anniversary!

WISC-TV

CHANNEL 3 VHF

1ST IN MADISON, WISCONSIN



1ST IN COVERAGE

With maximum power on Channel 3, WISC-TV covers 32 counties in Wisconsin, Illinois, and Iowa—serving a million and one-half viewers in over 325,000 television homes. Let your PGW Colonel show you what positive coverage means in low cost-per-thousand.

1ST IN RATINGS

In just one year WISC-TV leads substantially in all ratings. Let your PGW Colonel show you the ARB and the PULSE.

1ST IN POPULARITY

Television viewers in WISC-TV-LAND in just one year have developed the habit of tuning to WISC-TV most and more often.

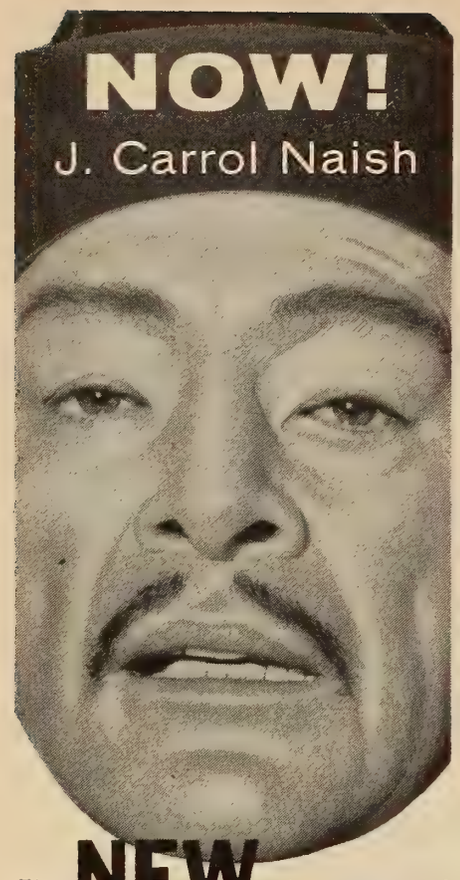
1ST IN PROGRAMMING

Our first year of history with CBS, regional and local programs has definitely established WISC-TV's leadership in entertainment, news, information and public service.



Represented Nationally by
PETERS, GRIFFIN, WOODWARD, Inc.

CBS TELEVISION NETWORK



The **NEW** adventures of

CHARLIE CHAN

Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carrol Naish, makes Charlie Chan live and breathe. James Hong is the Number One Son. Beloved by millions, who've paid out their dollars to match their cleverness with Earl Derr Biggers' most famous detective! Wire or phone collect today to reserve your market before some other quick-thinking advertiser snaps it up.

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

TONIGHT

NEW life has been given the *Tonight* show on NBC-TV. This most recent surgery and post-Steve Allen format is a great improvement on the segmented, columnist-infested show that preceded it. But it's still cluttered with a potpourri of skits, monologs, talks with the audience, some singing and some orchestration, none of which can be considered a new or novel contribution to tv.

Jack Paar, a whimsical and relaxed fellow, is the host. He may not be the hottest personality on the air, but he handles himself easily. If anything, there's too much of him and an overabundance of talk and jokes (a good many of them tepid, since Mr. Paar seems obsessed with making wisecracks on tv about tv and show business, an approach that wears awfully thin after a while).

But all was not lost on the premiere. Helen O'Connell sang her "Tangerine" and "Green Eyes" and ran through a number while the *Today* show's monkey made with antics—this apparently a taste of the morning *Today* "tonight," in the apparent belief that the sleepless viewers of *Tonight* will be too groggy tomorrow for *Today*, Helen and the ape.

For his premiere telecast, Mr. Paar was joined by Johnny Johnstone, another well-preserved former teenage idol; the ageless actor, Franklin Pangborn, with whom Mr. Paar flitted through a few skits, and Stanley Holloway, a star of "My Fair Lady," who swapped anecdotes about London and the English stage. A takeoff on the *Monitor* weather girl by Tedi Thurman, whose sultry whisper of temperatures and wide-eyed stare were startling at that time of night, was a rather fanciful stunt.

Mr. Paar has a great capacity, an infectious sense of humor and a battle on his hands to keep up with yawning viewers. Regardless of how this weeknight marathon-like contest progresses hence, there is a victor: RCA Victor. Its commercials still are top-notch, non-irritating, entertaining and hard-sell.

Production costs: Approximately $10,000.

Sponsors: Participating, Mon-Fri., 11:15 p.m.-1 a.m. EDT.

Cast: Jack Paar, Tedi Thurman, music director Jose Melis.

Guests: Helen O'Connell, Stanley Holloway, Johnny Johnstone, Franklin Pangborn.

Executive producer: Richard Linkroum.

Producer: Perry Cross.

Associate producer: Ed Cosgrove.

Director: Garth Dietrick.

Associate director: Dick Gillespie.

Writer: Jack Douglas.

Announcer: Hugh Downs

Set designer: Charles Rosen.

Costumes: Guy Kent.

Technical director: Robert Long.

LIFE AND THE WORLD

CAN radio really sell magazines? Do listeners crave to read news and feature stories that have been discussed on the air? Apparently NBC Radio and *Life* Magazine intend to find out with this daily, early evening show which they are producing "in association" with one another. In *Life and the World* the listener is presented teasers, capsule coverage of various articles from the current issue of the magazine. There are recorded interviews and dramatizations, hosted by Frank Blair, most of them brief and without depth. The purpose is quite obvious —sell that *Life!*

Production Costs: Approximately $1,000 per show.

Produced, with participating sponsors, Sleep Eze through Milton Carlson and Ex Lax through Warwick & Legler, by NBC Radio in association with the editors of Life *Magazine, on NBC Mon.-Fri., 7:45-8 p.m. EDT.*

Host: Frank Blair.

Writer-Producer: Charles Speer.

QUEST FOR ADVENTURE

WHEN a tv network places a weekly series of film documentaries, provided free by industry public relations, on the air at 9 on a Monday evening, the viewer normally has every right to look at the offerings with a skeptical eye.

But last Monday's *Quest for Adventure* on ABC-TV pleased the eye, and indeed the accompanying ear. Titled "The Petrified River" and carrying no discernible pitch for the donor, Union Carbide & Carbon, the film told the story of uranium, from the formation of deposits on the Colorado plateau to its uses as a source of radiation for such tasks as the destruction of cancerous tissue in humans and the preservation of food. Throughout the film, which Union Carbide made with technical assistance from the U. S. Bureau of Mines and the Atomic Energy Commission, good photography and an excellent musical background served to make the essentially scientific narrative palatable to those without scientific knowledge.

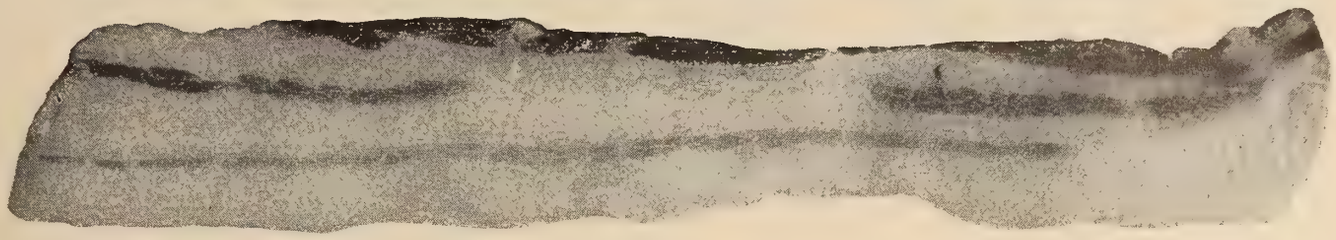
Quest for Adventure producers, ABC-TV and Modern Talking Pictures, report the films in this series are being shown on a network for the first time, although some have been used, and all will be used, on local tv stations and for school, church and organization viewing. The question then: Even if these documentaries continue to be of highest quality, why does ABC-TV program non-exclusive industrial films minus a sponsor and in prime time?

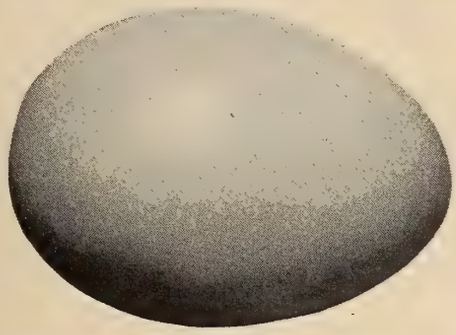
Production Costs: Nominal.

Telecast sustaining on ABC-TV, Mon., July 29, 9-9:30 p.m. EDT.

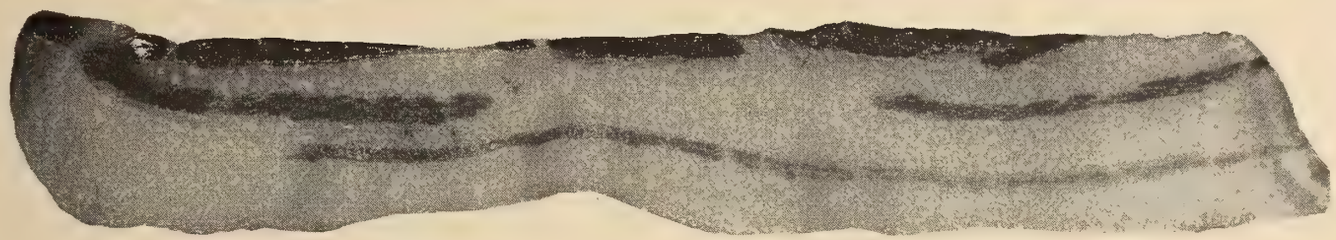
Producers: ABC-TV and Modern Talking Pictures.

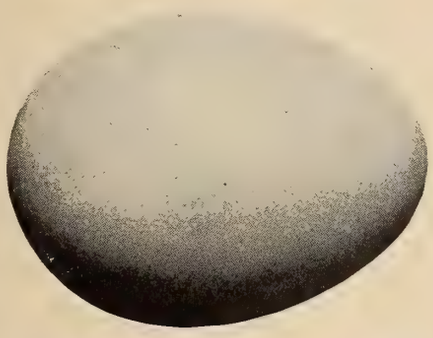
A Natural Combination!



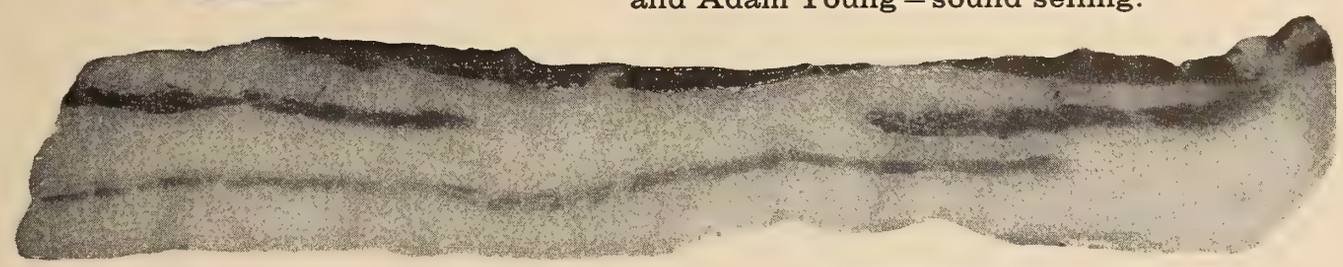


WSAI, Cincinnati the most effective station in America's 16th market. With programming planned for Cincinnatians, WSAI's audience has grown consistently and amazingly in the last 5 years. WSAI is Cincinnati's "new" sound for selling.





Adam Young INC. — distinguished in the field of radio representation by extensive client services, research, and techniques of modern selling. The two form a natural combination: WSAI—the sound of success, and Adam Young—sound selling.



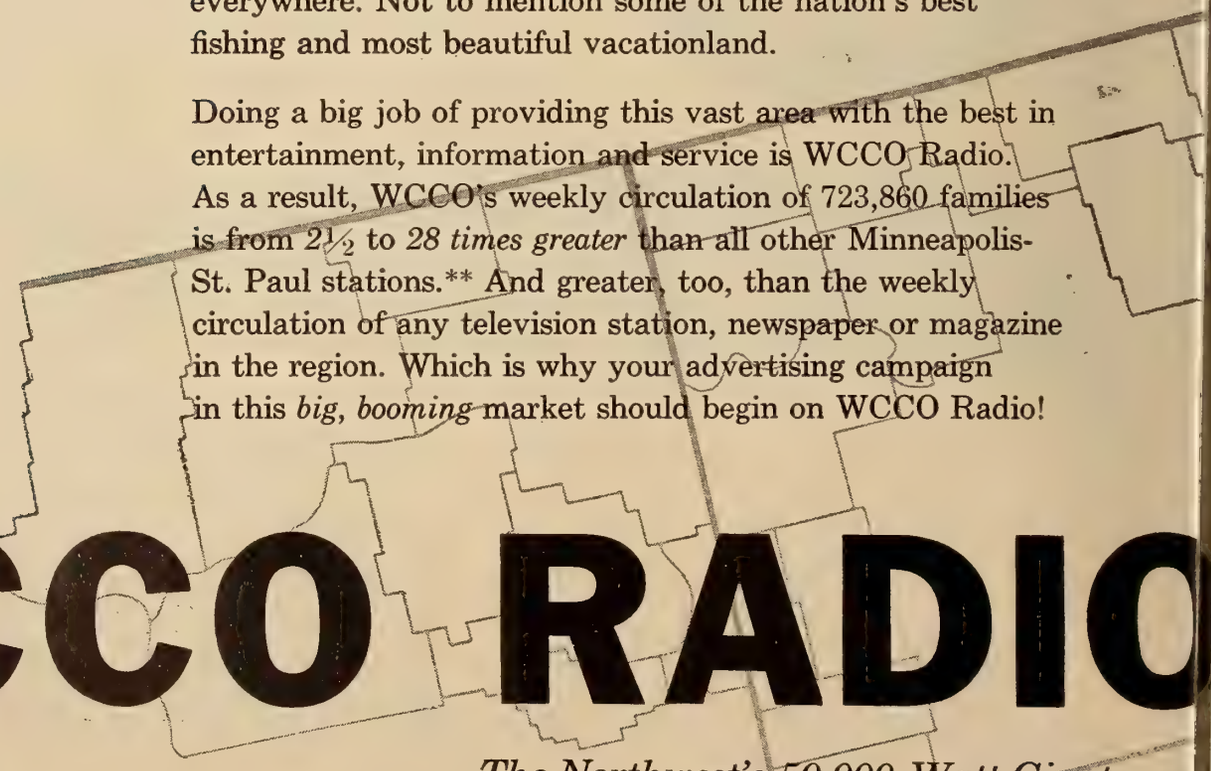
Adam Young, Inc.
Young Television Corp.
Young Representatives, Inc.
Young Canadian, Ltd.
3 East 54th St., New York 22, N.Y., PLaza 1-4848
Prudential Plaza, Chicago 1, Ill., MIchigan 2-6190
317 No. Eleventh St., St. Louis, Mo., MAin 1-5020
6331 Hollywood Blvd., Los Angeles 28, Calif., HOllywood 2-2289
Russ Bldg. (Rm. 1207), San Francisco 4, Calif., YUkon 6-6769
Statler Office Bldg., Boston 16, Mass., HUbbard 2-6117

REAL LIVE

This is about *WCCO-Land*—the 114 counties of Minnesota, Wisconsin, Iowa and South Dakota served so well by WCCO Radio.* It's a market where biggness is measured in *millions* and *billions*. Population: 3.6 million (*big as Detroit*); effective buying income: $5.4 billion (*bigger than Washington, D.C.*); total retail sales: $4.1 billion (*bigger than Boston*); gross farm income: $1.7 billion (*bigger than New York state and six New England states combined*)!

Dollar signs and decimal points aren't all. *WCCO-Land* is a *real live market*. The vitality and progressiveness of its people is matched only by the diversity and growth of its industries—iron ore and taconite in the North, oil and lignite in the Dakotas, farming and manufacturing nearly everywhere. Not to mention some of the nation's best fishing and most beautiful vacationland.

Doing a big job of providing this vast area with the best in entertainment, information and service is WCCO Radio. As a result, WCCO's weekly circulation of 723,860 families is from 2½ to *28 times greater* than all other Minneapolis-St. Paul stations.** And greater, too, than the weekly circulation of any television station, newspaper or magazine in the region. Which is why your advertising campaign in this *big, booming* market should begin on WCCO Radio!



WCCO RADIO

The Northwest's 50,000-Watt Giant
Minneapolis-St. Paul
Represented by CBS Radio Spot Sales

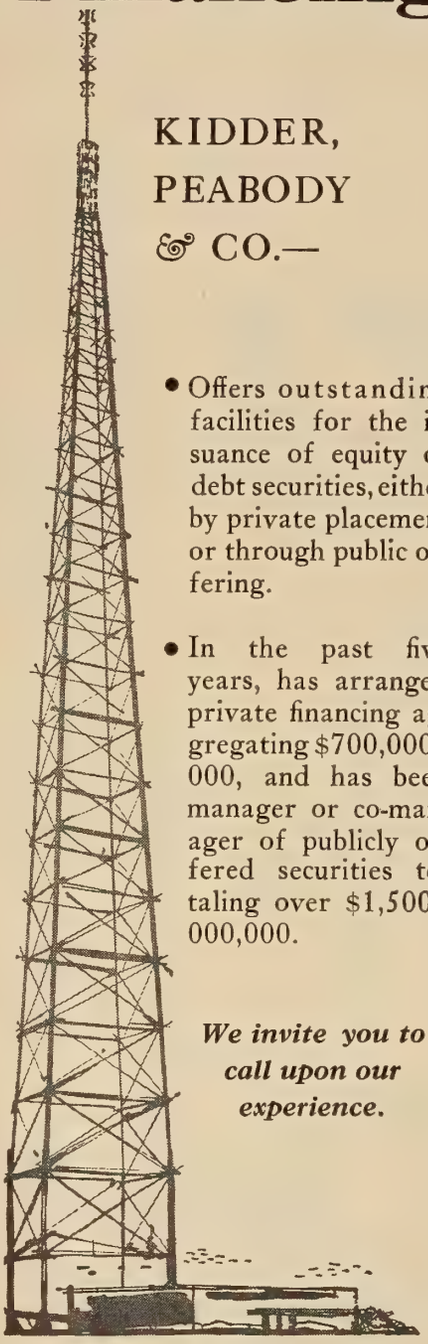
*Basic Service Area, NCS #2
**NCS #2
*Market Data: Survey of Buying Power, 1957
SRDS Consumer Markets, 1957*

NOW AVAILABLE FREE: New WCCO Radio Market Guide. Write to Phil Lewis, Sales Manager, WCCO Radio, Minneapolis 2, Minnesota

MARKET!


WCCO
WCCO
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Uhf Portables

EDITOR:

You carried an item on conversion of television sets for uhf viewing and made the statement: "Portables are not easy to convert to uhf, and are not made in all-band models" [CLOSED CIRCUIT, July 29].

Your reporter obviously didn't check Milwaukee, which he mentions specifically as being "hard-hit," nor did he check RCA, GE, Emerson, Motorola, Philco or Admiral, all of whom make all-band portables, and all of whom report virtually 100% all-band sales in the portable field in Milwaukee . . .

Robert H. Van Roo
Director, Promotion & Publicity
WXIX (TV) Milwaukee, Wis.

EDITOR:

. . . The fact of the matter remains that portable tv sets can be obtained with uhf tuners, and I am the proud owner of one (Hotpoint) that I feel works well and beyond the call of duty.

Wallace M. Bradley
Executive Director
Committee for Competitive Television
Washington, D. C.

EDITOR:

. . . All leading manufacturers make portables in all sizes, in uhf-vhf models.

A check of the leading distributors in this [predominantly uhf] section reveals that sales of portables run as high as 25% to 30% of total tv set sales. It also confirms that it would be impossible to sell a television set, conventional or portable, in this area if it were not equipped for uhf . . .

John P. Shipley, Operations Mgr.
WNBC (TV) New Britain, Conn.

Misinterpreted

EDITOR:

My attention has been brought to your report concerning a talk I made before the Hollywood Advertising Club [B•T, July 8].

. . . Because of the highly technical nature of my remarks, it seems that the account, as it appeared in your publication, completely misinterpreted my message and has unfairly reflected upon the abilities of motion picture producers in New York and my opinion of them.

I had only one message: Make a new "original" negative of the commercial for every contemplated use of that commercial because making second-generation duplicates of a commercial degrades the photographic quality. This loss in quality is especially apparent, by contrast, when the commercial is integrated into a tv show produced under studio conditions.

The whole reason for my speaking on this subject was to do a public relations job on behalf of all commercial film producers wherever they may be, so they would have impartial testimony from a film technician that would help persuade advertising agencies to spend the necessary money to obtain as many "original" negatives of commercials as would be needed, rather than to make second- and third-generation dupes if the commercial is to be used in more than one show.

Nowhere in my talk, did I make any comparisons between the ability of New York producers and Hollywood producers; nor would this point be relevant to my remarks. As a former New Yorker myself, I have nothing but the highest respect for everyone in the motion picture industry in New York, and I here repeat my plea that the excellent efforts of all producers of commercials be brought to the nation's television screens with the highest possible print quality, and again emphasize the importance of using "original" negatives of commercials at all times.

Sidney P. Solow
Vice President and General Manager
Consolidated Film Industries
Hollywood, Calif.

Appreciates Warner Story

EDITOR:

Many thanks for . . . the wonderful article about our department [B•T, July 15]. Walter Bien [operations head] and I deeply appreciate this story and the workmanlike and accurate manner in which it was reported. It tells the full story about this department and our hopes for the future. We believe that tomorrow holds great promise for the industry and we are proud and pleased to be a part of it.

Jack Warner Jr.
Vice President
WB/TV Commercial & Industrial Films Inc.
Burbank, Calif.

New Agency Requests Figures

EDITOR:

We are seeking cost-per-thousand and audience breakdown figures from radio stations for a nationwide campaign. Since we are a new agency and have few contacts in the radio spectrum, I felt publication of this letter might help us obtain this material.

Arthur J. Harger
President
Arthur J. Harger Advertising
130 Shepard St.
Lansing, Mich.

No Hyphen Needed

EDITOR:

I feel compelled to call your attention to your misuse of a hyphen in the name Eastman Kodak in your article on the Edsel television program [B•T, July 22].

The words Eastman Kodak as they appear in our company's trade style are never hyphenated.

W. K. Heron
Market Research Dept.
Eastman Kodak Co.,
Rochester, N. Y.

COMING THIS FALL FROM MGM-TV

THE THIN MAN

STARRING

PETER LAWFORD · PHYLLIS KIRK

AND **ASTA**

SOLD
TO
COLGATE-PALMOLIVE
NBC-TV NETWORK
HALF HOUR, FRIDAY NIGHTS
9:30 P.M. E.S.T.
STARTING FALL OF 1957



Five more BIG MGM-TV series are now in preparation for production at the fabulous M-G-M Culver City Studios

"NORTHWEST PASSAGE"
"THE FEMININE TOUCH"
"MIN & BILL"
"YOU'RE ONLY YOUNG ONCE"
"GOODBYE, MR. CHIPS"
(Boreham Wood Studios, London, England)

For more information about this great programming opportunity write, wire or phone Charles C. "Bud" Barry, Vice President, 1540 Broadway, New York City 36, JUdson 2-2000

MGM-TV
A Service of Loew's Incorporated

Test *your* personality

Psychologists say the ink blot (Rorschach) test below helps determine the nature of a personality. It gauges imagination, charm, persuasiveness and the like. But every businessman knows another way to appraise his sales personalities—in terms of his sales dollars. (Turn page sideways*)

The two hundred creative personalities at the fourteen major-market stations represented by CBS Radio Spot Sales pass *both* tests with flying colors. As recording stars, former show people,



newspaper columnists, world travelers and farm managers (there's even a circus barker among them)—they attract large and faithful audiences. When they talk—people listen. When they sell—people buy. Put their selling instincts to the test on *your* product.

CBS Radio Spot Sales represents the following stations: WCBS, New York • WBBM, Chicago • KNX, Los Angeles • WCAU, Philadelphia • WCCO, Minneapolis-St. Paul WEEI, Boston • KMOX, St. Louis • KCBS, San Francisco • WBT, Charlotte • WRVA, Richmond • WTOP, Washington • KSL, Salt Lake City • WMBR, Jacksonville KOIN, Portland, Oregon • Columbia Pacific Radio Network and Columbia New England Radio Network. **CBS RADIO SPOT SALES**



**Are you business-oriented? If so, you are sure to see a dollar sign when the illustration is turned this way.*

114% MORE audience
than Station B ALL DAY!*

WILS

Mar.-Apr. '57 Hooper In Lansing Shows
MONDAY THRU FRIDAY

	WILS	Station B
7:00 a.m.-12 noon	61.4	23.5
12 noon-6:00 p.m.	53.7	30.1

5000
LIVELY WATTS

MORE listeners than
all other stations
heard in Lansing
combined.*

* Mar. thru Apr. average
C. E. Hooper, Inc.

LANSING

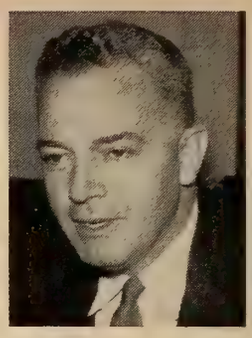
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Nationally by
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& McConnell, Inc.



WILS
music news sports

OUR RESPECTS

to Frederick Wayne Ford



IN these days of heavy congressional criticism of the FCC—and some of its individual members—the Commission's newest member will start his duties with singular unanimity regarding the wisdom of his nomination.

Over 18 years of government service (6½ with the FCC) has gained Frederick Wayne Ford a reputation for his fairness in dealing with all parties.

His appointment to fill the vacancy created by George C. McConnaughey came as a complete surprise. He was called to the White House Friday, June 28, for what he thought was routine Justice Dept. business—and offered the vacant Commission post. The following Tuesday his name was sent to the Senate Commerce Committee for approval, which came July 25. Only the formality of full Senate confirmation is before him now, and that is assured as soon as the Senate turns from exclusive consideration of civil rights legislation. Mr. Ford's nomination has been praised on the Hill as "one that has no connection with anybody in the [radio-tv] industry."

The appointment was even more surprising to Mr. Ford because once before, in 1953, he had unsuccessfully been an active candidate for an FCC commissionership. This was for the vacancy created when the recess appointment of Eugene Merrill—to fill out the term of resigned Robert Jones—expired. At that time, the current FCC chairman, John C. Doerfer, was appointed.

Handsomely-gray, 47-year-old Mr. Ford returns to the FCC, which he left in 1953, from the post of Assistant Deputy Attorney General at the Dept. of Justice, a job he has held since January. In that position, his many and varied duties included congressional liaison, liaison with other governmental departments and assistance in processing appointments for U. S. marshals, attorneys and judges.

The newest commissioner was born in Bluefield, W. Va., Sept. 17, 1909, the son of an educator. His father at one time was West Virginia state superintendent of free schools. He was graduated from Union District High School, Dunbar, W. Va., in 1926. He continued his studies at West Virginia U., Morgantown, receiving an A. B. degree in 1931 and an LL.B degree in 1934.

Following his graduation, Mr. Ford became associated with the law firm of Stathers & Cantrall, Clarksburg, W. Va., rising to junior member.

IN November 1939 Mr. Ford came to Washington to seek his fortune, accepting a position in the General Counsel's office of the Federal Security Agency. In February 1942 he transferred to the Federal Litigation Branch of the Office of Price Administration. The following summer he became 2nd Lt. Ford of the Army Air Force. He was discharged in April 1946 as a major and returned to the OPA.

His next move—Feb. 4, 1947—was to the General Counsel's Office of the FCC. He became an attorney in the review section and later was assigned to the famous G. A. Richards case, which involved FCC charges that Mr. Richards' broadcast licenses should be revoked for the alleged broadcasting of biased news.

The FCC's Broadcast Bureau was formed in 1951 and Mr. Ford was named the first chief of its hearing division. The next year he represented the bureau in the American Broadcasting-Paramount merger, adding more laurels to his growing reputation. He also is credited with originating the Commission's regular report on the status of tv cases awaiting a final decision.

It is not without misgivings that Mr. Ford leaves the Justice Dept. As he puts it: "I enjoyed my work at Justice. However, I can't help but recall my pleasant work and wonderful associations—from the messengers to the chairman—at the FCC, and, naturally, I will be happy to be back with them again."

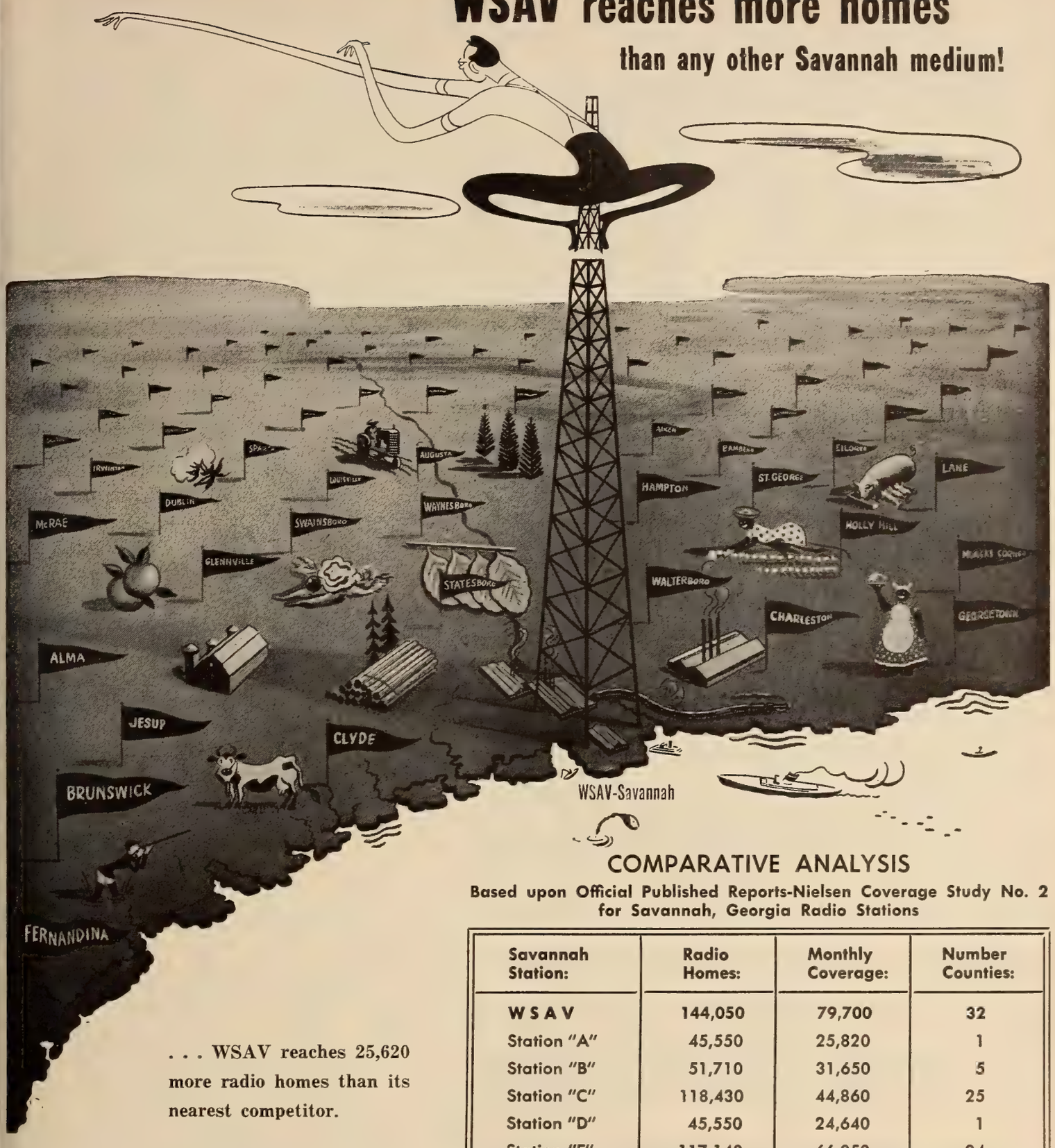
Just about these same sentiments were expressed by Emma Burke, who has been Mr. Ford's secretary since 1951 and will be returning with him to the Commission. "It will be just like going back home again," she said.

Mr. Ford was married in 1933 to Virginia (Ginny) Lee Carter, the daughter of a Middlebourne, W. Va., attorney. They have a 12-year-old daughter, Mary Carter. The Fords spend much of their spare time restoring their home in Alexandria, Va., a 1795 three-story structure, to its original colonial beauty. The present home was purchased last August, and the Fords previously had restored a home of 1850 vintage.

The new Republican commissioner was consul (president) of Sigma Chi social fraternity, member of Phi Delta Phi legal fraternity, Scabbard & Blade (ROTC honor society), and on the editorial staff of the *Law Review*, while in college. He presently is a member of the American Law Institute, West Virginia Bar, Federal Bar Assn., American Bar Assn., Alexandria Assn. (he was president for three years), which is devoted to the preservation of antiquity and beautification of the city's Potomac waterfront, Alexandria Old Town Civic Assn., Little Theatre, and vestryman of the Christ Church, Alexandria.

WSAV reaches more homes

than any other Savannah medium!



. . . WSAV reaches 25,620 more radio homes than its nearest competitor.

ASK YOUR BLAIR MAN TO SHOW YOU THE COMPLETE NCS No. 2 REPORT

COMPARATIVE ANALYSIS

Based upon Official Published Reports-Nielsen Coverage Study No. 2 for Savannah, Georgia Radio Stations

Savannah Station:	Radio Homes:	Monthly Coverage:	Number Counties:
WSAV	**144,050**	**79,700**	**32**
Station "A"	45,550	25,820	1
Station "B"	51,710	31,650	5
Station "C"	118,430	44,860	25
Station "D"	45,550	24,640	1
Station "E"	117,140	66,050	24

Average Daily Circulation (ABC Reports):

Savannah Newspaper "M"—51,698	Savannah Newspaper "E"—23,589

It's 630 in Savannah

WSAV

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

REPRESENTED BY

JOHN BLAIR & COMPANY

another FIRST from KLZ

THE STATION WITH people IN MIND IN ALL PROGRAMMING

"Radio-Active"

--at last a program built for Saturday afternoon listening!

Saturday Radio: More men listeners!
Saturday Radio: More TOGETHER audience!
Saturday Afternoon: More TOGETHER buying!

4 hours of ACTIVE RADIO using KLZ know-how 1:00-5:00 P. M. SATURDAYS

AVAILABLE AT REGULAR RATES

KLZ radio 560 Kc

For the whole story call your KATZ man or Lee Fondren, station manager and director of sales—in Denver, Colo.

CBS for the Rocky Mountain area. Represented by the KATZ Agency.

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...still going strong

For nearly a generation, the basic design of this famous RCA power triode has proved its worth in tubes delivering carrier and modulator power with outstanding reliability. RCA pioneered the original Type-833, then incorporated refinements to produce the RCA-833-A. It is another example of outstanding RCA power tube design. And it *has been serving broadcasters faithfully for almost 20 years.*

Known by station engineers for ability to "take it" in continuous service, RCA-833-A is paying substantial dividends in lower tube cost per hour of transmitter operation. And think of this: You save over 40% on initial cost of an RCA-833-A compared to the price of the 833 of 20 years ago!

Your RCA Tube Distributor handles RCA Tubes for all types of broadcast and TV station operations. For prompt delivery, call him.



RCA-833-A power triode, time-tried and proved. First high-power tube to feature the zirconium-coated anode.

How to get more hours from an RCA-833-A

- Clean glass bulb regularly—especially in area between anode and grid posts.
- With forced-air cooling, keep blower in proper working order (40 cfm from 2" dia. nozzle). Max. bulb temp. between anode and grid seals not to exceed 145° C.
- At full plate load, keep filament voltage "on the nose". At reduced load, filament voltage can be reduced as much as 5% for longer life. Reduce filament voltage to 80% of normal during standby periods of less than 15 minutes; remove voltage when longer standby periods are anticipated.
- Watch line-voltage fluctuation; compensate for them to avoid exceeding maximum ratings.
- Operate new tube for 50-100 hours before storing it. Operate spare tubes periodically.

RCA® **TUBES FOR BROADCASTING**

Radio Corporation of America Harrison, N. J.

they still love



us in Milwaukee



The scene hasn't changed . . . and the Warner Bros. features rating picture on Schlitz Playhouse is bright as ever. In fact, ARB for May gives WTMJ-TV a 31.3 – higher than the combined ratings for all three major studio feature films competing against it at the same time – 9:30-11 Sunday night.

This serves to point up the continuing pulling power of Warner Bros. features . . . confirming what J. Walter Thompson – agency for Schlitz Beer – determined through a special three-week survey some months ago. And now as then, all major studio feature films are scheduled at the same time on Sunday nights.

Milwaukee tastes pretty much typify the preferences of viewers everywhere. To capture audience and sales alike in **your** area, write or phone:

a.a.p. inc.

Distributors for Associated Artists
345 Madison Ave., MUrray Hill 6-2323
75 E. Wacker Dr., DEarborn 2-2030
1511 Bryan St., RIverside 7-8553
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Nielsen

WRC-TV's share of audience: 37.9%. A 20.7% advantage over second station. A 23.4% advantage over both of the other two stations combined!

CLEAN SWEEP

A.R.B.

WRC-TV's share of audience: 36.3%. A 5.5% advantage over second station. A 16% advantage over both of the other two stations combined!

Trendex

WRC-TV's share of audience: 36.5%. A 6.4% advantage over second station. A 25.4% advantage over both of the other two stations combined!

This clean sweep is clear evidence that your product stands to gain a greater share of customers on WRC-TV.

ALL REPORTS TOTAL WEEK, MAY 1957 **WRC-TV · 4** WASHINGTON, D. C. SOLD BY NBC SPOT SALES

BROADCASTING TELECASTING

Vol. 53, No. 6 **AUGUST 5, 1957**

RADIO: ON THE WAY TO NEW RECORDS

- **Stations, reps, networks in accord on optimism for '57 revenue**
- **RAB's estimate—up 10%—would put time sales at $535 million**

RADIO has joined television in the march toward alltime revenue records.

Approach of the autumn season shows radio enjoying the third straight year of increased time sales following its 1954 slump.

Three out of five radio stations expect their total 1957 revenue to surpass the 1956 record, according to an NARTB glance into the broadcast financial situation, and 53% look for better profits this year.

Radio stations expect total revenue to be up 3% in 1957, with the profit margin increasing by 1% to 11.2% before taxes (see story, page 28). Television stations expect a profit of 17.7% before taxes in 1957, NARTB had previously announced [B•T, July 29].

Station representatives, networks and Radio Advertising Bureau team up with NARTB in painting a bright revenue picture for radio in 1957. They provide dramatic answers to those who still wonder, without looking at the financial reports, if radio will survive television.

Looking ahead into the autumn season, Kevin Sweeney, president of RAB, estimated radio revenues will run 10-12% above 1956 on the basis of sales to date and the general outlook. The 1956 net radio volume of time sales, according to B•T's BROADCASTING YEARBOOK - MARKETBOOK, was $486.89 million. The B•T yearly estimates of radio billings have been accurate within an extremely small percentage over a score of years when compared to final FCC data.

Taking Mr. Sweeney's estimated increase of at least 10%, the 1957 net radio time sales should run at least $535 million.

NARTB's estimated 3% increase in station revenues is based on business trends at stations during the early spring period whereas Mr. Sweeney's forecast was prepared for B•T last Thursday from data covering the first seven months of 1957 and indications of a rising autumn trend. Then, too, NARTB's forecasts do not include networks or network-owned stations.

RAB, in the midst of a radio station survey, estimates an 8% increase in overall billings for the first half of 1957. This figure is based on incomplete returns. About two-thirds of stations heard from to date report that local sales are ahead of last year, with the remaining one-third saying local business isn't as good.

Biggest gains, RAB finds, are in national spot advertising. Four out of five stations find national spot increasing in the first half of 1957. The national spot gains range up to 50% and 60% at some stations and one reported this business had doubled. RAB feels its returns provide a representative sample of stations though the study is far from complete.

Such basic elements in the economy as the automotive industry have rediscovered radio in recent months. Plymouth will expand its local radio spot when new models come off the assembly lines in late October, with radio backing up network tv. Ford and Chevrolet have been heavy radio purchasers, buying weeknight and weekend program blocks on CBS Radio. Ford's Mercury Div. will stage an August radio spot drive in 40 markets, backed by dealer radio.

The motion picture industry has been taking advantage of radio's automotive and resort audience during the summer months. In the proprietary-cosmetic field Thomas Leeming & Co. is placing orders in 200 markets for a six-month drive starting next month for Ben-Gay, Pacquin and Silk 'n' Satin.

The list of national-advertiser acquisitions is impressive, latest reports from the four radio networks show, and it's going to be more impressive when the full autumn lineups of sponsors are available.

Spot radio's gross time sales have been moving into alltime highs, a trend that was emphatically demonstrated when first-quarter business ran 40.5% over 1956, according to Station Representatives Assn.

According to Lawrence Webb, SRA managing director, gross spot radio sales reached an estimated $48.8 million in the first quarter compared to $34.7 million for the same period in 1956. The estimate was made for SRA by Price Waterhouse Co. Heavy saturation spot campaigns in top major markets have spurred this huge increase but secondary markets are sharing in the trend.

While spot radio is looking up, far up, network executives, too, exude optimism as autumn approaches:

• Matthew J. Culligan, NBC Radio Network vice president—Virtually every major national advertiser will be using network radio in six months, with 60 of the first 100 using it now compared to 25 at this time a year ago. The network has nearly $5 million net signed to go on the air in September.

• Robert E. Eastman, American Broadcasting Network—A billion-dollar radio broadcasting industry will evolve in the next few years.

• John Karol, CBS Radio sales vice president—In the last week the network has billed over $750,000 in new business, including Bon Ami, General Mills, Singer Sewing Machine Co., Armour & Co. and *McCall's* magazine.

• Paul Roberts, who becomes Mutual Network president when ownership is transferred Aug. 7—We're going to prove to national advertisers that Mutual by far is the best radio buy in America. We're not going to be hidebound by old-fashioned restrictions.

Mr. Culligan, reported that NBC Radio now has its programming basics set so that in his view it appeals to a broad as well as large audience, offering entertainment and information that are not available on television or on what he called "independent juke-box radio stations."

Mr. Culligan will announce shortly that a total of $4,885,252 (net billing) has been

HALF-BILLION IN '57?

The way back: how radio's net time sales have recovered from the slump.

1953	**$477,206,000**
1954	**$451,330,000**
1955	**$456,481,000**
1956	**$486,889,000**
1957	**$535,578,000**

signed by NBC Radio to go on the air sometime around Sept. 1. "Eleven of the 38 advertisers who have placed contracts are either new to network radio or have not advertised on network radio for at least two years," he said. "Their faith in radio emphasizes the growing conviction on the part of advertisers that network radio is an effective all-year sales booster and not just a summer sales medium."

He said that as of Sept. 1, the start of the fall season, NBC Radio's weekend *Monitor* service is almost 100% sold out and that the NBC daytime schedule, from 10 a.m. to 4 p.m., is approximately 70% sold for the September-December period.

Advertisers who have signed for time on NBC Radio after Sept. 1 include American Dairy Assn., American Oil, American Institute of Men's and Boys' Wear, Black & Decker, Bristol-Myers, Brown & Williamson, California Packing Corp., Carter Products, Equitable Life Assurance Society of the U. S., Evangelistic Foundation Inc., Ex-Lax Inc., General Mills, Pepsi-Cola, Grove Labs, General Foods (Jell-O), Mack Trucks Inc., Mutual of Omaha, North American Van Lines, Northwest Airlines, Olin Mathieson, Plough Inc., General Foods (Instant Postum), RCA, Rexall Drug, R. J. Reynolds Tobacco, Skelly Oil, Sterling Drug, Vick Chemical, Voice of Phophecy Inc., American Motors, Quaker State Oil, Sun Oil, The Ruberoid Co., Richfield Oil, Allis-Chalmers, Billy Graham Evangelistic Assn. and Lutheran Layman's League.

ABN's Eastman said, "The moment for positive action in radio broadcasting is right now. Opportunities abound for those with ideas and a plan. Never before in the industry has the momentum gained so rapidly in so short a time.

"Working together, stations, networks, representatives, associations and other industry groups, will create a billion-dollar radio broadcasting industry in the next few years. ABN, for one, is backing its belief in the overall prosperity of radio with major investments in new product. Our emphasis is on live personality programs and offers a "degree of difference" to advertisers, affiliates and listeners.

"With quality product, radio will continue to build its important position in the American economy, prospering as well. Dedicated people with ideas, showmanship and hard work are the principal ingredients in radio's increasing vitality."

First new program under ABN's new "all-live" programming policy was announced Friday by Mr. Eastman [CLOSED CIRCUIT, July 29]. The program, called *The Herb Oscar Anderson Show,* will start Sept. 2 in the Mon.-Fri. 10-11 a.m. spot, immediately following *Breakfast Club.* It replaces the serials, the half-hour *My True Story* and *When a Girl Marries* and *Whispering Streets,* both 15-minutes.

Mr. Eastman, who described the program as the "biggest variety program to bow on radio in recent years," said it would be the "forerunner of a schedule which eventually will see nothing but live programming on ABN." The weekday morning show will originate at the Terrace Room of the Hotel New Yorker. Mr. Anderson, formerly on WDGY Minneapolis and later WBBM Chicago, has been conducting a show on ABC's WABC New York.

To be featured on the new show: live music supplied by a 20-piece orchestra conducted by Glen Osser, a singing group, male and female vocalists (including tv personality Carole Bennett), audience participation and Mr. Anderson's chatter. George McGarrett who has tv shows to his credit, will produce the radio program, marking his reentry into the medium. The show will be sold to advertisers in five-minute segments.

CBS' Karol noted that "a recent mailing piece we turned out summarizes as well as anything the reason for the continuing upswing in network radio. This piece, describing the importance of repeated impressions upon large numbers of people, ended with the single statement, 'For frequency you need and can afford . . . the CBS Radio Network.'

"The need for this type of advertising has never been greater than today when financial report after financial report points up expanding dollar sales accompanied by static or declining profits. Our network has been able, uniquely, to offer advertisers not only multiple impressions on large audiences but impressions which have greater advertising value through programs which people turn to by choice and listen to with great attention."

CBS Radio is announcing today (Monday) that it has contracted during the past week for more than three-quarters of a million dollars in new business. Boni Ami purchased five "Impact" segments per week for

STATIONS SEE PROFIT INCREASE

RADIO stations in general are having a good year, with a majority expecting to take in more money and increase their profits in 1957.

Fully 60% of radio stations expect their total revenue to be higher than was the case last year, according to an industrywide survey conducted by NARTB, while 28% look for no change from 1956 revenue and 12% anticipate a decline in 1957.

The survey shows that 53% of stations expect to increase their profits this year, with 35% expecting no change and 12% figuring their profit margins will be squeezed.

Stations in smaller markets are not enjoying as much of the revenue expansion as those in areas having larger population, the NARTB figures show. This is due mainly to the fact that the increase in national spot advertising is concentrated in larger markets.

A typical (median) 1957 radio station expects to take in $102,800 in 1957, with expenses running $91,300. This leaves a profit of $11,500 before taxes.

Last year a typical radio station had revenue of $99,800, expenses of $89,500 and profit of $10,300. In 1955 the typical station had revenue of $99,000, expenses of $88,300 and a profit of $10,700.

Using percentages, a nationwide increase of 3% is expected in 1957 total revenue (time sales plus incidental broadcast revenue minus agency and rep commissions and payments to networks for sale of time as compared to 1956). Total expenses are expected to be up 2%.

The typical radio station expects a better profit margin, 11.2% (before taxes), in 1957 compared to 10.3% in 1956 and 10.8% in 1955.

The typical television station, on the other hand, expects a 17.7% profit margin in 1957, NARTB found in a parallel video study [B•T, July 29].

Taking a look into the typical radio station's source of income, NARTB found that local advertisers supplied about 87 cents of the income dollar, national and regional advertisers 13 cents and networks less than one cent.

The breakdown of the expense dollar shows general-administrative accounted for 38 cents, programming 33 cents, sales 16 cents and technical 13 cents.

NARTB's survey is based on usable returns supplied by 900 stations, a 33% sample. Both NARTB member and non-member stations are included. The maximum number of stations that could have returned usable questionnaires was 2,710. The study did not include network-owned stations, noncommercial facilities, stations operating in U. S. territories and those not on the air during the entire 1956 calendar year. The networks also were excluded.

Figures showing operations at a typical station are median figures—that is, the middle point of all stations, with 50% of stations above the median or typical station and 50% below. In addition, the full NARTB compilation provides middle 50% figures, excluding the highest 25% and the lowest

THE TYPICAL RADIO STATION IN 1956

Its revenue was $99,800
Its time sales were $99,600
Its expenses were $89,500
Its profit was $10,300

OF ITS TIME SALES

$100 came from networks
$12,700 came from national and regional advertisers
$86,800 came from local advertisers

OF ITS EXPENSES

$11,400 went into technical
$29,600 went into programs
$14,300 went into selling
$34,200 went into general and administrative

three weeks beginning Aug. 4. The purchase, through Ruthrauff & Ryan, includes segments of *Suspense, Indictment, Yours Truly, Johnny Dollar, The Mitch Miller Show* and *FBI in Peace and War.*

General Mills bought 20 five-minute "Impact" segments for each of three consecutive weekends, beginning Aug. 31. The purchase, for Wheaties, was arranged through Knox-Reeves, Minneapolis.

Singer Sewing Machine Co. agreed to sponsor a weekly quarter-hour simulcast of *Arthur Godfrey Time,* with an extra quarter-hour of radio only every fourth week. The 26-week deal, effective Oct. 7, was arranged through Young & Rubicam.

Armour & Co., Chicago, also bought a day and a quarter of *Godfrey,* effective Sept. 26. The Armour buy, a 52-week deal, was through Foote, Cone & Belding.

McCall's magazine contracted for two "Impact" segments on Aug. 1 and Aug. 3. The Aug. 1 sponsorship is for the *Robert Q. Lewis Show,* while the Aug. 3 buy is for a segment of the Galen Drake show. The contract was arranged through Donahue & Coe Inc.

MBS' Mr. Roberts told B•T: "I don't take over as active working president of the Mutual Network until Wednesday. However, let me point this out: We wouldn't have bought MBS unless we wholeheartedly believed it to be a good investment. I have already said that our philosophy will be that 'what's good for Mutual's member stations is good for the network.' This is a proved philosophy for newspaper syndicates. And syndicate directors who have abided by that maxim have been most successful.

"I believe that programming for a network where all stations enjoy equal membership is exactly the same as smart handling of a nationwide syndicate.

"Radio's basic products are public and station services plus creativity. We already provide both services. Our challenge is the creation of fundamental programming ideas suitable for national rather than regional usage. We're not going to be hide-bound by old-fashioned restrictions nurtured through a quarter-century of network development, traditions outdated today. We're going to prove to national advertisers that Mutual by far is the best radio buy in America. Our goal is simple: It is to make Mutual the network of stations enjoying ultimate respect from both listeners and advertisers."

TYPICAL PERCENT CHANGES IN RADIO REVENUE AND EXPENSE, 1956 to 1957
(Station Estimates)

	Total Revenue[a]	Total Expense	Time Sales from: Networks (national network affiliates only)	Time Sales from: National & Regional Advertisers	Time Sales from: Local Advertisers
Nationwide	+3.0%	+2.0%	0.0%	+ 5.6%	+2.0%
Market size[b] (population)					
2.5 million or more	+6.3	+6.5	—	+ 9.7	+7.1
1-2.5 million	+3.9	+1.2	—10.9	+ 9.8	+3.1
500,000-1 million	+6.3	+1.0	— 0.1	+ 5.4	+3.6
250,000-500,000	+6.0	+0.9	0.0	+10.2	+4.0
100,000-250,000	+4.8	+0.4	0.0	+ 7.2	+2.8
50,000-100,000	+3.4	0.0	+ 3.2	+ 5.0	+3.9
25,000-50,000	+4.0	0.0	+ 2.0	+ 2.9	+2.7
10,000-25,000	+2.4	0.0	0.0	+ 3.4	+1.9
less than 10,000	+2.8	0.0	— 1.9	+ 6.1	+1.5

[a] Time sales plus incidental broadcast revenue agency and rep. commissions and payments to networks for sale of time.

[b] Population figures for standard metropolitan county areas were used for all cities falling within such an area. The population figures are as of Jan. 1, 1955 and may be found in Sales Management's *Survey of Buying Power* (May 10, 1955).

25% of the stations. Dollar yardstick figures are given for revenue and size-of-market groupings.

The 1957 estimates of station income and expense are based on trends during the winter and early spring months of the year.

NARTB found that the proportion of total time sales derived from networks would have been much larger if only those stations affiliated with national networks had been considered. The low network time sales figure also is due to the use of medians, since about half the stations in the sample were independents.

In markets over 100,000 population, local time sales accounted for roughly 60 to 75 cents of the total time sales dollar. This compares to 87 cents for the typical nationwide station. National and regional business accounted for 20 to 40 cents of the revenue dollar in the larger markets compared to the nationwide figure of 13 cents.

On a percentage basis, network time sales in 1957 are expected to show little change from 1956 but national-regional business is expected to go up 5.6% and local 2%.

The increase in total radio station revenue is greater as the size of the market increases. Stations in markets under 25,000 population estimate a 2.5% increase in total revenue in 1957 compared to more than 5% expected by broadcasters in markets over 250,000.

NARTB found that the variation in profit margins by market size is much less in radio than in television. The typical station in markets over 500,000 population had revenue of slightly over $300,000 while the typical station in markets of less than 10,000 grossed about $65,000.

The survey was conducted by the NARTB Employer-Employe Relations Dept. with the aid of the Research Dept.

CHICAGO BANK BOOMS WITH RADIO

A RELATIVELY new bank in Chicago's sky-scraping Prudential Bldg. has been using radio effectively to impress listeners that it keeps customers' hours, not bankers' hours.

Edward Damstra, president of Mid-America National Bank, credits radio—and a catchy "Eight-Thirty Bank" slogan—with much of its rapid growth and progress since it opened its doors last September. Today, it claims a steady increase in business and an estimated $25 million in resources—thanks, primarily, to the aural medium.

Mid-America started—and has remained—in radio on a modest basis since last January. Mr. Damstra and his board of directors enthusiastically accepted a recommendation by its agency, Calkins & Holden, Chicago, to place heavy emphasis on radio advertising—and to adopt a novel approach: banking hours from 8:30 a.m. to 4 p.m. (General banking services are pretty much taken for granted by the public, the agency pointed out; why not early banking hours?)

Since January 1957, Mid-America has sponsored a daily five-minute newscast (7:25 a.m.) on WMAQ and a limited spot schedule on WGN and WIND, all Chicago. Total time sponsored: 30 minutes per week. Total expenditures the first six months: slightly over $25,000, with a projected annual budget of $50,000-$55,000.

The Mid-America account is handled at Calkins & Holden by George B. Bogart, vice president and manager of the agency's Chicago office.

When the bank opened Sept. 6, 1956, a majority of personal and commercial accounts naturally came from Prudential Building tenants and surrounding areas. But since it has been using radio, Mr. Damstra points out, "We have an increasing number of accounts from areas all over the city. Mr. Damstra says: 'We believe radio has been largely responsible for bringing these new customers to the bank." He cites the WMAQ newscasts with John Holtman as bringing particularly "gratifying" results, reaching prospects at their breakfast tables or in their cars on the way to work.

Houbigant Perfume Sets 40-City Color Tv Series

A NATIONAL perfumer will test color tv on a spot basis next spring.

The perfumer is Houbigant Sales Corp., New York, which via tv will try to sniff out sales in 40 markets. The Houbigant plan is significant primarily for two reasons:

1. A print advertiser (though it has some spot radio), Houbigant will use tv for the first time in its history.

2. It is going into color tv on a spot basis, presenting both a product and a program that are most suitable for colorcasting.

Houbigant will sponsor for 13 weeks in about 40 markets starting next spring a weekly quarter-hour color tv film series. Entitled *How to Arrange Flowers* and created by its agency, Ellington & Co., New York, they will be produced by MGM-TV beginning this month at its Culver City (Calif.) studios. MGM-TV also will produce tv commercials to be used with the filmed program.

The Ellington agency will begin its buying for the campaign next month. Current plans call for placement of the program for showing in color wherever facilities and sets are available in the proposed markets. The advertiser wants to purchase availabilities in daytime periods.

At Houbigant's headquarters, Robert G. Spencer, advertising director, said his company is going into tv because the company believes "it's a good medium; it pays off." The company's commercials on the programs will be for three fragrances, Quelque Fleurs, Chantilly and Flatterie.

The films will be built around lecturer J. Gregory Conway, considered to be one of the foremost floral artists and who has authored a number of books on flower arrangement. In the past year, Mr. Conway has been on tour of the U. S. for Houbigant, making lecture appearances and has been interviewed as a guest on tv shows. It was the interest Mr. Conway kindled on tv that gave Houbigant the idea for a regular tv series. J. Burke Crotty, executive producer at Ellington and head of the agency's tv production activities, will supervise production of the series.

Along with the tv campaign, Houbigant will run its regular print and merchandising schedules. It is promoting a new liquid skin sachet in about 40 cities using one-minute radio spots featuring columnist Dorothy Kilgallen and Pierre Harang, vice president in charge of sales at Houbigant.

Houbigant is an old-timer in the toiletries field. It was established in Paris in 1775. The perfumer expanded to the U. S., importing its product early in the Twentieth Century. Houbigant now has national distribution, claiming to be in just about every important U. S. market.

Bates Promotes Midgeley, Severn

CHARLES E. (Ned) Midgeley Jr., manager of the media department of Ted Bates Inc., has been elected a vice president, and Donald W. Severn, manager of media relations, has been elected assistant vice president, it was announced last week by William H. Kearns, president. Mr. Midgeley has been with the agency since 1950 and before that was with CBS nine years as sales service manager. Previously he had been manager of the radio department at BBDO. Mr. Severn, manager of media relations, joined the agency in 1956 and before that was manager of station relations for Biow Co.

BALLANTINE ALE DEVELOPS A PERSONALITY

THE COOING and chirping heard at the Newark, N. J., headquarters of P. Ballantine & Sons last spring was not from doves and sparrows but a group of tv fans whose letters add up as an ode to an ale sponsor.

Since Ballantine primarily brews beer—that's where the brewer's biggest share of sales is—this voluntary response to a set of commercials for ale was pleasant albeit surprising to Ballantine, as it was to Ballantine's agency, William Esty Co., New York.

Even the traditional needling letter was accompanied by an olive branch. For example, a Dover, Mass., viewer asserted there were some products he wouldn't buy in any event "because of the obnoxious nature of their advertising." The olive branch was extended, however, because Ballantine apparently "must have fixed your advertising agent recently and I congratulate you. The new 'brewer's gold' line is quite amazing." The letter concluded with the needle: "Now the only reason I don't drink Ballantine is that I don't like its taste."

A more restrained but also favorable viewpoint from Forest Hills in Queens (New York City): "I have heard the song advertising Ballantine ale many times. It is called 'brewer's gold,' and I think that it is a fabulous song." This fan wanted a recording. A "compliment" from a Lynnfield Centre, Mass., woman was on Ballantine's "wonderful tv show of those delightful puppets." This, she said, was "a subject of much discussion among my friends."

That was in April. May's mail packet contained some more bouquets. Two letters came from Maine. A woman in Downal noted that she and her husband "like everyone else, hate television commercials," but they found the brewer's gold puppets "as seen on *Highway Patrol* delightful and charming. . . . Thank you for something new and entertaining." A more cynical Portland viewer said a certain tv commercial for a drug product "drives me away from buying," but Ballantine's puppet commercials were interesting and it "seems good to see" them.

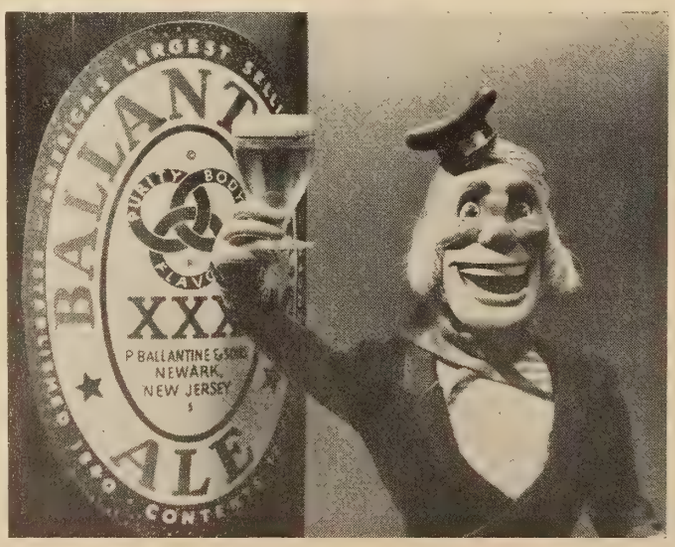
To an advertiser, fan mail is welcome in any season but nothing speaks more sweetly than sales. As yet, the new ale spot campaign (19 markets in the Ballantine territory that takes in the East Coast as far west as Pittsburgh) is too new for a "valid measure of the effectiveness," according to Esty's client. But the agency already has detected the unusual.

Says Joe Forest, vice president in charge of tv at the agency: "Reports are in of customers who ask for 'that brewer's gold.' They don't even bother to mention Ballantine ale." How else but traceable to the tv spots—an indication that not only ale but a tv commercial campaign can mean brewer's "gold"?

To a brewer whose three-ring trademark and brand name are established in beer advertising, any campaign that markedly distinguishes between Ballantine's beer and ale is welcome. As Esty knew in January, the client needed new, different and entertaining commercials, commercials that also would give individual personality to ale.

For entertainment, Mr. Forest early in January ordered animation and film production at Joop Geesink's "Dollywood" studios at Amsterdam, Holland. Mr. Geesink is a puppeteer who skillfully mixes artistry with showmanship. For the new in the ale campaign, William Esty concentrated on the "brewer's gold" approach, keying these words into all the musical jingles.

Wrap-up of the commercials was the critical test, for here the agency and client would stress the "different." By blending puppet-making skill, themed jingles and an unusual animation technique, the Geesink-Esty combination came up with a "different" formula: an odd assortment of characters, 10½ inches high, and made up of cutthroats, cutlass wielders and seedy prospectors. These pirates, sailing captain and crew, gold miners and Klondike frontiersmen (all transporting brewer's gold) have been carrying the sponsor's message to viewers of



baseball games and *Highway Patrol* in various Ballantine markets.

It took about 10-12 weeks for the commercials to be turned out, about the same amount of time (and at about the same cost) that it would take for full animation by any animation studio in the U. S.

The timetable: Campaign theme and technique were formulated at Esty early in January and storyboards and soundtracks were made that month. By the third week in January, Mr. Geesink was working on sets from sketches. In February, the layout and shooting had begun with Mr. Forest on hand (he spent two weeks at the Amsterdam studios). The 10-12 weeks of production began upon Mr. Geesink's receipt of the soundtrack. The commercials were in Esty's hands and on the air in April.

The little actors are made of wood, wire, cloth, rubber and plastic. At "Dollywood," wood sculptors made the heads; rubber plastics were poured into molds for arms and fingers. All parts are movable and the puppets (each costs more than $100) are clothed in complete garments. Guns, sabers, boots and even ale bottles and drinking glasses are individually made and scaled with exactness to the original.

Created especially for the commercials was a band of pirates, a crew of sailors and a team of gold miners, complete with donkeys and their "burden" of golden hops. The heaving deck of a pirate ship and the limitless expanse of the western plains were captured in miniature sets not much larger than the top of an average office desk.

Mr. Geesink worked with Mr. Forest in creating individual puppets and scenery and then filmed them by animated stop-action photography, synchronizing the animation to the jingles. Each one-minute commercial required 1,260 separate still pictures (that is, exposures) in the stop-motion process (90 feet of film with 14 frames per foot).

Why did Esty travel to Dollywood rather than Hollywood? The agency notes that mention of Europe for production of a tv commercial may create an image of big cost and unnecessary sophistication. This is not true, the agency explains, because production and travel can cost about the same as a U. S. commercial job and the quality of the Geesink puppet animation alone is worth the effort.

What will Ballantine obtain from its rollicking puppeteers?

• They have repetitive value. The commercials (four one-minute films) can be seen in sequence in a market, then repeated as long as the client and agency believe they continue to do the job.

• They have a theme. Each jingle and animated sequence fits into an overall line: the brewer bringing the "finest of hops" (brewer's gold) to the consumer.

• They furnish entertainment. The puppets, which don't have the jerky movements common to their brethren manipulated by strings, are easy to watch and reminiscent of the adventure storybook.

Brewer's gold? Who thought it up? Brewers, themselves, who have used the term for some time to describe the selection of certain hops for use in the ale brewing process.

NOT TO BE OPENED UNTIL OCTOBER '57



EDSEL's agency, Foote, Cone & Belding, took some of the wraps off security—but not its new automobile (see above)—by releasing the first photographic reports of its Hollywood film tv commercial project last week.

For over four weeks agency and film executives have been supervising production of the first Edsel commercials to be shown on the Bing Crosby-Frank Sinatra CBS-TV spectacular next October and in spot campaigns. The commercials were shot in and around Hollywood with the tightest of security restrictions [B•T, July 1].



Until the new medium-priced Edsel is unveiled, Ford Motor Co. has maintained a strict policy not to reveal its features. Cascade Films Studio, Hollywood, was engaged because of its past work for the Atomic Energy Commission and the U. S. Army's guided missile program.

This was the procedure followed: special armed guards were placed around the set in the studio and only special Edsel authorized personnel were permitted access to the area (center, actress Carol Lyn gets her badge before entering lot). The Edsels were shrouded in a corner of the set and every night all film was locked in a vault; all unsuitable film was destroyed. Actors and actresses were interviewed for 50-plus roles, but never told the name of the product or sponsor. Those selected were given special memorandums and told not to mention features or body style of the car with which they were to be photographed.

Edsels were shifted to various sites in and around Hollywood, with vans guarded by special Los Angeles police. Residential blocks were sealed off. The Edsel was given the full treatment: kept inside vans during rehearsals, with a Ford as a stand-in, and rolled out for actual shooting.

Security was maintained —at a price. Curious camera-carrying youngsters mobbed the curbs in Beverly Hills and started taking their own pictures. Their film was confiscated but they were compensated—prices rose from $2 to $4.50 during the day.

Supervising the project was Homer Heck, broadcast supervisor, Foote, Cone & Belding, Chicago. Other agency staffers included John Libberton, Don Williams, Bob Eck and Bruce Miller. Eldon Fox, Edsel advertising manager, and Malcolm Lowther, assistant advertising manager, represented the sponsor.

After the project was completed, the Edsel vans headed for Detroit and two agency executives, with brown film cases stamped "secret," boarded a plane for the same city, with Edsel's first tv commercials in hand.

Kemper NBC-TV Buy Indicates Casualty Insurance Tv Interest

INSURANCE companies may be showing an increased interest in network tv for promoting casualty (as distinguished from life) benefits, judging by Kemper Insurance Co.'s purchase of *NBC Football Scoreboard* this fall and by other indications.

Kemper bought the post-game roundup following NCAA football telecasts on NBC-TV from Sept. 21 to Dec. 7 and plans to pitch its copy at consumer and industrial prospects for casualty insurance. The copy approach will be directed at male viewers, considered prospects in sports telecasts, and industrial potentials. Agency for Kemper is John W. Shaw Adv., Chicago.

An agency executive pointed out only two insurance companies were advertising casualty insurance in 1954 and 1955, and the number of sponsors reached four last year. (Among users in 1956 were State Farm Mutual, which spent an estimated $1 million on Red Barber sportscasts and Allstate Insurance, with a more modest sum on NCAA football preview telecasts, he noted.) In buying network tv, he added, Kemper turned from conventional business papers to television.

Kemper bought the NBC-TV football package because the company felt it was an "economical buy in terms of low cost per-1,000," it was reported, and because Kemper was gratified with results from its sponsorship of the National Invitational Basketball telecasts on CBS-TV last spring.

Parkson Adv. Formed By Kletter Principals

FORMATION of Parkson Adv. Agency by the principals of Edward Kletter Assoc., New York, was announced last Monday. The new agency will have the $10 million Pharmaceuticals Inc. account, formerly handled by Kletter, as its nucleus and expects to add the estimated $2 million J. B. Williams Co. account.



MR. KLETTER

Parkson Adv. began functioning as an agency Thursday. Edward Kletter, who headed the Kletter organization, is president; Franklin Bruck, executive vice president and chairman of the plans board, and Florence Shapin, secretary-treasurer. Mr. Bruck was president of Franklin Bruck Adv. (now known as Heineman, Kleinfeld, Shaw & Joseph) until last January when he sold out his interest and became associated with Mr. Kletter.

Mr. Bruck said Pharmaceuticals Inc. is "substantially" in television but could not provide a percentage breakdown immediately. He said the Williams account's shift to the agency is "not firmed up yet." It apparently is contingent upon the purchase of that company by Pharmaceuticals Inc. The companies currently are in negotiation but Williams requires the approval of its stockholders.

The Williams Co. account currently is divided between J. Walter Thompson Co. (Williams shaving preparations, Skol, Kreml hair tonic) and Doherty, Clifford, Steers & Shenfield (Conti products). These products are advertised substantially on radio-tv.

The future of Kletter Assoc. was not clear. Its billings came overwhelmingly from the Pharmaceuticals account. Though Mr. Bruck said "corporate details" at Kletter "are being worked out," inquiry at that agency left the impression that a number of its personnel will move to Parkson. No information as to the future operation of Kletter Assoc. could be obtained.

Parkson Adv. has established offices at 400 Park Ave., New York 22. Telephone is Plaza 1-6400.

NRDGA Survey Finds Opinions Diverse on Tv Effectiveness

RESULTS of a survey conducted by the National Retail Dry Goods Assn. among its member department and specialty stores indicate there is a diversity of opinion among stores as to the effectiveness of the medium for them.

The number of stores canvassed by NRDGA was not divulged, although the sample was said to be a representative one. NRDGA did not provide a breakdown of the number of stores that found tv useful or, on the other hand, inadequate but supplied comments that indicated reaction was mixed. Some stores labeled tv costs "too high" and the medium "time-consuming," but some others found television "excellent" for demonstrating fashions or other merchandise. Several reported tv had assisted in making immediate sales.

The survey showed that stores using tv relied mainly on saturation spot announcements for special events (26.3%), followed by general women's shows (14%), feature films (8%) and shopping and fashion shows (5.3%). Slightly more than 73% of the shows were live.

The survey found that 51.3% of stores responding expect immediate sales results as their principal television objective, while 48.7% advertised for institutional prestige. Some 10.5% reported they would increase their tv budgets in the future; 50% would continue their present budgets; 2.6% would decrease them and 36.9% were uncertain. From the comments of respondents, it was apparent many of the stores were new (or relatively new) to tv and still were experimenting with the medium.



"STEVERINO" (l) and friend take a break before going on-camera for a commercial. The six-month-old greyhound puppy, nicknamed after her tv cohort, has appeared on NBC-TV's *Steve Allen Show* since April as part of Greyhound Corp. commercials. No small measure of fame has followed —requests for autographed pictures, personal appearances, fan mail—and Steverino will be crowned Queen of National Dog Week in September.

The pup was placed through her agency (and Greyhound's), Grey Adv., N. Y. Grey executives feel Steverino adds warmth and memorability to commercials about Greyhound bus travel and have insured this new star in the tv firmament for $300,000 with Lloyd's of London.

NRI Expansion Plan Finds Favor—Nielsen

A. C. NIELSEN CO. reported "uniformly favorable" advertiser-agency reaction to announced plans Wednesday for expansion of its national Nielsen Radio Index services to clients effective next month.

The index will be supplemented regularly with additional information on total number of different homes reached, number of times and total number of delivered commercial minutes and cumulative data for advertisers sponsoring more than one program period—on a network-by-network basis—for each four-week period.

In announcing the expanded service, Henry Rahmel, executive vice president and general manager of Nielsen's broadcast division, noted efforts "to make our NRI reports reflect more completely the values of network radio" and felt inclusion of additional data on these dimensions would "significantly help advertisers and their agencies evaluate the medium in the context of current buying patterns." He stressed that such information heretofore had been available only "through special analysis."

Specifically, the new reports, to be issued on a regular basis to subscribers for each four-week period, would naturally be expected to enable national advertisers to better evaluate cumulative results of reaching the maximum number of homes through multiple segment time purchases on any given network.

Typical of this buying pattern was Ford Motor Co.'s recent $5.5 million package purchase on CBS Radio of morning, afternoon, evening and weekend segments now in the process of station clearance, with a Sept. 24 target date.

Referring to the radio networks as "among NRI's prime financial supports," Mr. Rahmel pointedly noted that "CBS Radio has already accepted the expanded service in principle, subject only to legal review," while the "negotiations with the other networks are currently in process." Both ABN and NBC currently are re-appraising the radio ratings picture, with specific allusion to continuance of their NRI subscriptions, because of some dissatisfaction in certain measurement report areas and reports of Nielsen's plans to raise its rates [CLOSED CIRCUIT, July 1].

ABN's disenchantment has been confined largely to complaints that radio has been short-changed on out-of-homes audiences, but it's known that the Nielsen firm has been actively experimenting in this area for some weeks, along lines of its efforts some months ago.

Mr. Rahmel claimed that the national Nielsen Radio Index service, "because of its fixed sample, day-by-day, round-the-clock record of listening, is uniquely able to develop such data" and cited favorable response from advertiser-agency clients who were given a preview of the "specimen report." He emphasized that the present frequency of pocketpiece and complete reports, plus other essential data including "con-

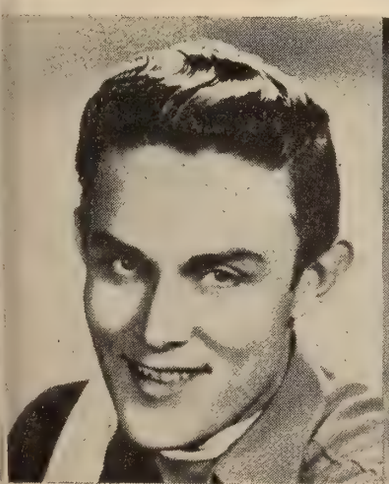
89.4% Share of Audience*

low cost per 1000 homes in class G time

Channel 2	Jimmy Dean	Capt. Kangaroo	CBS and Local News and Weather	
			7:45-8:00 a.m.	8:45-9:00 a.m.
television homes per broadcast**	136,500	151,200	129,100	146,600
4-week cumulative total different homes**	464,100	436,200	407,300	421,000
number of times program is seen in each home during 4-week cumulative	5.9	6.9	6.3	7.0

*7.00 to 9.00 a.m., source: Nielsen NSI Report, May

**highest quarter-hour in program



Jimmy Dean Show
Monday through Friday
7:00-7:45 a.m.



Captain Kangaroo
Monday through Friday
8:00-8:45 a.m.



Richard Hottelet
Monday through Friday
7:45-7:55 a.m.
8:45-9:00 a.m.



Allen Hedgecock
local news and weather
Monday through Friday
7:55-8:00 a.m.

CBS TELEVISION

In Maryland, most people watch WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone Mulberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles



eighth in a series of 12 ads

LEO

DETERMINATION

...and twelve months out of every year stations under the sign of MEEKER benefit by:

DETERMINATION developed through the years that no Meeker station shall ever be "swallowed whole" in a mushrooming list.

Our "personalized selling" demands intimate knowledge of station and market as well as advertiser problems. This concept precludes "wholesale" lists.



the meeker company, inc.

radio and television station representatives

new york chicago san francisco los angeles philadelphia

tinued reporting of radio audience composition and auto-radio usage," would remain unchanged.

Included among NRI client responses were observations that (1) "sponsor-network cumulative audience measurements are especially realistic in paralleling today's shifting pattern of network radio placements"; (2) such a service "for all sponsored network radio programs is a step that is in tune with the way radio is bought and sold today"; (3) data on cumulative audiences will enhance the "value" of NRI ratings reports; (4) it fulfills the need for knowing "total radio effort" of an advertiser on a continuing basis and for evaluating "the effort by individual products," and (5) that the new format provides "an up-to-date means of evaluating network radio on a competitive basis."

American Assn. of Railroads Considering Tv Network Show

THE nation's railroads, off the air since the NBC *Railroad Hour* radio program was dropped in 1953, would like to return to broadcasting with a tv network series, according to William T. Faricy, board chairman and executive officer of the Assn. of American Railroads. Answering a query last Tuesday as he assumed his new post, Mr. Faricy said the main problem has been to find a suitable program.

"I was very proud of the *Railroad Hour*," Mr. Faricy said. "Measured by all tests it was brilliantly successful. We dropped the program at its crest, our board feeling that radio was dropping. We are very seriously considering television. If we come up with the right kind of program, my own recommendation would be to go ahead. The railroads should have the best there is and not experiment."

Daniel P. Loomis, chairman of the Assn. of Western Railways, succeeded Mr. Faricy as president. The AAR chairmanship is a new post. Mr. Faricy had been AAR president for 10 years.

Clorox Okays P&G Acquisition

FORMAL approval for a stock exchange to give Procter & Gamble Co. acquisition of Clorox Chemical Co. has been given by Clorox stockholders meeting in Oakland, Calif. P&G gets substantially all Clorox properties and assets. The basis of the stock exchange is 8½ shares of P&G common for each 10 shares of Clorox capital stock. Clorox Chemical will change its name to Clorox Co.

MJ&A Makes Pontiac Changes

ENLARGED supervisory responsibilities in the management staff of the Pontiac Motor Division (General Motors) account of MacManus, John & Adams, Bloomfield Hills, Mich., and New York, were announced last week by MJ&A President Ernest A. Jones. The changes, effective immediately: Hovey Hagerman, senior vice president and Pontiac account executive, becomes account supervisor charged with supervision of all account activities and reporting directly to Mr. Jones; James H. Graham, assistant account executive, becomes account executive, and Colin H. John, account manager, becomes associate account executive. Pontiac plans a substantially increased broadcast budget next season [B•T, May 27].

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,818,000 people in the U. S. over 12 years of age during the week July 21-27. This is how they spent their time:*

55.9%	(68,737,000)	spent 1,098.6 million hours	.....	WATCHING TELEVISION
58.1%	(71,442,000)	spent 1,118.2 million hours	.....	LISTENING TO RADIO
81.2%	(99,847,000)	spent 401.5 million hours	.....	READING NEWSPAPERS
29.9%	(86,766,000)	spent 168.7 million hours	.....	READING MAGAZINES
24.6%	(30,249,000)	spent 398.1 million hours	.....	WATCHING MOVIES ON TV
41.6%	(51,115,000)	spent 214.7 million hours	.....	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, **from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.**

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

Revlon Adds Warwick & Legler

REVLON Inc., New York, has appointed Warwick & Legler, New York, to handle advertising for three new and unidentified products to be introduced this fall on its regular air and print schedule. Warwick & Legler is the fifth agency on Revlon, sharing the account with Emil Mogul Co., C. J. LaRoche, Dowd, Redfield & Johnston and BBDO, all New York.

Reach, McClinton-Drake Agreement

REACH, McClinton & Co., New York, appointed advertising and public relations agency for the southwestern home office of the Prudential Insurance Co. of America effective Sept. 1, has retained the Drake Agency, Houston, to represent it in the Southwest, according to Reach, McClinton. Under this arrangement Drake will serve Prudential's southwest office as an office of Reach, McClinton. The New York agency, which handles Prudential's national advertising as well as regional campaigns in Los Angeles, Minneapolis, Chicago and Newark, N. J., has a similar arrangement for Prudential's south-central home office, with Bacon, Hartman & Vollbrecht, St. Augustine, Fla.

MORE TV NEWS

TELEVISION coverage in the *New York Journal American* has been expanded to two full pages daily. Jack O'Brien's daily column will continue and the new spread will feature a detailed program guide and capsule summaries of daily shows. The opposite page will include tv feature stories and radio highlights.

Humphrey, Alley & Richards Issues Book for Tv Advertiser

H. B. Humphrey, Alley & Richards Inc. has completed a new book entitled *An Introduction to Commercial Television Advertising*, primarily for its tv clients.

The book is designed as a primer for the inexperienced tv advertiser as well as a guide to the initiated. "Many advertisers still think of tv as too costly for any but king-size budgets," Ransom P. Dunnell, the agency's vice president of tv and radio, explained. "We believe our new book shows how the medium can be used most efficiently by both small and large advertisers."

Various case histories of national and local campaigns are reviewed with reasons analyzed for their success or failure. Additional copies have been printed and will be made available to qualified advertisers.

Sylvania Sets 'McCoys' Promotion

SYLVANIA Electric Products Inc. has scheduled some 50 open houses this month to acquaint its dealers and distributors with *The Real McCoys* (Thurs. 8:30-9 p.m.), ABC-TV film series to debut under Sylvania sponsorship Oct. 3. Reviews utilize copies of the pilot film. Arrangements for the screenings are being made by Terry Cunningham, director of advertising for Sylvania, and J. Walter Thompson Co., Sylvania agency.

Chicago Ad Group Sets Clinics

MEDIA and the advertising manager's role have been added as categories to the agenda of workshop clinics to be sponsored by the Chicago Federated Adv. Club starting Sept. 16.

Broadcast Advertising Club of Chicago, American Marketing Assn., Advertising Executives Club and other associations will take part in programming various sessions during the nine-week clinic. Women's Advertising Club will be co-host.

PAYOFF

A CHRONICLE OF COMMERCIAL PERFORMANCE

GOURMET'S CHOICE • Orange juice, eggs and stock market quotations are turning out to be a palatable combination for Pacific Coast investors—and for McDonald, Holman & Co., New York investment banking firm. The investment house sponsors what it believes to be the first regular telecast of New York stock market reports via the CBS-TV Pacific Network program, *Panorama Pacific*.

Early risers get the opening quotations at 7:35 a.m.; the second shift at breakfast gets an 8:35 a.m. update of stock movements and the 11 o'clock (EDT), Dow-Jones averages. Reports are teletyped to CBS' Hollywood studio directly from the McDonald, Holman office.

Mail response and telephone inquiries have been unusually high; housewives as well as businessmen have responded. Reaction has been so favorable that the show, which was on a trial basis, will be continued indefinitely, the investment firm said.

CASE HISTORIES • A husband-and-wife team and their midnight-to-dawn *Ballroom of the Stars* add up to a productive combination for advertisers on WSAN Allentown, Pa. The Lehigh Lumber Co., Allentown, with a spot schedule costing $260, reported gross sales of $13,500 directly traceable to ads on the show. Esso dealers in the area—realizing responses from their participation in 36 hourly newscasts weekly—have increased their participation, while a local shoe chain has reported returns from advertising of specific items. Program personalities behind these results are John and Nancy Ashworth.

TRUE TO ITS WORD • *Cash on the Line*, a film and telephone quiz program on KYW-TV Cleveland, has meant just that for Hough Bakeries. The firm gives KYW-TV 100% credit for a 242% return on sales of bakery products. Normal weekly sales of a single item run to about 3,000; five announcements for a Hough coffee cake by *Cash's* host Joe Finan sold 7,250 items. The program is seen in the 9-10 a.m. slot, Mon.-Fri.

CHANGE OF HEART • A self-admitted skeptic about radio advertising has been convinced by WBZ Boston. Milt Swanson, proprietor of the Wayside Country Store on the Boston Post Road, had seen business drop off when the adjoining hotel, the Wayside Inn, burned. Mr. Swanson had never been interested in radio for his business, but realized he had to reach the public quickly to let summer travelers know the store was still open. He picked WBZ because of its coverage; results—tourists from Canada, New York and Connecticut came out of their way to visit the store. Mention of an item on WBZ brought specific results: a year's supply of Pine soap was sold out in one week, three months' stock of licorice was sold in two days. When a second store was opened in June, the advertiser had no skepticism about radio's efficacy and reported that by the end of July the new business already had done twice its anticipated volume.

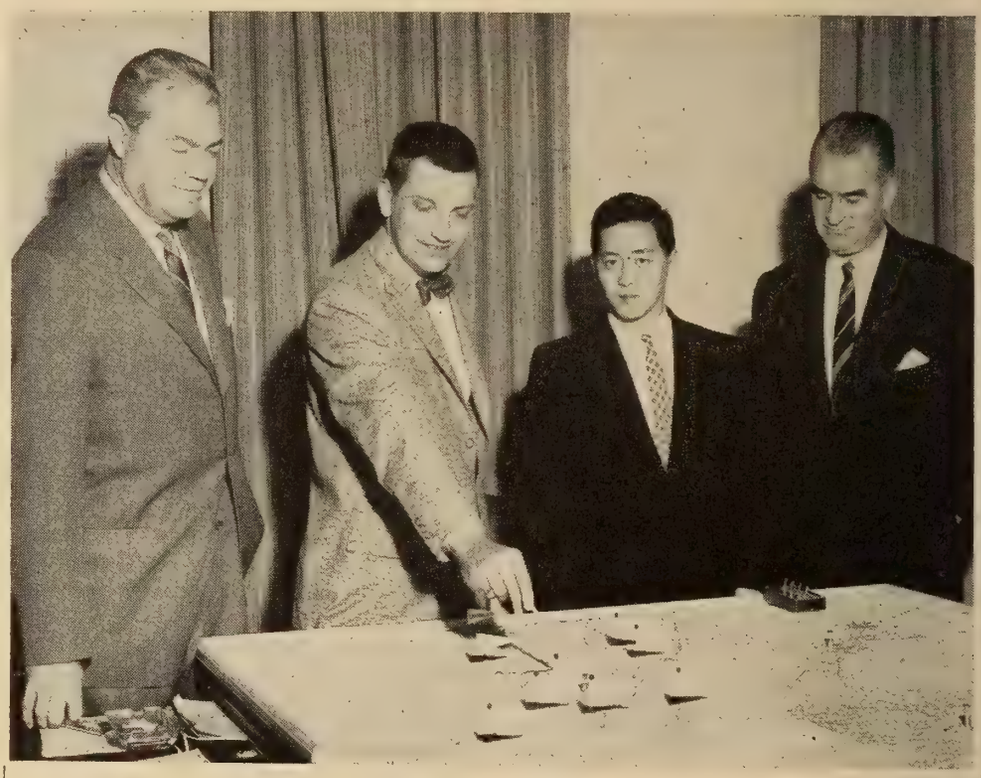
SUMMER PUNCH • A program and a premium were combined to give real impetus to a summer campaign on KPHO-TV Phoenix for Delaware Punch syrup, a soft drink mix. The program: *It's Wallace?* locally-originated children's show. The premium: a punch bowl set offer for the best children's letters telling why their mothers should win. A band from the syrup bottle was required with each letter.

The advertiser spent $900 for one 60-second announcement each day for six weeks. Score for the premium: over 40 letters a day. Score for the program: Syrup sales for the six-week period were triple those for the same period last year.

MERRY GO-ROUND • A short ride on *Carousel* led to a round of profits for a small laundry business in Calgary, Alta. A CHCT-TV Calgary salesman sold Ron's Cleaners six one-minute spots on *Carousel*, a spot participation program built around full-length movies. The show is heavily merchandised, furnishing advertisers display flags and entry blanks for a riddle contest (winners get cash, give-away merchandise). Car cards, newspaper and trade press advertising promote the show itself.

The spots for Ron's Cleaners ran once a week; after the first few, people were stopping delivery trucks on the street to ask for *Carousel* entry blanks. Store traffic and business increased. On one day, the owner found $1,000 worth of cleaning waiting when he opened the store.

When the contract terminated, the advertiser could not renew, stating that his firm was too small for much advertising. But he proved himself a satisfied customer—by taking the salesman to four other businesses, where his enthusiasm helped get four contracts signed for a spin on *Carousel*.



AGENCY researchers and timebuyers were presented with this graphic visual presentation in New York last week designed to demonstrate the Shenandoah Valley and adjacent area coverage provided by WSVA-TV Harrisonburg, Va. A standard U. S. Army relief map, measuring 5 ft. by 5 ft. and equipped with pilot lamps representing the towers and signal strengths of stations in Richmond, Washington, Roanoke and Harrisonburg, was used in the demonstration. Hosts to the agency guests (more than 100 in two days) and newsmen on Thursday were Hamilton Shea, president of the station; David C. Moore, president of Transcontinent Television Corp., joint owner of the station with Mr. Shea, and Lloyd Griffin, vice president and director of tv for Peters, Griffin, Woodward, WSVA-TV's national representative. Above (l to r): Mr. Griffin; Warren Braun, chief engineer of WSVA-TV, who designed and constructed the display; Paul Hiromura, assistant to the associate media director, Benton & Bowles, and Mr. Moore.



Plan ahead...for Fall, Winter, Spring and Summer with NBC Spot Sales quick reference aids!

Neat tricks—these handy aids to plot your future in Spot broadcasting. Take, for example, the 1957-58 Radio-TV Time Contract Chart shown above. At a glance it gives you the exact expiration dates of time contracts, no matter when they begin or how long they run. It's the newest of a number of helpful, time-saving aids produced by NBC Spot Sales, all available to you FREE! Others include: The Radio-TV Spot Estimator, The Daylight Savings Time Chart and the 5-Year Calendar. Any or all of them are yours on request.

And while you're making plans for Fall, Winter, Spring and Summer, call in your NBC Spot Salesman... a good man to see *anytime.*

NBC SPOT SALES

Giving the seasons their full due is "Advertising's Miss 1957," selected during "Inside Advertising Week." Her name is Glory Ickes, TV Department, J. M. Mathes Agency. *(Fur by Harold J. Rubin)*

Helene Curtis to Hear Presentations by Agencies

HELENE CURTIS Industries, Chicago, which pulled some of its cosmetic business out of the Earle Ludgin & Co. shop the past fortnight, is expected to begin hearing agency presentations this week.

Curtis dropped Ludgin for Stopette deodorant, Spray Net hair spray and Lentheric men's line products Oct. 1, with estimated broadcast billings of $3.3 million, and overall expenditures in excess of $4 million [B•T, July 29].

Groundwork for selection of a new agency —or agencies—was laid last week in a series of conferences under supervision of George M. Factor, vice president in charge of advertising, and Jack K. Lipson, advertising manager. Principals discussed the basis for setting up presentation hearings.

The agency situation—and its involvement with the Federal Trade Commission over a complaint of false tv advertising (see separate story)—caught Curtis in organizational switches. It has been functioning without a public relations department since the resignation of Troy Knowles as public relations director.

Tuck School Mails New Query

THE fourth in a series of questionnaires on advertiser-agency-media relationships was mailed last week to advertising managers, presidents of companies that advertise and agency presidents, by Profs. Albert W. Frey and Kenneth R. Davis of the Amos Tuck School of Business Administration, Dartmouth College. [B•T, June 17, 3]. The latest questionnaire seeks information from a sample of commissionable media in six fields—radio, television, general magazines, newspapers, business publications and farm publications, according to Prof. Frey. The survey is being made at the request of the Assn. of National Advertisers.

AGENCY APPOINTMENTS

Elgin National Watch Co., electronics division, Elgin, Ill., appoints Hal F. Corry Co., Dallas, Texas, to represent both its Advance relay and American Microphone lines in that state.

National Cordial Co., Chicago, appoints Critchfield & Co., same city, to handle advertising for Monastery brand products.

M. A. Bruden & Sons Inc., paint manufacturers, and **M. A. B. Paint Stores Inc.,** both Philadelphia, appoint Clements Co., same city.

C. Hager & Sons (builders and contract hardware), St. Louis, appoints Warner & Todd, same city, for its newly-acquired Target Products Div., which marks company's entrance into housewares and consumer fields.

Home Federal Savings & Loan Assn., San Diego, appoints Barnes Chase Co., same city.

A&A SHORTS

Mottl & Siteman, Beverly Hills, Calif., who recently moved to new quarters [B•T, July 29], announce new phone number: Olympia 2-5095.

Charles Bowes Adv., L. A., form agency operating committee which will be responsible for operating procedures and carrying out corporate policies and act as management advisers to president. Committee includes **Einar Akerson,** secretary-treasurer; **Bennett Foster,** copy chief; **Don Foth,** executive art director; **Byron Reynolds,** S. F. manager, and **James F. Reynolds,** senior account supervisor.

Lawrence Kane Inc., N. Y., and **Artley Adv. Agency,** same city, have announced merger to form **Lawrence Kane & Artley Inc.,** with offices at 10 E. 52nd St.

Henry Gerstenkorn Co., joins forces with **Neale Adv. Assoc.,** L. A.

Agey Adv. Inc., Miami, has changed its name to **Southern Adv. Inc.**



NEW officers of the Hollywood Advertising Club gathering to plan for the coming organization year are (l to r) front: Frank Crane, KPOP Los Angeles, outgoing president; Vic Rowland, Capitol Records, president; Jack Brembeck, KABC-TV Los Angeles, first vice president. Rear: Felix Adams, KLAC Los Angeles, second vice president; Jerry Cahill, Hollywood Mat & Engraving, treasurer, and Phil Seitz, *Advertising Age,* vice president for public relations. Not present was Marge Crawford, Marge Crawford Public Relations, secretary.

VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv Report for June 26-July 2

Program	No. of Cities	% Tv Homes
1. *The $64,000 Question*	172	30.3
2. *Twenty-One*	143	30.0
3. *Ed Sullivan Show*	172	29.4
4. *Playhouse 90*	130	27.7
5. *Gunsmoke*	153	27.2
6. *Cavalcade of Sports*	170	26.9
7. *Goodyear Playhouse*	136	26.8
8. *Climax*	169	26.5
9. *Julius La Rosa*	153	26.3
10. *Kraft Theatre*	113	26.0

Program	No. of Cities	No. Tv Homes (000)
1. *The $64,000 Question*	172	10,304
2. *Ed Sullivan Show*	172	9,939
3. *Twenty-One*	143	9,493
4. *Cavalcade of Sports*	170	8,897
5. *Lawrence Welk*	193	8,869
6. *Gunsmoke*	153	8,751
7. *Julius La Rosa*	153	8,739
8. *Playhouse 90*	130	8,736
9. *Dragnet*	167	8,679
10. *Goodyear Playhouse*	136	8,555

Copyright, VIDEODEX INC.

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Cavalcade of Sports (NBC-171): Gillette (Maxon), Fri. 10 p.m. to conclusion.

Climax (CBS-173): Chrysler (M-E), Thurs. 8:30-9:30 p.m.

Dragnet (NBC-167): Schick (Warwick & Legler), Liggett & Myers (M-E) alternating, Thurs. 8:30-9 p.m.

Goodyear Playhouse (NBC-115): Goodyear Tire & Rubber Co. (Y&R) Sun., 9-10 p.m.

Gunsmoke (CBS-162): Liggett & Myers (D-F-S), Remington Rand (Young & Rubicam), alternating, Sat. 10-10:30 p.m.

Kraft Television Theatre (NBC-117): Kraft Foods (JWT), Wed. 9-10 p.m.

Julius La Rosa (NBC-156): participating sponsors, Sat. 8-9 p.m.

Playhouse 90 (CBS-134): American Gas Assn. (Lennen & Newell), Bristol-Myers (BBDO), Philip Morris Co. (Burnett), Thurs. 9:30-11 p.m.

$64,000 Question (CBS-178): Revlon (BBDO), Tues. 10-10:30 p. m.

Ed Sullivan Show (CBS-174): Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Twenty-One (NBC-144): Pharmaceuticals Inc. (Kletter), Mon. 9-9:30 p.m.

Lawrence Welk (ABC-200): Dodge Div. of Chrysler Corp. (Grant), Sat. 9-10 p.m.

From WHDH 50,000 WATTS—BOSTON
Congratulations...

To those stations selected
by Life Magazine for
inclusion in "Radio's New Riches"–
July 22, 1957 issue – and to all
other stations whose
imagination and showmanship
have created a new and
powerful era in radio.

WHDH is proud to have
its vitality recognized –
a vitality it intends to
continue injecting into all
its future operations.

WHDH

50,000 WATTS * BOSTON

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

As businesspaper readership continues to grow, so do sales opportunities for advertisers. Now, businessmen are investing $13,000,000 a year for 2,850,000 subscriptions to 160 specialized ABP member-papers. The fact is...

all good selling is specialized...and

nothing specializes

What's more—nothing specializes in Radio-TV

Witness B•T's 4,063 pages of business paper advertising in 1956—



"We have been a 52-page-a-year advertiser in B•T ever since WITH went on the air in 1940. Consistently, throughout those 17 years, B•T has done an outstanding job of selling our stations to agencies and advertisers."

TOM TINSLEY
President, WITH, Baltimore;
WLEE-WXEX, Richmond

AGENCY: Joseph Katz Company, Baltimore, Maryland



B•T has been the basic advertising medium on KPRC-TV schedules since we started service in 1949. We've used 26 pages each year, with most gratifying results—which is why we always renew!"

JACK HARRIS
Vice President & General Manager
KPRC (AM & TV), Houston

AGENCY: Aylin Advertising Agency, Houston, Texas

LOOK FOR THESE SYMBOLS: ABP / ABC

You will find them on all members of the Associated Business Publications . . . leading businesspapers, working together to give their readers—and their advertisers—more for their money.

. . . . YOU'LL FIND THEM BOTH on the masthead of BROADCASTING, the Business-weekly of Television and Radio—the ONLY publication in its field with ABC and ABP membership . . . and with more PAID circulation than all other Radio-TV business papers combined.

like the business press

results like BROADCASTING • TELECASTING!

more than the three next-best publications in the field *combined!*



"B•T gives us most effective coverage among agencies and advertisers. We know by experience that our ads are well-received by buyers who read it. That's why—for 8 years now—Storz Stations have been represented by a 52-page schedule in Broadcasting Magazine."

TODD STORZ
President, Storz Stations
Omaha, Nebr.

AGENCY: Henry J. Kaufman & Associates, Wash., D. C.



"Yes! 'San Franciscans Are Sold on KRON-TV'. We can also say that KRON-TV is sold on B•T. We've been a regular B•T advertiser since 1949, and know that just about everybody in the business of buying reads and respects it!"

HAROLD P. SEE
General Manager, KRON-TV
San Francisco

AGENCY: Abbott Kimball Company, San Francisco, Cal.

founded in 1906

THE ASSOCIATED BUSINESS PUBLICATIONS

205 E. 42ND ST., NEW YORK 17 • 201 N. WELLS ST., CHICAGO 6 • 925 15TH ST., NW, WASHINGTON 5, D. C.

BUSINESS PAPER LEADERSHIP ABP

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

MERCURY'S MILLION • Mercury Div. of Ford Motor Co. will conduct special promotion drive in August known as "The Big M $30 Million Trade-In Parade," using radio spot schedule in top 40 markets and announcements on the Ed Sullivan CBS-TV show. In addition, Mercury's 3,100 dealers will utilize local tv and radio outlets as well as local newspapers. Mercury will spend more than $1 million for month according to George S. Coats, general marketing manager. Kenyon & Eckhardt, N. Y., is agency for Mercury.

SCHICK PLANS • Schick Inc., Lancaster., Pa., will spend about $4.5 million on national advertising campaign to promote new line of electric shavers between now and Christmas, it was announced last Thursday by Kenneth C. Gifford, board chairman and president. Budget will be used largely on network and spot television and consumer magazines. Through Benton & Bowles, Schick will advertise "Powershave" man's shaver, "Varsity" model for young men and two new Lady Schick models on NBC-TV's *Dragnet* and *Gisele Mackenzie Show*. It also will use tv spot commercials in 100 major markets.

DOUBLE DEBUT • Vano Co. (Duraplastic starch) and American Tobacco Co. (Pall Mall) have signed for co-sponsorship of *Harry Babbitt Show* (Mon.-Fri., 7:45-8 a.m. PDT), on CBS Radio Pacific Network. Vano sponsorship began July 22 on alternating basis on 26 stations; Pall Mall contract began July 29 on 22 stations. Each is for 13 weeks. Agencies: Garfield Adv. Inc., S. F. (Vano), and Sullivan, Stauffer, Colwell & Bayles, N. Y. (Pall Mall).

GENERAL SITUATION • General Foods Corp. has signed to sponsor CBS-TV's *The Danny Thomas Show* (Mon., 9-9:30 p.m. EDT), slated to premiere Oct. 7. Filmed situation comedy series is based on life of nightclub and entertainer and his family. Sheldon Leonard produces and directs; Louis F. Edelman is executive producer. Agency: Benton & Bowles, N. Y.

SOMETHING BREWING • G. Schmidt & Sons (brewery), Philadelphia, has renewed MCA-TV's *State Trooper* series in six eastern markets, starting January 1958. Agency: Al Paul Lefton Co., Philadelphia.

PIGSKIN FANS • Standard Oil Co. of Indiana has signed with WGN Chicago for coverage of all Chicago Bears' football games this fall, starting Aug. 30. Contract marks Standard's 12th year of Bears' sponsorship, fifth on WGN. Schedule calls for 12 regular, four per-season broadcasts. Agency: D'Arcy Adv. Co., St. Louis.

RE-ELECTED • Arizona Brewing Co. and Los Angeles Soap Co. have renewed sponsorship of *Sheriff of Cochise* tv film series produced by Desilu for National Telefilm Assoc. for second 52-week period starting in October. Arizona Brewing sponsors weekly half-hour series in nine markets; Los Angeles Soap will add nine to its present list to give it 38 for second year. Erwin, Wasey & Co., Los Angeles, is agency for both sponsors.

GOING PLACES • William Wrigley Co. (gum) to sponsor *Vacation Cruise*, new CBS Radio series, for four weeks starting Aug. 5, Mon.-Fri., 1:45-2 p.m. CDT. Program replaces Pat Buttran's *Just Entertainment*. Agency: Ruthrauff & Ryan Inc., Chicago.

PAINT NEWS • Glidden Co. (paints), Cleveland, will sponsor alternate week portion of *NBC News* (Mon.-Fri., 7:45-8 p.m.), starting Sept. 11, with exception of Dec. 4 and Dec. 18 programs. Agency: Meldrum & Fewsmith, Cleveland.



AFTER the commitment by Colgate-Palmolive to sponsor MGM-TV's filmed tv series, *The Thin Man*, in C-P's Friday, 9:30-10 p.m. period on NBC-TV next fall [B•T, July 15] comes the formal signing: (l to r) George Laboda, radio-tv director, C-P; Stuart Sherman, vice president in charge of marketing, C-P; James Douglass, executive vice president, Ted Bates Inc., New York, agency for Colgate-Palmolive, and Charles C. (Bud) Barry, vice president in charge of tv for Loew's Inc.

BUILDING BUSINESS • Construction industry, through its Producer's Council, is distributing new series of tv programs titled *Building America* in which stations can sell spots to local building suppliers, hardware stores and related advertisers. Many construction industry firms comprisin Producer's Council are radio-tv advertisers on their own. Series is offered through Public Service Network, Princeton, N. J. Council said 200 stations are expected to carry series.

SOUP, PARDNER • Campbell Soup Co., Camden, N. J., will sponsor *Colt .45* western series over ABC-TV (Fri., 10-10:30 p.m.), starting in October. Agency: BBDO, N. Y.

SECOND SIGNING • Quaker Oats Co., Chicago, has signed for alternate week sponsorship of new Jane Wyman film series on NBC-TV (Thurs., 10:30-11 p.m.), starting Sept. 26. Agency: Needham, Louis & Brorby, N. Y. Hazel Bishop signed previously as alternate.

GIANT DOZEN • WINS New York has signed to carry play-by-play accounts of all 12 New York Giant football games next season, according to H. G. Fearnhead, general manager, and John V. Mara, Giants' president.

GO, STOP & GO • Chattanooga Medicine Co. (medicinal syrups), Chattanooga, Tenn., understood preparing extensive national radio spot campaign to run 12 weeks starting in September, stop for five weeks, then resume for 20 weeks. Agency: Cohen & Aleshire Adv., N. Y.

SPOTS COMING • Creomulsion Co., Atlanta, will use animated commercials in national fall-winter tv spot campaign to be placed through Tucker Wayne & Co., Atlanta. Song Ads Inc., Hollywood, preparing two 1-minute and two 20-second commercials.

REGIONAL BUY • General Mills, Minneapolis, Sept. 2 starts sponsorship of two 1-minute participations weekly for 39 weeks on *Panorama Pacific* on 9-minute CBS Television Pacific Network hookup, to advertise Betty Crocker pancake and waffle mix. Dancer-Fitzgerald-Sample, N. Y., is agency.

COLUMBIA RECORDS PLANS SPOT • Columbia Records (Division of CBS Inc.), Bridgeport, Conn., starts radio-tv spot schedule early in September for approximately six weeks on CBS' owned and operated stations. McCann-Erickson, N. Y., is agency.

ROCK 'N' ROLL STRATEGY • Melville Shoe Corp., N. Y., for Thom McAn Snap-Jack shoes, will make bid for 16 and 17-year-olds via rock 'n' roll disc jockey shows in seven major markets for three week period starting Aug. 19. Ogilvy, Benson & Mather, N. Y., is agency.



...now in DETROIT!

"we always send a man to do a man's job"

NEW DETROIT OFFICE
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Detroit 26, Mich.
WOodward 1-4148
Andrew M. Gent

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DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
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OXford 7-3120

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Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5837

416 Rio Grande Bldg.
Dallas, Texas
RIverside 2-5148

101 Marietta Street
Bldg.
Atlanta, Georgia
JAckson 3-7797

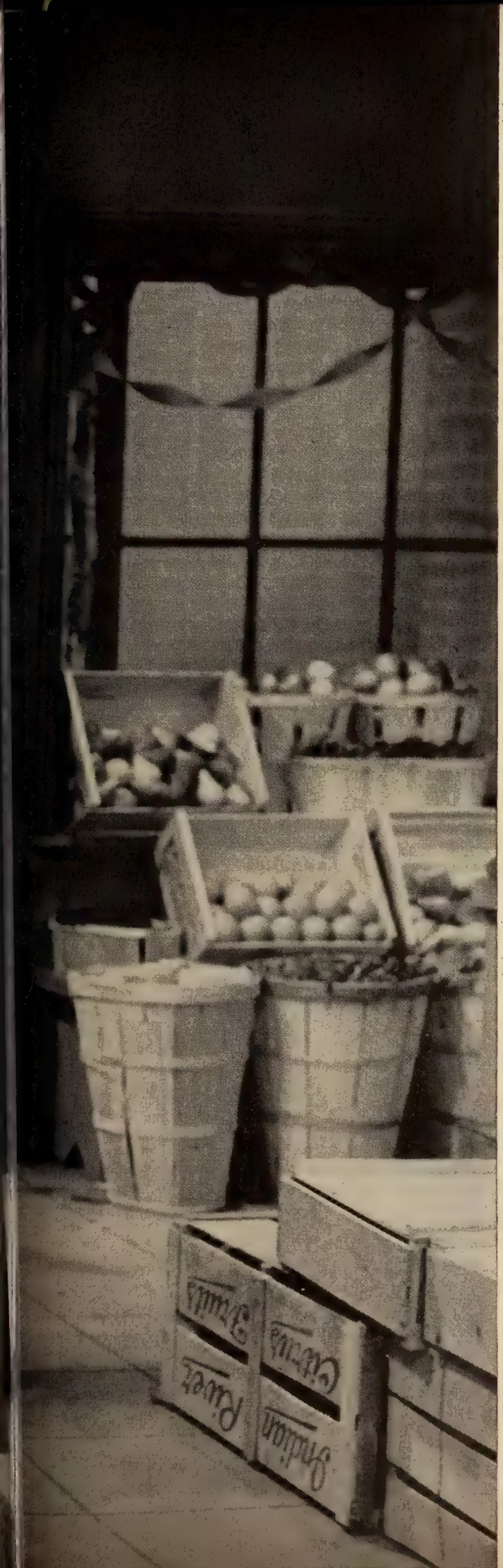
520 Lovett Boulevard
Room No. 1D
Houston, Texas
JAckson 8-1601

910 Royal Street
Canal 3917
New Orleans, La.

529 Pan American Bank
Bldg
Miami, Florida
FRanklin 3-7753

1065 Penobscot Bldg.
Detroit 26, Mich.
WOodward 1-4148





Smart customer...

Trust MAMA to spend money wisely. Her newly syndicated series is helping advertisers across the nation get the most for their dollars. Nationwide Insurance Company has bought MAMA in 32 markets in a ten-state region, and a number of other major areas have been sold, but your market may still be available. If you're a smart customer, you'll place your order now for 26 half-hours of MAMA (16 are brand-new). Because, as Variety notes, "MAMA is burning up the syndicated track!"*

CBS Television Film Sales, Inc.

"...the best film programs for all stations"

**Here are three other typical press comments:*

HARRIET VAN HORNE, N. Y. WORLD-TELEGRAM & SUN: *"I wouldn't dream of going out and missing Mama. Here is television at the top of its form."*

BEN GROSS, N. Y. DAILY NEWS: *"Mama is one of the most entertaining series on television."*

TV GUIDE: *"Probably no other show in history has wormed its way more solidly into the affections of the viewing public."*

Audiences agree. Mama averaged first in her time period during a four-year run on CBS Television, with an average 45.3% Nielsen share of audience.

NBC-TV PLANS 100 '57-'58 SPECIALS

Sarnoff concedes selling season has been network's toughest

DETAILS of the heaviest schedule of special programs ever undertaken by NBC-TV were unveiled last week near the end of a selling season that NBC officials conceded to be the toughest the network had faced.

These developments—plans for at least 100 special shows and acknowledgement that sales are harder to land this season—came separately but were not entirely unrelated. NBC President Robert W. Sarnoff, speaking of the harder sell this year, thought it likely that the specials had "siphoned some money from regular nighttime network periods."

He said advertisers already had signed up for $40 million (gross billings) in the NBC-TV 1957-58 season's special programs, which will range "from Shakespeare to Picasso to Shirley Temple to Bob Hope to Vannevar Bush."

Robert E. Kintner, executive vice president for tv network programs and sales, reported that—aside from the specials—55% of NBC-TV's evening program lineup next fall will be new, the largest program change NBC-TV has ever made at one swoop.

NBC's acknowledgement that sales come harder this year was contained in a "letter to the radio-tv editor" which President Sarnoff puts out regularly to newsmen. This one, released Thursday, gave Mr. Sarnoff's views on the *New York Times* story of July 25, dealing with network tv selling problems, which had brought prompt protests and answers from CBS-TV, ABC-TV and TvB [B•T, July 29].

Taking an approach diametrically opposed to those who blasted the *Times* story, Mr. Sarnoff said "the facts in the article were correct"—that television is feeling the effects of "an inflationary and at times unsettled economy" just as other major businesses are. But he saw "no cause for hysteria" and repeated that he expected NBC-TV—and CBS-TV—to be "in a sold-out nighttime position when the fall season begins."

Mr. Sarnoff said, "No responsible television executive can look you in the eye and say this has not been a hard-sell season." He continued:

"Network salesmen have worn out more shoe leather this selling season than at any time within my memory. There are good reasons for this.

"One is that many large advertisers, caught in the inflationary squeeze between higher gross sales and lower net profits, have, with their agencies, adopted a more cautious attitude toward major advertising investments in all media.

"Another is that the same inflationary pressures working on sponsors have been working on the networks in terms of increased program costs. Another is that daytime tv and special programs have become increasingly attractive buys and this has probably siphoned some money from regular nighttime network periods.

Network Tv No 'Golden Goose'

"But the concept of network television as a golden goose business, the golden eggs flowing into its coffers in a placid and endless stream, is no more correct than the often repeated statement that the national tv audience is declining because of low program calibre. Television networking is a free-enterprise business of enormous complexity. A newspaper or magazine, if it fails to meet its projected advertising space budget, can curtail its number of pages. A television network, sold or unsold, must program its prime viewing hours. And it must alone underwrite the heavy costs of non-sponsored shows.

"Yet, there is surely no cause for hysteria because a few facts about unsponsored time and late selling find their way into print. We should be a mature enough medium to analyze our problems calmly without hitting out in 10 different directions.



NBC PRESIDENT SARNOFF

"The *Times* figures on unsold evening hours on all networks were to the best of my knowledge, correct. NBC could have attempted to counter these facts, I suppose, by pointing to a 100% increase in daytime sales over a year ago and by mentioning $40 million in orders for special programs. But that might have made even more obscure the central fact that the networks possess no magic immunity from problems common to all business in these unsettled times.

"Since the article appeared, we have finalized two important nighttime sales and I anticipate we will be in a sold-out nighttime position when the fall season begins. I am sure that CBS will be also. But the fact that our annual sales volume will be higher than a year ago does not in any sense lessen the need for realization of our true role as a part of the American business economy, accepting in equal measure the problems and the rewards of that economy. The *Times* article contributed to that realization."

Mr. Sarnoff did not identify the buyers in the "two important nighttime sales" completed by NBC-TV since the *Times* story appeared, but it was understood that the contracts involved alternate weeks of *Tic Tac Dough* (Thursday, 7:30-8 p.m.) and half of *Suspicion* (Mondays, 10-11 p.m.).

Details Spelled Out

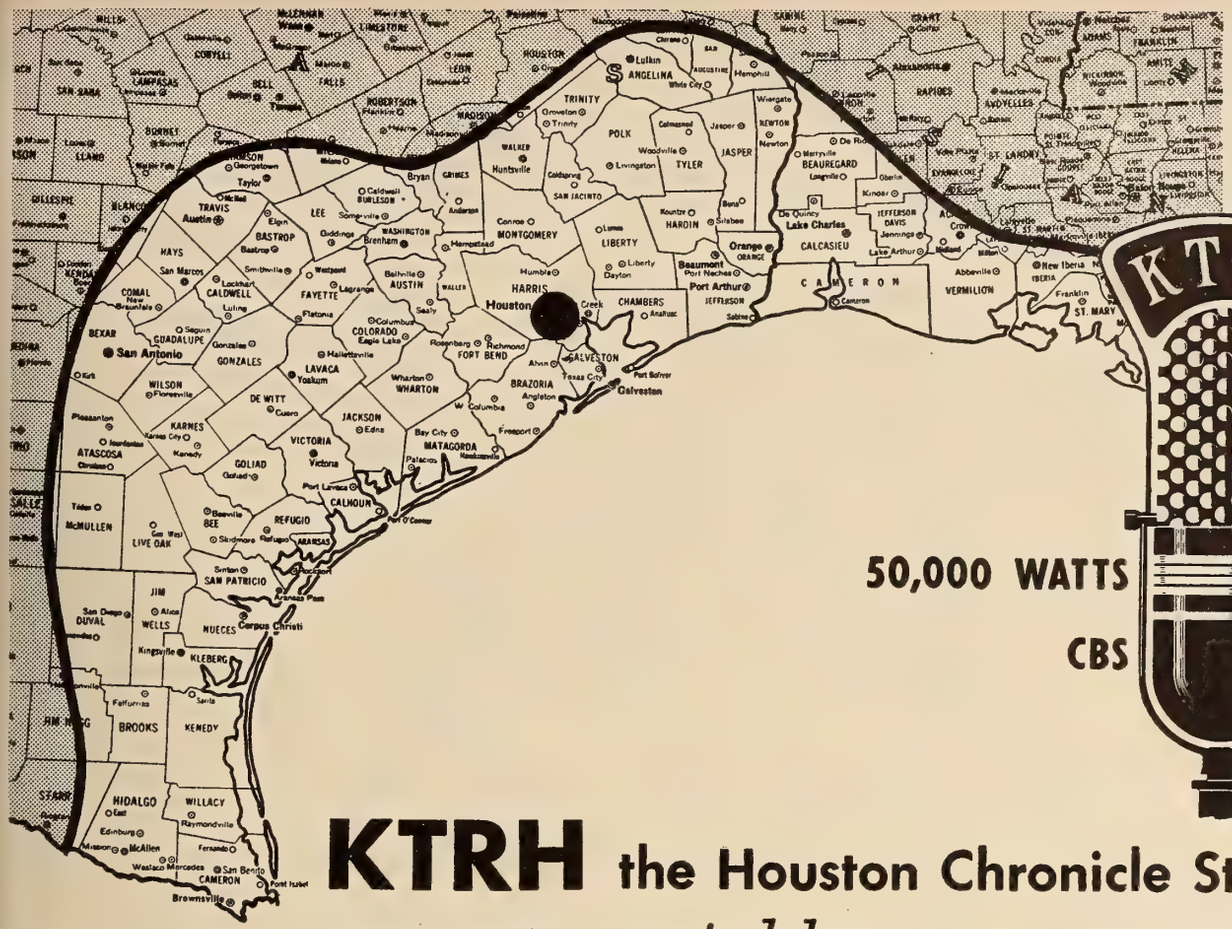
Details of NBC-TV's 1957-58 special programming, spelled out at a news conference Monday, encompassed 14 different categories or series [CLOSED CIRCUIT, July 29]. The specials will range in length from half-hour to two hours and will represent about 117 hours of programming, a 21% increase in total broadcast time over last season, Mr. Sarnoff said.

The specials drawn up for the coming year are not only the most that NBC-TV has ever undertaken but the greatest number any

NBC-TV'S NIGHTTIME SCHEDULE FOR 1957-58*

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7:30	Sally	Price Is Right	Panic	Wagon Train	Tic Tac Dough	Mark Saber	People Are Funny
8:00	Steve Allen Show	Restless Gun	Eddie Fisher / George Gobel		You Bet Your Life	Court Of Last Resort	Perry Como Show
8:30		Wells Fargo		Father Knows Best	Dragnet	Life of Riley	
9:00	Chevy Show	Twenty-One	Meet McGraw	Kraft Television Theatre	People's Choice	Manhunt	New Variety Show
9:30	Dinah Shore	Alcoa Goodyear Theatre	Bob Cummings Show		Tennessee Ernie Ford	Thin Man	Gisele MacKenzie
10:00	Loretta Young Show	Suspicion	Californians	This Is Your Life	Lux Variety Show	Cavalcade Of Sports	What's It For
10:30					Jane Wyman	Red Barber	Your Hit Parade

* Shaded blocks indicate periods which will be pre-empted from time to time for specials.



KTRH the Houston Chronicle Station

now represented by...

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives since 1932

KTRH first in HOUSTON

57 County-Area Pulse in and out of home—Spring—1957

- **first in the Morning**
  (23 out of 24 quarter hours—6 AM to Noon)
- **first in the Afternoon**
  (23 out of 24 quarter hours—Noon to 6 PM)
- **first at Night**
  (23 out of 24 quarter hours—6 PM to Midnight)
  (Mon.—Fri.)



NEW YORK	CHICAGO	DETROIT	ATLANTA	FT. WORTH	HOLLYWOOD	SAN FRANCISCO
250 Park Avenue	2 Prudential Plaza	Penobscot Bldg.	Glenn Bldg.	406 W. Seventh St.	1750 North Vine St.	Russ Building
YUkon 6-7900	FRanklin 2-6373	WOodward 1-4255	MUrray 8-5667	EDison 6-3349	HOllywood 9-1688	SUtter 1-3798

network has ever presented, he asserted.

He said at least 26 specials, accounting for more than 35 hours, will be done in color.

"In our opinion," he reported, "the specials cover a broader range of viewer interest that in any previous year. . . . I can't imagine any adult or child in America who won't find something of interest in this schedule."

The specials have been scheduled, it was pointed out, so that no regular show will be pre-empted more than twice—a departure from NBC-TV's past practice of scheduling them at set times every fourth week.

The series will kick off Sept. 8 with a pickup on national tennis singles from Forest Hills from 2 to 5 p.m. Last special currently scheduled is one of a series of fairy tales featuring Shirley Temple, on Aug. 19, 1958, at 8-9 p.m.

Others in Between

In between, will be such series as *Hallmark Hall of Fame* (six shows, two starring Maurice Evans); anniversary shows (by Standard Oil, General Motors, and Texaco); Bell Telephone System science programs; Bob Hope shows; Jerry Lewis shows; *Omnibus* and *Wide Wide World* on alternating Sundays (with *WWW* changing format to do "in depth" studies); the NBC Opera; *Project 20; Conversations with Elder Wise Men;* programs from Las Vegas, and sports programs, among others.

Sports programming—including NCAA football games, the World Series, major fights, football bowl games, basketball, tennis and golf—will come to around 265 hours, 25% more than was on NBC-TV last year and the heaviest schedule on any one network, according to sports director Thomas S. Gallery.

It was noted that between Nov. 16 and Nov. 27 NBC-TV will carry eight specials filling 11 hours of network time: a 90-minute *Omnibus,* a one-hour Las Vegas musical revue-variety show, a two-hour all-star program in observance of General Motors' 50th anniversary, a *Hallmark Hall of Fame* production, *Project 20* program *The Innocent Year* (covering the years 1900-1914), a 90-minute *Wide Wide World,* a 90-minute musical version of *Pied Piper of Hamlin,* and a two-hour production of *Annie Get Your Gun* starring Mary Martin and John Raitt.

'Spectaculars' and 'Specials'

Mr. Sarnoff explained the difference between "spectaculars," a term NBC formerly used to designate major special productions, and "specials," the word now employed. "Specials," he said, has a much broader concept than "spectaculars." Where the latter originally was applied to 90-minute programs presented one week out of four, he noted, "we consider a special to be a half-hour, hour, 90-minute or two-hour show that is not broadcast in the week-in, week-out pattern of regular programs and that is, by its nature, different from standard network entertainment fare."

He said, "we exclude [from classification as specials] our regular news shows and such public affairs programs as *Meet The Press, American Forum, Youth Wants To Know,* and *Outlook.* We include *Wide Wide World* and *Omnibus* because of their alternate-week broadcasts and because of the completely different approach they plan for each individual show."

SIMPSON QUITS MBS; OTHERS TO DEPART

- **To leave: Puff, Poor, Campbell**
- **Final Mutual lineup not set**

WHEN MBS is turned over officially Wednesday to its new management it will be without the services of at least one of its executives—Brad Simpson, director of programming and assistant to the president.

It was confirmed Thursday that Mr. Simpson has left Mutual. While his future plans were not disclosed, he is understood to be slated for a position with another radio network.

Mr. Simpson, who has been associated with Mutual for the past two years, had submitted his resignation before the sale of Mutual by RKO Teleradio Pictures Inc. to a West Coast group [B•T, July 15, *et seq.*]. The new owners are slated to secure title on Wednesday.

Other executive changes are anticipated. While all the MBS officers have offered their resignations as a formality, it was not known how many of them will be accepted by the new management.

Definitely slated to leave, it was learned Thursday, is Richard J. Puff, a veteran of 16 years with Mutual and the network's vice president in charge of advertising, public relations and research. Mr. Puff, whose plans were not divulged, is expected to remain with the network until the new management becomes familiar with the operation.

In the changeover, other eventual departures: John B. Poor, president, who is slated to devote full time to his RKO Teleradio vice presidency, and similarly, Wendell B. Campbell, Mutual's vice president in charge of sales, who also is an RKO Teleradio vice president and is expected to switch to RKO duties full time.

As reported, Paul Roberts, station manager of KRKD-FM Los Angeles, and a principal among the group of new owners, will be president of the new operation. Bertram J. Hauser, former Mutual vice president, will serve as executive vice president. A. A. Schechter, former MBS news-special events vice president, and now head of the New York public relations firm bearing his name, is expected to continue in consultant role. In addition to Mr. Roberts, other principals in the groups of new owners are Armand Hammer, art dealer and president of Occidental Petroleum Corp., Los Angeles, and Roy Roberts of Ojai, Calif., a realtor and oil operator.

Mutual, meanwhile, reported last week that Kraft Foods, via Needham, Louis & Brorby, Chicago, has bought additional weekday and Saturday shows starting Aug. 19. Kraft already sponsors the *Kraft Five-Star*

TV NETWORKS' GROSS UP 6.9%

THE tv networks' gross time charges for the first six months of this year totaled more than $234.5 million, a gain of 6.9% over the same period last year, Publishers Information Bureau reported last week.

The three networks grossed 3.3% more in June than for that month in 1956: $39,517,137 compared to $38,242,635.

Each of the three networks increased its comparative June gross: CBS-TV by 2.3%, ABC-TV by 4.8% and NBC-TV by 3.9%. In the six months, gains per network were: CBS-TV, 9.6%; ABC-TV, 4.2%, and NBC-TV, 4.8%. CBS-TV's 6-month gross this year was almost exactly double that of ABC-TV, and about $17 million above NBC-TV's half-year total. During the six months, March was NBC-TV's top month, May for CBS-TV and ABC-TV.

Full PIB data follows:

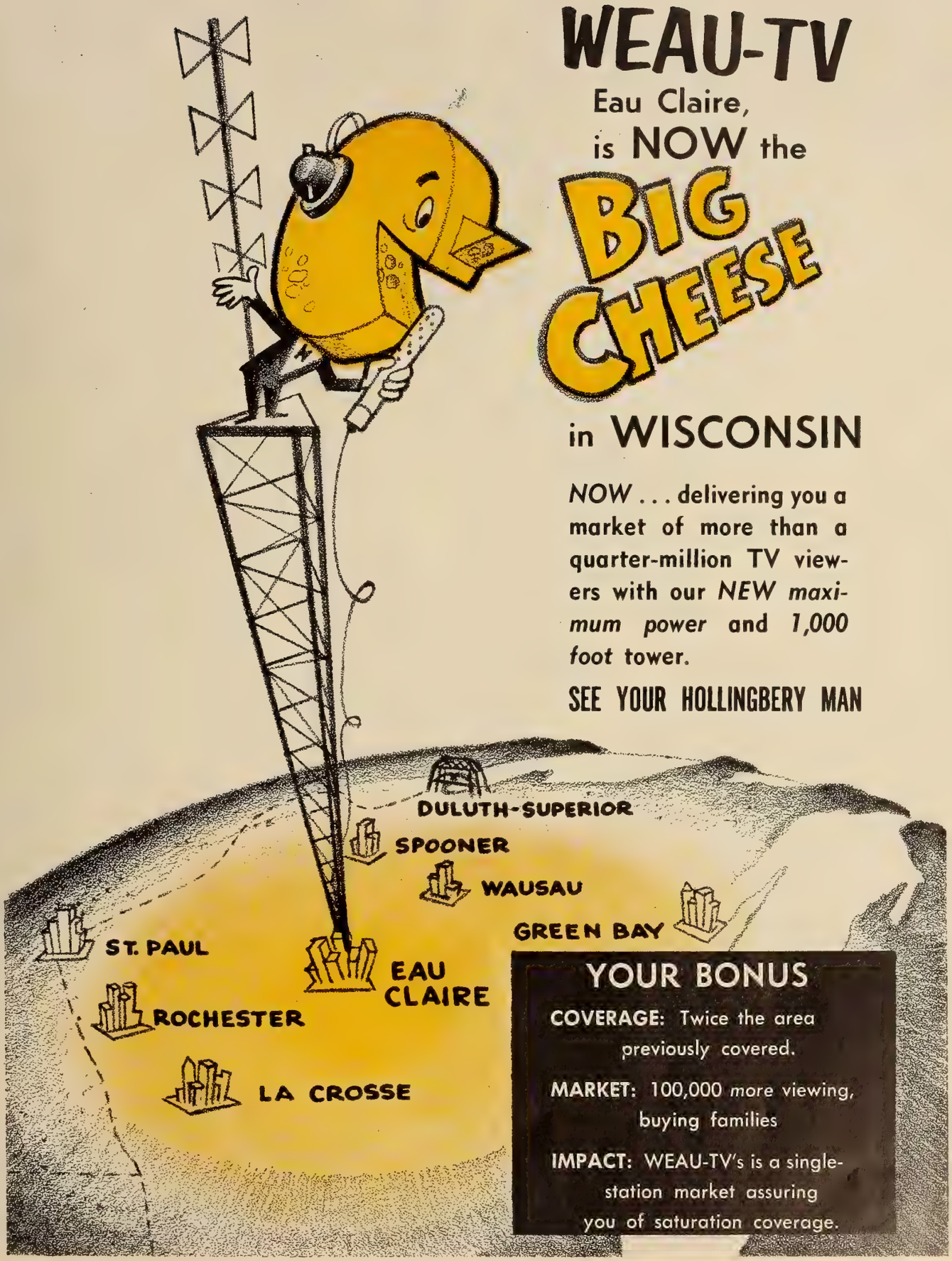
Network Television

	June 1957	June 1956	% Change	Jan.-June 1957	Jan.-June 1956	% Change
ABC	$ 6,413,708	$ 6,119,917	+4.8	$ 40,095,218	$ 38,481,155	+4.2
CBS	18,356,892	17,935,789	+2.3	116,762,487	106,499,425	+9.6
NBC	14,746,537	14,186,929	+3.9	93,799,504	89,529,732	+4.8
Total	$39,517,137	$38,242,635	+3.3	$250,657,209	$234,510,312	+6.9

1957 Network Television Totals to Date

	ABC	CBS	NBC	Total
Jan.	$ 6,715,581	$ 20,231,474	$16,554,941	$ 43,501,996
Feb.	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786	19,385,098	15,154,388	41,222,272
May	7,258,807	20,307,762	15,811,033*	43,377,602*
June	6,413,708	18,356,892	14,746,537	39,517,137
	$40,095,218	$116,762,487	$93,799,504	$250,657,209

* Revised as of July 29, 1957.


WEAU-TV
Eau Claire,
is NOW the
BIG CHEESE
in WISCONSIN
NOW . . . delivering you a market of more than a quarter-million TV viewers with our NEW maximum power and 1,000 foot tower.
SEE YOUR HOLLINGBERY MAN
DULUTH-SUPERIOR
SPOONER
WAUSAU
GREEN BAY
ST. PAUL
EAU CLAIRE
ROCHESTER
LA CROSSE
YOUR BONUS
COVERAGE: Twice the area previously covered.
MARKET: 100,000 more viewing, buying families
IMPACT: WEAU-TV's is a single-station market assuring you of saturation coverage.



Please look again at this photograph.

These six people are a real-life family — a man, his wife and their four children — and they are all doing the same thing, at the same time, completely happy together.

What's marvelous is that it gives you a true picture of family life in Columbus, Ohio, where parents and offspring think nothing of spending hours in the same room with each other.

It's because their favorite station, WBNS-TV, has a native sixth-sense for the type of entertainment and education that appeals to Central Ohio *families*. Its evening programs are masterpieces of showmanship, compounding marquee stars, CBS comedy and drama with such intense grassroots interests



as our own Columbus-born gorilla baby and the local civil war over daylight saving time. The people love it.

That's why Pulse reported that 163 of the 180 top family shows were on WBNS-TV. That's why time-buyers define the coverage of our 2 million population market in a 10-word capsule: "*If you want to be seen in Central Ohio — WBNS-TV.*"

WBNS-TV

CBS TELEVISION IN COLUMBUS, OHIO

Affiliated with The Columbus Dispatch, The Ohio State Journal and WBNS radio. Represented by Blair TV.

News series on the network. The new buys include a five-minute headline digest by MBS News Chief Robert F. Hurleigh (weekdays, starting at 11:30 a.m.) and a similar program featuring Westbrook Van Voorhis (starting at 5:30 p.m.). Effective Aug. 24, Kraft will sponsor news digests by Steve McCormick (8:30 a.m.) and by Floyd Mack (11:30 a.m.) on Saturdays.

Also last week, Mutual set aside its 10:05-10:30 p.m. weekday periods to present highlights of the Senate Racket Committee investigations in Washington. The network cut into regular musical programming with live pickups from the Senate hearing room as the situation warranted from time to time during the schedule.

Networks Get New Complaint On Civil Rights Coverage

THE radio and tv networks have received their second complaint that the "southern point of view" is not getting a fair break in coverage of the civil rights issue. Contained in the complaint, drafted by several southern leaders and signed by Sen. George A. Smathers (D-Fla.), was a "veiled" threat of possible public utility control of the networks.

Earlier, Sen. Richard Russell (D-Ga.), leader of the southern bloc, had charged the networks with a "campaign of deception" about the true effects of the civil rights bill [B•T, July 8].

Sen. Smathers letter was written under the letterhead of the Senate Commerce Committee, of which he is a member. It said, in part:

"As you are aware, some charges have been made recently that the networks are not granting equal treatment to contrasting viewpoints in the current civil rights controversy.

"In view of the efforts of some to extend a modified public utilities-type of control to the broadcasting industry, the implications of such charges are serious.

"I do not embrace the charges and I have come to no conclusion upon the issue of stricter regulation of the broadcasting industry. However, I believe it would be helpful if you gentlemen would submit the facts on the treatment that has been accorded the contending parties in the civil rights issue over your network news presentations and interview programs."

NBC Radio to Air Army Football

NBC Radio has been granted exclusive broadcast rights to the Army schedule of eight football games this fall, it has been announced by Col. Earl H. Blaik, director of athletics at West Point, and Tom S. Gallery, NBC sports director. NBC Radio plans to make half of each game available for local sale by stations and to offer the other half for national sponsorship.

KBS Readies Big Sales Drive In Bid for Additional Business

KEYSTONE Broadcasting System plans to launch an "intensive sales drive" shortly in a bid for new clients and affiliates, according to Sidney J. Wolf, KBS president. Full details will be announced this week.

He said KBS has received "several inquiries" from agencies on behalf of advertisers and from stations in the wake of the ownership change involving MBS. He added that some stations formerly affiliated with Mutual already have joined Keystone. Mr. Wolf said he expects to add other former MBS affiliates in the weeks ahead. The transcription network long has regarded itself as competitive with MBS, particularly in farm and small town coverage patterns. Keystone has added 48 affiliates in the past nine months and now claims a total of 964, with the prospect of 1,000 by fall, Mr. Wolf reported.

The expansion program to be announced this week also includes promotions in its top-level ranks, plus sales and advertising plans for the fall, with a strong agency campaign. KBS reported $3 million volume in 1956 and expects to surpass that figure this year, according to the announcement of Mr. Wolf.

Roberts Takes New CBS Inc. Post

ESTABLISHMENT of a new CBS Inc. budgeting services department and appointment of Reed M. Roberts Jr. as its director was announced Thursday by L. Byron Cherry, vice president, finance and management services. To assume his new post Aug. 12, Mr. Roberts has been senior associate with the management consulting firm of Cresap, McCormick & Padget three years. Prior to that he was assistant to the controller of Burroughs Corp.

KEEPING IN TRIM

IT'S usually the newsman who follows the news, but last week it began to look as if for CBS newsmen it was the other way around, with news following the newsmen, even on vacation. Among those jarred by the Mexico City earthquake of July 28 was Larry LeSueur, CBS News United Nations correspondent, who took time out from his vacation in the Mexican capital to record a phono-tape description of the scene for the network. A couple of days later, when there was a prison uprising at Deer Lodge, Mont., who was vacationing there but Al Downs, a news editor of the CBS Pacific Network bureau, who telephoned in a report of his own and later, after the riot was quelled, introduced the attorney general of Montana with a report on the settlement of the uprising.

'McCall's' Announces Opening Of 'Golden Mike' Competition

COMPETITION for the 1957 "Golden Mike" honors, "*McCall's* Awards to Women in Radio and Television," for distinguished public service, now is open to women broadcasters and executives in radio and tv, according to Otis L. Weise, editor and publisher of *McCall's* magazine. The competition, in its seventh consecutive year, is open to all women in radio or tv and associated with a public service program or project between October 1956 and October 1957.

Included in the presentation are three awards to broadcasters and three to executives in the following categories: Service to community in general, service to women and service to youth. In addition, a "top award" is presented to the "Outstanding Woman in Radio and Television" of the year.

The competition closes at midnight, Oct. 14. Winners will be announced in the May 1958 issue of *McCall's* and awards will be presented at the award dinner during the national convention of American Women in Radio and Television in San Francisco, April 27, 1958. Entry blanks are available from Frank Hogan, manager of public relations, McCall's, 230 Park Avenue, New York 17.

RTNDA Award Nominations Open

RECOMMENDATIONS from news directors and station managers for the Paul White Memorial Award, given annually by the Radio Television News Directors Assn. to the man who, in the organization's opinion, "has made the most significant contribution to radio and television journalism during the past year," should be sent no later than Sept. 1 to Prof. Baskett Mosse, Medill School of Journalism, Northwestern U., Evanston, Ill.

KAMQ Wins Bar Group Award

KAMQ Amarillo, Tex., and KAMQ News Director Bill Cox were named this year by the state bar association for its annual journalism award. The award is given each year to the radio station, tv station or newspaper contributing most to justice and keeping the public informed on law. This year the lawyers cited KAMQ's program, *The Editorial Page*, and the station's series on small loan rackets.

AWARD SHORTS

Franklin A. Tooke, general manager, WBZ-TV Boston, received American Heritage Foundation Award for station's "extensive 1956 'Get Out the Vote' campaign."

Edward E. Edgar, outdoor commentator, WTAR-TV Norfolk, Va., and WGH Norfolk, first place winner of Outdoor Writers Assn. of America-Johnson motors contest, established to stimulate broader public interest in outdoors. **Jim Thomas,** WKRC-TV Cincinnati, received honorable mention in tv division.

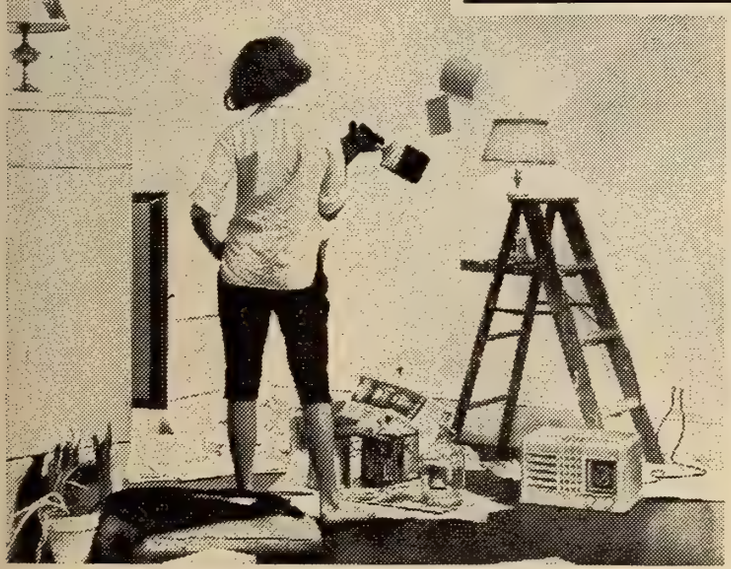
(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)

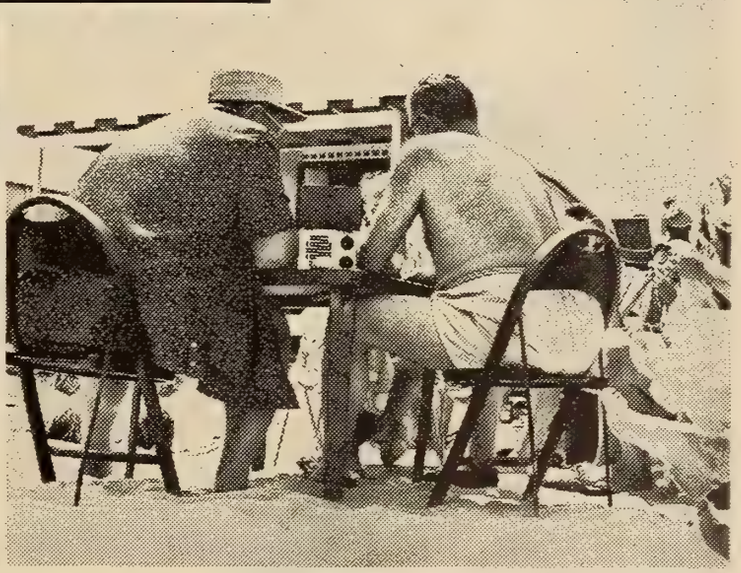




Who could sell them anything now . . . except

THE NATION'S VOICE





The new advertising strategy based on Politz research

Radio is the *constant, inseparable companion* of the American people. Radio—and only radio—follows your customers wherever they go, reaches them while they are doing other things.

This unique strength of radio develops a massive audience which alert advertisers are reaching with new efficiency through the advertising technique called the Nation's Voice.

Alfred Politz Research, in 5 separate major market studies, found that in each area one radio station stands out unmistakably as the leader. These select stations attract the largest audiences. They lead by very important margins in gaining the *confidence* and *respect* of the listeners they serve.

Among 3,000 stations now broadcasting, just 48 leading stations are needed to bring 85% of the U.S. population within your reach. That's why the selective technique of concentrating on this relatively small group of 48 leading stations is so efficient. That's why it's called the Nation's Voice.

The huge, immediate power of the Nation's Voice makes it the fastest, most flexible and economical of mass media. It is readily adaptable to any promotion, national or regional, without the gamble of long range commitments or costs that soar above budget.

Whether your appropriation is modest or multi-million, it's important to know about this new way of using radio's tremendous power. A brief presentation of the Nation's Voice is available through the Christal office nearest you.

POLITZ STUDIES SHOW EFFICIENCY AND ADVERTISING POWER OF LEADING RADIO STATIONS

One station in each of five major markets measured stands out clearly as the leader:

1. *It attracts the largest listening audience . . . on an average day by as much as 4 to 1 over the second station; up to 16 to 1 over the weakest.*
2. *Its programs are voted best in every one of 8 different categories.*
3. *Its service features are credited with being the most reliable and complete.*
4. *Its commercials are considered to be the most reliable.*
5. *It is relied upon and trusted . . . the one station people would tune to for information in an emergency.*

First on every list are these 17 Great Radio Stations

WBAL — Baltimore	**WAPI** — Birmingham		**WBEN** — Buffalo	**WGAR** — Cleveland
WJR — Detroit	**WTIC** — Hartford		**WDAF** — Kansas City	**KTHS** — Little Rock
KFI — Los Angeles	**WHAS** — Louisville		**WCKR** — Miami	**WTMJ** — Milwaukee
WHAM — Rochester	**WGY** — Schenectady	**KWKH** — Shreveport	**WSYR** — Syracuse	**WTAG** — Worcester

Represented Nationally by

HENRY I. CHRISTAL CO. INC.

NEW YORK • BOSTON • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO


BUT
WHAT
DO YOU DO
FOR AN
ENCORE?

In show business, it's considered one of the tougher propositions. How, for instance, do you follow up a series like "The Silent Service?" Very simple. You produce "Boots and Saddles – the Story of the Fifth Cavalry." It's set in the 1870's, when Indians and Yankees played for keeps instead of pennants. It won't solve a single world problem. It will entertain.

NBC TELEVISION FILMS A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.



NEW OFFICERS *were elected by Iowa Broadcasters Assn. at a meeting last Monday at Des Moines, with Kenneth S. Gordon, KDTH Dubuque, as new president. Shown (l to r) are Ben B. Sanders, KICD Spencer, NARTB 10th district director; Anthony J. Koelker, KMA Shenandoah, outgoing president; Mr. Gordon, and George Volger, KWPC Muscatine, new vice president. William White, KFJB Marshalltown, was elected secretary-treasurer.*

IOWANS ARGUE FORMATS, ELECT SLATE

ADVANTAGES of specialized, service programming and of music-and-news formats in radio were argued before the Iowa Broadcasters Assn. at its annual meeting in Des Moines last Monday.

New officers were elected at the one-day meeting in the Fort Des Moines Hotel, with Kenneth S. Gordon, general manager of KDTH Dubuque, succeeding Anthony J. Koelker, station manager of KMA Shenandoah, as president. Others elected were George J. Volger, partner-general manager, KWPC Muscatine, vice president, and William P. White, general manager of KFJB Marshalltown, secretary-treasurer. They succeed Gene Claussen, general manager, KXIC Iowa City, and Ernest C. Sanders, station manager, WOC Davenport, in those posts.

Vincent T. Wasilewski, NARTB government relations manager, reported that the state of radio and the overall industry is generally good and explained several NARTB projects, including a proposal to extend remote control to stations with over 10 kw and directional patterns.

The meeting was opened officially by Gov. Herschell Loveless of Iowa and also included as speakers Adam Reinemund, head of his own agency (Adam Reinemund Adv.), and Bill Kaland, executive for Westinghouse Broadcasting Co. stations.

Mr. Reinemund, formerly with Buchanan & Thomas agency in Omaha, stressed the value of farm, homemaker and other service programs to meet demand of specialized audiences. Mr. Kaland cited advantages of stations which use music-and-news formats. Third speaker was Lee Larson, manager of Northwestern Bell Telephone Co., who explained the relief broadcasters will obtain momentarily in connection with tariffs involving telephone recordings.

NARTB, AMA Set Conference On Radio-Tv Use in Health

A NATIONAL conference on ways of using local radio and tv in the health field will be held Nov. 7-8 at the Sheraton-Blackstone Hotel, Chicago. Joint sponsors are NARTB and the American Medical Assn. Key speakers will be NARTB President Harold E. Fellows and Dr. David B. Allman, AMA president.

The discussion session will be built around problems of taste and mutual obligations in public interest programming. Separate panel sessions will be based on size of community. These will take up financial, production, news, promotion, ethical and copy problems.

Bernsohn Named to Tv Week Task

A. W. BERNSOHN, executive vice president of National Appliance and Radio-Tv Dealers Assn. (NARDA), has been appointed chairman of the merchandising and promotion campaign for observance of National Television Week Sept. 8-14.

Mr. Bernsohn, who has been heading a manufacturing-retailing steering group, will coordinate activities as part of a followup merchandising period, "Television Fall Festival," with the slogan, "Be a NEW Tv Family," for efforts in behalf of manufacturers and dealers.

IRE Group Meets Sept. 27-28

THE seventh annual Professional Group on Broadcast Transmissions Systems of the Institute of Radio Engineers will hold a fall symposium Sept. 27-28 at the Willard Hotel, Washington. Tv film quality standards, circuits and new tube developments are included in the agenda. J. L. Berryhill, KRON-TV San Francisco, also will relate automation techniques for master control.

Hyde to Address SCBA

FCC COMR. ROSEL HYDE will address the annual dinner meeting of the Southern California Broadcasters Assn. Aug. 15 in Los Angeles. Officers for the coming year will be installed at this meeting.

Broadcast Salaries High, Commerce Department Reports

AVERAGE annual earnings for fulltime employes in radio and tv broadcasting are the second highest of all American industry, exceeded only by the salaries of security and commodity brokers, according to the *Survey of Current Business* published by the Dept. of Commerce.

The survey shows that fulltime broadcast employes received average pay of $6,584 in 1956 compared to $6,333 in 1955. The 1956 average of brokers, topping all business and service lines, is $7,765.

National income (wages and investments) derived from broadcast operations totaled $669 million in 1956 compared to $589 million in 1955, according to the survey. Broadcast industry employes were paid $518 million compared to $465 million in 1955. Of this 1956 income, $507 million came from wages and salaries compared to $456 million in 1955.

U. S. citizens spent $756 million for radio and tv repairs in 1956 compared to $664 million in 1955. They spent $2,442 million for radio-tv receivers, records and musical instruments in 1956 compared to $2,338 million in 1955. Motion picture theatres took in $1,298 million in 1956 compared to $1,286 million in 1955. The total U. S. recreation bill was $13,844 million in 1956 compared to $13,020 million in 1955.

Hanson Argues Free News Access In Address to Lawyer Groups

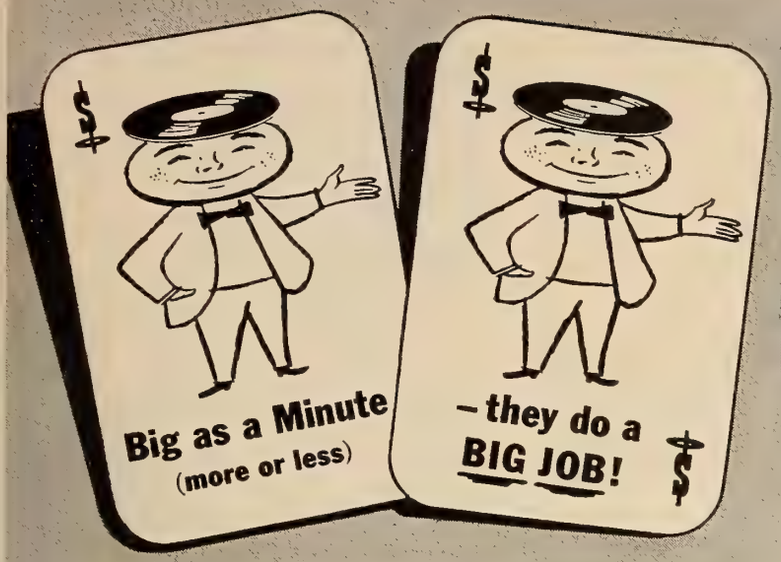
NEWSMEN should be given a chance to cover court trials properly, Elisha Hanson, general counsel of American Newspaper Publishers Assn., told a joint London session of British lawyers and the American Bar Assn. Mr. Hanson said newspapers, television, radio and newsreel keep the public informed about the administration of justice. He said suppression of information concerning judicial proceedings will destroy confidence in their fairness.

Joseph Ball, Long Beach, Calif., head of the State Bar of California, urged censure or disbarment of lawyers who discuss pending cases in newspapers or on radio or television. Charles Carr, former Los Angeles federal attorney, said it is hard to control publicity and obtain a fair trial when police and detectives tell how they captured criminals before trial has been held. Louis Waldman, New York attorney, said a change of venue (location) of a trial, which aided fair trials a half-century ago, no longer has this effect because radio and tv spread news instantaneously and everywhere.

TRADE ASSOCIATION SHORTS

Radio Adv. Bureau, N. Y., reports that 18 American and two foreign stations have become members within past month, bringing total membership to over 850 in this country and 28 foreign countries.

American Assn. of Advertising Agencies issues 1957 edition of its "Roster and Organization," listing 329 AAAA member agencies.



BIG NEW DEAL

on STANDARD'S

SHORTY TUNES

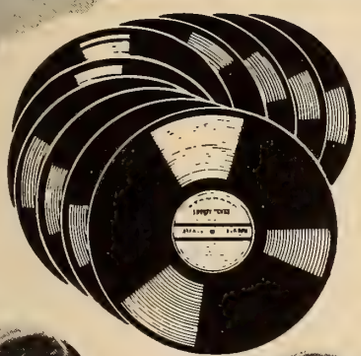
Hundreds of stations are already using "SHORTY TUNES" to program more commercials more profitably. Now we're offering them on a new basis that makes it easier-than-ever to "program-for-profit!"

10 Tunes – Big Bands – $5.00 per month –

10 sparkling tunes per month—5 top "pops" and 5 standards—in bright new complete arrangements.

Because *YOU* asked for it—"SHORTY TUNES" will be recorded only by our LARGER groups each month, the best BIG bands now recording for us and new ones, too.

That's *all* it costs—$5.00 per month—outright purchase—one year minimum, payable in advance.



You can't beat the VALUE!

Every month on a 12″ vinylite, 33⅓, standard groove transcription, you receive 10 carefully selected tunes, freshly recorded, separated by spirals so that you may use them separately or continuously.



You can't beat the BANDS!

Like, for instance: David Carroll, Andy Powell, Jimmie Blade, Bobby Christian, Dan Belloc, Buddy Morrow, Les Brown and others as available.

CLIP THIS COUPON...*NOW!*

For first "New Deal" release: September, 1957.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Illinois

Standard Radio Transcription Services, Inc.
360 N. Michigan Ave., Chicago 1, Illinois

Enter our subscription to SHORTY TUNES on the basis checked. Check is enclosed.

☐ *One year starting with Sept., 1957, $60.00 per year.*
☐ *Trial subscription—current month's release, $5.00*

STATION _____ CITY & STATE _____

By: _____ TITLE _____
(Authorized Signature)

Manufacturers Defend Tv Sets at Inquest

MANUFACTURING representatives defended the tv set industry last week against strong implications that safety standards for metal-encased portable television receivers are less adequate than those for other home appliances.

The occasion was the inquest into the death of a suburban Chicago child. The death allegedly was caused by a General Electric portable tv set. The inquiry was conducted by Cook County Coroner Walter E. McCarron, and portable sets, including the one held responsible for the electrocution, were examined by a special 10-man jury of electrical specialists appointed by Mr. McCarron.

The jury last week was preparing its report, reportedly incorporating recommendations that additional safety standards be adopted to prevent recurrence of a similar tragedy. The inquest will be resumed after the jury submits its findings.

James Brothers, chairman of Electronics Industries Assn.'s (formerly RETMA) safety committee, testified at the inquest Tuesday that safety standards set for the industry are "entirely adequate to insure the safe use of television sets in the home." He added that tv receivers are "among the safest appliances in the home" and noted that "metal housings, long used for other electrical appliances, have been used successfully on television sets since the early days of the industry's development." Mr. Brothers offered his statement on behalf of EIA.

Earlier, Mertis E. Jones, design engineer for portable sets at General Electric Co., Syracuse, N. Y., claimed the set was safe until it was "dropped and damaged so that it became deadly." He noted General Electric has built more than a million sets with metal cabinets since World War II without any reported instance of death or injury.

Coroner McCarron held that the metal construction of the portable tv receiver was responsible for the electrocution July 14 of six-year-old Howard Erenstein and selected the 10-man "blue ribbon" jury to examine it at Underwriters Labs in Chicago Wednesday afternoon. The jury of electrical experts decided after Tuesday's testimony to examine the set before filing its verdict on circumstances of the death. It also studied portable models by other manufacturers.

Testimony was offered by Mrs. Pearl Erenstein, mother of the boy; a surgeon, and an electrical inspector, as well as by the EIA and GE representatives.

Underwriters Labs, New York, previously released findings a fortnight ago tending to show that GE's portable 17-inch portable tv sets are free of defects of the kind that caused the boy's death.

'Fortune' Spotlights RCA

"RCA Organizes for Profit" is the title of *Fortune* magazine's fourth installment in its series on "The Electronic Business." William B. Harris' article in *Fortune's* August issue profiles RCA's top-level executives and tells how they plan to recover the firm's $100 million investment in color tv.

Fortune describes the corporate challenges to John L. Burns, president; Frank Folsom, chairman of the board's executive committee; Theodore A. Smith, executive vice president, industrial electronics products, and Robert W. Sarnoff, president of NBC.

SAFETY SPOTS

POSSIBLY mindful of the six-year-old boy electrocuted by a General Electric portable tv set, Westinghouse Electric Supply Co. launched a short-term, public service spot campaign on WBBM Chicago after the city's worst flood. The firm bought 21 one-minute announcements direct, warning listeners not to use Westinghouse appliances damaged in the storm without having them checked by dealers. Spots were aired Aug. 19-20 after the company's switchboard started jamming up July 13 with telephone calls (some 4,200 in seven working days compared to normal traffic of 900-1,000 for a five-day period). Announcements suggested that if listeners couldn't get calls through, they keep trying and in any event not attempt to use appliances caught in the flood.

RCA Unit Issues Book Aimed At Servicemen for Color Tv

IN A MOVE to help spur the sale of color television sets by assisting dealers in the servicing of such receivers, the RCA electron tube division announced the company's new *Color Television Pict-O-Guide* has been published for the benefit of servicemen.

The 200-page book was explained last week before a news conference in New York by its author, John B. Meagher, RCA's lecturer on television servicing. He described the book as one containing "practical step-by-step instructions in the installation, adjustment and servicing of color tv receivers." Mr. Meagher said RCA's position is that if servicemen can be convinced color tv set servicing is "not the difficult, complex thing they think it is, they in turn can help sell sets by convincing customers their sets can be placed into working order without too much difficulty."

Mr. Meagher contended that servicing a color set is as simple as servicing a black-and-white set. The *Pict-O-Guide,* he added, is designed to show servicemen "this is true and no knowledge of complex mathematics and formulae is necessary." The book, he said, carries more than 100 illustrations in full color and pictures and graphs in black-and-white. The guide, Mr. Meagher said, should reach authorized RCA electron tube dealers by Aug. 1.

Siragusa: Color Tv Is in Cadillac Class

THE PRESENT market for color tv receivers is about the same as that for Cadillacs, Chrysler Imperials and Lincolns, Ross D. Siragusa, president of Admiral Corp., said Monday in Los Angeles.

Admiral again will have a line of color sets on the market this fall, with an all-glass, three-gun picture tube in place of the usual glass-and-metal tube, he said. The least expensive color set will retail for around $700, a rise of 15% to 20% from the present minimum of just under $600, but this will include installation charges and perhaps a 90-day service guarantee. Admiral plans to produce 100,000 to 150,000 color sets in the next year, Mr. Siragusa said. He declined to reveal the number of black-and-white receivers Admiral plans to manufacture this season, terming that "competitive information."

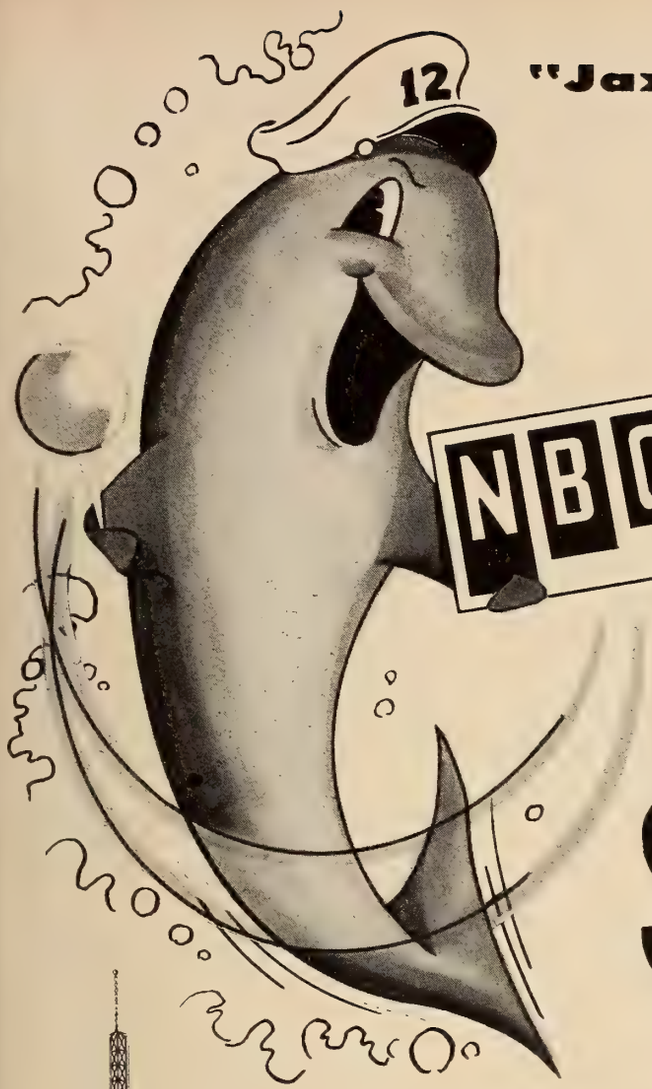
Admiral's 1958 tv set line, featuring the new 110-degree picture tube, and a new wireless remote control, Son-r, said to be the first such device offered for combination tv-radio-phono units, were demonstrated at the session. Son-r enables the user to turn on tv, adjust volume to four different levels, change stations, turn on the record changer, reject records, turn on the am and fm radios and turn off tv, radio and phonograph, all without leaving his chair.

Noting that the new 110-degree 21-inch picture tube is less than 15 inches deep, compared to nearly 23 inches for the old 70-degree tube, Mr. Siragusa predicted that the goal of a flat tube that can be hung on the wall as pictures are today will be realized in the next five to 10 years.

Mr. Siragusa revealed plans for manufacturing Admiral tv sets in Los Angeles, using the building occupied by Admiral Distributors, Los Angeles Div., at 6565 E. Washington Blvd. Previously, Admiral tv production has been concentrated in the company's Electronic City at Harvard, Ill.

The television-appliance industry is one of the most, if not the most, competitive industries in the nation today, Mr. Siragusa said, noting that the public has benefited from this competition. Where automobiles have risen in price in the last decade (he cited the Cadillac, whose list price rose from $2,891 in 1947 to $4,670 this year), tv set prices have declined, he pointed out, with today's 21-inch Admiral priced at under $200 in contrast to the $350 price of a 10-inch set in 1947.

Quoting similar price reductions for radio-phonograph combinations, refrigerators and ranges, although the television-appliance industry has been faced with the same increased cost of labor and materials as has the automotive industry, Mr. Siragusa said: "We've had to automate as much as possible, find production economics, eliminate waste and reduce distribution costs to remain competitive and give the public more for their money. Our industry should be proud of this achievement in the past decade."



"Jaxie" proudly announces . .

WFGA-TV

Jacksonville, Fla.

Becomes Basic **NBC**

SEPT. 1st

For A Service Area of 64 Florida - Georgia Counties

TV Sets	226,880 (1)
Population	1,511,300 (2)
Buying Power	$1,785,944,000 (2)
Retail Sales	$1,562,627,800 (2)

(1) Television Magazine, June, 1957.

(2) Sales Management Survey of Buying Power, 1957

WFGA-TV • Channel 12 • VHF

equipped for **FULL COLOR** • 1000 ft. tower

Top Power 316,000 watts • **JACKSONVILLE, FLORIDA**

Represented by Peters, Griffin, Woodward, Inc.



FLORIDA'S COLORFUL STATION!

9.6 Million Radios Shipped In 1956, 1.2 Million Over '55

RADIO sets and radio-phono combinations shipped by factories to dealers in 1956 totaled 9.6 million units valued at $213 million, an increase from 8.4 million sets valued at $167 million in 1955, according to U. S. Census Bureau estimates. The figures cover home and portable radios.

Shipments of auto radios in 1956 totaled 4.9 million sets valued at $126 million compared to 6.8 million units valued at $172 million in 1955.

Tv shipments in 1956 totaled 7.4 million sets valued at $898 million compared to 7.7 million sets valued at $1,025 million in 1955, according to the Census Bureau. Of these tv sets, 4.5 million were table and portable models and 2.7 million were console-consolette models.

The Census Bureau survey shows 14,000 color sets shipped during 1956. This estimate is believed to include only a small portion of total color tv set shipments last year. Census Bureau questionnaires asking set information are not mandatory.

RCA, principal color set manufacturer, refused to comment on the census figures, but recalled that Brig. Gen. David Sarnoff, RCA board chairman, stated last December it had sold 102,000 color sets up to that date and most of the sales had been in 1956 [B•T, Dec. 31, 1956].

Radio figures show 2.4 million clock models shipped during 1956 compared to 2.2 million in 1955. Of total radio shipments, 353,000 sets had tuning facilities for the fm broadcast band compared to 253,000 fm sets in 1955.

Output of phonographs totaled 4.7 million in 1956 compared to 3.9 million in 1955. Record player attachments, including those with automatic changing devices, totaled 774,000 compared to 677,000 in 1955.

Collins, Baggs, Conley Given New Assignments at RCA Victor

THREE new appointments to key executive positions in the RCA Victor radio and "Victrola" division, Camden, were announced last week by James M. Toney, division vice president and general manager.

They are: L. J. Collins to general sales manager, sales department; A. R. Baggs to manager, merchandising, and R. E. Conley, to continue as manager, advertising and sales promotion, with increased responsibilities.

Mr. Collins, with RCA since 1951, has been sales manager, marketing department. Mr. Baggs, with the corporation since 1946, most recently was manager, product planning. Mr. Conley, who joined RCA in 1954 after 15 years in advertising and sales promotion for Hollingshead Corp., Camden, most recently was manager, advertising and sales promotion.

Westinghouse Electric Sales Up

SECOND quarter sales for Westinghouse Electric Co. totaled $505,253,000, up substantially over the same period last year ($380,731,000) when the company suffered a 156-day strike. Second quarter profit was $16,417,000 or 95 cents a share, compared to $6,862,000 or 38 cents a share for the period last year. Sales for the first six months of 1957 hit an all time high of $982,939,000 for that period with earnings totaling $30,615,000 or $1.77 a share compared with $11,713,000 lost the previous year's period.

Allen to Moderate Session At IRE Symposium in Fall

EDWARD W. ALLEN Jr., FCC chief engineer, will moderate the first morning session of the seventh annual professional group of the Institute of Radio Engineers at the group's fall symposium in the Willard Hotel, Washington, Sept. 27-28.

Included in the panel, with their subjects, are: Dr. Marvin Schorr, Technical Operations Inc., "Transistor Regulated Power Supply for Video Circuits"; Emil P. Vincent, ABC, "A Transistorized Intercom System"; A. A. McGee, General Electric Co., "Microphone Pre-Amp With AGC" (tentative), and K. B. Benson and J. R. Whittaker, CBS, "Tv Film Quality Standards."

The same evening, Raymond F. Guy, NBC, will be toastmaster for a banquet at which Edmund A. Laport, RCA, will discuss foreign broadcasting techniques with emphasis on the unfamiliar and humorous.

The next day, A. B. Chamberlain, CBS, will moderate the second morning session. Panel members and their topics include: J. H. Roe, S. L. Bendell, and K. Sadashige, all RCA, "Reduction of Image Retention in Image Orthicon Cameras"; F. S. Veith, also RCA, "Recent Developments in Tv Camera Tubes"; Ralph N. Harmon, Westinghouse Broadcasting Co., "Tv Transmitter Operational Practices"; James E. Barr, FCC, "Tv Transmitter Proof of Performance" (tentative), and F. W. Bailey, American Microwave Corp., "STL and Remote Pickup Experiences on 13,000 mc."

Phillip B. Laeser, WTMJ-TV Milwaukee, will moderate the afternoon meeting at which the following will be heard: Dr. George Town, "TASO Objectives and Progress"; Robert M. Morris and John Serafin, both ABC, "Progress Report on Video Test Signals During Vertical Blanking"; R. E. Fisk, General Electric, "A Simplified 5-Megawatt Antenna for the Uhf Broadcaster" (tentative), and J. L. Berryhill, KRON-TV San Francisco, "Automation Applied to Tv Master Control and Film Room."

On the same panel, D. A. Peterson, A. Earl Cullum, and J. G. Rountree, all consulting engineers, will discuss "Directional Antenna Maintenance."

GE Moves Parts Sales Offices

SALES offices of General Electric electronic parts will be moved in August from Schenectady to Owensboro, Ky., headquarters for the entire electronic components division, according to John T. Thompson, manager of distributor sales for GE electronic components. "The needs of the parts distribution industry can best be filled by a centralized marketing force which offers a broad product line and integrated order service," Mr. Thompson said.

Two Hi-Fi Shows Open Doors To Components, Packaged Goods

COMPONENTS and "packaged goods" manufacturers will be permitted to participate in all-industry high-fidelity shows planned for New York and Los Angeles next year, it was announced last week.

S. I. Neiman, president of the International Sight & Sound Exposition Inc., sponsor of the Chicago hi-fi show each September, reported a newly-formed organization, High Fidelity Council, has expressed interest in extending the events to those cities. The council is a non-profit group.

The Los Angeles show is planned for February and the New York event for October, a month after the Chicago exposition. Plans are under way to establish separate management corporations for each of the New York and Los Angeles shows. The Chicago event is open to manufacturers of component parts and finished products.

The Washington, D. C., hi-fi show will be held March 14-16, independently produced.

Meanwhile, Rigo Enterprises Inc., which sponsors hi-fi shows in other major cities, has announced plans for expositions in Minneapolis, Milwaukee, Miami, Cleveland, Pittsburgh, Buffalo, Newark, Indianapolis, Cincinnati, St. Louis, Kansas City, Denver and Seattle.

Morrow Says Magnecord Losses Help New Owner, Midwestern

ACQUISITION of Magnecord Corp.'s professional tape recorder facilities will permit the parent Midwestern Instruments Inc. "to add to its working capital much faster than under normal conditions" because it can utilize Magnecord's net operating loss of about $2.5 million.

That view was expressed by G. R. Morrow, Midwestern president, at the first stockholders' meeting since the acquisition of Magnecord and public sale of stock. A report on Midwestern sales for the first half of 1957 and election of two directors highlighted the meeting in Tulsa July 19.

Mr. Morrow reported sales of about $3.5 million the first six months—an increase of nearly $1 million over the same period in 1956. He also cited current assets of $2.8 million and liabilities of $800,000. Magnecord's tax loss will be carried forward, providing quicker working capital.

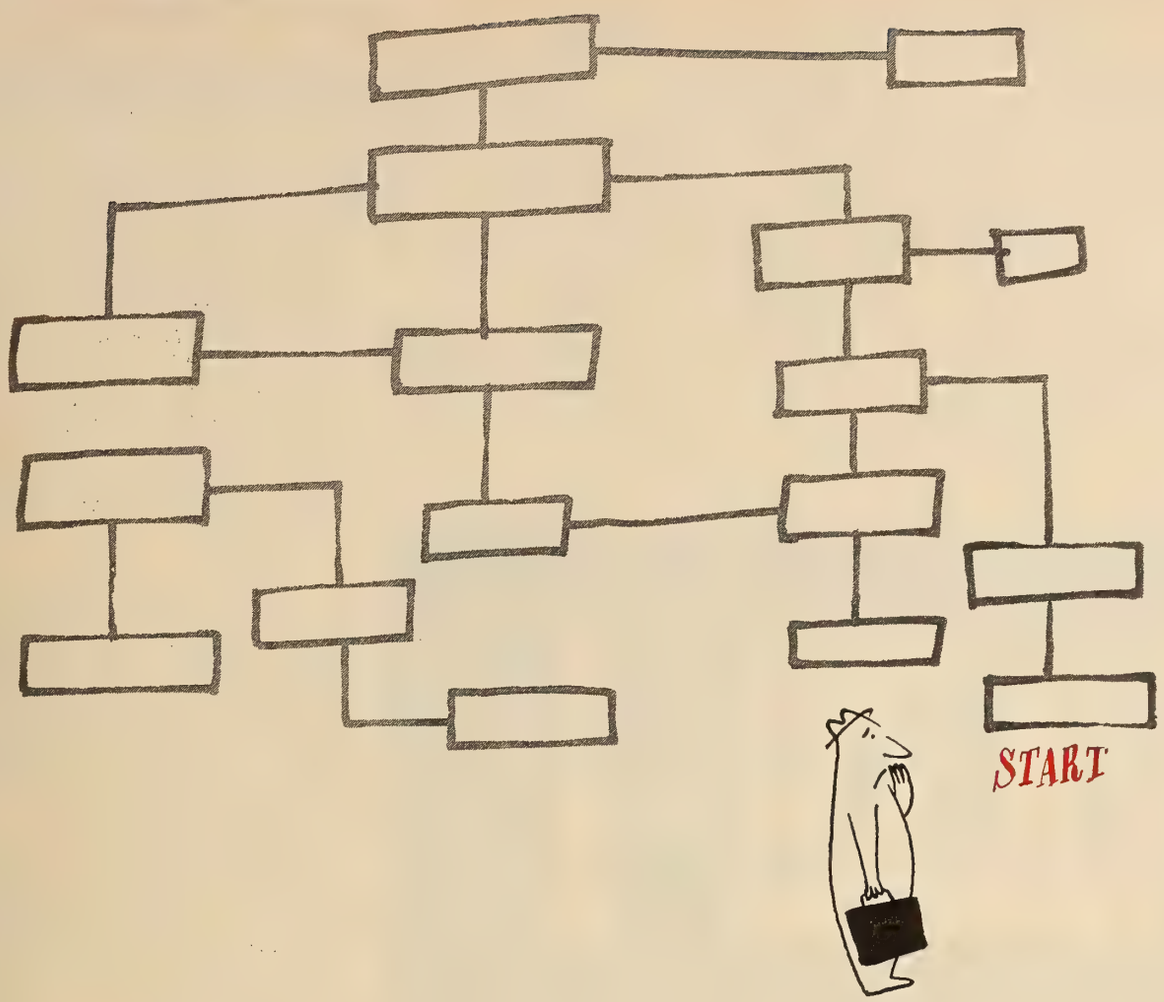
CBS Labs Promotes Bambara

RALPH BAMBARA, with CBS Laboratories division of CBS Inc. for seven years, has been appointed vice president of electronics systems, it was announced Thursday by Dr. Peter C. Goldmark, division president. Mr. Bambara will assume responsibility for the laboratory section dealing with electronic systems and data handling.

Music Show Set for Sept. 17-22

A NEW major exposition, Music International, is scheduled for Chicago's International Amphitheatre Sept. 17-22, according to Music International Inc., promoter of the show. It is planned to unify under one roof the exhibits of tv, radio, hi-fi, recorders, instruments, parts and components.

Another thinly disguised WJR success story



Top management men are harder to see than the inside of a harem!

That was the problem of a company that wanted to sell an automobile concern on the advantages of changing to a special steel. Since the switch would be of gigantic proportions, it meant not only selling top management but also engineering, designing, styling, purchasing, and the head guard on the main gate. It was quite a problem . . . but not insurmountable.

This enterprising steel company thought of reaching them by radio. (And when you think of radio in the Detroit-Great Lakes area, you think of WJR!) The steel company used announcements. The announcements caught the undivided attention of the men that had to be reached. A series of selling messages on WJR resulted in the grand sale. The keymen had been preconditioned, pre-sold.

The steel company was most lavish in its praise of WJR. It figured its salesmen would have required years to accomplish what WJR did in short order.

Whether your client wants to reach millions of people, or just a select few, he'll do it better on WJR—the station that dominates the Detroit-Great Lakes market. Call your nearest Henry I. Christal office for complete facts on this case and hundreds of others—facts which prove that WJR can do more for any product and do it quicker, too!

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts *CBS Radio Network*

35 years of service



WJR's primary coverage area —over 17,000,000 people

Collins Creates Systems Div.

COLLINS RADIO CO., Cedar Rapids, Iowa, has announced creation of a systems division for the fields of microwave and trans-horizon transmission, according to L. Morgan Craft, operations vice president. Possible expansion into single sideband and data transmission also is forecast by the company.

John D. Nyquist, director of manufacturing in Cedar Rapids, has been appointed executive director of the new division. Serving with him: Frank C. Dyer, director, systems engineering in Dallas, and Richard M. Ringoen, director, systems engineering in Cedar Rapids.

MANUFACTURING SHORTS

RCA, Camden, N. J., announces two new forced-air-cooled beam power tubes designed for service at frequencies up to 500 mc have been released by electron tube division. Tubes (RCA-7034 and RCA-7035) reportedly are useful as audio-frequency power amplifiers and modulators and as wide-band amplifiers in video applications.

General Electric Co., Schenectady, N. Y., announces major price reductions from 42 to 75% on its complete line of high frequency tetrode transistors used in tv amplifiers and other applications.

Sylvania Electric Products Inc., N. Y., reports commercial production of 24-inch light weight 110-degree tv picture tubes, approximately 4 pounds lighter and 5¼ inches shorter than 24-inch 90-degree models.

RCA, Camden, N. J., reports shipping five color cameras, two film and three live studio, to WHDH-TV Boston, which is expected to be on air in November. Other new shipments: color film camera to WKZO-TV Kalamazoo, Mich., and WLWI (TV) Indianapolis, and 12-section superturnstile antenna to WALB-TV Albany, Ga.

Kay Electric Co., Pine Brook, N. J., announces Vari-Sweep Model IF, complete alignment instrument from 4 to 120 mc, has been added to line of precision electronic test and measuring instruments. New model adds flexibility features to make it a "universal" lab instrument.

Stewart-Warner Corp. (Alemite, instruments, heaters, electronic products), Chicago, announces 6% increase in net income during first half of 1957 over same period last year. Sales rose 5% with record peacetime mark of $60,903,908 compared to $57,830,083 for first half of 1956. Actual earnings also were reportedly higher than any for corresponding period in company's 28 year history.

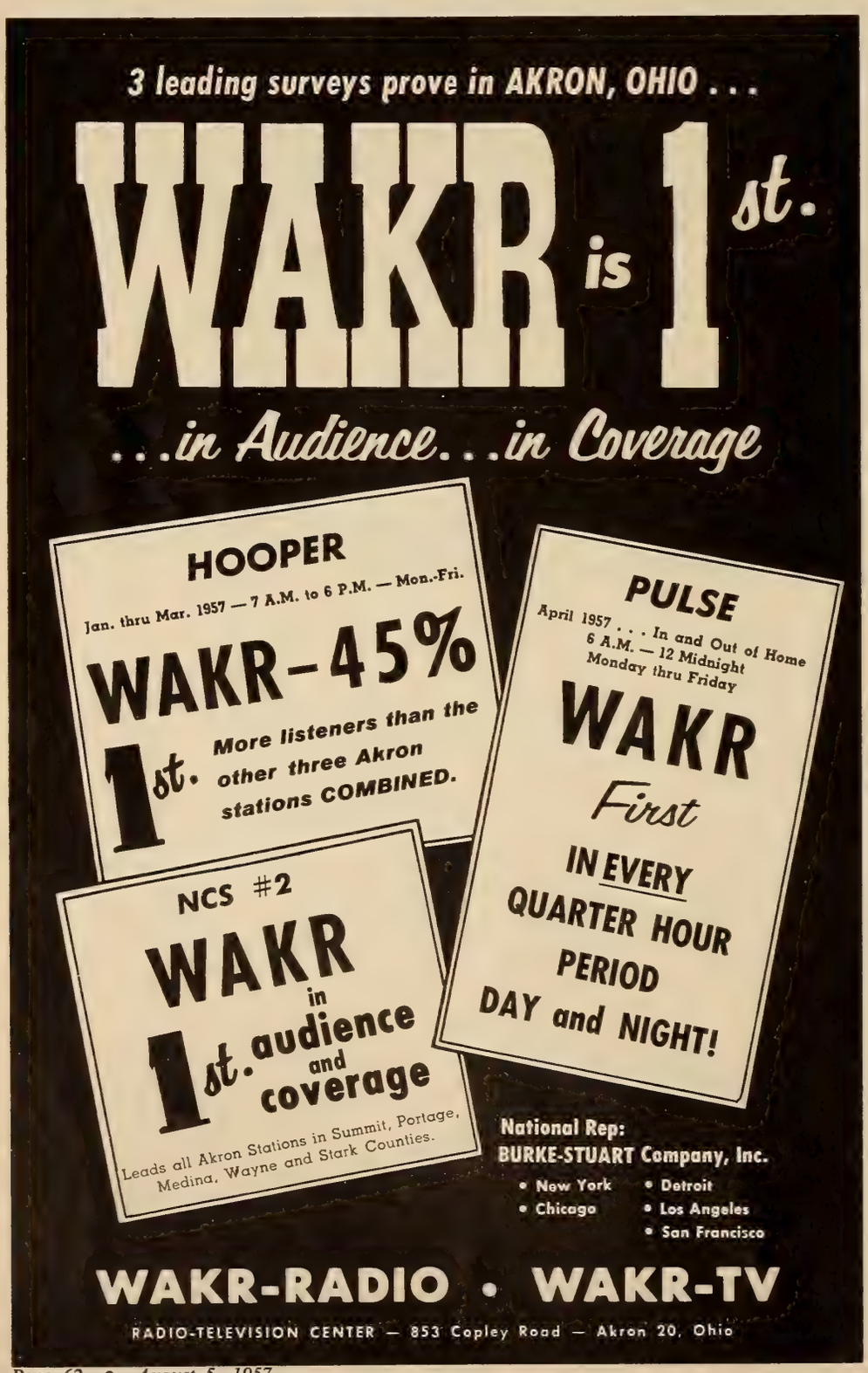
Centralab, division of Globe-Union Inc., Milwaukee, Wis., has introduced new microminiature disc capacitor, designed to meet small size, high capacitance demands of transistor circuitry needed in by-pass and coupling application.

Audio Devices Inc., N. Y., reports increased sales by 30% and profits by 50% during first six months of 1957. Net sales were $2,350,000 with earnings estimated at 25 cents per share for period. Figures for 1957 are reportedly highest in firm's 20-year history.

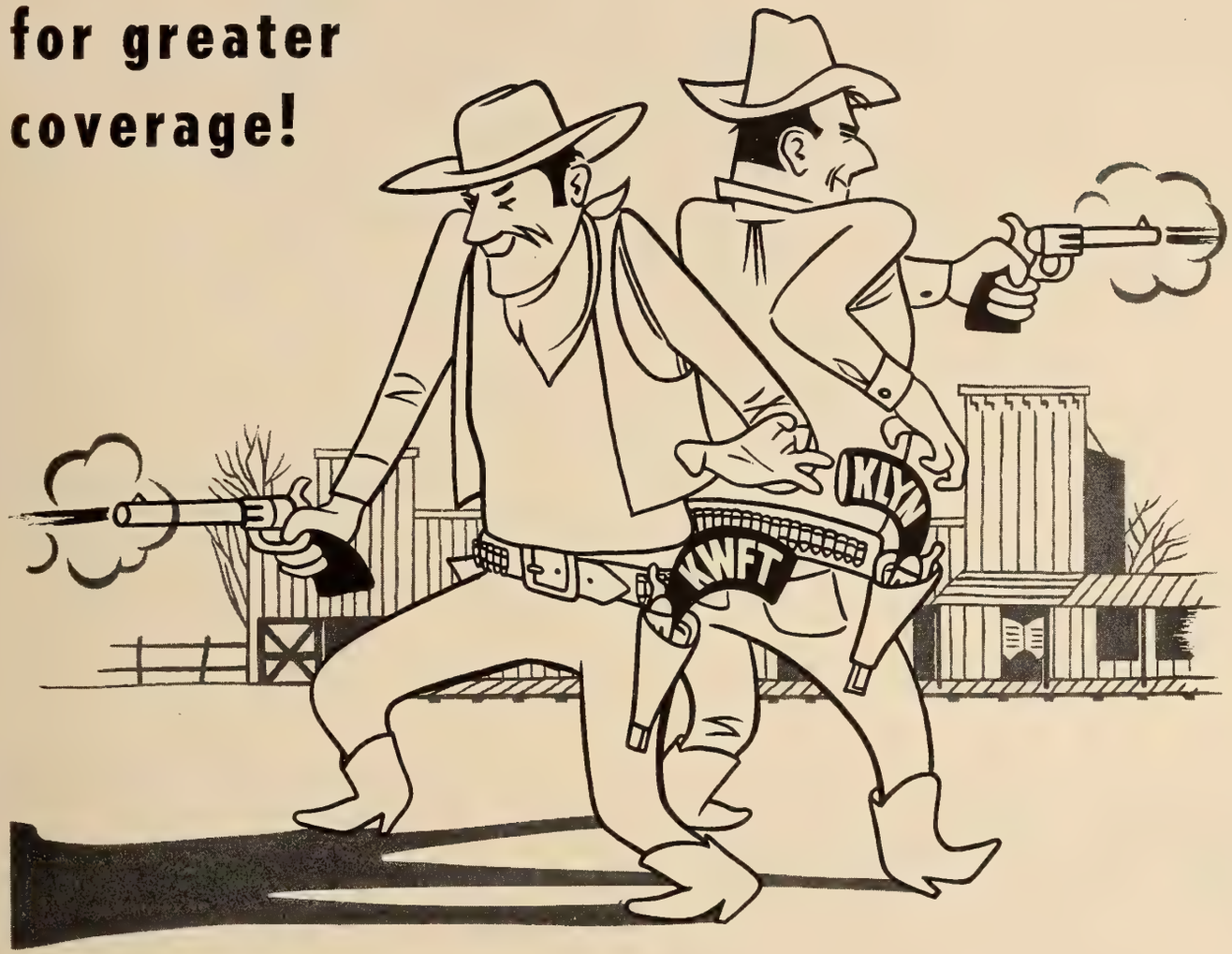
Shure Bros. Inc. (electronic products), Evanston, Ill., announces new twin-lever ceramic cartridge capable of converting standard phonographs into higher fidelity sound. Model is designed as replacement-improvement for all other ceramic cartridges with plastic cases and has three-speed, dual needle assembly, with response from 30 to 15,000 cycles per second.

Andrew Corp., Chicago, announced new and improved version of its coaxial switch is now available. New switch, type 6710, provides four-second switching of 3⅛" coaxial transmission line to standby equipment at frequencies up to 1000 mc. It can be used in high power communication systems, as well as uhf and vhf tv stations.

Entron Inc., Bladensburg, Md., has completed first production run of two new units in its series of vhf tv bridging amplifiers. Now available from stock are unity gain, four output model BA-4; new, 10db gain, four output model BA-400 and new, 25db gain, two output model BA-250. All models are for 75 ohm systems and will handle up to 0.2 volts per channel, maximum output. New amplifiers feature single control adjustable equalization and adjustable gain. Plug-in attenuators insure less than 00.5db thru-line loss and silicon power rectifiers contribute to low power use and long life.



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620 KC • 5000 Watts

KLYN
AMARILLO, TEXAS
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The KENYON BROWN stations
Now under one ownership and management

National Representatives
JOHN BLAIR & CO.

Jockeying Continues On Loew's Inc. Board

ANOTHER reel in the Loew's Inc., 1957 version of "Executive Suite" (an MGM movie) was shown to the public last week. At issue is control of the giant motion picture company that also is footloose in tv.

Two factions have been warring for control of the Loew's board: one is headed by Joseph R. Vogel, president of Loew's since late fall; the other is spearheaded by Joseph Tomlinson, a Canadian industrialist, and his associate, Stanley Meyer of New York, formerly in tv.

Messrs. Tomlinson and Meyer, along with three other board members considered favorable to the dissident faction, are jousting with Mr. Vogel and board members supporting the Vogel management [B•T, July 29]. Mr. Vogel plans to take the issue of the Tomlinson-led revolt to a special stockholders meeting in September.

The latest round last week: a meeting Tuesday in New York called by the Tomlinson group. Five board members attended, and two others were "elected"—Louis B. Mayer, formerly chief of Loew's MGM production, and Sam Briskin, motion picture producer. Mr. Vogel issued a denunciation from Hollywood declaring the rump session "illegal" because the company's by-laws require a minimum of seven board members for a quorum. But the Tomlinson group contended the necessary board membership was constituted with the addition of the two newly-elected members of the board. Indicated also was possible litigation.

At the rump session, the dissident group "directed" Mr. Vogel not to make any contracts involving more than $25,000 or which cover more than a year unless he has consent from the board. The Tomlinson faction went on record as forbidding expenditure of any company funds or the use of any company employes for proxy solicitation in connection with Mr. Vogel's proposed stockholders meeting in September. Mr. Vogel seeks removal of Mr. Tomlinson and Mr. Meyer from the board of directors.

Meanwhile, another board member, Fred F. Florence, chairman of the executive committee of the Republic Bank of Dallas, Tex., considered to be favorably disposed to the Tomlinson group, resigned from the Loew's board, reducing its number to 9. Three other board members had quit two weeks ago when Mr. Vogel publicly revealed Loew's internal skirmishing.

TCF-TV to Produce Two Series For Telecasts on NTA Network

TCF-TV PRODUCTIONS, subsidiary of 20th Century-Fox Film Corp., will produce two 39-installment half-hour tv films series, *How to Marry a Millionaire* and *Man Without a Gun*, to be released in January 1958 for telecasting by the 134 affiliate stations of the NTA Film Network.

Although pilots have been filmed for both series, complete recasting now is underway, except for Lori Nelson, who has a starring role in *How to Marry a Millionaire*. Writers are being interviewed for both series, *Millionaire* to be produced by Ben Feiner Jr. under the supervision of Nat Perrin, and *Man Without a Gun* by Peter Packer.

In announcing the agreement for these two series between TCF-TV and NTA, Irving Asher, executive in charge of TCF-TV, also said NTA is conducting negotiations for the sale of the anthology series *20th Century-Fox Hour* as well as the *Mother is a Freshman* series. TCF-TV currently is making 39 episodes of the *Broken Arrow* series and is preparing three others: *Tales of Manhattan, Mr. Belvedere* and *Tin Pan Alley*, probably the first filmed musical tv series.

C & C Super Stockholders Vote To Concentrate on Television

STOCKHOLDERS of C & C Super Corp. last week approved a proposal to spin off wholly-owned subsidiary National Phoenix Industries Inc., and concentrate on television activities of the corporation through a newly-organized company, C & C Television Corp. The latter company distributes the RKO Radio Pictures.

The newly-reconstructed C & C Television Corp., as approved by stockholders at a special meeting in Wilmington, Del., embraced three subsidiaries—C & C Films, Inc., covering the U. S. and Canada; C & C Pan Atlantic Tv Co., Latin America; C & C Tv Film Corp., other overseas markets. Under the spin-off, National Phoenix was assigned the assets of C & C Super's Lorraine Mfg. & Power Products (industrial tools) and Nedick's Inc. (food and beverages).

Directors of C & C Television Corp. elected by stockholders were Matthew Fox, Erwin H. Ezzes, Martin Schildkraut, Arnold C. Stream, Gen. James Van Fleet, William Zeckendorf, Winslow Sears and Walter S. Mack. Mr. Fox was elected president of C & C Tv; Mr. Ezzes and Mr. Stream, vice presidents; Mr. Schildkraut, treasurer, and Martin Siegel, secretary.

Asked how much revenue was being obtained from the sale of the RKO library of films, Mr. Fox replied that the library is being sold under a barter system and said he expected that at least $18 million would accrue to C & C Tv over "a period of several years." He noted that for the next five years, the International Latex Co. is under contract for the films, but declined to reveal the cost.

SG's 'Ranch Party' Bought By Griesedieck in 9 Markets

PURCHASE by Griesedieck Bros. Brewery, St. Louis, of Screen Gems' *Ranch Party* half-hour tv film series in nine markets in the south-central region was announced last week by Jerry Hyams, SG's director of syndication sales. The sale was completed through Maxon Inc., St. Louis, and, according to Mr. Hyams, Griesedieck hopes to





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Not so when they work with a Collins 212E. This new console is so easy to use, so sure, that the most conscientious combo man can concentrate on announcing without a worry about dials and switches.

Colored knobs and plexiglas strips identify each control at a glance. A push-to-talk relay does away with bothersome manual switching. There are plenty of other advantages that mean more to both combo men and broadcast engineers.

You get other benefits from the Collins 212E. It grows with a station; start with a single channel and minimum functions and easily build to a dual channel unit that provides simultaneous mixing of up to nine out of 21 possible inputs, including mikes, remote line inputs, high level tape inputs and network line inputs. It will also monitor program lines and remote lines, control speakers, warning lights and associated equipments.

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Dogwood Road, Fountain City, Knoxville • COLLINS RADIO COMPANY OF CANADA, LTD., 11 Bermondsey Road, Toronto 16, Ontario

have 18 markets cleared by fall when the series goes on the air.

Screen Gems also has completed a large sale to WKXP-TV Lexington, Ky., calling for more than 450 feature films, 135 westerns, 343 half-hour tv film programs, 679 serials and 390 cartoons. The station, which is scheduled to go on the air Sept. 1, will devote about 90% of its programming to film, Mr. Hyams reported.

Other sales completed by SG were to WRGB (TV) Schenectady covering *Hollywood Movie Parade* of 104 feature films, *Hollywood Mystery Parade* of 52 films and *Hollywood Premiere Parade* of 195 films; WTRI (TV) Albany, the *Hollywood Serial Parade* package.

New York to Consider Methods Of Aiding City Film Production

A COMMITTEE of the Film Producers Assn. of New York met Tuesday with Leo A. Larkin, first assistant corporation counsel of the City of New York, to discuss ways the city can help the association in its campaign to promote New York as a filmmaking center for television, theatrical and industrial pictures [B•T, July 22].

Mr. Larkin later said he would make a full report to Mayor Wagner, covering four ways by which the city can assist the producers: city sales tax reforms, simplification of procedure for obtaining shooting and labor permits, modernization of building and fire codes, and appointment of a film-tv coordinator to conduct a public relations campaign on behalf of New York production. Mayor Wagner met with FPA officials several weeks ago, pledged his support to the association's project and designated Mr. Larkin as his representative.

FPA reported that its campaign will be extended to other facets of the motion picture and tv film industries. Meetings are being set up with representatives of laboratories, unions, advertising agencies and advertisers.

Tabakin Made NTA V.P. on Coast

PROMOTION of Berne Tabakin from director of national sales for National Telefilm Assoc., New York, to vice president in charge of the west coast division was announced last week by Oliver A. Unger, NTA's executive vice president.



MR. TABAKIN

In his new post, Mr. Tabakin will be responsible primarily for the company's west coast sales division covering 13 western states and also will serve as liaison with Desilu Productions and 20th Century-Fox Corp., both of which are producing tv series for NTA. He assumes the duties relinquished by Edward M. Gray, recently named vice president in charge of Famous Films—Programs for Television, a new unit of NTA which will handle sales of re-run series.

Trans-Lux Reports Big Sales Of 'Britannica' Film Library

A SERIES of large sales on the Encyclopedia Britannica Films library of more than 700 short subjects were announced last week by Richard P. Brandt, president of Trans-Lux Television Corp., New York, distributor of the library. The largest single station purchase was by WOR-TV New York, which reportedly is paying almost $100,000 for use of the library for five years.

Mr. Brandt told a news conference in New York that Trans-Lux also has completed its largest group sale to five stations owned by Time Inc. He declined to specify the sales price at the request of Time. This transaction, he said, covered the use of the library for five years by KTVT (TV) Salt Lake City, KLZ-TV Denver, WTCN-TV Minneapolis, WFBM-TV Indianapolis and WOOD-TV Grand Rapids, Mich. Mr. Brandt said other new sales have been made to KING-TV Seattle and KGW-TV Portland, Ore.

The announcement of new business was timed to coincide with the first anniversary of operation by Trans-Lux Tv. Richard P. Carlton, sales vice president, reported that 25 stations have bought the full library for a five-year period, and 23 other tv outlets have bought parts of the library or the entire programming for shorter periods.

Messrs. Brandt and Carlton said individual stations have created their own programming frameworks for the films, 200 of which are in color. Some stations, they explained, employ live talent to introduce the films and others utilize the programming on children's shows or other time periods, appealing to a special group or the entire family. Mr. Carlton noted that on the average of once a week, Encyclopedia Britannica Films makes available a new filmed program, approximately 12-20 minutes in length.

Mr. Brandt said that although Trans-Lux Tv has concentrated on the EB package during its first year, the company plans to expand into feature film distribution by the beginning of 1958. Trans-Lux Tv, he said, has about 12 feature films on hand but will hold up release until it has acquired a sizable package.

Film Network Being Organized

A NEW television network, primarily film, has been formed under the name of Mutual Television Co. (MTC), with temporary headquarters in Kilgore, Tex., it has been announced. The firm also has set up a film production subsidiary, Mutual Television Pictures Inc., to turn out half-hour and hour serial shows. MTC currently is negotiating franchises with stations and plans to set up a board of governors to represent affiliates in the operation. Some live programming, chosen by affiliates, also is anticipated. Interested stations are invited to write MTC, Post Office Box 325, Kilgore.

FILM SALES

Ziv Television Programs, N. Y., announces its *Harbor Command,* half-hour tv film series, has been sold in 117 markets in less than 30 days since its release for sale. Kroger Co., Cincinnati, through Ralph H. Jones Co., Cincinnati and New York, has bought series for KSD-TV St. Louis and WLAC-TV Nashville. Starting date for *Harbor Command* is early fall.

AAP last week reported new sales of its Gold Mine library and Warner Bros. features and cartoons. Among them: *Sherlock Holmes* series to WTIC-TV Hartford; westerns to WFMD-TV Wilmington, N. C. Other Gold Mine features to WISH-TV Indianapolis; cartoons (both Warner and Popeye) to WTRF-TV Wheeling, W. Va., and WAVY-TV Norfolk; Warner Bros. cartoons to KFJZ-TV Fort Worth and groups of Warner Bros. features to WTRI (TV) Albany, N. Y., and WTVT (TV) Tampa.

FILM PRODUCTION

Pyramid Productions, N. Y., plans to put *Decoy,* tv series of adventures of undercover policewoman, into production Sept. 9, for open-end syndication at beginning of 1958. Series to be filmed at old Mary Pickford studio in Bronx, with exteriors in and around New York City and is being made with sanction of N. Y. Police Dept. It will star **Beverly Garland** as decoy in criminal investigation. Pyramid, which also produced *Treasury Men in Action* and *Big Story* for syndication, plans to film 39 episodes of *Decoy* in next eight months.

Kenya Productions Ltd., filming half-hour tv series, *African Patrol,* for release by Gross-Krasne Inc., Hollywood, in Western Hemisphere, moves second production unit to permanent location headquarters at Rumuruti, Africa, 150 miles northeast of Nairobi. Main base of operations remains at Nairobi studios.

Cambria Studios, L. A., announces new tv series, *Davy Jones,* starring **Buster Crabbe** as head of marine salvage company roving world for underwater salvage assignments. New series, produced and directed by **Dick Brown,** Cambria president, with Mr. Crabbe as associate producer, is being photographed in color. Pilot scheduled to be ready for showing to advertisers and agencies in mid-August.

FILM RANDOM SHOTS

Pintoff-Lawrence Productions Inc., affiliate of Robert Lawrence Productions, N. Y., producer of animated tv commercials, theatrical films and tv programs, moved to larger quarters at 64 E. 55th St. Tel.: Eldorado 5-1431.

Charles R. Sen, film editorial services, moves to new space adjoining Sound Masters Inc., production firm at 165 West 46th St., N. Y., and will perform editorial work for SM.

Screen Gems, N. Y., reports buying world tv rights to two feature films, "Brute Force," with Burt Lancaster and Hume Cronyn, and "Naked City," with Barry Fitzgerald and Dorothy Hart, from estate of late Mark Hellinger.

LIFE!



WPTR puts Life in Albany-Troy-Schenectady market

WPTR

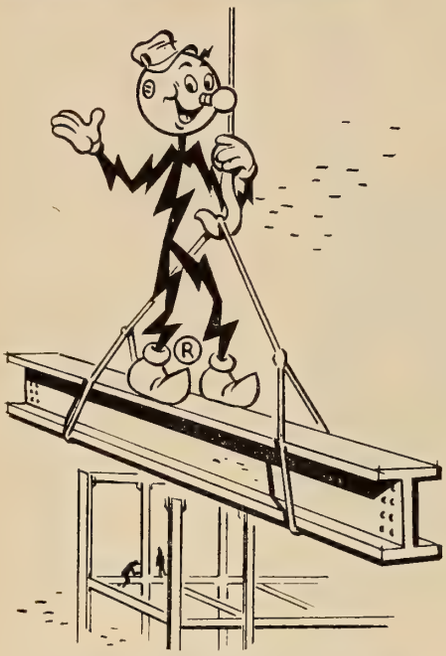
is the lead station in the Life Magazine (July 22) feature article on independent radio. **WPTR,** the 50,000 watt station, has captured the imagination of the nation's 41st Market and American public as a whole. (Life Magazine, July 22.)

The new **WPTR** management, with advanced ideas, inspired programming, and constant public contact through remote control units has built an unsurpassed community relationship that makes **WPTR** the tri-city buy for you.

See Life Magazine, July 22—For further details about the tri-city's outstanding buy, see Adam Young, Inc.

WPTR
Mr. Duncan Mounsey, General Manager.

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More power for more people . . . more power for more industry. A 95% increase in power generating capacity is under construction by Central Illinois Light Company to meet the growing needs of a growing Peoriarea.

The RADIO power in Peoria is WMBD

38% average share of audience 6 am-12 noon*

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To SELL the Peoriarea ...BUY WMBD!

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* The Pulse Inc., Nov., 1956

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LOCAL 47 REBELS DENIED INJUNCTION

- **AFM unit fails to divert fund**
- **Tv film payments involved**

THE rebel faction of Hollywood Local 47 of the American Federation of Musicians, which last fall took to the courts in an attempt to upset the trust fund payment policies of the national AFM and to secure these moneys for the individual performing musicians instead, last week ran into their first major roadblock.

This was a decision by Judge Philbrick McCoy of the Los Angeles Superior Court denying the rebels' petition for an injunction to prevent the makers of films for tv and the recorders of electrical transcriptions, spot announcements and jingles from sending money out of the state in the form of payments to Samuel R. Rosenbaum, trustee of the Music Performance Trust Fund, and their request for a receivership to hold such money.

Last spring, Los Angeles Superior Court Judge John J. Ford had denied similar petitions in suits concerning payments made in connection with the sale of theatrical films for tv and the manufacture of phonograph records. Judge Ford made his denial solely on the grounds that his court lacked jurisdiction over trustee Rosenbaum, an indispensable party to the action but a resident of New York. This decision was appealed to the California Court of Appeals, which reversed Judge Ford, and that decision was appealed to the state's Supreme Court, which will hear arguments on the jurisdictional issue in October.

Right to Relief 'Doubtful'

But Judge McCoy, in deciding the petitions before him, noted that injunctions are rarely granted in doubtful cases and then declared: "The most that can be fairly claimed for the plaintiffs is that their right to the relief they seek is doubtful. On the merits, it would be an abuse of the discretion vested in the court to grant their application either for a preliminary injunction or for the appointment of a receiver.

"Having determined that even if the court had jurisdiction to do so, plaintiffs' application would be denied on merits, it becomes unnecessary to decide the question of jurisdiction," Judge McCoy concluded.

Meanwhile, the Los Angeles Superior Court has set Aug. 19 as the date for argument on contempt proceedings brought by the Local 47 rebels against AFM for failure to produce a list of contracts with employers of musicians as ordered. AFM counsel Michael G. Luddy said the union had produced 268 contracts for inspection by the plaintiffs and feels that in so doing it was fully complying with court order.

IBEW Rejected at Mobile, Ala.

ENGINEERS and technicians at WKRG-AM-FM-TV Mobile, Ala., voted 12 to 6 to reject Local 1264, International Brotherhood of Electrical Workers, as bargaining agent in balloting conducted by the National Labor Relations Board. When the IBEW contract expired June 1, WKRG-TV Inc. contended the union did not represent a majority of employes and refused to bargain until the unit was certified by NLRB. The union had charged the company with unfair labor practice and refusal to bargain but withdrew charges after an NLRB inquiry.

AFTRA Resolution Opposes Toll Tv

VIGOROUS opposition to pay television was expressed in a resolution adopted last week at the 20th annual convention of the American Federation of Television & Radio Artists in San Francisco.

The resolution reaffirmed a stand taken by AFTRA at its meeting in Seattle two years ago, but latest announcement significantly indicated that Congress should enact legislation to regulate toll tv.

Intent: Toll Tv Legislation

Although the resolution did not state explicitly that Congress should take this step, Donald Conaway, national executive secretary of AFTRA, explained after the closed meeting that "this is the intent" of the measure. He added the resolution also is designed to "take away from any one agency [apparently the FCC] the power to direct pay tv." He said copies of the resolution will be sent to interested Congressmen.

The resolution said:

"Be it resolved that the convention strongly recommends to labor, industry, and the U. S. Congress that immediate and thorough investigation of all proposed systems of pay tv and their present and future impact on the people of the U. S. be investigated by the proper governmental agency to the end that regulatory powers be employed so that the interests of all people be best promoted and protected."

Resolution Not 'Anti-Radio'

During a news conference on the resolution, Mr. Conaway made an observation construed by some newspapers and radio stations as being "anti-radio." He was quoted as saying, "If pay tv is adopted, film would become to that medium what the phonograph has become to radio, with "a dull and dreary result." Mr. Conaway later explained that his analogy perhaps was "unfortunate," but claimed he did not mean that "radio, as a whole, is dull and dreary," adding that he is aware of radio's "many creative contributions."

Newly-elected national officers of AFTRA are Clayton (Bud) Collyer, New York, president, succeeding Frank Nelson, Los Angeles; Ken Carpenter, Los Angeles, first vice president; Eleanor Engle, Chicago, second vice president; Virginia Payne, New York, third vice president; Wanda Ramey, San Francisco, fourth vice president; Evelyn Freeman, Washington, fifth vice president; Don Courtney, Seattle, sixth vice president; Gay Batson, New Orleans, seventh vice president; Stan Farrar, Los Angeles, recording secretary, and Travis Johnson, New York, treasurer.

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Broadcasting
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RADIO 99, Philadelphia

Philadelphia's Most Powerful
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Movie Majors, AFM Discuss Request to Reduce Fund Fees

REPRESENTATIVES of major motion picture production companies and of the American Federation of Musicians scheduled a meeting for last Saturday in New York in an effort by producers to persuade the AFM to reduce the fee they must pay to the Music Performance Trust Fund covering theatrical films sold to tv. The present agreement, which expires next Feb. 15, specifies that 5% of gross sales must be allocated to the fund.

To Cover Post-1948 Films

The session Saturday was preceded by one on Wednesday, during which producer representatives expressed the view that the present percentage is "too high and makes it very difficult for motion picture companies." It was reported producers told James C. Petrillo, AFM president, that circumstances have changed since the last agreement and a reduction in the fee is necessary. They pointed out that until recently only pre-1948 films were on the market and these films were not subject to fee payment to the various industry guilds except for AFM agreement.

The producer group, headed by Eric Johnston, president of the Motion Picture Assn. of America, reported that a new agreement would cover largely the post-1948 films, since the earlier products already have been depleted substantially by sales to tv over the past several years. Since the post-1948 films are subject to fee payments to other guilds, the producers pointed out, the margin of profit would be reduced to the point that it would be "uneconomic" to sell to tv unless the payment to MPTF could be cut.

Mr. Petrillo is reported to have told the producer groups to offer some "concrete" formula when it returned on Saturday for another meeting. An AFM spokesman said Mr. Petrillo did not promise relief but wants to explore the subject more thoroughly with producer representatives before he discusses the matter with the AFM's international executive board.

NLRB Rules Against WTVJ (TV) In Dispute With IBEW Local

WTVJ (TV) Miami, Fla., has been directed, in a recommendation by a National Labor Relations Board trial examiner, to restore five discharged technicians to their jobs and to refrain from discouraging activities on behalf of the International Brotherhood of Electrical Workers or any other union. The employes were discharged last January after reportedly taking long dinner hours, with the station explaining it had decided on staff reduction. They are to be reimbursed for loss of pay. The examiner recommended dismissal of a charge that the station refused to recognize and bargain with IBEW Local 349. Either party in the case can file exceptions to the ruling within the coming 20 days.

Harriscope Applies For L. A. Area Toll Tv

HARRISCOPE Inc., tv program producer-distributor of Beverly Hills, Calif., has filed applications for closed-circuit toll tv systems in Los Angeles and the neighboring cities of Burbank, Pasadena, Beverly Hills, Santa Monica and Glendale.

No specific franchise terms were offered the cities, Bert I. Harris, president of Harriscope and part owner of KTWO-TV Casper, Wyo., said last week. Nor does he have any specific decoding system selected, he said, expressing the hope that it may be possible to provide program service on a monthly fee basis that would make decoding unnecessary. Plans for programming are well along, he said, but declined to reveal them for the present.

The Harriscope application is the third to be filed for a closed-circuit tv system in Los Angeles, whose city council already has issued one non-exclusive franchise on the application of Skiatron Tv Corp. and instructed the city attorney to advertise this franchise for competitive bidding. A second application, filed jointly by International Telemeter Corp., subsidiary of Paramount Pictures Corp., and Fox West Coast Theatres (movie theatre chain) now is being studied by the city board of public utilities and transportation [B•T, July 29]. The decision of the council to offer non-exclusive franchises empowers the applicants to file for separate franchises instead of bidding against each other for the right to install and operate a single toll tv system. Two other interested groups, Tele Movie Development Co. and one headed by Hubert D. Long, have not applied for franchises and Mr. Long's group, at least, plans to bid against Skiatron when that franchise is offered for sale to the "highest acceptable bidder" [B•T, July 29].

In San Francisco, where both Telemeter and Skiatron executives have discussed the possibilities of obtaining franchises for closed-circuit tv systems, no action has been taken as yet, but indications are that this city will offer non-exclusive franchises to all qualified applicants, without competitive hearings and on uniform terms. San Diego, on the other hand, is following the Los Angeles pattern and will hold a hearing this week on the competitive applications of Skiatron and Tele Movie Development Corp. Skiatron also has filed applications in some 15 cities in the San Francisco Bay Area and currently is discussing details with the officials of those communities.

Skiatron head Matty Fox, in Los Angeles last week, declined to discuss details of his organization's negotiations with municipal officials for franchises or with the Pacific Telephone & Telegraph Co. for the physical delivery of toll tv programs from an origination point to the homes of individual subscribers. Regarding the telephone company discussions, Mr. Fox said that "this is no simple matter, but one involving physical, technical and financial problems. Its solution may take weeks." He added that "we are in constant touch" with the telephone company officials.

Expressing an unwillingness to discuss unfinished business until it is finished, Mr. Fox said, "We've got a big job to do and we are doing it in as quickly and orderly a fashion as we know how."

Bears' Halas Tells Congress He Likes Present Tv System

GEORGE HALAS, president of the Chicago Bears, last Thursday told the House Antitrust Subcommittee he is "very well satisfied with the present method" of televising professional football games.

Mr. Halas gave this reply when asked if he is in favor of pay tv. He said that he had not discussed pay tv with Bert Bell, commissioner of the National Football League, nor with any of the other 11 club owners. The Bear owner also said that he has not been in contact with Skiatron Tv or any other pay tv firm on the possibility of charging home viewers to see the Chicago games.

Mr. Bell, who previously testified at length before the committee investigating the feasability of placing professional team sports under the antitrust laws [B•T, July 29], returned to the stand for more questioning Thursday. He repeated his opposition to pay tv and said that he had not discussed the matter with other club owners.

Counsel for the committee asked Mr. Bell if the control he has over professional football announcers and sponsors [he must give his approval to both] is not a form of censorship. Mr. Bell said he felt these powers were necessary in the best interests of the game, to protect the players, the public and to "keep out gamblers." The football commissioner said that, although he has the authority to fire a radio-tv announcer of professional football games, he has never done so.

Hearings will continue this Wednesday and Thursday with testimony to be taken from professional basketball and hockey principals.

O'Fallon Asks City of Denver For Subscription Tv Franchise

A PIONEER broadcaster and telecaster—Gene O'Fallon who owned KFEL-AM-TV Denver, Colo., until 1955—has applied to the City Council of Denver for a non-exclusive franchise to install and operate subscription television.

Mr. O'Fallon submitted his offer by letter July 29, in which he referred to the Los Angeles pay tv Skiatron and International Telemeter activities. He offered to post a cash bond to insure financial responsibility. Mr. O'Fallon continued:

"Our program contemplates—opera, ballet, first quality feature film, theatrical attractions, educational courses, professional sports events, sales and medical clinics, debates, discussions, public assemblies, and other features to be announced."

Mr. O'Fallon emphasized the service "in no way affects the programming of 'on the air' channels but is just an additional wired tv service for those who want it."



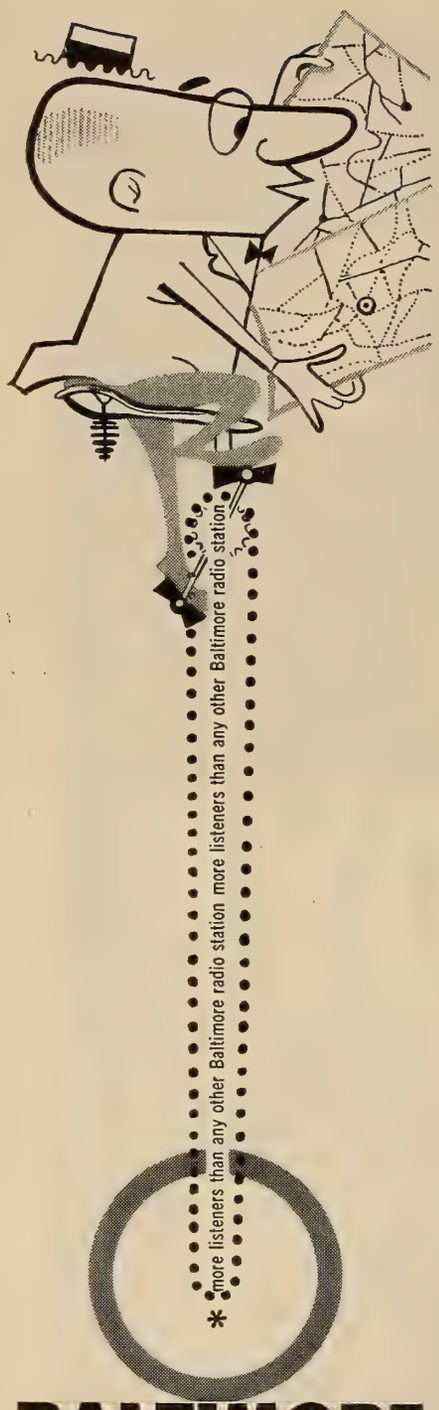
Covering the Virgin Market of Central W. Va.-Clarksburg-Fairmont-Morgantown

CAPTIVE AUDIENCE, 605,000 POPULATION. Cradled in the hills of West Virginia, this lusty, thriving market — rich in coal, oil and gas — untouched to date by a direct TV signal — is all yours on WBOY-TV. Budget *now* for Fall and Winter sales on WBOY-TV.

INTERCONNECTED WITH NBC abc

A member of The Friendly Group WSTV, WSTV-TV Steubenville; KODE, KODE-TV, Joplin; WBOY, WBOY-TV, Clarksburg; WPIT, Pittsburgh; WPAR, Parkersburg.

George Clinton, General Manager • Represented by Avery-Knodel • National Sls. Mgr., Rod Gibson, 52 Vanderbilt Ave., New York; MUrray Hill 3-6977



BALTIMORE
is easier to reach
when you ride on
WFBR
REPRESENTED BY
JOHN BLAIR AND CO.

* Source: Mon. thru Fri.—Mar.-Apr. '57 Pulse

SCHNEIDER ASKS TV FACTS STUDY

SINCE tv is no longer an unknown quantity as an advertising medium, why continue to sell it that way? Why not an independent, industry-supported project that would sift facts and figures from the chaff?


MR. SCHNEIDER

These challenging questions have been put to the industry by John A. Schneider, general manager of CBS Television Spot Sales. In an exclusive interview with B•T last week, he called for an "exhaustive and qualitative" research project, supported by, and for the eventual use of the tv industry.

Mr. Schneider is critical of a loss of initiative among tv sales people who have become bogged down in data (at times meaningless) on cost-per-thousand and comparative media efficiency.

According to Mr. Schneider, a study can be conducted for an industry investment of $25,000-35,000. The money would make up a fund to be offered to a university for a research project as credit toward a doctorate.

"This is an industry problem, and the industry should face up to it," Mr. Schneider emphasized.

As seen by Mr. Schneider there is general awareness that tv can move merchandise, but missing is the documented "why" of tv's greater value over other media. Salesmen, he says, have gotten away from tv's impact factors of sight, sound and motion and have cloaked themselves in cost-per-thousand and comparative media efficiency data. The C-P-T and efficiency comparisons are faulty, he maintained, questioning the validity of pitting tv costs against radio, newspapers, magazines and other media. More valid along this line, according to Mr. Schneider, is a comparison of one individual tv buy to another, or similarly, a radio purchase as against another radio buy.

Noting that in the past eight years—"generally considered the lifetime of commercial television"—tv has been sold in a "gradually changing manner," Mr. Schneider declared that originally the selling was "for what it really was, namely, sight, sound and motion.

"But then the industry acquired sophistication, or so we thought, and the evolution of sales techniques took us down the path of cost-per-thousand. We put the research man on a pedestal. We spoke reverently of media efficiency and, in so doing, forgot about the real impact factors of television, the factors that make it a sales medium rather than an advertising medium: our three old friends, sight, sound and motion."

Mr. Schneider pointed to what he called a "national spot radio renaissance," asserting that "much of the money financing this renaissance is coming from spot television—and it is our own fault because radio probably can deliver a greater media efficiency if the advertising impact is merely measured by the common denominator of cost-per-thousand."

Since many tv industry "barometers" reflect a "flattening out" of the dollar sales curve in national spot tv, Mr. Schneider observed that this should be a year of "introspection . . . of telling our story better. But first we must determine what is our story. How much better is tv than other advertising media? How much better does sight, sound and motion impress the consumer and motivate him to buy?"

Needed, according to Mr. Schneider: "Exhaustive research to determine the values of sight, sound and motion as opposed to the other single sense media; not quantitative research but qualitative research."

WGN-TV Sets 13-Week Run For 'Ding Dong School'

DR. FRANCES HORWICH's *Ding Dong School* will return to television as a local Chicago series for 13 weeks starting Aug. 26, it was announced Tuesday.

The program will be telecast by WGN-TV only at the outset and be carried on Program Service Inc.—network fostered by Sylvester L. (Pat) Weaver, former NBC president and board chairman—at a later date. It will be fed to stations in seven other cities as originally planned—New York, Washington, Philadelphia, Baltimore, Cleveland, Cincinnati and St. Louis—and eventually to 13 cities.

While the network debut of *Ding Dong School* has been delayed, it was learned that WGN-TV is discussing local sponsorship with two advertisers already committed for exposure on Program Service Inc.—Taylor-Reed Corp. (Cocoa-Marsh) and Climax Industries Inc. (Kid-O modeling compound). Whether Dr. Horwich's series or a proposed Aragon Ballroom remote will emerge as the first Program Service entry was not known last Thursday.

"Meanwhile, we will originate the program at WGN-TV," Ward L. Quaal, vice president and general manager of WGN Inc. (WGN-AM-TV), said in announcing the series, "because Chicago is the scene where Dr. Horwich and *Ding Dong School* were such a tremendous success with Chicagoland viewers."

The program started at WNBQ (TV) Chicago Oct. 3, 1953, and was on NBC-TV for over four years before being replaced last December. Dr. Horwich reportedly has received over 100,000 letters protesting cancellation of the series, according to WGN-TV.

KETV (TV) to Start Sept. 17

KETV (TV) Omaha is scheduled to go on the air Sept. 17, according to Eugene S. Thomas, vice president and general manager of the station. KETV is an ABC-TV affiliate and will operate on ch. 7 at 316 kw.

Pulse proves it... A R B proves it...

All Southeastern Michigan
tunes to WJBK-TV
most often and most regularly



has the Tune-In that shows up in Sales

You can reach 9 billion dollars in buying power with this amazing one-station buy! Pick the station that really saturates the nation's fifth market, including big-spending Metropolitan Detroit and the heavily populated Flint and Port Huron areas.

Detroit's Channel 

WJBK-TV

MOST VIEWERS! No. 1 (Pulse and ARB) in 1,700,000 Detroit and outstate TV homes.

MAXIMUM POWER! 100,000 watts, 1,057-foot tower

TOP CBS AND LOCAL PROGRAMS

Represented by THE KATZ AGENCY, INC.
STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal.

LIFE MISSED THE POINT;

Radio is successful, because it serves. In Cincinnati, WCKY, a powerful 50,000 watt independent station serves the rich Ohio Valley area with news, music and public service features 24 hours a day. It raises money for polio, cancer, United Appeal; it helps flood disaster victims, and works closely with area police in traffic safety.

It is successful because it offers real community service.



DEEJAY REX DALE, handsome, 6 foot mustached favorite of Cincinnatians, broadcasts 8 hours, 26 minutes from iron lung in downtown department store window, until contributions reached over $2500 from his listeners for Polio.

Ingenious public service promotions such as these make WCKY envied integral part of the Cincinnati area community.

DEEJAY BRINGS help to flood victims of Ky.-W.Va.-Tenn. areas. Paul Miller, WCKY Public Service Director and crew spend 48 sleepless hours continuously broadcasting only radio service operating from stricken area; served as official voice for Red Cross Disaster Units.

Effort won National Red Cross Recognition award.



DELVINA WHEELDON, PRETTY pert housewife, and WCKY Womens' Director, is first woman passenger to break sound barrier in an Air Force jet. Not as a stunt, flight was part of broadcast series designed to demonstrate safety of Air Force career, and help quell mother's fears.

Program series wins McCall Magazine's "Golden Mike" award, and Air Force Association Citation of Honor.

Housewives in Cincinnati keep abreast of womens' news through DelVina's daily 30 minute programs.





TAPE RECORDERS, BEEPER PHONES and "on-the-spot" broadcasts, are devices WCKY uses to bring Cincinnati the news as it happens, with 33 daily newscasts.

Cincinnatians keep their dials set to WCKY for news every half hour—news while it is happening.



DURING WINTER MONTHS mothers listen to Deejay Leo Underhill with WCKY's School Emergency Radio Service to learn if schools will be closed because of snow, icy roads, floods or other emergencies. Serving 500 schools with 150,000 pupils in 15 Ohio, Kentucky and Indiana counties, this WCKY service won enthusiastic cooperation and plaudits from school officials.



OHIO VALLEY WEATHER can change in minutes. Weather is topic of prime public interest followed alike by housewives, farmers, river boat captains, truckers and sporting folks. United States Weather Bureau officials, with WCKY microphones in the "weather room", broadcast direct, complete weather and river reports 4 times daily.

With these, and other services, WCKY SERVES the Cincinnati area—and Sells For Its Advertisers.

46,000 square miles

and 271,280 west texas sets all fenced in . . . available as a single economical purchase or by individual stations



K/DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY

President and Gen. Mgr., W. D. "DUB" ROGERS • National Sales Mgr. E. A. "Buzz" Hassett

DATELINES

Newsworthy News Coverage By Radio and Television

WASHINGTON—Public service broadcasting of political events was featured on a radio and a tv station in the Nation's Capital last week. The big event, and indeed a continuing one, was the tv coverage of the Senate Select Committee on Improper Activities in the Labor or Management Field investigating labor racketeering in New York. The committee hearing telecasts, which may run two or three weeks, were on WTTG (TV) and were picked up by the other DuMont Broadcasting station, WABD-TV New York. These are sustaining broadcasts, running two and one-half hours in the morning and three hours in the afternoon, with Ed Scherer of WTTG directing the operation and Matthew Warren of that station and Clark Mollenhoff, Cowles Publications, handling the on-air commentary.

WWDC-AM-FM broadcast to the greater Washington area complete election returns of Tuesday's Wisconsin primaries to fill the seat of the late Sen. Joseph R. McCarthy. Listeners heard former Gov. Walter J. Kohler win the Republican nomination and William Proxmire capture the Democratic one. The election returns were aired live from Milwaukee through special arrangements with WEMP of that city.

TAMPA—WTVT (TV) covered both the Florida and Ohio angles of the reopening of the Sheppard murder case after a convict in Florida confessed a slaying which closely paralleled the Cleveland crime, according to a report from the station last week. WTVT sent staffers to interview the suspect and other principals in De Land, Fla., to get the reaction and plans of the Sheppard family and Ohio officials in Columbus and to interview mystery writer Earl Stanley Gardner when he and his "Court of Last Resort" entered the case. Footage shot during the dramatic developments was aired on WTVT.

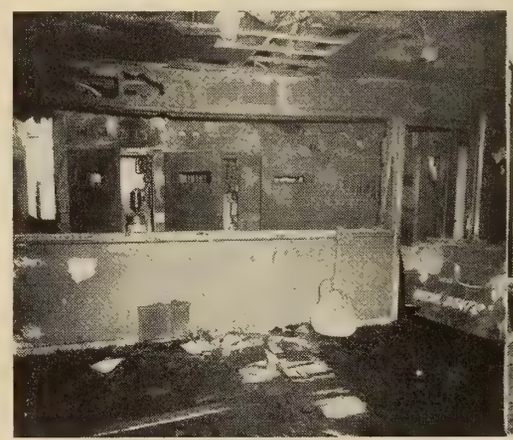
TULARE—KCOK Tulare, Calif., insured its listeners coverage of the All-America Golf Tournament and World Championships at Tam O'Shanter Country Club in Chicago, reported the station last week, by sponsoring Eddie Joseph, Tulare Country Club pro, who flew to Chicago for his qualifying rounds July 31, and to set up plans for a daily phone call report on the progress of the Tournaments.

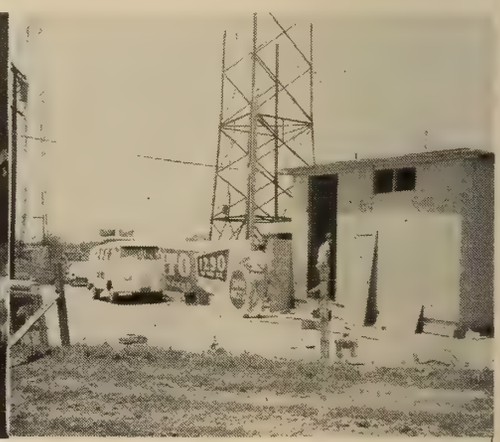
KVOO-TV Settled in New Home

KVOO-TV Tulsa moved into its new Broadcast Center and originated its first telecast there at noon July 28. KVOO Radio will move to the center in August. The 40,000-sq.-ft. plant is of functional design with two stories. Located at 3701 S. Peoria, it houses both studios and offices. A feature is a special remote receiving tower mounted above the center's entrance. KVOO-TV designed the unit, composed of three triangular fins and 12 discs.

WLAC-TV Holds Annual News Clinic

WLAC-TV Nashville, Tenn., held its second annual news clinic last month for station officials, newsmen and "stringer" correspondents in the WLAC-TV studios, according to an announcement from the station. The "stringers," who represent major cities and towns in the WLAC-TV viewing area, were guests of the station at a newsfilm discussion and luncheon.





IT took KITO San Bernardino, Calif., only 38 hours to make the transition from charred ruins (1) to full resumption of broadcasting from emergency quarters (r), after fire devastated the KITO plant June 29. Nor was the station silent during the entire 38 hours. KITO was able to broadcast from its Riverside, Calif., studios during eight hours of this period.

KITO Manager Edward J. Jansen says all he did was "holler 'ouch!'" and aid came pouring in from many sources, including competitors. KDES Palm Springs, Calif., helped out with mobile equipment; Gates Radio Co. emptied its Los Angeles showrooms and had a 1 kw transmitter and studio on the air less than 12 hours after the $129,000 fire started. Help arrived by land and air. Officials, unions and craftsmen "threw red tape out the window" and worked long weekend hours to get KITO back on the air in a hurry, according to Mr. Jansen. The quick recovery got full recognition in the local press.



Justice Charles H. Davis | Justice George W. Bristow | Justice Joseph E. Daily | Chief Justice Ray I. Klingbiel | Justice Walter V. Schaefer | Justice Harry B. Hershey | Justice Byron O. House

In the Public Interest

SEAL OF THE SUPREME COURT STATE OF ILLINOIS AUG 26 1818

CHAMBERS OF
JUSTICE GEORGE W BRISTOW

September 5, 1956

Mr. August C. Meyer
President, Television Station WCIA
509 South Neil Street
Champaign, Illinois

Dear Mr. Meyer:

I have received many favorable comments on the film program produced and televised by WCIA depicting the Supreme Court, its functions and the daily lives of its members.

In my opinion, the televising of an educational program of this nature constitutes an important public service for which you deserve a word of commendation. Each resident of Illinois should understand his state government. WCIA has contributed greatly to this objective.

Sincerely,

George W. Bristow

GWB/rj

WCIA presented

A documentary report on the Supreme Court of the State of Illinois

Another example of the WCIA Program committee's planning.

WCIA
channel three
champaign ill.

National Representative
GEORGE P. HOLLINGBERY

AUGUST C. MEYER
president

CLARA R. MEYER
vice pres. & chairman of program committee

GUY F. MAIN
vice pres. & dir. of sales

JAMES F. FIELDING
asst. sec.-treas. & prod. mgr.

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET

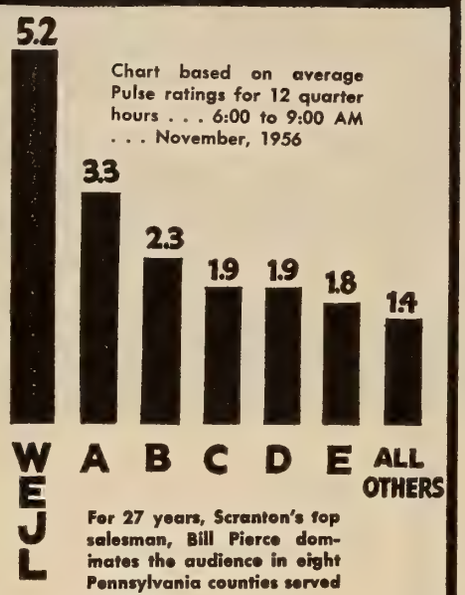


Chart based on average Pulse ratings for 12 quarter hours . . . 6:00 to 9:00 AM . . . November, 1956

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!

WEJL

The Scranton Times

SCRANTON, ... PENNA.



"GEE! There's the beer for me!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

Blair-Tv's Weldon on Leave To Oversee Family Properties

WILLIAM H. WELDON, president of Blair-Tv, has taken a leave of absence from the tv station representation firm to supervise family radio and newspaper properties while his mother-in-law, who operates the properties, recuperates from a severe illness.

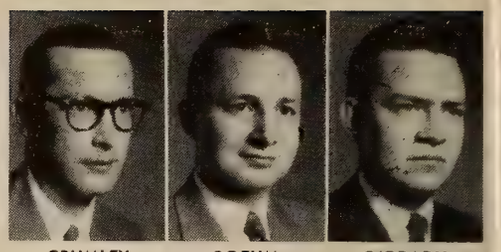
Jack Denninger, Blair-Tv vice president, is taking over Mr. Weldon's duties during this period. Mr. Weldon is expected to be away for "the next few months."

The changes came when Mrs. Lenore R. Goshorn, mother-in-law of Mr. Weldon and operator of KWOS Jefferson City, Mo., and the *Jefferson City Capitol News* and *Post-Tribune*, suffered a stroke. Doctors reported her chances for recovery are good.

Mr. Weldon has notified Blair-Tv client stations that Mr. Denninger, "with whom I have worked very closely, will take over during my absence, and John Blair will be working with him on a daily basis. Being in Missouri, I will be near our St. Louis office and will keep in touch with our organization and stations by phone and through frequent trips to New York."

KVIP (TV) Goes to Maximum Power

CELEBRATING its first anniversary last Thursday, KVIP (TV) Redding, Calif., increased its power to the maximum 316 kw, according to George C. Flaherty, president and general manager. Mr. Flaherty also announced the appointment of Ted Dooley, KVIP program director, as manager of the new KVIP Radio, which is scheduled to begin operations in October with 1 kw on 540 kc, sunrise to sunset.



CRUMLEY BOEHM O'GRADY

Crumley, Boehm, O'Grady Named In Expansion at Adam Young

AS part of an expansion program at Adam Young Inc., station representative, Adam Young, president, last week announced the promotion of a group of key executives and the addition of personnel to the staff.

William Crumley, who has been with the organization almost two years, has been advanced to the newly-created post of assistant to the president. Mr. Crumley has been vice president in charge of research. Earlier he had been with The Pulse.

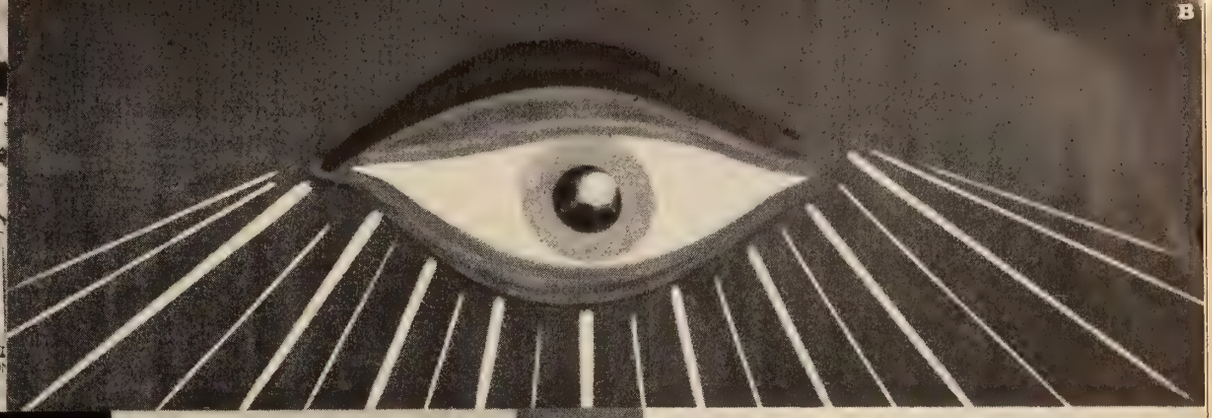
Frank Boehm, head of radio research, has been promoted to vice president in charge of radio and television promotion and sales service. James O'Grady, recently transferred from New York to Chicago as midwest sales manager, has been appointed vice president in charge of midwest sales activity. Robert A. Burke, an account executive in New York, has been advanced to eastern sales manager.

New personnel in New York, Mr. Young said, include Barbara Witzell and Nicholas O'Neill, assigned to the research staff, and James P. Smith formerly with Procter & Gamble, who has joined the sales staff. The Chicago radio sales staff has been augmented by the transfer of Robert F. Richer from New York and the addition of William E. Miller, previously in the insurance field.

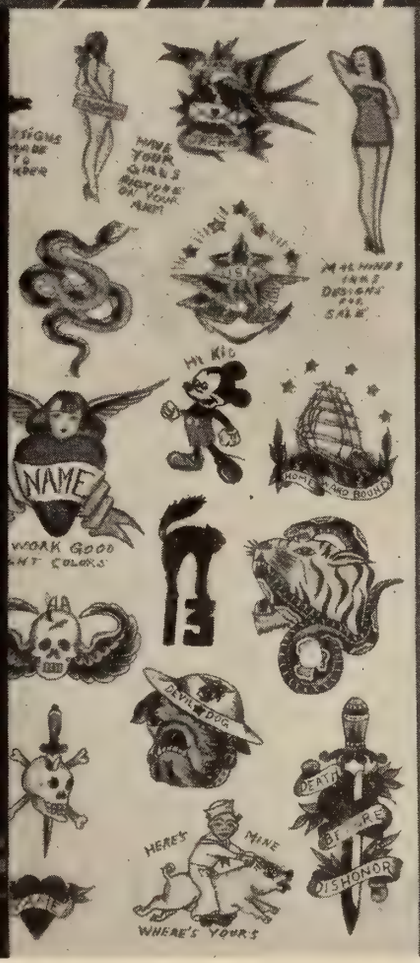


DISCUSSING the representation campaign to be carried out by newly-appointed national sales representative, Adam Young Inc., are these top officials of WSAI-AM-FM Cincinnati and Young (l to r): Lu Bassett, WSAI national sales manager; Harold Parry, WSAI vice president and local sales manager; Sherwood R. Gordon, president of the Gordon Broadcasting Co., WSAI licensee; Stephen A. Machcinski, sales manager for Young; Fred L. Bernstein, executive vice president of Gordon Broadcasting and managing director, WSIA; Arthur Plaut, WSAI promotion director and assistant to the president; Adam Young, president of the representation firm, and Frank Boehm, Young vice president for radio-tv promotion and sales service.











How well do you know the Boston market?

With 33 years of service in the Boston area, no one knows the land of the cod as WEEI does. Pictured above are just a few of the sights familiar to the natives.

A. Religious figures of Samuel, David and Solomon carved in bas-relief, Trinity Church entrance.

B. Masonic symbol on ceiling of ballroom, General Salem Towne House, Sturbridge Village.

C. Kresge Chapel, M.I.T., conceived by architect Eero Saarinen.

D. Tattoo sign hanging in one of Boston's amusement sections, Scollay Square.

E. Hand of Phillips Brooks statue created by sculptor Saint-Gaudens for Trinity Church, Copley Square.

F. WEEI's popular disc jockey Tom Russell who recently was awarded first place in Pepsodent's national promotion contest. Tom is featured on his own early-morning show, plays to Boston's huge morning in-and-out-of-home audience.

Familiarity with the Boston market, we're convinced, can breed sales for your product. Witness Pepsodent's recent nation-wide promotion contest. Of the 175 disc jockeys from all over the country who participated, WEEI's Tom Russell won first prize for his creative and original approach—an approach tailored to the special interests of his vast Boston audience. Tom's efforts (for which he won a $6000 swimming pool) are typical of the support WEEI renders its clients: strong in merchandising, strong in promotion, strongest in sales. When you invest in WEEI air time, you're assured of profitable audience returns. That's because WEEI knows the Boston market and Bostonians know, like, and believe in...WEEI.

WEEI

WREX-TV
REIGNS SUPREME OVER A *KING SIZE* MARKET



A POPULATION of over one million . . . an estimated 305,921 TV households in grade A, B, and C coverage area where retail sales total close to one and a third billion dollars!

WREX-TV brings viewer-preferred CBS and ABC network programs to the great Illinois/Wisconsin market, outside the influence of Chicago and Milwaukee TV coverage.

THE ONLY VHF STATION SERVING THE ROCKFORD AREA

An estimated 43,545 households have television in Rockford area alone!

Survey after survey of 14 counties indicates uncontested dominance of Northern Illinois-Southern Wisconsin area by WREX-TV

Comparative 1/4 hour ratings:

WREX-TV (VHF) - - 440
Station "B" (UHF) - - - - 0

Uncontested dominance of the Rockford area.

CBS-ABC Affiliations telecasting in color

J. M. BAISCH, General Manager

Represented by H-R Television, Inc.

WREX-TV
CHANNEL 13
ROCKFORD
ILLINOIS

PGW Ad Drive Accelerates Pitch for Nighttime Radio

A CONTINUING drive by Peters, Griffin, Woodward, station representatives, extolling nighttime radio as an advertising vehicle, moved into high gear last week.

PGW ran quarter-page advertisements in Tuesday editions of the *New York Times*, the *New York Herald Tribune*, the *Wall Street Journal*, the *Chicago Tribune*, the *Detroit News*, the *Atlanta Constitution-Journal*, the *Fort Worth Star Telegram*, the *Los Angeles Times* and *San Francisco Chronicle*.

In an "open letter," PGW addressed itself to "all advertisers and their agencies who may still doubt the value of nighttime radio."

The advertisement noted that "five years ago many of you withdrew from radio advertising" but "two years ago most of you reappraised the medium and returned to radio in the popular 'morning time,' from 6:30-9 a.m."

PGW then asked, "Are you willing to take a good look at nighttime radio? If you will, the facts speak strongly for your return to nighttime radio." The ad summarized key conclusions, including home and automobile radio use in the nighttime compared to daytime hours, cost-per-thousand figures and number of impressions delivered, which were developed by PGW in cooperation with a survey of The Pulse Inc. (studied were 23 stations represented by PGW in various-sized markets and covering more than 31% of all U. S. population).

According to PGW, the newspaper advertisements were part of a continuing campaign to "excite a lot of attention" for nighttime radio. Other parts of the campaign: self mailers and other promotion and sales tools.

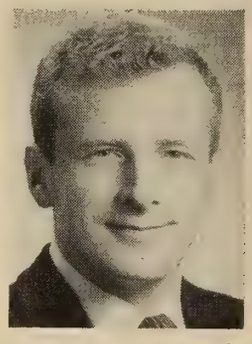
By Wednesday, PGW offices in New York, Hollywood, Chicago, San Francisco, Fort Worth and Atlanta, were reporting a response from advertisers and their agencies. In New York, for example, within two hours after the PGW office opened for business on Tuesday, 11 phone calls were received requesting copies of the study. By Wednesday, six letters arrived in the morning mail.

PGW spokesmen said they were quite pleased with the quality of the inquiries, many of them from important advertisers or from their agencies. Some were from top national spot users, others from advertisers who have been out of spot and still others who are not in radio.

Some stations which saw the advertisements have requested copies of the study, PGW spokesmen noted.

Maupin Elected KBKC President

TOM MAUPIN, formerly a travel and tour expert specializing in arranging delegations of radio and tv executives to Russia and Eastern Europe, has been elected president of KBKC Mission (Kansas City), Kan., according to an announcement from the station. KBKC, operated by Mission Broadcasters Inc., plans to be on the air by Sept. 1 "for the Labor Day Weekend."


MR. MAUPIN

Tom Beal, former commercial manager of KLWN Lawrence, Kan., is KBKC general manager. John Humphreys, onetime engineer for KOAM Pittsburg, Kan., is KBKC station manager.



PRIOR to the official opening of St. Louis' Media Club, formed by representatives of the various communications media, Mayor Raymond R. Tucker (second from r) joins Robert F. Hyland (second from l), president of the club and general manager of KMOX St. Louis, C. Arthur Weis (r), president of the *Globe-Democrat* and chairman of the Media Club board, and C. Gordon Heiss (l), president of the Lennox Hotel, home of the Club, in a brief ribbon-cutting ceremony.

BUYERS A-BEGGING, BUT KTTV (TV) WON'T SELL ITS 'STAR SHOPPERS'

ONE of the most profitable programs on KTTV (TV) Los Angeles is a sustainer. Moreover, KTTV is determined to keep it that way, despite offers of exclusive sponsorship by eager advertisers.

The program is *Star Shoppers,* half-hour audience participation show of interviews, quizzes and contests, originating each weekday morning at a different supermarket in the greater Los Angeles area. In its more than four years on the air, *Star Shoppers* has been broadcast from more than 1,000 stores, from the heart of the city to as far away as Catalina Island. The show's master of ceremonies, Bill Welsh, has interviewed thousands of women, has given as prizes more than 14,000 shopping bags containing over 200,000 grocery and drug items with an estimated value in excess of $150,000, as well as trips to vacation spots as far away as Hawaii.

Each merchandise prize is mentioned and displayed as it is awarded and the average audience of over 125,000 viewers also sees the point-of-purchase displays of KTTV-advertised products erected in the store in advance of the telecast. All advertisers of food and drug products on KTTV are eligible to participate in *Star Shoppers,* with their advertising expenditure on the station determining the extent of their participation.

The "one-star" minimum participants get air mentions when their product is used as a prize, air mentions through use of the product in contests to tie in with special promotions and shelf-strip coverage. Maximum "four-star" participants get those three benefits plus camera panning across stacks, "feature of the day" box atop floor stacks, shelf-talkers, floor stacks all the time, preferred list for dealer tie-in ads all the time, merchandising spot-check reports and priority on the time of the KTTV merchandising manager or field merchandising representative.

Three weeks before the date of the *Star Shoppers* telecast from any store, KTTV's merchandising manager, Al Pryor, contacts the store management to verify that an adequate supply of products of the station's advertisers is on hand for both display and sales purposes. He also arranges for the advertisers' products to be featured and sales-priced in the store's special newspaper ads promoting the program and the KTTV-advertised products. The station provides the store with newspaper mats of all sizes and sample full-page and double-truck layouts.

One week before the telecast, KTTV field merchandising men arrive at the store to build floor stacks and displays of the products and completely decorate the store with special display material announcing the event and publicizing the program as well as the advertisers' products. The fact that *Star Shoppers* will originate from a particular store is announced on the program during the five preceding telecasts, which urge people of that community to be on hand for the neighborhood television event.

The program display material includes banners mounted on wire hangers over 25 feet long and 3 feet deep, window and outdoor posters, checkstand stickers, aisle easels, shopper invitations and smock ribbons for store personnel. Point-of-sale pieces for KTTV advertisers are stack display cards and traffic stoppers which KTTV imprints with the advertisers' names, tv programs, times, days and station, as well as photos of the program stars. In addition, shelf strips are stamped with advertisers' names and mounted on market shelves, refrigerators or freezers. Photos of products awarded as prizes during the telecasts are prominently displayed on double-faced aisle easels.

The program itself offers on-the-air promotion in a variety of ways: by showing merchandise displayed in the store as the camera pans the shelves at the start of the ment of the children and also to give their mothers more time to shop and to enjoy the program.

KTTV provides participating advertisers with advance schedules showing the stores from which the program will originate for the next five weeks, allowing plenty of time for the advertiser to tie in with special promotion and to make sure that the store has plenty of his product on hand. Some alert advertisers use this as a wedge to gain acceptance for their products and to get larger orders for display purposes.

Star Shoppers provides a plus for participating KTTV advertisers and for the stores from which the telecasts originate at no expense to either, with KTTV picking up the tab for the whole show. Is this worthwhile for KTTV? Here's how John Vrba, sales vice president of KTTV, answered that question:

"We wanted to establish ourselves as the number one food station in Los Angeles, the nation's second largest food market. We wanted to find a program that tv could use in the same way a newspaper uses a tearsheet, a way to bring the advertiser's tv schedule to the point of sale, to provide



AT 1,000TH TELECAST: Bill Welsh (left) interviews KTTV (TV) Sales Vice President John Vrba on the station's supermarket show.

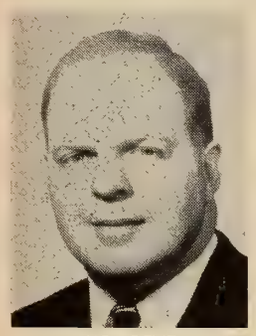
telecast, by showing and mentioning products awarded to contestants as prizes or used as props during the contests and by camera exposure as Bill Welsh interviews shoppers standing in front of the backdrop display. Each product is occasionally selected and mentioned as the "Secret Star Shoppers Value" of the day and is sometimes selected by the store manager for sales pricing and on-the-air mention as a "Super Surprise Special." An added bit of promotion for KTTV and its programs is given by the station's "Funmobile" which contains both a merry-go-round and a dipsy-doodle ride, seating 20 children. It is parked outside the store during the telecast for the amusement something that the store manager as well as the consumer could see.

"We developed *Star Shoppers* to do that job and the fact that it is now well into its fifth year on the air, five days a week, shows that it's done it to our satisfaction. The program has more than paid for itself. During the first week of March, there were 81 products sold in food stores advertised on KTTV, compared to 59 on the second station and 49 on the third. This is especially important, because more than 40% of all advertising falls into this category."

No wonder that the sales department of KTTV is convinced one of its most profitable programs is a sustainer— *Star Shoppers.*

Gent Heads New Detroit Offices Of H-R Representatives, H-R Tv

FORMAL opening of a Detroit office for H-R Representatives Inc. and H-R Television Inc. is scheduled to take place today (Monday). The office, headed by Andrew M. Gent, formerly Detroit radio and tv representative for Capper Publications, is located at 1065 Penobscot Bldg., Detroit 26 Telephone: Woodward 1-4148).



MR. GENT

Dwight S. Reed, H-R vice president and manager of the company's Chicago office, said the new office has been established to provide "better and more up-to-the-minute service for stations and agencies in one of the nation's great manufacturing centers." He pointed out that "with automotive products one of the largest classes of advertisers in radio, and with more and more automobile companies getting on the tv bandwagon, H-R took the necessary step to furnish full-time representation in Detroit."

H-R now has offices in ten cities: New York, Chicago, San Francisco, Hollywood, Dallas, Atlanta, Houston, New Orleans, Miami and Detroit.

TAXIS TELL TALES

KGW Portland has added 60 exclusive news correspondents to its local staff in the persons of Radio Cab Co. drivers who, day and night, all through the week, will report general news stories directly to the station from their taxi shortwave sets. These cab correspondents will supplement KGW's own two shortwave-equipped radio cars, the station said.

Goodwin Group Buys KRIG

KRIG Odessa, Tex., 1 kw fulltime outlet on 1410 kc, has been sold to Radio Odessa Inc., headed by Carl Goodwin, for $100,000. The sale was negotiated by Hamilton, Stubblefield, Twining & Assoc. Mr. Goodwin, recently with Dow Chemical Co., Houston, was formerly at WCHV Charlottesville, Va. He will be president and general manager.

WCBS-TV Buys Post-'50 Films

PURCHASE by WCBS-TV New York of 100 feature films—40 of them post-1950 releases—was announced jointly last week by Hal Hough, the station's program manager, and William C. Lacey, film manager. The cost of the films, obtained from United Artists Corp., Associated Artists Productions and National Tv Representatives Inc., is estimated at more than $600,000.

The United Artists package, all post-1950 products, contains 28 films. The 12 post-1950 features from National Tv Representatives Inc. are British-produced. The AAP acquisitions are 60 Warner Bros. features.

Rev. B. Bryan Musselman, 66, Dies; Owned WSAN Since 1924

FUNERAL services were held last Monday for the Rev. B. Bryan Musselman, 66, owner of WSAN Allentown, Pa., who died July 27 at Allentown Hospital. He had been a broadcaster since 1923.



REV. MUSSELMAN

As a young Mennonite clergyman in that year, Rev. Musselman began a daily broadcast on WCBA (now WSAN), the first regularly scheduled program on the station. He purchased WSAN in 1924 and continued the program until the time of his death. Rev. Musselman retired from his pastorate of the Mennonite Brethren in Christ Church in 1947 and since that time had been active in management of the station in cooperation with his daughter Olivia M. Barnes, commercial manager, and his son Reuel, chief engineer.

Mr. Musselman developed WSAN from a small one-room leased studio in 1924, a 100-w operation, to its present status as a 5 kw CBS affiliate on 1470 kc, with modern studio and office building. He was active in both NARTB and the Pennsylvania Assn. of Broadcasters. He is survived also by his wife, Cora.

Sidley Suit Set Aug. 8

A SUIT by Morton Sidley, general manager of KLAC Los Angeles, for $620,000 against KFWB that city, where he formerly was general manager, has been set for hearing Aug. 8 in the Los Angeles Superior Court. An out-of-court settlement was thought to have been reached in the suit, which also names Harry Maizlish, former owner of KFWB, and the station's present owner, Crowell-Collier Corp., as defendants [AT DEADLINE, July 22], but a last-minute breakdown in negotiations put the case back on the court calendar. Mr. Sidley charges that his contract with KFWB entitled him to 10% of the sale price of the station plus other benefits which were not received.

WMAL-TV Goes to Top Power

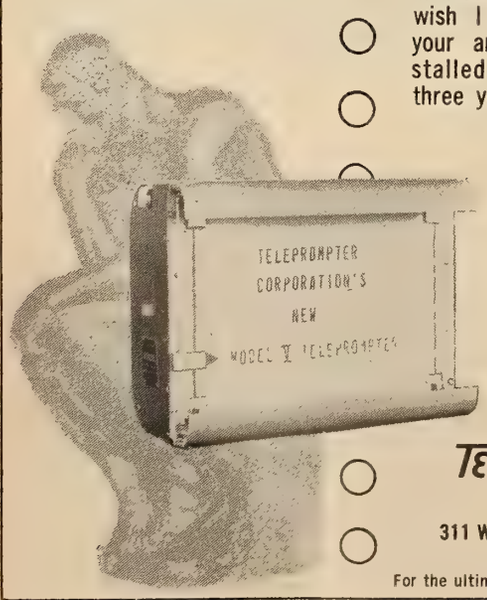
WMAL-TV Washington switched to maximum power, 316 kw visual on ch. 7, Thursday, immediately on receiving FCC authorization of the boost. The station had been operating on 252 kw since September 1955. WMAL-TV is the third tv outlet in the four-station Washington market to operate at top power.

...its words to the wise are sufficient



"After using TelePrompTer in our station for one year, I am thoroughly convinced that it is one of the most necessary investments for a station in a secondary market. I wish I had listened to your argument and installed TelePrompTer three years ago."

Mr. Ray Trent,
Program Dir.
KDUB-TV
Lubbock, Texas



Utilized by TV stations, network and film programs . . . recognized as an integral part of speech communications everywhere.

TELEPROMPTER CORPORATION
Jim Blair, *Equip. Sales Mgr.*
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

For the ultimate in rear screen projection . . . it's the new TelePro 6000

KWRE—WRITES:

"The fringe areas are no longer fringe areas and the entire primary area is like our back yard."

RADIO STATION
KWRE
730 ON YOUR DIAL

W. T. ZIMMERMAN
OWNER AND MANAGER
STUDIO AND TRANSMITTER
WARRENTON, MISSOURI
REMOTE STUDIOS
ST. CHARLES, MISSOURI
WASHINGTON, MISSOURI

CLEAR CHANNEL COVERAGE
THE COUNTRY STATION THAT GOES TO TOWN
WARRENTON, MISSOURI

Mr. Paul Timpe
Gates Radio
Quincy, Illinois

April 24, 1957

Dear Paul,

We received, installed and are using the Gates "Sta-Level". Why didn't you sell us one eight years ago? No kiddin', nothing else we could have done around here would have produced the miraculous results of the "Sta-Level".

The fringe areas are no longer fringe areas and the entire primary area is like our back yard. It sure makes the modulator tubes work for a living.

Another problem solved for us by "Sta-Level" was the problem of controlling signal level from our two remote studios. With all due respect to the operators at these studios, the level reaching the main console varies rather badly. "Sta-Level" called a quick halt to this. Since we broadcast four hours a day from remote, the savings in operator time at the main console is obvious.

For the price you can't begin to buy anything else that will do as much for station operation. My congratulations on a truly fine piece of equipment.

Very truly yours,
Richard A. Cole
Chief Engineer, KWRE



The "Sta-Level" automatic program level amplifier can produce the same results for your station, too. For $235.00, you can't begin to buy anything that will do as much for station operation.

Place your order today at any Gates office.

GATES

The Mark of Quality

GATES RADIO COMPANY, Quincy, Ill., U.S.A.

MANUFACTURING ENGINEERS SINCE 1922

OFFICES — NEW YORK - WASHINGTON D. C. - LOS ANGELES - HOUSTON - ATLANTA
INTERNATIONAL DIV., 13 East 40th St. New York City — In Canada, CANADIAN MARCONI COMPANY

Triangle Opens Drive For Uhf Conversions

A DRIVE to persuade 60,000 Lancaster, Pa., families to convert to uhf was initiated last Monday night by Triangle Publications (WFIL-*Philadelphia Inquirer*). The objective of the campaign is to develop a substantial uhf audience in Lancaster County for Triangle's ch. 15 WLBR-TV Lebanon.

Lancaster is a little over 20 miles south of Lebanon, where Triangle recently took over the dark WLBR-TV from *Lebanon News* owners. The ch. 15 station operated for a year, going dark in 1954. The Philadelphia publishing-broadcasting firm bought the station last year for $115,000. Following FCC confirmation, the purchase was held up by protests from Harrisburg and York uhf stations. The Commission affirmed its approval early this year, and WLBR-TV was put back on the air last May. The ch. 15 station uses 129 kw radiated power from a tower 880 feet above average terrain atop Mt. Gretna, seven miles south of Lebanon. The tower is 572 feet above ground.

The uhf drive, entitled "Operation Bow-Tie" for the bow-tie antennas used to receive uhf, began several weeks ago with teaser advertisements in the Lancaster newspapers (*Intelligencer-Journal* and *New Era*) plus spots on WLBR-TV. Triangle played host to 150 Lancaster area dealers, servicemen, manufacturers' representatives, local and trade press editors and others at a Monday night dinner in Lancaster.



FOOD FAIR, a regular advertiser on WDAU-TV Scranton, Pa., made sure customers would know the location of its new northeastern Pennsylvania store by telecasting the opening July 10. Participants in the half-hour morning remote included (l to r) Murray Keltz, manager of the new Food Fair market; Tom Powell, news and public affairs director of WDAU-TV; Myer B. Marcus, executive vice president, Food Fair, and Mayor James T. Hanlon of Scranton.

The details of the $25,000 promotion campaign, to last 13 weeks, were outlined at the dinner meeting by John D. Scheuer Jr., Triangle public relations and programming director, and by Frank B. Palmer, WLBR-TV general manager.

The campaign is based on WLBR-TV's programming concentration of 2,500 motion pictures from the libraries of MGM, Warner Bros., 20th Century-Fox, RKO and others. Window streamers, cutouts, program giveaways, on-street models and prizes (a swimming pool, trips to Atlantic City, television sets, etc.) are part of the promotional effort. The retail promotion is backed by newspaper advertisements and radio and tv spots. Triangle officials said more than 90 of Lancaster County's dealers had signed up for the drive.

Besides motion pictures, WLBR-TV also will feed the WFIL-TV *Bandstand* program to Lebanon-Lancaster viewers. This program will be picked up off-the-air from Triangle's Philadelphia outlet. WLBR-TV also will furnish local news-weather and public events programs to viewers.

WLBR-TV is being operated as an independent outlet. It signs on at 2 p.m. and signs off at 11:15 p.m. or later each day.

With its present facilities, according to the station, WLBR-TV's Grade B contour reaches beyond Shamokin, Pa., in the north, Reading, in the east, Harrisburg, in the west, and below York in the south. This encompasses a population of almost 1.5 million, the station said, numbering over 400,000 families.

In the Lancaster area, WLBR-TV's competition is ch. 8 WGAL-TV Lancaster, which has been operating since 1949 with NBC and CBS affiliation. WGAL-TV is a Steinman property, which also includes the two Lancaster newspapers. A major part of Lancaster also receives programs from the three Philadelphia vhf stations (WFIL-TV, WCAU-TV and WRCV-TV) and the single Wilmington, Del., station (WVUE [TV]). It also receives uhf signals from the two Harrisburg (WTPA [TV] and WHP-TV) and two York (WSBA-TV and WNOW-TV) stations.

Besides WLBR-TV and WFIL-TV, Triangle also owns WFIL-AM-FM Philadelphia, WFBG-AM-TV Altoona, and 50% of WHGB Harrisburg, all Pa., WNHC-AM-FM-TV New Haven, Conn., and WNBF-AM-FM-TV Binghamton, N. Y.

RATE CARD

NOVELTY (DANCE & JAZZ) MUSIC*

MONTHLY FEES

1 yr. contract	2 yr. contract	3 yr. contract
$25.00	$22.50	$20.00

* *one of the 9 sections available from*
The SESAC Transcribed Library

THE NOVELTY (DANCE & JAZZ) MUSIC SECTION CONTAINS:

- 1252 dance and jazz selections as well as polkas, mambos, rock 'n' roll, novelties.
- Excellent program notes for each selection.
- Original, high caliber scripts.
- Outstanding artists on top quality discs.

For complete information, write—

SESAC INC.
THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

WERE-FM Adds Transit Audience

WERE-FM Cleveland last month added Rapid Transit terminal traffic to its listenership. With installation of station loudspeakers at the Union Terminal platform, which serves the city's commuter trains, the station also planned to extend service to 12 Rapid Transit stops.

WERE-FM arranged with Cleveland Transit System to make the installations at its own expense and to broadcast music, news and sports at stops for a trial period. Cleveland newspapers covered the new service in issues the week of July 22, and the Scripps-Howard *Cleveland Press* registered strong editorial opposition. Scripps-Howard Radio owns WEWS (TV) Cleveland and broadcast properties in other cities.

Broadcaster-Publisher Metcalf, WEAN President, Dies at 67

GEORGE PIERCE METCALF, 67, president of Providence Journal Co., Providence, R. I., died July 27 of a heart ailment. He was stricken aboard his yacht off Provincetown, Mass., after a day's illness.

Mr. Metcalf was president of WEAN Providence, operated by the newspaper company, publishers of the *Providence Journal* and *Evening Bulletin*. He was an active leader in Rhode Island business, civic and charitable enterprises.

A graduate of Harvard in 1912, he served in the Army in World War I. He was a military courier in connection with the Versailles Peace Conference. He became vice president of the Journal company in 1931 and president a decade later. WEAN took to the air in 1922.

Survivors include his widow, a son, Michael P., and two daughters.

WRCA-AM-FM-TV Moving Day

ALL broadcast operations of WRCA-AM-FM-TV New York will be housed in the RCA Building effective Aug. 12 when WRCA-TV's operating facilities and staff move from the 67th Street studios currently used, according to William N. Davidson, general manager of the stations. WRCA programs already originate at the RCA Building.

DOING DOUBLE TIME

WARL-AM-FM Arlington, Va., and WTTG (TV) Washington, D. C., across the Potomac, are under separate ownership and management, but the two stations' staffs are amazingly similar. Weldon Walker doubles as a WARL disc jockey and WTTG night announcer. Max Reznick, associated with the Arlington radio station for 10 years, also has his own Sunday show on the Washington tv station. Jock Lawrence, WARL morning man, has hosted a program on WTTG, while Don Owens, WARL's chief announcer, shortly will have a Saturday night hour show on WTTG.

REPRESENTATIVE APPOINTMENTS

KDEN Denver, appoints Breen & Ward, N. Y.

KFSA-AM-TV Fort Smith, Ark., names Venard, Rintoul & McConnell, N. Y.

KILT Houston Tex., appoints John Blair & Co., N. Y.

STATION SHORTS

WBBM-TV Chicago, appoints Calkins & Holden, same city, to handle its advertising, including broadcast and print media.

KBIF Fresno, Calif., reports April-June was highest quarter saleswise in station's 10-year history, with June best month, running 420% ahead of March.

WBUF (TV) Buffalo, N. Y., reports new antenna will be used in transmitting signal of 1 mgw, double present power.

KTXL-TV San Angelo, Tex., changes call letters to KCTV (TV). Address: P. O. Box 1941. Tel: 7183.

WPST-TV Miami, Fla., appoints Southern Adv. Inc., same city.

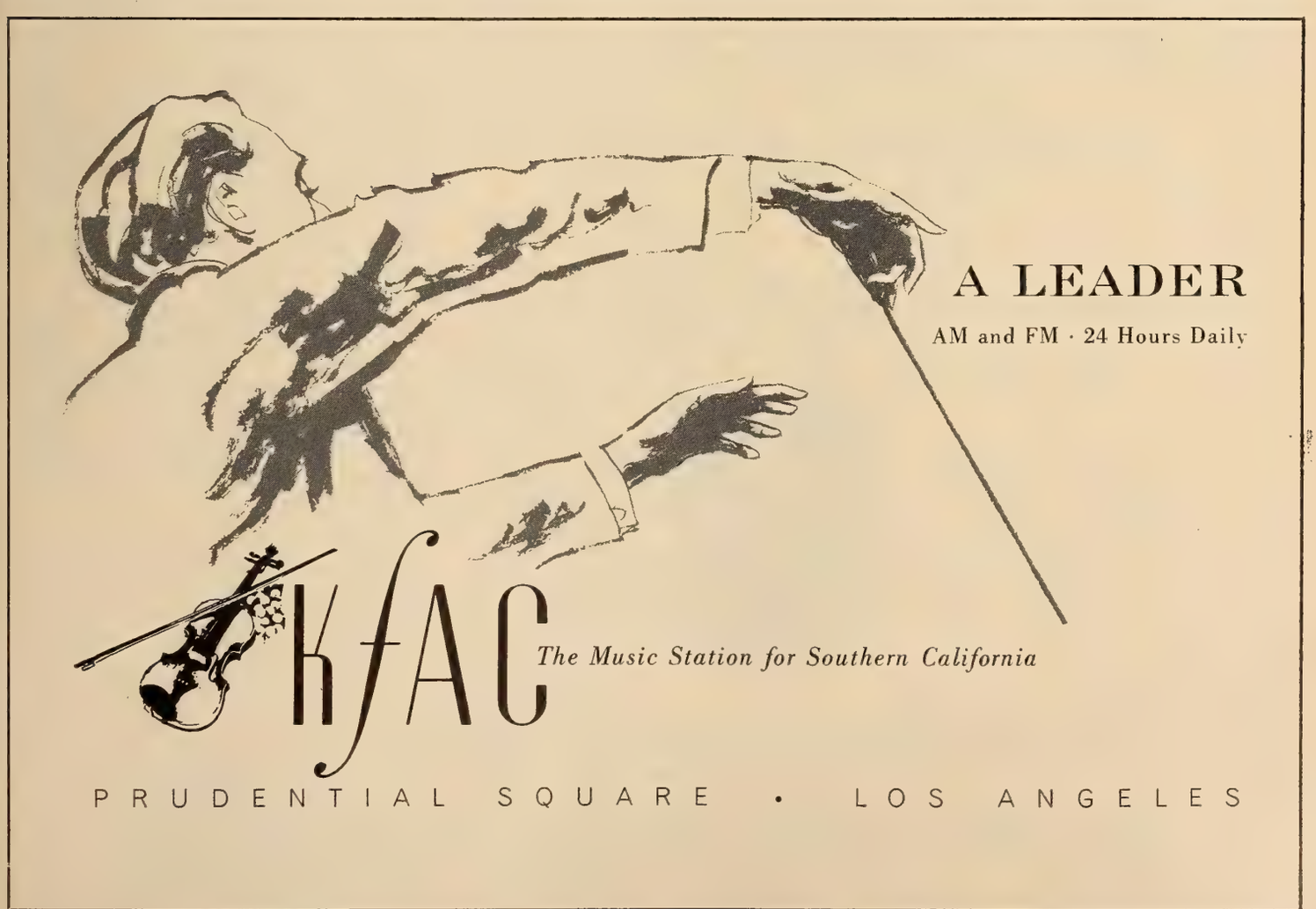
WWTV (TV) Cadillac, Mich., opens new executive offices in Arcade Bldg., 417 N. Mitchell St.

WICC-TV Bridgeport, Conn., announces completion of negotiations whereby station's studio and sound stage facilities will be utilized by **Valho Films Productions Inc.** for making industrial and commercial motion pictures.

WICS (TV) Springfield, Ill., plans to launch partial colorcasting operations Sept. 2, receiving transmission of NBC-TV programs. World Series colorcasts, plus those on NBC-TV's fall program schedule, will be carried locally.

KBND Bend, Ore., increased daytime power from 1 kw to 5 kw.

KVAN Vancouver, Wash., appoints Jack Clenaghen Adv., Portland, Ore.



SOLONS ASK TAX RELIEF FOR UHF

- **Magnuson, Harris seek to end 10% all-channel set tax**
- **Letter to House unit calls step 'essential' to uhf-vhf**

THE chairmen of the Senate and House Commerce Committees, in a joint letter written for release today (Monday), urged the House Ways & Means Excise Tax Subcommittee to eliminate the 10% federal excise tax on all-channel tv receivers.

The letter, from Sen. Warren Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.), was addressed to Rep. Aime Forand (D-R. I.), chairman of the House subcommittee.

And, during the past two weeks, three congressmen have introduced bills identical to one introduced July 12 by Rep. Frank Ikard (D-Tex.) which would eliminate the tax on uhf sets. The latest bills were sponsored by Rep. Edward P. Boland (D-Mass.), Rep. Carroll D. Kearns (R-Pa.) and Rep. Merwin Coad (R-Iowa).

Sen. Magnuson and Rep. Harris told Rep. Forand that elimination of the 10% tax on all-channel receivers is necessary as an essential step in the full development of a nationwide tv system using both uhf and vhf tv channels. "Unless something can be done immediately to improve the use of uhf channels, the development of a nationwide, competitive television system with multiple outlets to many communities will be doomed," they said.

"As chairmen of the Senate and House Committees on Interstate & Foreign Commerce having responsibility in this field, we are gravely concerned because the future of our entire broadcast system appears to be at the crossroads." The two lawmakers said that uhf channels are falling into disuse, citing the approximately 90 uhf stations currently on the air as opposed to the 1,319 uhf channels available.

Almost everyone who has examined the uhf problem, they said, has agreed that the first essential step in making uhf competitive is to eliminate the excise tax. This, the industry agrees, would lead to the production of all-channel sets. Of the approximately 40 million tv sets in the U. S., only about 7 million are equipped to receive the upper 70 channels.

Messrs. Magnuson and Harris argued that elimination of the tax would not result in a loss of revenue for the Treasury Dept., as has been claimed by opponents of the proposal, but actually would increase revenue in the long run. This would be accomplished, they said, by increases in (1) the number of stations operating, (2) sales of tv sets, (3) sales of parts and services, (4) advertising billings and (5) new employment. "This resultant expansion in broadcasting activity and in business generally would produce increased revenues on a scale which would far exceed those lost through granting excise tax relief," they argued.

It was stressed that the elimination of the tax "is not for the benefit of the uhf station owner, the television manufacturer, or even of future purchasers of tv sets. . . . It is, rather, a simple and effective way of dealing with one of the root causes of a dangerous situation which threatens the future of American television.

"We cannot emphasize too strongly that time is running out. Unless action is taken in the very near future many areas of the U. S. will be doomed to limited tv service and a vast majority of our small business people will be unable to use television, particularly in the prime hours, to advertise their products.

"On the basis of all the information available to us, we urge your committee to take the necessary steps to remove the excise tax on all-channel tv receivers and this in turn will contribute greatly to the development of uhf telecasting and the public interest will be very substantially served in this vital field," Messrs. Magnuson and Harris said in closing their plea.

Before releasing their letter, Sen. Magnuson and Rep. Harris had an informal conference with Rep. Forand, who assured them of the opportunity to submit further information when his subcommittee takes up the excise tax question. No date has been set for such hearings, and a committee spokesman said none is expected during the present session of Congress.

In introducing his bill, Rep. Boland cited a case in his home state. He said an unfair situation exists because a set-owner in Springfield (with two uhf stations) must pay approximately $30 more for his set than a person in Boston (with three vhf outlets). "Enactment of this legislation by Congress would be immeasurably significant to the growth of television and vital to consumer-buying fairness for the general public," he said.

All four bills have been referred to Mr. Forand's subcommittee.

Sitrick Quits NARTB to Join FCC as Doerfer Legislative Aide

JOSEPH M. SITRICK, one-time newsman, broadcaster, and most recently manager of special projects for the NARTB, returns to the government Aug. 26 as legislative assistant to FCC Chairman John C. Doerfer [CLOSED CIRCUIT, July 29].



MR. SITRICK

At NARTB he has had varied responsibilities which also included the management of membership participation, plus the association's publicity and information services. Before that he served in the State Department and the U. S. Information Agency about six and a half years. His last federal assignment was assistant chief of USIA's international press service. Prior to that he handled public relations and congressional liaison for the Assistant Secretary of State for Public Affairs.

Mr. Sitrick's news gathering experience included a two-year stint with B•T at the newsweekly's New York bureau and Washington headquarters where he covered the government beat, particularly Congress. Years before that he was a reporter for the *Davenport* (Iowa) *Daily Times*.

Early in his career, Mr. Sitrick was an announcer-newscaster for WHBF Rock Island, Ill., and assistant program director of WSUI Iowa city, Iowa.

During World War II he saw 15 months of Navy combat duty in the Pacific as a lieutenant before returning to Washington as assistant chief and a production director of the Armed Forces Radio Service.

Before taking a BA degree from the U. of Iowa, he won a four-year scholarship for Iowa state championships in oratory and debate. He was born in Moline, Ill.

Chelf in Letter to Doerfer Denies He Is Pay Tv Advocate

REP. Frank Chelf (D-Ky.), who a fortnight ago asked the FCC to authorize a pay tv test [B•T, July 22], last Tuesday made it plain that he is not an advocate of pay tv and that his statements were not to be construed as a "personal attack" on Rep. Emanuel Celler (D-N. Y.).

A letter to FCC Chairman John C. Doerfer from Mr. Celler, questioning the Commission's authority to authorize toll tv [B•T, July 15], prompted Rep. Chelf to give his views to the Commission. In his letter, Mr. Chelf took exactly the opposite view as that taken by Rep. Celler.

On the House floor last Tuesday, the Kentucky Democrat said that he had received a note from Mr. Celler expressing the feeling that "I [Chelf] had almost made a personal attack on him [Celler]." Mr. Chelf replied that he did not doubt Rep. Celler's sincerity or integrity and was sorry if he misconstrued statements in the letter. "I want to apologize to him most profoundly, humbly and wholeheartedly," Rep. Chelf told his House colleagues.

"One of the few times that Chairman Celler [of the House Judiciary Committee, of which Rep. Chelf is a member] and I have been in disagreement is on the question of whether or not the FCC has authority to permit necessary public tests on pay-as-you-see television. He says they do not have the authority; I know that they do have the necessary authority."

Mr. Chelf also said that news stories on his letter to Mr. Doerfer appearing in Kentucky newspapers "seemed to have more or less confused the public as to my position. My whole interest in the pay tv controversy has been to urge that the FCC . . . authorize the trials and tests that are absolutely necessary in order that the American people may be privileged to arrive at a verdict."

He said that he has received a large amount of mail on the subject and most of it favored a test of toll tv. He asked that his letter to Mr. Doerfer be printed in the *Congressional Record* "in order to clarify my stand on this very important matter. I do this in the hope that such will clarify my true and exact position—publicly and pri-

PLANNING A RADIO STATION?



RCA
PROGRESS
PURCHASE
PLAN

Flexible Financing for Broadcasters

The RCA PROGRESS PURCHASE PLAN

makes it easy to get equipment —as you need it

By means of this flexible financing plan you can arrange for the minimum amount of equipment to begin operation. Then as you progress and require more equipment, it can be purchased easily, without the need for ready cash.

Why not let the RCA Broadcast Representative fully explain the RCA Progress Purchase Plan to you? He can show you the basic equipment needed to get you on the air at minimum investment. He can help you plan now to meet your exact requirements, allowing for future progress and development.

RCA *. . . your first source of help in station planning*

RADIO CORPORATION of AMERICA

Broadcast and Television Equipment, Camden, N. J.

In Canada: **RCA VICTOR Company Limited, Montreal**

Tmk(s) ®

vately insofar as this matter is concerned."

This position, Rep, Chelf reiterated, is not in favor of pay tv but merely authorization by the FCC of a test so that the public may decide whether or not it wants to pay to see tv in the home.

TWO TV GRANTS IN TEXAS AMONG SIX MADE BY FCC

AMONG six tv construction permits granted by the FCC last week were ch. 7 at Amarillo to Southwest States Inc. and ch. 9 at Monahans to Tri-Cities Broadcasting Co. Both cities are in Texas.

Southwest States is co-owned by Robert D. Houck, his brother Hoyt, Murry Worner and George A. Oliver. The Houcks each own 47% of KAMQ Amarillo, and Messrs. Worner and Oliver are minority stockholders in the station. The grant came just a week after competing applicant Kenyon Brown withdrew [AT DEADLINE, July 29].

The Monahans grantee is owned by a copartnership of J. Ross Rucker and J. B. Walton and his wife. Mr. Rucker owns 36% of KVKM Monahans and the Waltons have oil and cattle interests. Tri-Cities reached an agreement with competing applicant KMPS Broadcasting Co., and will pay the company $3,300 for acutal expenses incurred.

The Commission also made four grants in uncontested applications:

Atlantic Coast Broadcasting Corp. of Charleston was granted ch. 4 in Charleston, S. C. The owners are Charles E. Smith, 40%; George H. Clinton, 40%; David W. Jefferies, 10% and Dorothy A. Marks, 10%. Messrs. Smith and Clinton have interests in WTMA-AM-FM Charleston and WTBO Cumberland, Md. Mr. Clinton also is a stockholder in WCMI-AM-FM Ashland, Ky. Mr. Jefferies has stock in WTMA-AM-FM, WTBO and WNLK Norwalk, Conn. Mrs. Marks has interests in WTMA-AM-FM and WTBO.

State Telecasting Co. was granted ch. 56 in Gulfport, Miss. I. K. Corkern, former owner of WIKC Bogalusa, La., is the owner of the grantee. Mr. Corkern is assistant engineer at WBRZ (TV) Baton Rouge, La., and has farm interests.

Ch. 4 Hay Springs, Neb., has gone to Duhamel Enterprises Inc. Helen Duhamel owns 91% of the grantee and has an interest in KOTA Rapid City, S. D.

Goldenrod Tele-Radio Co. was granted ch. 2 in North Platte, Neb. Goldenrod coowners include J. Williams, 60% owner of KRFC Rocky Ford, Colo., Franklin R. Stewart, attorney, and Alvin E. Larson, contractor.

Commission, in Busy Week, Grants 13 New Am Outlets

THE FCC granted construction permits for 13 new am radio stations last week.

Prince William Broadcasting Co. was granted 1460 kc, 500 w, daytime for Manassas, Va. Prince William owners are attorneys Harold H. Hersch and Edward L. Weaver.

A permit for 1150 kc, 1 kw, daytime, in Ysleta, Tex., has gone to John S. Chavez, Raul G. Amaya, Guadalupe Caballero, Salvador Villareal and Gabriel S. Chavez.

Colonial Broadcasting Co. receives 1600 kc, 500 w, daytime, in Elizabethtown, Pa. Will Groff, announcer-salesman at WNOW-TV York, Pa., will be the owner.

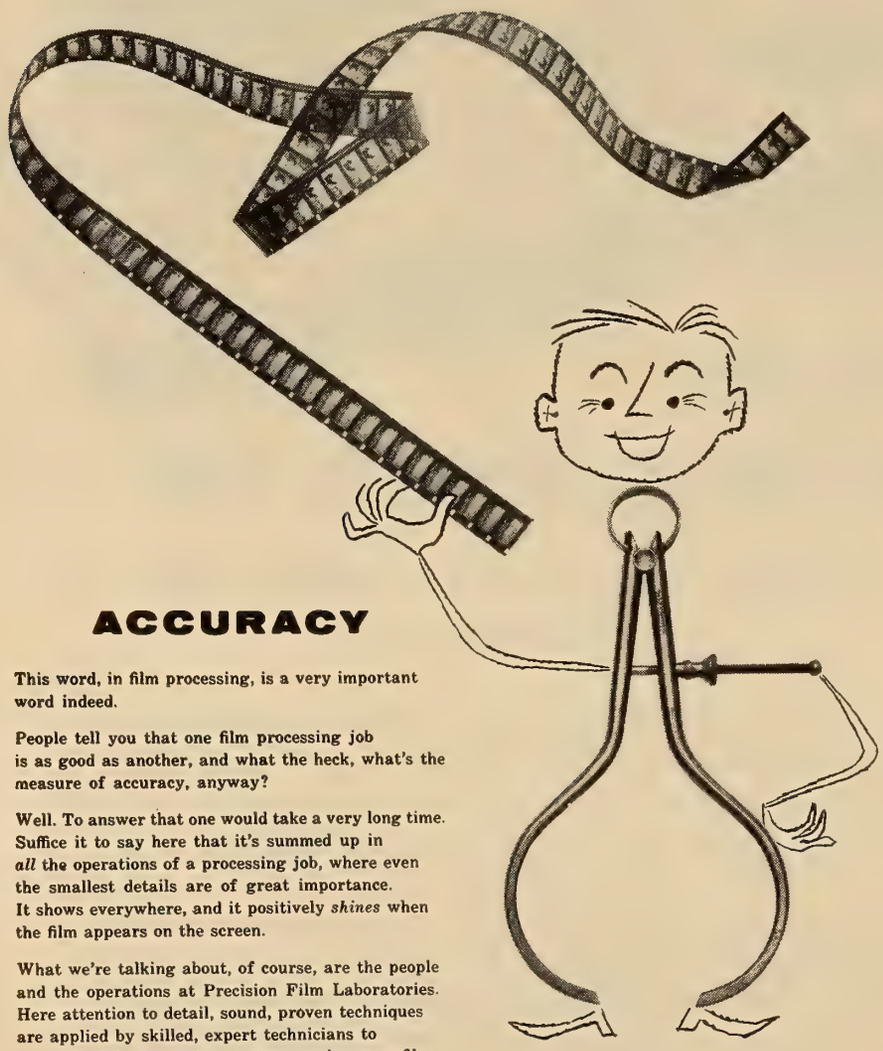
H. Raymond Stadiem, Lester P. Etter and M. Leonard Savage were granted 1580 kc, 500 w, daytime in Columbia, Pa. Messrs. Etter and Stadiem each own 45% and Mr. Savage the remaining 10%. The owners all have interests in WLBR-AM-FM-TV Lebanon, Pa.

Mt. Sterling Broadcasting Co. is grantee of 1150 kc, 500 w, daytime in Mt. Sterling, Ky. R. J. Reynolds and William C. Clay Jr. each own 33.3% and William R. Reynolds and Thomas M. Edwards Jr. own 16.6% each. The owners are in the concrete pipe business.

Max I. Rothman is permittee of 1540 kc, 1 kw, daytime in Tularosa, N. M. Mr. Rothman owns KMFM (FM) Mountain Park, N. M.

Robert L. Howsam is grantee of 1590 kc, 1 kw, daytime in El Paso, Tex. Mr. Howsam has an interest in KTLN Denver, Colo., and owns 30% of the Denver (baseball) Bears.

Adlai C. Ferguson Jr. and Robert E. Hall are grantees of 1480 kc, 1 kw, directional antenna-daytime in Tacoma, Wash. Mr. Ferguson is 91.24% owner of WPRS-



ACCURACY

This word, in film processing, is a very important word indeed.

People tell you that one film processing job is as good as another, and what the heck, what's the measure of accuracy, anyway?

Well. To answer that one would take a very long time. Suffice it to say here that it's summed up in *all* the operations of a processing job, where even the smallest details are of great importance. It shows everywhere, and it positively *shines* when the film appears on the screen.

What we're talking about, of course, are the people and the operations at Precision Film Laboratories. Here attention to detail, sound, proven techniques are applied by skilled, expert technicians to assure you the *accurate, exact* processing your films deserve to justify your best production efforts.

Accuracy is a must for TV—for industrials—for education—for *all* movies.

you'll see  and hear

PRECISION

FILM LABORATORIES, INC.
21 West 46th Street, New York 36, New York
A DIVISION OF J A MAURER INC

In everything, there is one best . . . in film processing, it's Precision

AM-FM Paris, Ill., and Mr. Hall is a Paris businessman.

Norman A. Thomas, realtor, is permittee of 1280 kc, 1 kw, daytime, in Dayton, Tenn.

Cedar Valley Broadcasting Co. is grantee of 1470 kc, 1 kw, directional antenna-daytime, in Waverly, Iowa. Co-owners are Burt N. Murphy, chief engineer at KOEL Oelwein, Iowa, and Wilbur L. Schield, manufacturer.

Arecibo Radio Corp. is grantee of 1230 kc, 250 w, unlimited in Arecibo, P. R. Owners are Manuel A. Cabera, Jose A. Cabera and Felix B. Velez. The Caberas are auto dealers and Mr. Velez has radio-tv management interests.

Palomar Broadcasting Co. is grantee for 1450 kc, 250 w, unlimited, in Escondido, Calif. Neil W. Owen and his wife are the owners. Mr. Owen is a teacher.

Albert J. Williams is permittee of 1460 kc, 1 kw, daytime, in Inglewood, Calif. Mr. Williams is an announcer at KXLA Pasadena, Calif.

Rep. Beamer Said Recovering

REP. John V. Beamer (R-Ind.), member of the House Interstate & Foreign Commerce Committee, is recuperating from an April heart attack at his Wabash, Ind., farm home and does not plan to return to Washington this year. An aide in the congressman's office said Mr. Beamer is progressing rapidly toward complete recovery and plans to be a candidate for re-election in 1958.

FCC Proposes Boosters, If Free of Interference

IT WOULD appear the visit of Colorado Gov. Stephen McNichols to the FCC last month [B•T, July 15] was something of a boost to tv boosters. The Commission last week reluctantly suggested a rule change which would permit an almost unrestricted use of this equipment throughout most of the spectrum conditioned on its capacity to avoid interference.

The industry has until Oct. 1 to comment on the proposed rules issued by the FCC late last month [B•T, July 29]. The proposal would limit vhf booster power input to one watt, establish minimum performance standards, prevent interference and require the inclusion of certain automatic devices to prevent malfunctioning during absentee operation.

Repeater stations also would be required to protect other classes of stations from interference, but receive no such protection themselves. And they could operate as simple co-channel linear amplifiers, or convert to any other vhf or uhf channel which could be used without causing interference to other classes of stations.

But the FCC made it clear that the burden of proof will be on those who can demonstrate that the latest booster engineering techniques are such that their use on the vhf frequencies is "feasible."

The FCC already has endorsed the use of boosters in remote areas for uhf stations with certain restrictions, such as their operation on the same channels with mother stations where signals are merely amplified and retransmitted.

But now that Gov. McNichols has spoken for his state and other difficult reception areas where reception could be improved by the less expensive boosters, the Commission is prepared to let such sponsorship have its day in court—no more, no less.

In this connection, a responsible FCC official said the Commission is willing to do just what its official statement said, "afford the proponents for vhf boosters an opportunity to demonstrate by the submission of engineering evidence that vhf boosters can meet the standards . . . and provide the service . . . without causing harmful interference." The same official made it plain that it would be up to petitioners to make their case. Meanwhile, he reiterated that the Commission is not convinced that available booster equipment can operate in the highly congested vhf spectrum without causing broadcasting interference.

The FCC notice of proposed rule change described boosters as "low power tv repeater stations." The use of such gear was suggested with few limitations except for the usual criteria of financial responsibility and citizenship. But again, throughout the narrative of the FCC proposals were the words, or the equivalent thereto, "sound engineering conditions." The Commission also said that it "can determine after a review of the comments submitted (Oct. 1) whether oral hearings or demonstrations (of actual booster

This clear-cut lead in share of audience plus lowest cost-per-1000 . . two of many sound reasons for buying

KFJZ-TV

Channel 11

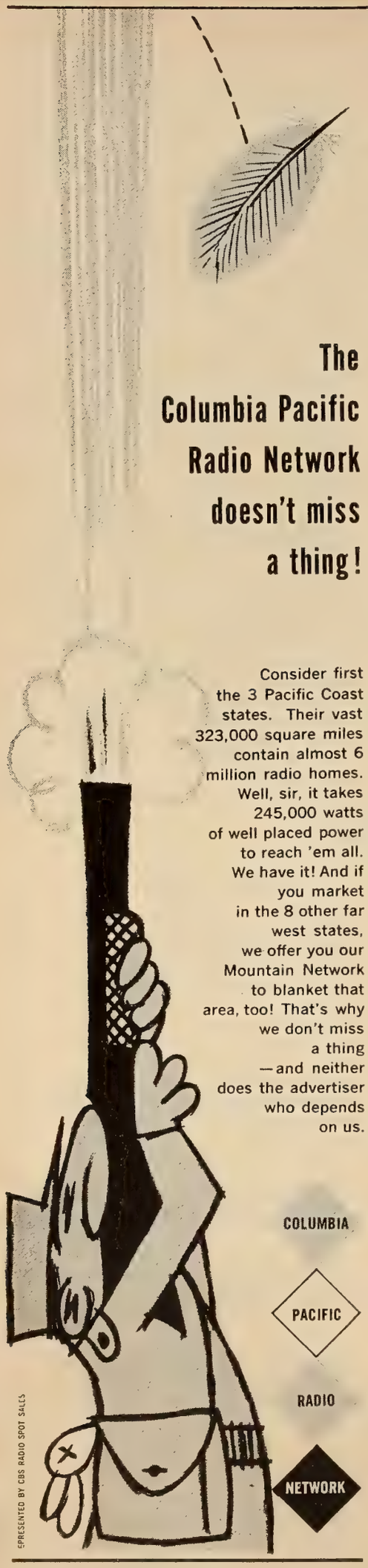
for the Dallas-Fort Worth market

Represented by BLAIR-TV

Latest* ARB Ratings
Combined Dallas-Fort Worth
Share of Audience
9 P.M. to Midnight, Monday through Sunday

KFJZ-TV 29.2%
Station A 27.3
Station B 27.1
Station C 16.6

*June 1-7



equipment) may be necessary or desirable."

Regarding the FCC's request for comments on its June rulemaking proposals for uhf transmitters, very few outlets responded at the official deadline. Meanwhile, an FCC official pointed out that this proposal had the official endorsement of the Commission as opposed to last week's willingness to listen to comments on vhf boosters.

Among those commenting on the uhf booster situation by late Thursday were Adler Electronics Inc. which stated that it will allow better market coverage. So did WATR (TV) Waterbury, Conn., which added that "co-channel amplifying transmitters represent a practical solution to the uhf shadow problem."

The Committee for Competitive Television submitted "that the utilization of uhf booster stations will tend to encourage greater use of the uhf broadcast channels; will, in some instances, provide a broader financial base for operating uhf stations, and will help to establish a more competitive television service."

Educators Ask for 'Freedom' To Set Up Own Relay Systems

RELAXATION of FCC rules to permit educational television stations "freedom of choice" between the operation of their own intercity microwave systems or those of the common carriers was urged on the Commission last week by the Joint Council on Educational Television.

Present FCC regulations usually require broadcasters to use the facilities of American Telephone & Telegraph Co. or other common carriers when available. But Ralph Steetle, JCET executive director, told those presiding over the 890-mc-and-above hearing, which has been going on at the FCC since June, that his group is "particularly" concerned over the Commission's "present restrictive policy" on private links.

He said educational outlets which operate without commercial revenue, have been deterred from participation in state-wide educational networks because of the "prohibitive costs" of subscribing to common carrier services. He cited instances where educational outlets could have fared much better cost-wise, had they been able to build their own microwave facilities.

Mr. Steetle, who said he spoke for ten various educational groups, added that "microwave frequencies should be made available for the distribution of educational programs from both fixed and mobile locations, should the educational institutions prefer to operate their own systems rather than secure them from common carriers."

Regarding actual frequency requirements, he said, "In view of the close relationship between (commercial and educational) television stations and closed-circuit educational television programming, it is highly preferable that the same channel assignments be available for each." He asked the FCC to continue its present broadcast assignment of bands: 2,000; 7,000; 10,000, and 13,000 mc and also make them available for educational closed-circuit distribution.

By the same token, Mr. Steetle said other microwave services should be denied these bands. He made the same request for the retention of 16,000-18,000 mc and 26,000-30,000 for eventual closed-circuit educational uses.

Another JCET hope was that the Commission "continue to make frequencies available for studio-transmitter links and television pick-up stations used in connection with non-commercial educational as well as commercial broadcast stations."

FCC Can't Authorize Time, Doerfer Tells Congresswoman

THE FCC cannot "authorize" time on radio-tv networks to publicize a U. S. Public Health Service report which associates smoking with lung cancer, Chairman John C. Doerfer told Rep. Martha W. Griffiths (D-Mich.) last week.

Mrs. Griffiths, a member of the House Government Operations Subcommittee which has been investigating the accuracy of advertising claims filter-tip cigarettes reduce the hazards of smoking, made the request for time in a letter to Mr. Doerfer.

The responsibility for selecting program material rests with the individual stations and networks, Chairman Doerfer stated in a reply to Rep. Griffiths. "The [Communications] Act makes it clear that the Commission has no power to require a broadcaster to carry or to refrain from carrying a particular program or to prescribe the content of any programs," he said.

At the time she made her request of the FCC, Rep. Griffiths said if that body does not act, she plans to take her appeal to the President. Her office said last Thursday, however, that future plans are undecided.

FCC Tells Cascade of Hearing

BECAUSE there is an estimated overlap between its construction permit for ch. 8 KRTV (TV) Walla Walla, Wash., and its proposed power increase of ch. 19 KEPR-TV Pasco, Wash., Cascade Broadcasting Co. (KIMA-TV Yakima, Wash.) was notified by the FCC last week that a hearing may be necessary. Cascade owns not only the Yakima, Walla Walla and Pasco stations (the latter two are satellites of KIMA-TV), but also ch. 43 KBAS-TV Ephrata, Wash., and ch. 3 KLEW-TV Lewiston, Idaho.



"I just love those KRIZ Phoenix *announcers."*

FTC ADDS CURTIS TO COSMETIC LIST

- **This time it's Enden shampoo**
- **False television ads alleged**

HELENE Curtis Industries Inc., Chicago, shampoo was the target last week of the Federal Trade Commission's second cosmetic complaint developed by the radio-tv unit and filed 10 days after that which cited Lanolin Plus Shampoo [B•T, July 22].

The FTC alleges that the firm's Enden shampoo through its television ads, network and spot, falsely claims that the product will cure dandruff conditions. Cited are a picture of a man scratching his head and off-camera assurances that Enden represents a "proven way to end dandruff problems . . . guaranteed to end itching, flaking and scaling due to dandruff—and to prevent their return." The FTC-monitored copy also quotes the Helene Curtis announcer to the effect that Enden is "the first proven medical treatment in shampoo form," and "doctors approve Enden for children, too."

CBS, ABC and NBC are named in the complaint as the networks on which the claims were carried. Spot commercials also are covered. Helene Curtis spent $121,310 in the latter category last year for Enden, only one of a number of shampoos and other cosmetic products of the firm. Enden advertising is placed through Edward H. Weiss & Co., Chicago.

Denying the FTC allegations, Leon C. Baker, Curtis counsel, described the federal action as a "very mild complaint" and one involving a minor area of disagreement. The issue, he said, was whether Helene Curtis had or had not indicated in its tv commercials that Enden would cure dandruff problems permanently "with continual use."

Mr. Baker said, "We don't claim it will end dandruff permanently, and we feel we have emphasized the need for continual use. Naturally we hope that once the customer starts using the product, he will continue using it." He pointed out this was a natural basis for the advertising.

The FTC complaint charged that Enden, in both the sound and pictures of its commercial, was guaranteed by Curtis to "end ithcing, flaking and scaling" and the script describes the shampoo as "the first proven medical treatment in shampoo form available without prescription." FTC claimed the product will not cure dandruff problems as indicated by the cosmetics firm.

Helene Curtis has 30 days to file answer to the complaint, and hearing was set for Oct. 14 in Washington.

Meanwhile last week, Whitehall Pharmacal Co., one of the first advertisers to come under FTC fire as a result of work by the special radio-tv unit, filed its answer to charges that it misrepresented InfraRub and Heet on CBS-TV and MBS [B•T, April 1]. Whitehall was one of three firms challenged simultaneously on "muscle rub" advertising.

The New York City drug company denied

FOR UNMATCHED COVERAGE OF STEUBENVILLE-WHEELING 52nd TV Market



HERE ARE THE FACTS:

STATION — Covers 320,957 TV homes in 30 counties of Ohio and W. Virginia. 62% more tower—53,538 more TV homes than the Wheeling station. Lowest cost per thousand TV homes. Over 80 top-rated CBS and ABC Network shows. Total coverage of 1,125,500 TV homes, including Pittsburgh.

MARKET — Center of U.S. steel, coal and pottery industries. Fastest growing industrial area in the world. 1,418,800 population. More than $2 billion yearly purchasing power. Center of the Upper Ohio River Valley, rich in natural resources. Includes the highest paid industrial workers in the world.

Ask for (1) Showing of new color slide film, "How to Make Money in the Steel Market." (2) Chart, "How to Measure Your TV Results." (3) "Directory of Retailers and Wholesalers in Steubenville-Wheeling Market."

WSTV-TV
STEUBENVILLE, OHIO
CHANNEL 9 234,000 WATTS
Represented by Avery-Knodel, John J. Laux, Exec. V.P. and Gen'l. Mgr.; Rod Gibson, Nat'l. Sls. Mgr., 52 Vanderbilt Ave., N.Y.C., MUrray Hill 3-6977

A Member of the Friendly Group
WSTV, WSTV-TV, Steubenville;
KODE, KODE-TV, Joplin;
WBOY, WBOY-TV, Clarksburg
WPAR, Parkersburg
WPIT, Pittsburgh



that its ads are false or misleading and criticized the FTC for not proceeding against competitors who make "more far-reaching representations" than its own.

In another complaint developed last week by the FTC's routine method of checking ad copy (not monitoring), the agency charged Universal Sewing Service Inc., Cincinnati, with using bait advertising over radio and television, in additon to other media.

In the course of selling its sewing machines and vacuum clearners, the complaint alleges, Universal advertises low prices, sends salesmen to call on prospects and disparage advertised products in an effort to sell other products at much higher prices. The firm is charged with using the name "Westinghouse" for sewing machines made in Japan, implying "they are domestic machines made by this well-known firm." Limitations on guarantees are suppressed until after sale and delivery, the FTC also claims.

Universal may file its official reply with the FTC in 30 days, and hearing of the action is set for Sept. 25 in Cincinnati.

Uhfs Denied Requests to FCC To Operate on Vhf Channels

REQUESTS by uhf stations to operate temporarily on vhf channels recently allocated to their communities were turned down by the FCC last week.

Denied were petitions by ch. 27 WTOV-TV Portmouth, Va., and ch. 15 WVEC-TV Hampton, Va., to operate on ch. 13 Norfolk pending the outcome of comparative hearings for that frequency.

Also denied was a request by ch. 25 KTAG-TV Lake Charles, La., to operate similarly on ch. 3 New Orleans.

The Commission also denied another petition for a stay against its grant to ch. 20 WJMR-TV New Orleans to operate experimentally and simultaneously on ch. 12 New Orleans from its existing site. This stay request was filed by WTVJ (TV) Miami, applicant for New Orleans' ch. 12. Two weeks ago, a circuit court in Washington denied a request for a stay filed by ch. 12 WJTV (TV) Jackson, Miss.

WAAM (TV) Becomes WJZ-TV As FCC Waives Call Rule

WJZ-TV is the new call for the Westinghouse-owned ch. 13 WAAM (TV) Baltimore, recently bought from the Herman Cohen family for $4.5-5.1 million in stock transfer [B•T, July 1]. The FCC granted Westinghouse's revised request for WJZ-TV after the group owner was informed that three-letter calls were prohibited for broadcast stations in the United States. Even so, a waiver of the rule (Sec. 2.302) was required, since tv stations must have a minimum four-letter call. Westinghouse originally used WJZ for a Newark, N. J., radio station, and more recently it was used by the ABC New York station (now WABC).

WORDS AND MUSIC ON CAPITOL HILL

- **Song censorship censured**
- **Honeysuckle vs. Irish stew**

STRAINS of "My Old Kentucky Home" and "Who Threw the Overalls in Mrs. Murphy's Chowder" sounded in strange counterpoint on Capitol Hill last week as congressmen testified on bills to investigate network song censorship practices [B•T, July 29].

As the stew simmered in the House Rules Committee, Rep. Thomas P. O'Neill Jr. (D-Mass.) threw in a new ingredient by asking that "Mrs. Murphy's Chowder" be banned from radio-tv as an "insult" to the Irish. And Rep. Frank L. Chelf (D-Ky.), played "My Old Kentucky Home" on the harmonica in support of his presentation before the Rules Committee.

The committee sat down Thursday morning to consider the fate of four resolutions introduced last week [B•T, July 29] by congressmen from Florida and Kentucky asking an investigation of network song censorship. The southerners were particularly concerned that networks, in deference to the Negro audience, have been changing such terms as "darkies" and "mammy" in "Way Down Upon the Suwannee River" and "My Old Kentucky Home," both by Stephen Foster and official songs of Florida and Kentucky, respectively.

The committee meeting produced no action on the bills, but preliminary testimony did serve to spotlight Irish sensitivities through this exchange:

Rep. Chelf: "Can you imagine, gentlemen, that as we stand there at the [Kentucky] Derby with heads bowed, awaiting the strains of 'My Old Kentucky Home' to be played by our band—suddenly the network managers call for a revision, a rewrite job, if you please. And instead of 'My Old Kentucky Home', we hear a hurried substitution of "Who Threw the Overalls in Mrs. Murphy's Chowder?"

Rep. O'Neill, a member of the Rules Committee, asked Rep. Chelf if he knew the "Mrs. Murphy" lyrics. When Mr. Chelf confessed ignorance of them, Mr. O'Neill reminded him that, according to the song, it was a "Mick" who added overalls to the chowder. And, the Irish legislator added, "I resent it," going on to add his plea that the "insulting" song be banned.

Rep. Chelf in his testimony listed songs he felt might be considered insulting to various groups: "Red Wing," "Chinatown, My Chinatown," "Mother Macree," "Silver Threads Among the Gold," and others. After protesting song censorship and expressing fears that it might be extended, he returned to American verities, Kentucky, the honeysuckle there, the Kentucky Derby, and, finally, "My Old Kentucky Home," interpreted on his harmonica.

Rep. Chelf has a very simple philosophy on speech making, given to him when he first came to Congress by the late Virgil Chapman, former Kentucky senator and representative. Sen. Chapman's advice to the young lawmaker: "When you feel a speech coming on, just get out your harmonica and play it."

Thus lulled, members of the Rules Committee retired to executive session and shelved the bills which would investigate networks.

Also on Thursday, FCC Chairman John C. Doerfer, in answer to congressional demands that the Commission look into song censorship, told legislators that his agency has no jurisdiction over networks. Dealing with networks as station licensees, "the Commission is specifically prohibited from exercising the power of censorship over broadcast material," he said in a letter to congressmen.

Justice Dept. Complies With Senate Recommendations

IN AN exchange of correspondence being released today (Monday), the Justice Dept. told Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, that it is complying with recommendations made by the committee in its network study (Cox report) [B•T, July 1].

William P. Rogers, deputy attorney general, wrote Sen. Magnuson that Justice is complying with requests to:

- Continue its investigation of alleged preferences granted by the networks to their own programs over independently produced programs, plus acquisition of financial interests in independent programs as a condition for exposure of such programs on network facilities.
- Investigate allegations made by independent suppliers of staging services that they are being forced out by networks.
- Continue its investigation of "must buy" and "option time" requirements of the networks.
- Investigate complaints alleging "abuse of power on the part of the networks."

Mr. Rogers said it would not be appropriate for Justice to comment on the recommendations regarding the FCC because it is an agency "independent from this department." He added that Justice would "accelerate" some of its present activities relating to the broadcast industry.

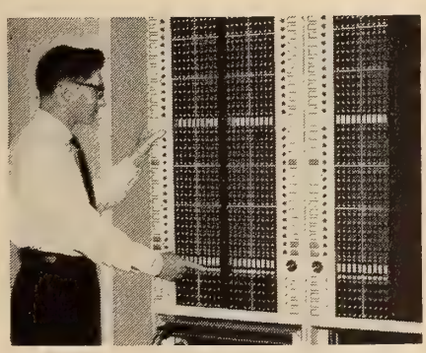
Sen. Magnuson thanked Mr. Rogers for his report on Justice activities and asked that another one be submitted to the Commerce Committee "prior to January 1958 with regard to the status and development of the various inquiries being pursued by the departments as well as any additional views it may have on this entire subject matter." This would aid the committee in formulating its schedule of activities for 1958, he said.

Bay Area Ch. 2 Grant Challenged in Appeals Court

LAST MONTH's FCC grant of San Francisco-Oakland ch. 2 to San Francisco-Oakland Television Inc. [B•T, July 1] was challenged in the U. S. Court of Appeals in Washington last week by unsuccessful applicants Television East Bay and Channel Two Inc., even though it was understood that Edwin W. Pauley, principal stockholder of Television East Bay, was to acquire a 25%



Latest Bell System control units speed accurate network switching



New Bell System control unit permits network switches to be set up and double-checked in advance.

Network switches can be set up *in advance* and double-checked, thanks to new Bell System control units.

Ten or 15 minutes before actual switching time, buttons representing incoming and outgoing circuits are punched on the control panel. Then, at the appointed split second, one master button is pushed and all switches are performed at once.

The first new operating center utilizing the control unit began operation in Chicago during the summer of 1956, followed by similar installations in Los Angeles and New York. In the near future, operating centers will be added in Des Moines, Dallas and Washington, D. C.

This development, which makes switching faster and more accurate, is another example of how the Bell System is constantly finding new and better ways to serve the broadcasting industry.

BELL TELEPHONE SYSTEM

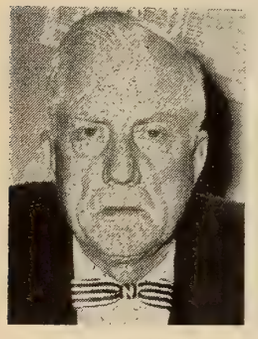
Providing intercity channels for network radio and television throughout the nation

interest in the ch. 2 station, and that Stoddard P. Johnston, principal in Channel Two Inc. was to acquire a 5% interest. The purported merger agreement also was understood to include Willet D. Brown, Don Lee Network president.

Television East Bay claimed that the FCC erred in not including an engineering issue in the hearing. It also charged that the successful applicant was permitted to alter its application during the hearing. Channel Two Inc. claimed the FCC failed to properly take into account the relationship between San Francisco-Oakland Television Inc. and RKO-Teleradio Inc.

House Commerce Committee Chief Clerk Layton to Retire

AFTER 36 years as chief clerk of the House Interstate & Foreign Commerce Committee, Elton J. Layton last week announced his retirement, effective Oct. 1.



MR. LAYTON

Mr. Layton, a Republican, became the committee's clerk in 1921 as a "temporary" employe and since then has served under eight Democratic and Republican chairmen, including present House Speaker Sam Rayburn (D-Tex.).

Rep. Oren Harris (D-Ark.), current chairman, Rep. Charles A. Wolverton (R-N. J.), ranking minority member, and other committee members were high in their praise of the retiring clerk on the floor of the House. "I shall personally miss his valued services and regret that he has reached the stage in life when he should retire," Chairman Harris told the House members. To Mr. Layton, he said: "You have rendered long, efficient and faithful service to our committee. Your 36 years of continuous service as clerk is a testimony to the constant, continuous attention to the duties of this office, so important not only to the committee but to the Congress and the country."

During his long term in office, Mr. Layton had a hand in many important bills which were enacted into law, not the least of which was the Communications Act of 1934.

The retiring chief clerk is a native of Matamoras, Pa., and prior to joining the House Commerce Committee was secretary to the Army Quartermaster General. He is licensed to practice law before the U. S. Supreme Court and is a member of the bars of Washington, D. C., Maryland and Virginia.

Mr. Layton recalls the first switch of control of Congress during his long tenure—in 1931 while Herbert Hoover was President. "All my assistants were fired," he said. "I went to Mr. Rayburn [then chairman] to ask him if I could remain; that I would be glad to work under anyone he named as clerk." Mr. Rayburn replied that "when the committee wishes to dispense of your services, you will be given notice," an indication of Mr. Layton's stature with both political parties.

No successor to Mr. Layton has been named and indications were that none would be named for several months.

Ch. 4 New Orleans Rivals Protest Loyola U.'s Cp

JAMES A. NOE & Co. (WNOE New Orleans), an unsuccessful applicant for ch. 4 in New Orleans, last week went to court to challenge Loyola U.'s right to a construction permit for a tv station saying in part that Loyola's religious headquarters is located in Rome with a majority of its membership not American citizens.

This, Noe & Co. pointed out, was in violation of the Communications Act, and because of it, protested the FCC's grant to Loyola about a year ago (Loyola has owned WWL New Orleans since 1922). The rival applicant also said, among other charges, that the Commission failed to recognize its superior abilities to broadcast on ch. 4.

Noe & Co. was joined in the U. S. Court of Appeals by another unsuccessful applicant, The Times—Picayune Publishing Co. (WTPS New Orleans) which demanded a stop to the FCC grant because Loyola "is organized as non-stock and non-profit educational corporation claiming tax exempt status but seeking a franchise from the Federal government for a commercial profit-making enterprise."

All these charges have been made before the FCC by the rival applicants.

Below-Minimum Separations Approved at San Antonio

THE FCC last week, for the first time on a regular basis, approved a below-minimum mileage separation for two San Antonio stations which want to build on a common antenna tower. The approvals permit a mileage separation of 3.5 to 4.5 miles less than the minimum requirement of 220 miles for co-channel separations established under the 1952 allocations table.

In the San Antonio case, the Commission approved a request by ch. 5 KENS-TV and ch. 4 WOAI-TV, both San Antonio, to share a common 1,500-ft. tower to be constructed 17 miles southeast of the city. The site would put KENS-TV 215.48 miles from the site of KRGV-TV Weslaco, Tex., also on ch. 5; and would put WOAI-TV 216.59 miles from KGBT-TV Harlingen, Tex., also on ch. 4.

Last month the FCC approved a below-mileage, co-channel separation when it granted experimental operation on ch. 12 New Orleans by WJMR-TV of that city from the site of its existing ch. 20 operation. This site is 28 miles less than the minimum 190 miles required from the ch. 12 WJTV (TV) Jackson, Miss., site.

Comr. Richard A. Mack abstained from last week's voting.

WLIB Gives 'Equal Time' To Civil Rights Opponents

WLIB New York, which directs its programming largely toward the Negro audience, last week gave time to a cause which it opposes —the opposition to the civil rights bill being debated in the U. S. Senate.

For the past two weeks the station had been presenting tapes featuring proponents of the civil rights measure. Then Sen. Richard B. Russell (D-Ga.) asked for time for the other side, and Harry Novik, WLIB president, agreed to present a tape featuring three opponents, canceling commercial commitments to do so.

The tape presented Sens. George A. Smathers (D-Fla.), Herman E. Talmadge (D-Ga.) and John Stennis (D-Miss.). "We are in favor of the civil rights bill but feel that in our democracy it is important for our listeners to hear the opposition's viewpoint too," Mr. Novik asserted.

James Copley Wins Family Dispute, Takes Control of Copley Press

JAMES S. COPLEY, subject to court approval, takes full control of Copley Press Inc. now that a family squabble which went to the courts in 1955 has been ended because of voluntary settlement.

James S. Copley, adopted son of the late Col. Ira C. Copley, Aurora, Ill., came to undisclosed terms with another adopted son, William N. Copley of Paris, France, who along with other minority stockholders plans to sell out. Some 16 newspapers and KCOP (TV) Los Angeles were involved in the settlement.

KCOP (TV) has been sold, subject to FCC approval, to Kenyon Brown, Harry L. (Bing) Crosby, George L. Coleman and Joseph A. Thomas for $4 million [B•T, June 3].

FCC Sets Comments Deadline In Power Boost Rulemaking

THE FCC last week set Oct. 1 as the deadline for Class IV am stations to reply to FCC proposals that these outlets, under certain conditions, may hike their power from 250 w to 1 kw.

The Commission has asked for comments from Class IV stations [B•T, June 24] to learn what their thinking might be on such a departure from present rules, and on a case-to-case basis. The move was requested by the Community Broadcasters Assn. last year.

Very few stations responded. Among those that did were: WCRS Greenwood, S. C., which told the FCC that it was not in favor because to take advantage of such a new rule would require "a directive antenna to avoid objectionable co-channel interference" plus a change in transmitter site that, all told, would not be "beneficial"

But KAYS Hays, Kan., said it was a good idea and "would bring the local station to a competitive level with the more powerful daytime stations now in most areas." The outlet added that it would be "a hardship on no one."

KLIZ Brainerd, Minn., was "heartily in



TRUSCON STEEL TOWERS

help keep your picture on the air

Damaging winds that find trees easy prey have little effect on rugged Truscon towers. In fact, on the east coast, where hurricanes have caused widespread destruction in recent years, *every Truscon tower has remained proudly erect, with no damage reported.*

We believe this kind of evidence is a tribute to our staff of highly skilled engineers who can offer you unmatched experience in tower design and construction.

Whatever your tower requirements — any height — guyed or self-supporting — tapered or uniform — for AM, FM, TV or Microwave — Truscon has the facilities to design and erect the tower you need, *right* from the ground up.

For complete information on Truscon Steel Towers phone or write any Truscon district office. Or call us direct at "tower headquarters" in Youngstown.

Send coupon for literature.

STATION WBAP-TV
Fort Worth, Texas
1113-feet tall

TRUSCON®

TRUSCON STEEL DIVISION
REPUBLIC STEEL
YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N. Y.

A NAME YOU CAN BUILD ON

TRUSCON STEEL DIVISION
REPUBLIC STEEL CORPORATION
1074 Albert Street, Youngstown 1, Ohio

Please send me latest catalog showing specifications and other details of Truscon Steel Towers.

Name_____ Title_____

Company _____

Address _____

City_____ Zone___ State_____

C-2912

Now... *Air Express* — Back in Full



Why Air Express is First Choice of Modern Firms:

Complete coverage of some 23,000 communities in 48 states, Alaska, Hawaii, Cuba, Canada.

Complete responsibility: one carrier all the way.

Complete facilities: ground, air, rail, with a nationwide private wire system, and many radio-controlled trucks.

Plus reliability: proved for 30 years.



Operation*

All the key advantages of Air Express in modern marketing are again at your service.

SHIPPING ECONOMY: You often save dollars with Air Express. For instance, a 10 lb. shipment from New York to Detroit costs only $3.46 via Air Express . . . 79¢ *less* than any other complete air shipping method.

OVERNIGHT DISTRIBUTION: You get stocks to retailers nationwide, *fast;* meet deadlines without overtime or "down time" cost.

NATIONAL SAMPLING: You test new models in key markets in double-quick time.

PROMOTION PROJECTS: Your goods and displays are *in* stores, ready to tie in as advertising and publicity swing into action.

EXTENDED SELLING SEASON: You gain up to an extra month of selling by guaranteeing Air Express delivery on even last minute reorders of fast selling items.

CENTRAL WAREHOUSING: One depot plus Air Express to some 23,000 points effects major annual saving over many warehouses with duplicate stocks.

*Note: *To those affected by the partial strike of Air Express, we are happy to announce full resumption of the only complete air shipping service.*

Air Express is the ONLY COMPLETE door-to-door air shipping service. For full information on your shipping problems, just call your local Railway Express Agency, and ask for Air Express.



AIR EXPRESS **Air Express**

30 YEARS OF GETTING THERE FIRST *via U. S. scheduled airlines.*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

In Sacramento

Have You Switched To KCRA-TV Yet?

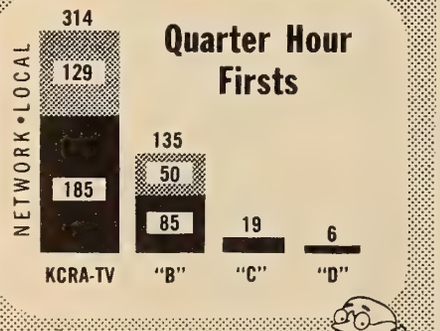
The Audience Has!

ARB* Share of Audience

49.7% Sign-on to Sign-off Sunday to Saturday

	Mon.-Fri. Sign-on-6 p.m.	Sun.-Sat. 6 p.m.-Sign-off	Average Share of Audience
KCRA-TV	65.8%	43.4%	49.7%
"B"	21.1%	38.2%	34.5%
"C"	29.8%	7.7%	9.3%
"D"	10.2%	10.2%	10.2%

Sacramento shows its loyalty to KCRA-TV by giving it 8 of the top 10 syndicated programs, 13 of the top 20 shows and more **local** quarter-hour "firsts" than the other three stations get from **network** programming combined:



Ask Petry about
The Highest Rated
NBC Station in the West

*ARB, Sacramento, May, 1957



KCRA-TV
SACRAMENTO, CALIFORNIA
Serving 31 Northern California and Nevada Counties
CLEAR 3 CHANNEL

accord." WCOS Columbia, S. C., noted that the proposal would improve service and coverage. But the Commuunity Broadcasters Assn. called for more time to consider the proposal.

USIA Budget Cut Will Curtail Voice of America, Larson Says

CUTBACKS in Voice of America activities for the fiscal year which began July 1 were revealed at a news conference in Washington by Arthur Larson, director of the U. S. Information Agency.

Because of the reduced budget passed by Congress, Voice of America radio activities will be reduced 7%, for an expenditure of $16.8 million in fiscal 1958, compared to $18 million for the year which ended June 30. Tv activities of the Voice have been cut 76%, for a total allocation of $567,000, as against $2.38 million for tv last year. Tv operations are limited to packaging programs for use on foreign stations.

WTRY Sold for $1.4 Million, 60% of WABR for $120,000

WTRY Troy-Albany-Schenectady was reported sold last week, subject to FCC approval, to Daniel W. Kops and Victor W. Knauth for $1,400,000 from the Tri-City Radio Co.

Tri-City, which ran the 980 kc, 1 kw outlet, was owned by Robert T. Engles, C. George Taylor, Kenneth M. Cooper, and Mowry Lowe. This group originally bought WTRY in July 1955 from Harry C. Wilder and associates for $500,000. The new owners, Messrs. Kops and Knauth, already operate WAVZ New Haven. Broker was Allen Kander & Co.

In another station sale, James H. Sawyer bought 60% of WABR Winter Park (Orlando, Fla.) for $120,000 from Ray Gunkel. Mr. Sawyer already owned 40% of the 1440 kc, 1 kw station. Broker was Paul H. Chapman Co.

PROFESSIONAL SERVICES

Chapman Co. Appoints Hunter For Firm's New York Branch

PAUL H. CHAPMAN CO., station broker has appointed Ralph B. Hunter to staff the firm's new office in New York City. He comes to Chapman from The Katz Agency, New York, where he was a tv sales executive.



MR. HUNTER

Mr. Hunter has served as tv consultant to Hartford Telecasting Corp., unsuccessful applicant for ch. 3 Hartford, Conn. [B•T, July 30, 1956], program manager of WWJ-TV Detroit and studio supervisor with NBC-TV, New York. His radio experience includes duty with CBS, New York, Voice of America, and three years as program director of the 114-station Japanese network under American occupation control.

In his new post, Mr. Hunter will cover eastern states from Maryland through Maine. The Chapman New York office is at 17 E. 48th St. Telephone: El Dorado 5-6657. The firm's home office is in Atlanta.

Rogers, Cowan & Jacobs Formed From Merger of Two PR Firms

THE consolidation of Rogers & Cowan and the Arthur P. Jacobs Co., two public relations organizations, was announced jointly last week by the principals. The new company will be known as Rogers, Cowan & Jacobs and will maintain offices in New York, Beverly Hills, London, Paris, and Rome.

Corporation papers to be filed shortly, the announcement said, will designate Henry C. Rogers as president and Warren J. Cowan and Arthur P. Jacobs as officers of the new company. Both Rogers & Cowan and the Arthur P. Jacobs Co. specialized in entertainment public relations. R&C handled the Frederic W. Ziv Co. account, among others.

PROFESSIONAL SERVICE SHORTS

Robert W. Bloch Public Relations, N. Y., moves to larger offices at 1 E. 57th St. Tel.: 5-8047.

Freeman & Wick, new public relations firm, has opened offices at 6606 Sunset Blvd., Hollywood. Principals are **Mickey Freeman** and **Ted Wick.**

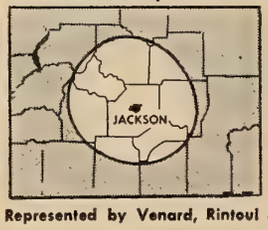
Hal Phillips & Assoc. (publicity and public relations counselors) has established L. A. offices in conjunction with Neale Adv. Assoc., 8462 Sunset Blvd.

Sylvia Spence Assoc., newly-organized tv awards service organization [B•T, July 22], has set up offices at Hotel Shelton, Lexington Ave. and 49th St., N. Y.

John Newell Assoc. (marketing, sales promotion, public relations) has been formed with offices at 8 E. Huron St., Chicago. Tel.: Superior 7-5616.

Central Public Relations Inc., N. Y., public relations firm organized by **Juliet Bridgeman,** has opened offices at 441 Lexington Ave.

WDXI-TV
JACKSON, TENNESSEE
Channel 7
Covering half million people in the mid-South



Represented by Venard, Rintoul & McConnell, Inc.



Mud pies and oil wells have one thing in common—mud.

If Suzy tries to bake her pie, it either gets hard or crumbles. The same thing can happen to drilling muds which are used to lubricate bits and to carry away rock cuttings.

The deeper you drill, the hotter it gets, the greater the pressure. Three to four miles down into the earth, temperatures often exceed 400°—twice that of boiling water. In such heat, drilling muds used to break down, solidify. Drilling stopped—wells had to be abandoned.

Mobil scientists worked years on the problem—part of the company's $1.5 million-a-month research program. Now the answer—a mud that stays muddy at higher temperatures and greater pressures than ever before.

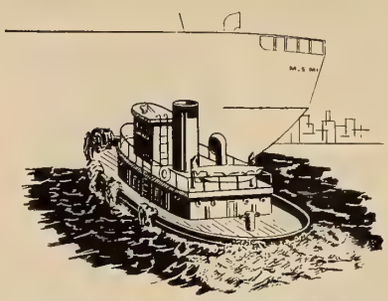
This Mobil Recipe for Mud made it possible to complete the world's deepest well—four and a quarter miles, enabling America's oil men to tap heretofore inaccessible petroleum.

Another example of Mobil's master touch in oil, it helps guarantee you a continuing flow of the thousands of petroleum products vital to modern living.

For more information about drilling muds, write to Room 2400, Socony Mobil Oil Company, 150 E. 42nd St., New York 17, N. Y.

Mobil

SOCONY MOBIL OIL CO., INC.,
Leader in lubrication for 91 years



POWER

It takes two types of power to dominate the entire Western Market as KOA-RADIO does! Creative power that's alive to the needs and wants of the vast radio-listening West...

PLUS

50,000 WATT POWER—that carries the welcome voice of KOA-RADIO throughout a 12-state area... reaching 4,000,000 listeners!

POWERFUL SALES RESULTS, TOO!

KOA-RADIO is the *only* station you need to sell the West's entire rich market!

Call NBC Spot Sales



KOA *Radio* **DENVER**

8/57

One of America's *great* radio stations

850 Kc • 50,000 WATTS



"GEE! Maybe I should switch cigarettes!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

William M. Baldwin, co-founder and chairman of board, Baldwin, Bowers & Strachan Inc., Buffalo, N. Y., elected to board of directors of Rumrill Co., same city. BB&S is division of Rumrill.

Harry L. Casterlin, art director, Adv. Assoc. of Philadelphia Inc., Philadelphia, appointed member of board of directors.

William F. Laporte, vice president of American Home Products Corp., N. Y., elected director.



◄ **Kenneth A. Bonham,** vice president-general manager, Whitehall Pharmacal Co., N. Y., named president. Prior to his appointment as vice president-general manager in March of this year, Mr. Bonham had been assistant to president of American Home Products, parent company of Whitehall Pharmacal, for six years.

James A. Dearborn, national account executive on Lincoln-Mercury Dealers Assns. account, Kenyon & Eckhardt, N. Y., elected vice president of K&E.



◄ **Gerald T. Arthur,** media director, Fuller & Smith & Ross, N. Y., elected vice president.

Harry Alsup, account executive, McDonald Adv. Inc., Nashville, Tenn., named vice president. He also will continue in his present capacity.



◄ **Jack E. Schneider,** formerly merchandising manager for commercial division of Hotpoint Co., Chicago, to W. B. Doner & Co., same city, as account supervisor and assistant to president.



◄ **Stanley G. Bahnsen,** Griswold-Eshleman, Cleveland, Ohio, to Zimmer, Keller & Calvert Inc., Detroit, as account manager.

Clinton Hentrich, formerly merchandising manager of American Dairy Assn., Chicago, to Cunningham & Walsh, same city, as account executive.

Robert I. Blumenthal, formerly with Robert W. Orr & Assoc., N. Y., to Reach, McClinton & Co., same city, as account executive for International Latex Corp.'s Isodine Pharmacal Corp. and Family Products Div. **Howard E. Sands Jr.,** formerly with Benton & Bowles, N. Y., joins Reach, McClinton as account executive.

Joseph J. O'Hanlon Jr., formerly account executive at Leo Burnett Co., Chicago, to Wherry, Baker & Tilden Inc., same city, in similar capacity. **Harold E. Bennett** appointed media supervisor of same agency.

Jon W. Barkhurst, ABC Hollywood and San Francisco, to Wyman Adv., S. F., to direct all merchandising services and handle specialized account work.

John Rohrbach, formerly timebuyer at Needham, Louis & Brorby Inc., Chicago, to J. Walter Thompson Co., same city, in similar capacity.

Robert R. Nadal, central regional sales manager for Mercury Div. of Ford Motor Co., named general sales manager for Lincoln Div.

Adam Reinemund, radio-tv director, Buchanan-Thomas Adv. Co., Omaha, Neb., for past 20 years, has sold his interest in that agency and has established his own agency in Omaha.

Norman Schmidtke, Grant Adv., Detroit, to McCann-Erickson, L. A., as art director.

Irvin Dunston, formerly director of marketing research Pharmaceuticals Inc., N. Y., to Benton & Bowles, same city, as project director in research department.

Aurelia Koba, executive assistant to president, Management Assoc., to Moore & Co., Stamford, Conn., in executive capacity.

Ken Marthey, senior producer, Benton & Bowles, N. Y., resigns to concentrate on free-lance directing for tv commercials and industrial films.

Robert L. Welch, formerly producer-writer at Paramount Pictures Inc., to tv-radio department of Ted Bates & Co., Hollywood.

Richard C. Wright, formerly program operations director for WJW-TV Cleveland, Ohio, and before that with Ward Wheelock Co., Philadelphia, as media director, to BBDO, N. Y., media department.

Tom Gad, formerly with Lennen & Newell, Ted Bates & Co. and Compton Adv., joins copy department of Kastor, Farrell, Chesley & Clifford, N. Y.

Raymond E. Hughes, CBS Radio Press Information Dept. for six years and manager of magazine division for five years, to N. W. Ayer & Son, N. Y., public relations.

Mary Mahoney Donnelly, 87, retired trustee of John Donnelly & Sons, Boston, died July 28.

3 MILLION

Montana visitors will have their car radios tuned

to KGVO

MISSOULA, MONT.

plus all Western Montana

•

affiliated with KMSO-TV

MOSBY'S INC.

STATIONS

Russell A. Gohring, manager of WPON Pontiac, Mich., named vice president in charge of radio for Gerity Broadcasting Co. (WABJ Adrian, WNEM-TV Flint-Saginaw-Bay City and WPON, all Michigan). **Don Dean,** farm director of WABJ, named station manager, succeeding **Robert W. Cessna,** resigned. Mr. Cessna plans to establish radio consulting firm to serve Michigan, Illinois, Indiana and Ohio areas.



◄ **E. L. (Ned) Smith,** manager of Edward Petry & Co.'s San Francisco office, to KOVR (TV) Stockton, Calif., as general sales manager. **Paul Lerew,** sales staff of KOVR (TV), named local sales manager, and **Henry E. Freitas,** sales staff, promoted to sales promotion manager.

James H. Ferguson Jr., sales manager of WWLP (TV) Springfield, Mass., appointed general sales manager for WWLP and WRLP (TV) Greenfield, Mass. Also announced were appointments of **Edmund J. Hughes** to sales manager for WWLP and **Philip J. Benison** to sales manager for WRLP. Both formerly were WWLP account executives.



◄ **Joseph P. Dougherty,** assistant sales manager of KYW-TV Cleveland, Ohio, named sales manager of WAAM Baltimore, which becomes property of Westinghouse Broadcasting Co. today (Monday). KYW-TV also is owned by WBC.

Tom Underwood named general manager of WDCL Clearwater, Fla., and **Gurney P. Sloan** appointed commercial manager. **Clare Linn** named WDCL program director.



◄ **Jim Terrell,** national sales manager, WKY-TV Oklahoma City, promoted to commercial manager and will head all national and local tv sales.

Robert D. Murphy, night production supervisor, KOA-TV Denver, to WPTV (TV) West Palm Beach, Fla., as production manager.

Rusty Bruton, formerly with WTVJ (TV) Miami, joins WFGA-TV Jacksonville, Fla., as production manager and acting program manager.



◄ **James L. Barker,** KOLN-TV Lincoln, Neb., to KBTV (TV) Denver as promotion-publicity manager.

Art Taylor, announcer, KGHF Pueblo, Colo., to KGOS Torrington, Wyo., as as-



UP THE CREEK WITH A LEAKY PADDLE?

You can reach a shore scattered with $2,739,749,000.00 just waiting to be spent when your "hear this" comes over WBNS Radio. The water-tight Pulse ratings place us first in any quarter-hour, Monday-thru-Friday, day and/or night.
Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

FIRST

6 straight months in D. C.,

says Pulse*

- **FIRST** in share of total weekly radio audience, 6 A. M. to midnight.
- **FIRST** in quarter hour wins.

WWDC

RADIO WASHINGTON

Represented Nationally by John Blair & Company

* **PULSE: Jan.-Feb., March-April, May-June 1957**



Slugging Sam forgot to duck. But he did remember to use Western New England's WWLP - WRLP, Holyoke, Mass.

In Western New England Nearly Everyone Watches

WWLP Channel 22 Springfield-Holyoke, Mass.

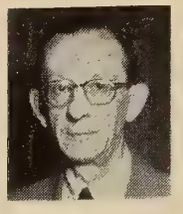
WRLP Channel 32 Greenfield, Mass.



ABC AFFILIATE CHANNEL 2
Peters, Griffin, Woodward, Inc.
REPRESENTATIVES

PEOPLE CONTINUED

sistant manager and program director. **Syble Taylor** joins KGOS as women's director and **Frank Allen,** program director, KVHC O'Neil, Neb., to KGOS as news director.



◄ **Frank O. Sharp,** personnel director and program manager, Consolidated Tv & Radio Broadcasters Inc. (WFBM-AM-TV Indianapolis), named administrative assistant to management of WFBM-AM-TV.

John Keenan, formerly general sales manager of WNEM-TV Saginaw, Mich., appointed sales director of WANE-TV Fort Wayne, Ind.

Steve Halpern, formerly with WCKT (TV) Miami, to KYW-TV Cleveland, Ohio, as publicity director.

Walter C. Dunbar, sports director, WBET Brockton, Mass., to WFGA-TV Jacksonville, Fla., in similar capacity.

Maurice R. Labelle, formerly with Mandell-Newman Assoc., Miami public relations firm, to WTVJ (TV) Miami as public service director.

Aubrey (Gene) McIntosh, formerly with WJHP-TV Jacksonville, Fla., to WFGA-TV Jacksonville as announcer-weatherman.

Bill Berry, formerly with WIBR Baton Rouge, La., to WDSU New Orleans as disc jockey-announcer.

By Taylor, news editor, KFXD Nampa, to KOZE Lewiston, both Idaho, as producer-announcer. **Bill Wippel,** production staff, WCCO Minneapolis, to KOZE as sales executive-producer.

Bill Stull, formerly on announcing staff of KOAT-TV Albuquerque, N. M., to KARD-TV Wichita, Kan., in similar capacity.

Dan Mason and **Bill Achatz,** KPTV (TV) Portland, and **Carl Arndt** join KOIN-TV Portland control room staff.

Fred M. Vosse, account executive at R. Jack Scott Inc., Chicago, to WIND Chicago sales staff. He succeeds **Quentin Sturm,** resigned.

Robert E. Howard, veteran time seller and buyer, to KMLA (FM) Los Angeles sales staff.

Bill Stewart, director of programming, Storz stations (KOWH Omaha, WHB Kansas City, WTIX New Orleans, WDGY Minneapolis-St. Paul and WQAM Miami), father of girl, Sharon Celeste, July 21.

REPRESENTATIVES



◄ **Walter Lake,** formerly Los Angeles manager, KSDO San Diego, to McGavren-Quinn Co., L. A. He will work with agencies and clients on distribution and broadcast advertising.

Oliver Ward, KMOX St. Louis, to John Blair & Co., same city, as account executive.

Edmund M. Smardan, account supervisor and tv director for Henry Gerstenkorn agency, L. A., to Blair-Tv, same city, as account executive.

David C. Milam, WRR Dallas sales staff, to Avery-Knodel, same city, radio sales staff.

Ralph Glazer, account executive, CBS Radio Spot Sales, N. Y., married **June O'Sullivan,** secretary to general manager of KNX Los Angeles.

MANUFACTURING



◄ **Dr. Raymond L. Garman,** executive vice president, General Precision Labs, Pleasantville, N. Y., elected board chairman and continues as technical director in charge of research and development.



◄ **James W. Murray,** GPL executive vice president, elected president and chief executive officer, continuing as general manager.

C. F. Parsons, formerly vice president and general manager of Zenith Radio Distributing Corp., appointed vice president in charge of sales for RCA Victor Distributing Corp., headquartering in Chicago.

Eugene A. Tracey, vice president in charge of sales of Mitchell Mfg. Co. and formerly with Zenith Radio Corp., to Emerson Radio & Phonograph Corp. as vice president in charge of sales.



◄ **Jack W. Merritt,** sales manager of photofact division, Howard W. Sams & Co., Indianapolis, named sales manager of newly-formed electronic distributor division.



◄ **Walton G. Wilson,** sales representative for Howard W. Sams & Co., named sales manager of industrial service division.

George T. Stewart, manager of distribution, Sylvania Electric Products, promoted to national sales manager with responsibility for all field sales operations. **Peter J. Grant,** manager of sales management development, becomes manager of marketing services,



with over-all responsibility for all sales-supporting activities of division. **H. T. Litteral,** product sales manager, radio and high fidelity phonographs, becomes special accounts manager.

Paul S. Coomes, product planning engineer, General Electric Co., receiving tube department, appointed district commercial engineer for department.

Frederick R. Furth, deputy director of research and development for IT&T, appointed director of research and engineering for International Telephone & Telegraph Corp. He succeeds **Harold H. Buttner,** who will continue as vice president and technical consultant.

William J. O'Connor, 68, retired executive of American Telephone & Telegraph Co., N. Y., died July 26 after brief illness.

TRADE ASSOCIATIONS

Ward L. Quaal, vice president and general manager of WGN Inc. (WGN-AM-TV Chicago), elected president of Broadcast Adv. Club, Chicago, for 1957-58 season. Other officers: **Paul McCluer,** Geoffrey Wade Adv., executive vice president; **James W. Beach,** ABC-TV, first vice president; **Esther Anderson,** McCann-Erickson, secretary, and **Marilyn Bielefeld,** Earle Ludgin & Co., treasurer. New directors: **John Carey,** WIND Chicago; **Howard Coleman,** NBC; **Louis A. Mith,** Edward Petry & Co., plus Messrs. Beach and McCluer.

Alex Brodsky, vice president of Allied Radio Corp., Chicago, appointed chairman of newly-formed excise tax committee of National Electronic Distributors Assn.

INTERNATIONAL

Stuart W. Griffiths, in charge of special television program development for Canadian Broadcasting Corp., Toronto, to Granada Television network, London, as controller of programs.

Wilfred L. Hudson, for past 27 years with Canadian General Electric Co., Toronto, as manager of economic analysis, to Bureau of Broadcast Measurement, same city, as research and development director.

Guy Carron, formerly manager of CKCH Hull, CJBR Rimouski and CJQC Quebec City, all Quebec, to executive assistant to Canadian Postmaster-General John B. Hamilton.

David S. Catton, radio-tv director of Vickers & Benson Ltd., Toronto, named president, Toronto chapter of American Marketing Assn.

PROFESSIONAL SERVICES

Alma Triner, account supervisor in Chicago office of Daniel J. Edelman & Assoc., public relations firm, appointed manager of its N. Y. office.

William Wight, formerly director of public relations, Philco Corp., and prior to that vice president of Carl Byoir & Assoc., Washington, named executive director of civic affairs council, Philadelphia Chamber of Commerce.

Elaine Slein, formerly member of public relations department, J. Walter Thompson Co., Chicago, to editorial staff of Daniel J. Edelman & Assoc., public relations firm, same city.

EDUCATION

Troy Crowder, publications editor, Educational Tv & Radio Center, Ann Arbor Mich., named assistant to president.

Edward King, NBC producer and director for 16 years, named staff director at Metropolitan Educational Television Assn., N. Y., effective Aug. 15.

Herbert Seltz, production manager, Indiana U. (Bloomington) radio-tv service, named program supervisor.

Kenneth Buckridge, William Esty Co., N. Y., and **Frank D. Jacoby,** Metropolitan Educational Television Assn., same city, named to faculty of tv-radio curriculum at New York U.'s division of general education. Mr. Buckridge will teach television programming and production and Mr. Jacoby will teach television direction.

Lou Wagner, formerly news director, WTNJ Trenton, N. J., to Rutgers U., New Brunswick, N. J., radio-tv production staff. He will handle script writing and promotion for six regular radio and tv programs produced by Rutgers.

GOVERNMENT

Irving Brownstein, assistant chief of Marine division, FCC, Washignton, named chief of law, Enforcement and Procedures Office of Safety and Special Radio Services Bureau, succeeding **Douglas Anello,** resigned.

Pvt. Erwin Y. Frankel, former production manager for Allied Tv Productions, N. Y., named to radio-tv section of public information office, Ft. Jackson, S. C. He is currently completing six months of active duty as Army reservist.

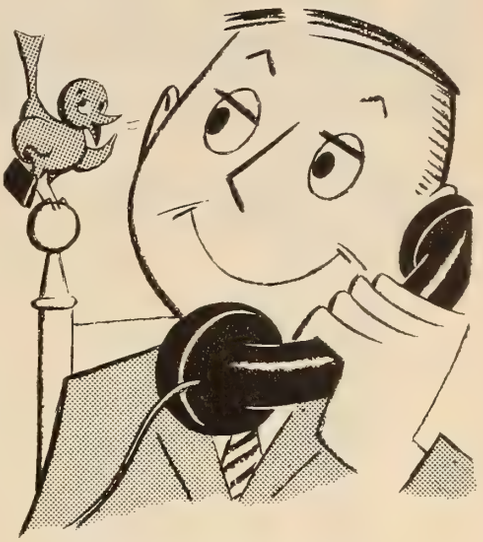
Walter P. Oden, 52, deputy chief of policy guidance staff of Radio Free Europe, died July 24 following heart attack.

LIBEL
SLANDER
PIRACY
PRIVACY
COPYRIGHT

Guard against embarrassing loss by having our unique, special INSURANCE which is adequate and surprisingly inexpensive.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

"In VIRGINIA



...BUY the

ROANOKE

Television Market!"

The Roanoke Television Market comprises 2¼ million people, over 2 billion dollars retail sales, and is generally credited with over 300,000 television homes.

One WDBJ-TV program, "Top 'O' The Mornin' " — which is local-live against strong network competition Monday through Friday between 7:00 and 8:00 A. M. — has this (largely unsolicited) mail record for the first quarter of 1957:

- 4,496 pieces of mail
- 407 towns and cities
- 72 counties
- 3 states (Va., W. Va., N. C.)

For full details, call Peters, Griffin, Woodward—or WDBJ-Television!

WDBJ-tv Channel 7 CBS
ROANOKE, VA.
Owned and operated by the Times-World Corp.

TOPS
IN BALTIMORE
WCBM
CBS
• Top local shows!
• Top CBS shows!
• Top ratings!
• Top "buy" for every advertiser!
WCBM
10,000 watts on 680 k.c.
Baltimore 13, Md.
THE BOLLING COMPANY, INC.
Exclusive National Representatives


"GEE! Look at that outboard motor!"
Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.
Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

WMAQ Chicago Launches New Radioactive Series

IS IT wise to continue nuclear testing because of the danger of radioactive fallout? Has the American public already been subjected to too much strontium 90? What's it like to take a "scientific bath" and what are the results of a typical radioactive count?

In an attempt to answer these questions, WMAQ Chicago launched a three-part weekly program series July 14. Len O'Connor, NBC Chicago newsman, interviewed leading scientists and even subjected himself to a "scientific bath" for the purpose of getting a count of radio active matter in his body.

Mr. O'Connor entered a 54-ton seven-by-seven feet box in the "iron room" of Argonne National Labs, Lemont, Ill., and remained there for 30 minutes.

Mr. O'Connor reported on the special events series that the radioactive count in his body was exceedingly small—in fact, "less than normal for the average person."

His conclusion: The public need not worry too much, as contended by the Atomic Energy Commission, about the effects of Strontium 90 or another radioactive isotope, Cesium 137—at the present rate of fallout. He also felt there are several other more vital considerations in connection with the atomic bomb, and pointed out, radioactive material from Strontium 90 is not measurable, while that from Cesium 137 is.

WBEN-AM-FM Install Equipment

WBEN-AM-FM Buffalo, N. Y., have installed microphones and lines for the binaural transmission of the Buffalo Philharmonic Orchestra Pops Concerts which they carry on Tuesday evenings. They have already installed 15,000 cycle lines for the broadcasting of the concerts.

Promotion Features 'Mermaid'

A recent merchandising campaign of WKIS-WORZ Orlando, Fla., featured a mermaid and giveaway coupons. The stations report that the promotion was conducted as their own idea and not at the request of the client but that as a result, Gorton's of Gloucester plans to use WKIS-WORZ for its fall schedule. The coupons entitled the recipient to a free Gorton's fish dinner package and were given away upon request to the stations or from mobile units stationed at six of the Publix Supermarkets in that area on six different occasions. In addition, a blonde mermaid perched on top of the counter in the stores and gave away the coupons to passersby.

WORL Institutes New Format

CHANGE of format was instituted Thursday by WORL Boston from its traditional all music-and-news to "950 Club" style of programming keyed to its dial position and featuring block programming of featured vocalists or orchestras. Set in 15-minute "stage" segments, each stage presents a popular recording of a star plus the other tunes through the years leading to that performer's present popularity. WORL will continue a ten-minute news segment on the hour. To be promoted as "Boston's Starbright Spotlight Station," WORL said its new format will attract more older listeners along with the youngsters who follow current top tunes.

KLAC's Free Promotion Brings 'Spot' Cash Orders From City

THE ancient saying about bread cast upon the waters has been revised and updated at KLAC Los Angeles into "broadcast upon Alhambra," but the meaning is unchanged.

Last August, this Southern California community was selected to receive a week-long "KLAC Goes to Town" salute, one of a series given by KLAC to various communities in the greater Los Angeles area with no charge to the city or its merchants. The results of this free promotion were such that the city has come back to KLAC, but this time as a commercial client with an order for 424 spots to be broadcast during the coming year.

The campaign will play up the advantages of shopping in Alhambra, with special note of the city's ample parking facilities. The spots will be allocated to periods preceding and during special sales events, such as the annual Dollar Day. Space in four newspapers, three suburban and the regional edition of the *Los Angeles Times* will also be used.

One unusual aspect of the campaign is that $4,800 of the $13,065 advertising budget is being contributed by the city itself, the rest coming from an organization of Alhambra merchants. Radio's share, all going to KLAC, is $4,800; the four newspapers will divide $2,759, and the remainder will go for streamers, window cards and similar display material and for production costs. Walter Marto Advertising, Pasadena, Calif., is the agency.

WIZE's 'Shakespeare Day'

WIZE Springfield, Ohio, in conjunction with Antioch College, last month held "Shakespeare Day" with broadcast commercials, station breaks, and special features in Elizabethan English. The station devoted the special day to advertising the college's "Festival Under the Stars" which has scheduled four Shakespearean plays with veteran actors and directors, most of them out of New York, plus a few Antioch area regulars and students. All station breaks were done with a trumpet fanfare and a "bellringer" announced the call letters and gave a salute to the Antioch Festival. Every newscast began with, "Is thy news good, or bad?" Answer to that: "Say either, and I"ll stay the circumstance. Let me be satisfied."

Radio Buy... 1
KOSI Denver
KOBY San Francisco
HOOPER — PULSE — NIELSEN
KOSI—See Forjoe
KOBY—See Petry



A MOBILE UNIT was set up in the lower concourse of New York's Grand Central Station by WTRY to highlight its on-the-spot news coverage in the Albany-Troy-Schenectady area. Carole Michaelson (dubbed "Helen of Troy-Albany-Schenectady") hands souvenir safety matches to Martin Bruehl (r) of Dancer-Fitzgerald-Sample, New York. The matchbook covers can be used to order time on the station. Encouragement is provided by Kenneth Cooper, WTRY general manager.

A typical commercial done in this style: "What piles of wealth hath he accumulated to his own portion? How in the name of thrift does he rake this together? Marry and forsooth, he hath put the first dollars of every pay envelope into his savings account at the First National Bank."

D. J. Spins From Flagpole

DISC JOCKEY John Gregory has combined flagpole-sitting with spinning platters and ventriloquism in a nightly program on WBEL Beloit, Wis. Little John (weight 400 pounds) was hoisted to the top of a 40-ft. pole as part of a July 4 holiday promotion stunt at Mid-City Outdoor Theatre and he's been up there ever since. Each evening the disc jockey broadcasts direct from his perch, playing requests, promoting attractions at the drive-in theatre and giving listeners a bird's eye view of southern Wisconsin and northern Illinois. His program is co-sponsored by the theatre and an adjoining restaurant as a special promotion. A recent thunderstorm failed to shake the disc jockey loose from his perch, WBEL reports. Mr. Gregory has broken his own world's flagpole-sitting record (21 consecutive days), achieved March 2, 1957, at Fort Smith, Ark.

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Use Our Complete Service
CONSULTANTS IN
AM · FM · TV · UHF · VHF
FIELD INSTALLATIONS
ANTENNA MEASUREMENTS
DIRECTIONAL SYSTEMS
E P R A D Engineering Company
1211 CHERRY STREET - TOLEDO 10, OHIO

WBKB (TV) Sponsors Contest

YOUNGSTERS watching *Here's Geraldine* on WBKB (TV) Chicago are being invited to submit drawings of what they think will emerge from a large-sized egg received by the show's main character, a giraffe, from a mythical friend in Africa. Contest is being conducted by Jim Stewart and Geraldine, his puppet giraffe, who are looking toward the hatching date, Aug. 12. Winner with the most imaginative drawings will receive portable 45 rpm phonographs. After the egg hatches, the youngster with the drawing that most resembles the emerging "creature" will be awarded a portable hi-fi phonograph. The program is carried daily by WBKB (TV) at 4 p.m.

WETU's Tower Painting Contest

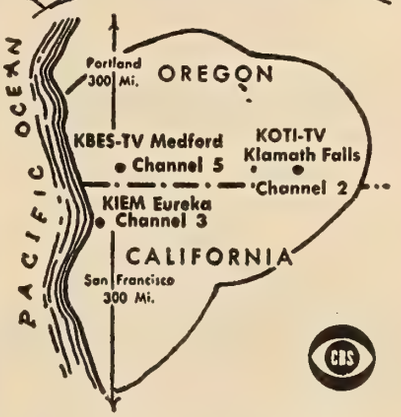
WETU Wetumpka, Ala., listeners are being invited to send in their guesses as to the total time involved in painting the station's tower. Disc jockey Ken Foster will do the entire job in his spare time and on his days off. Other features of the contest include interviews with Mr. Foster from his perch on the tower, plus news feeds to the three newspapers in the area. The listener with the closest guess will receive a radio.

WRAJ's Cool Pool Program

WRAJ Anna, Ill., in an effort to capture the soda-pop set, has initiated a new program called *Teen Time*. Employing two teenagers as disc jockeys, the program first originated from the studio, but has been moved to the patio of the city's pool.

THE CALIF.-ORE. TV TRIO





The *Smullin* TV Stations

KOTI	CHANNEL 2 Klamath Falls, Ore.	}	CBS NBC ABC
KIEM	CHANNEL 3 Eureka, Calif.		
KBES	CHANNEL 5 Medford, Ore.		

Three markets—one billing

MARKET FACTS

POPULATION	338,800
FAMILIES	109,800
TV FAMILIES	81,252
RETAIL SALES	$474,450,000
CONSUMER SPENDABLE INCOME	$591,194,000

"The Calif.-Ore. TV TRIO bridges the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 2, 3 & 5."

for CALIF.-ORE. TV TRIO
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123 TWX EK16

or ask BLAIR Television ASSOCIATES INC. national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

ONE OF THE
FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower
CBS
REPRESENTED BY AVERY-KNODEL, INC.



KTBC
CHANNEL 7
CBS • NBC • ABC
316 kw
CBS
590 kc RADIO
CBS
5,000 watts (LS)
AUSTIN, TEXAS
Represented Nationally by
Paul H. Raymer Co., Inc.



KSTP-TV Minneapolis-St. Paul has placed a 60-inch anti-aircraft searchlight directly beneath its tower (above) and reports it can be seen at night for more than 30 miles in any direction. The searchlight will be in use regularly and this winter, the station plans to use colored lights to offer residents the "tallest 'Christmas tree' in the state."

CBS-TV to Debut 'Verdict Is Yours'

CBS-TV's *You Are The Jury*, scheduled for debut Monday Sept. 2, has been renamed *The Verdict is Yours*. The program (Mon.-Fri. 3:30-4 p.m. EDT), featuring Jim McKay as tv reporter, will present completely unrehearsed courtroom trials in which the judge and counsel will be experienced trial lawyers and the litigants and witnesses will be professional actors. The jury, which will be selected from the studio audience, will hear testimony and render verdicts.

WRCA-TV Schedules 'Hi, Mom'

A NEW hour-long program slanted toward young mothers will begin on WRCA-TV New York on Aug. 15 (Mon.-Fri., 9-10 a.m.), with Shari Lewis as hostesss and featuring cooking expert Josie McCarthy and Registered Nurse Jane Warren. Titled *Hi, Mom*, the program will offer tips on baby care and feeding and entertainment for young children. The station believes there is a need for such programming in New York because more than 165,000 babies were born in the city in 1956 and there are more than 820,000 children up to five years of age in New York.

WPST-TV to Air '10's Tops'

WPST-TV Miami will air *10's Tops* (Mon.-Fri. 4-5 p.m.), a teen-age program based on the currently popular *Bandstand* format. The program, with Bill Wyler as m.c., will feature dance music, interviews with recording personalities and teenage guests.

KWTX Prospective Clients 'Fly'

THERE are all kinds of theories on how to sell an advertiser nighttime radio, but KWTX Waco, Tex., reports that it has discovered one way is to put your client in an airplane—at night. "Buddy" Bostick, station manager, flew Irving Melitz, manager of Zale's Jewelers, over the city at night and showed him the number of cars on the streets. As a result, Mr. Melitz was sold. He bought a heavy schedule of evening spots on KWTX.

NBC Distributes Time Charts

NBC Spot Sales promotion department is distributing its 1957-58 radio-tv time contract chart to some 3,500 advertising agency timebuyers. The convenient slide-chart, which works on a slide-rule principle, shows at a glance the exact expiration dates of time contracts, no matter when they start or how long they run. This is the fifth consecutive year the chart has been issued.

CBS to Air Health Series

CBS will air a special 10-week series of discussion interviews with some of the nation's leading authorities on health on *Adventures in Science* (Sat. 1:45-2 p.m. EDT) from July 20 to Sept. 21. The latest results in "health research" form the basis of the series, which will be hosted by Watson Davis, director of Science Service, a medical news service.

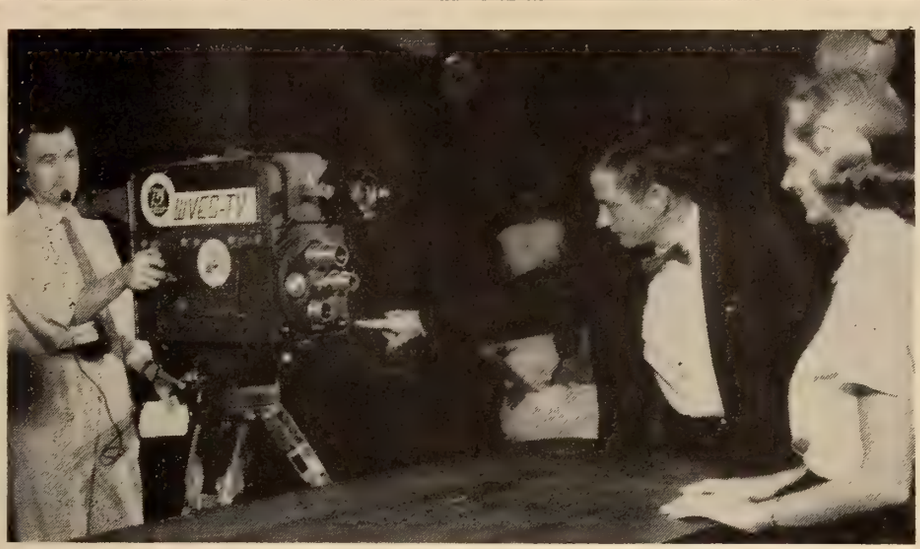
KSTP-TV Plugs 'Highway Patrol'

KSTP-TV Minneapolis-St. Paul is starting a two-part safety slogan contest in connection with telecasts of Ziv's *Highway Patrol* series. It is being presented in collaboration with the local sponsor, Velvet Blend. Viewers are asked to watch the Aug. 8 and 22 segments of the series and to send in original highway safety slogans which will be eligible for two prizes (RCA Victor portable tv sets), one each week. The sponsor also is offering free gifts to the first 100 entries received by KSTP-TV.

ABC-TV Sets Sports Series

ABC-TV will schedule *Sports Focus*, featuring Howard Cosell, as a five-day-a-week program, starting Sept. 2 (Mon.-Fri., 7-7:15 p.m.). The program recently completed a seven-week special summer series, covering the news, controversial issues and personalities in the sports world.

BUY SOUND-FACTOR PLAN
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS



PREP SCHOOL FOR TV CLASSES

SCHOOL is in session these days at WVEC-TV Norfolk, Va.—with a difference. Some 60 teachers from nine Norfolk schools are attending a tv workshop —learning tv techniques and auditioning at the same time.

Of the "students" spending their July vacation time in the studio, three will be chosen to act as "studio teachers" this fall when WVEC-TV will broadcast two hours of educational tv daily to the Norfolk schools. The experiment, claimed to be the most ambitious educational program undertaken by a commercial tv station, was initiated by J. J. Brewbaker, Norfolk school superintendent, in cooperation with the Ford Foundation and Thomas P. Chisman, president and general manager of WVEC-TV.

Duff Kliewer (above, center) operations manager for the station, has become an instructor in tv techniques for the workshop. He says the teachers "have a little ham in them," but as pupils, are quickly picking up tv techniques.

When tv classes start this fall, students will be taught in groups of 100, with one 21-inch tv monitor for each 20 students. Students will attend classes in gyms, cafeterias and auditoriums—thus releasing classrooms for other purposes.

The parties concerned hope the experiment will ease the school space problem; one school in Norfolk which had planned to operate in shifts this fall now anticipates a normal school schedule, because of the solution offered by tv classes.

Columbia College Tv Contest

COLUMBIA College of Chicago, pioneer in communications arts education, has launched a search for young writers with "fresh, creative ideas for television." The first contest is open to anyone 25 years or younger not employed by a broadcasting station nor a student at the college. The winner's "tv idea" will be produced by Columbia's television workshop on closed-circuit tv facilities and is good for a $100 savings bond.

All meritorious ideas will be presented to tv and agency executives. Judges include James H. Sawyer, assistant radio-tv production manager, Campbell-Mithun Inc., and Daniel B. Schuffman, program manager of WBKB (TV) Chicago. Blanks may be obtained from Columbia College, 207 S. Wabash Ave., and entries must be submitted by Oct. 30.

NEA Opens New York Office

THE National Education Assn., representing more than one million educators, has established a permanent tv-radio office in New York to maintain liaison with network officials and producers, in order to actively support "quality programming in the public interest," according to Dr. William G. Carr, executive secretary of NEA.

Richard Krolik, recently associated with NBC's *Wide Wide World* and *Today* and formerly in charge of tv activities for *Life*, has been retained to represent NEA in the new office. Dr. Carr stated.

Fla. Public Schools to Use Tv

STUDENTS in three Dade County (Fla.) schools, in grades three through eleven, will be taught subjects "ranging from science to social studies" over a closed-circuit tv network next fall, according to Dr. Joe Hall, superintendent of Dade schools.

About 30 students will view each teaching session, noted Dr. Hall.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

ALL TEN
OF THE
TOP TEN
PLUS
24 of the
TOP 25
ON
WSAZ-TV

In the June 1957 ARB survey of the 110 county area served by Huntington Charleston television . . .

WSAZ-TV PROGRAMS
ARE
WAY OUT IN FRONT

1 THE FORD SHOW
2 THE PERRY COMO SHOW
3 YOUR HIT PARADE
4 THE LORETTA YOUNG SHOW
5 THE CHEVY SHOW
6 THE PEOPLE'S CHOICE
7 FATHER KNOWS BEST
8 THE STEVE ALLEN SHOW
9 TWENTY ONE
10 THIS IS YOUR LIFE

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency



"GEE! What a modern sofa!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago



More San Antonio Mommies and Papas Listen Daily to KiTE Than To Any Other Station‡

‡NCS #2

Call Avery-Knodel, Inc.

Broadcasting Value Demonstrated During Theoretical Enemy Attack

THE "immense value" of broadcasting in keeping the American people informed during an enemy attack situation was demonstrated during the Operation Alert 1957 exercises held July 13-19, according to word from operation headquarters.

A series of exercises and tests showed the nation's telecommunications facilities were able to withstand the effects of an assumed 167 nuclear explosions. Despite the potential damage of the attack, communications services provided the nation with information and facilities vital to survival in such an emergency.

At the end of the test period, during which the Emergency Communications Agency maintained constant surveillance, this summary of broadcasting's emergency service was made: "Sufficient ability in the am broadcasting field remained after the attack for the purpose of conveying orders, advice, comfort and assurances to the remaining population having access to radio receivers." Teams of government and industry personnel operated from a secret relocation site some distance from Washington.

WHB Helps Capture Suspect

WHB Kansas City, Mo., was given credit for a large assist in the apprehension of a dangerous criminal. The man, on trial leave from a mental hospital, allegedly attacked two small boys and was suspected of an attack on two small girls a few minutes later. After the police issued a bulletin with the man's description, an appeal was made to WHB listeners to be on the lookout for the man. As a result, the man was arrested by the police, who had been tipped off by a WHB listener.

KRON-TV Airs Request for Blood

WITH the supply of a rare blood type nearly exhausted at the Irwin Memorial Blood Bank, San Francisco, officials asked KRON-TV San Francisco to announce an appeal for donors, needed for a 13-year-old boy about to undergo heart surgery. The appeal brought more offers than the bank could accept and quickly restored its supply, the station said.

KPIX (TV) Makes Prison Film

"THIS Is San Quentin" was filmed at the prison by KPIX (TV) San Francisco as part of the station's *Adventures in Living* series and is the true story of an inmate and his reactions to prison life. Intended to give the public a new picture of prison life, the documentary stresses the rehabilitation and educational programs, with prison personnel, including the warden, acting out their real-life roles.

WADS Finds Missing Son

WADS Ansonia, Conn., was responsible for finding the son of a Mt. Clemens, Mich., woman, whom she had not seen for 35 years. The station received a plea for help on behalf of the woman, who was ill. The son was believed to be in Connecticut, where he had been taken by his father in divorce proceedings. WADS aired a news story and the missing son responded, immediately calling his mother. The telephone conversation was recorded for rebroadcast. Afterward the station presented the son with a check to help cover expenses for his trip to Mt. Clemens.

WBCK Sparks Battle Creek Drive For Louisiana Hurricane Victims

AT the suggestion of a WBCK Battle Creek, Mich., listener, the citizens of the "Cereal City" sent three large boxcars of supplies to hurricane-stricken areas of Louisiana. Ray Turner, WBCK program director, acted as coordinator of the project, called "Operation Silver Lining."

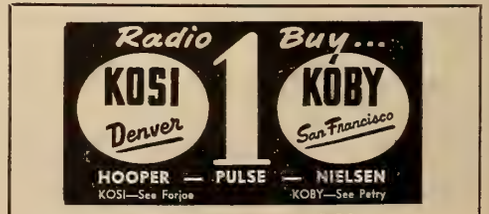
Altogether, 162 tons of material, valued by loading officials at $30,000, were sent to hurricane "Audrey" victims by this effort. WBCK broadcast a brief ceremony as the boxcars left on their 1,200-mile journey South. Mr. Turner and Joseph Buckley, managing director of the Area Development Corp., flew to Louisiana to help in the distribution of the supplies, which included bedding, clothes, food and appliances, voluntarily given and collected.

WMAL Joins Donor Campaign

IN AN attempt to relieve a shortage of blood available to Washington hospitals, WMAL-AM-TV Washington joined forces with the District Chapter of the Red Cross to boost a nine-day donor campaign. Scheduled for July 29-Aug. 5, the campaign, called "Operation Life Line," will consist of interviews with previous donors and persons who have benefited from the Red Cross Blood Bank. New donors will be solicited with announcements on both radio and television.

WCCO Puts Birds to Rout

WHEN homeowners in a St. Paul residential district complained of constant harassment from an army of starlings, WCCO Minneapolis-St. Paul set out to find a solution. After consulting with U. of Minnesota bird authorities, the WCCO staff discovered that the distress call of the starling, amplified from a mobile unit touring the area, caused the birds to depart en masse, thinking one of their own was in trouble. Casualties in the WCCO force required no more than a thorough roof-washing for the mobile unit.



Station Authorizations, Applications
(As Compiled by B•T)
July 25 through July 31

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through July 31

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	269	406	144
Fm	539	519	52	57	0

FCC Commercial Station Authorizations
As of June 30, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,044	519	344
Cps on air	3,079	530	519
Cps not on air	159	31	132
Total authorized	3,238	561	651
Applications in hearing	153	3	87
New station requests	322	24	79
New station bids in hearing	109	0	50
Facilities change requests	185	8	46
Total applications pending	975	134	366
Licenses deleted in June	1	3	0
Cps deleted in June	1	0	0

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through July 31

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	389	88	477[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	356	325	670[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	862	584	1,444[3]
Noncomm. Educ.	67		38	33	68[4]
Total	1,162	337	900	617	1,512[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

ACTION

Seattle, Wash.—Queen City Bcstg. Co. granted vhf ch. 7 (174-180 mc); ERP 316 kw vis., 158 kw aur., ant. height above terrain 817 ft., above ground 598 ft. Estimated construction cost $534,354, first year operating cost $560,000, revenue $1,210,500 P. O. address 1530 Queen Anne Ave., Seattle. Studio location Seattle. Trans. location Seattle. Geographic coordinates 47° 38′ 01″ N. Lat., 122° 21′ 20″ W. Long. Ant. RCA, trans. DuMont. Legal counsel Arnold, Fortas & Porter, Washington, D. C. Consulting engineer J. B. Hatfield, Seattle. Owners include **Saul Haas** (62.13%), **Sen. Warren G. Magnuson** (8.24%) and others none of whom own more than 3%. Queen City is licensee of **KIRO-AM-FM Seattle.**

APPLICATIONS

Albuquerque, N. M.—University of New Mexico—vhf ch. 5 (76-82 mc); ERP 2.004 kw vis., 1.019 kw aur.; ant. height above average terrain 4,311 ft., above ground 34 ft. Estimated construction cost $387,000, first year operating cost $80,000. P. O. address University of New Mexico, Albuquerque. Studio location Bernalillo County. Trans. location Bernalillo County. Geographic coordinates 35° 12′ 32″ N. Lat., 106° 26′ 64″ W. Long. Trans.-ant. RCA. Legal counsel Seymour Krieger, Washington, D. C. Consulting engineer George P. Adair, Washington, D. C. Regents of University will operate station as non-commercial-educational.

Vail Mills, N. Y.—Veterans Bcstg. Co., vhf ch. 10 (192-198 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1,000 ft., above ground 935 ft. Estimated construction cost $764,630, first year operating cost $1,200,000, revenue $1,500,000. P. O. address 17 S. Clinton Ave., Rochester 4, N. Y. Studio location Vail Mills. Trans. location Fulton County. Geographic coordinates 43° 02′ 03″ N. Lat., 74° 13′ 37″ W. Long. Trans.-ant. GE. Legal counsel Spearman & Roberson, Washington, D. C. Consulting engineer Page, Creutz, Steel & Waldschmitt, Washington, D. C. Principals include **Ervin F. Lyke** (7.5%), **Hal James, Harry Bennett,** and **William B. Maillefort,** each 4.88% and others. Veterans is licensee of WVET-TV Rochester, N. Y.

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

AS YOUR BUSINESS GROWS . . .

. . . so do profits and problems.

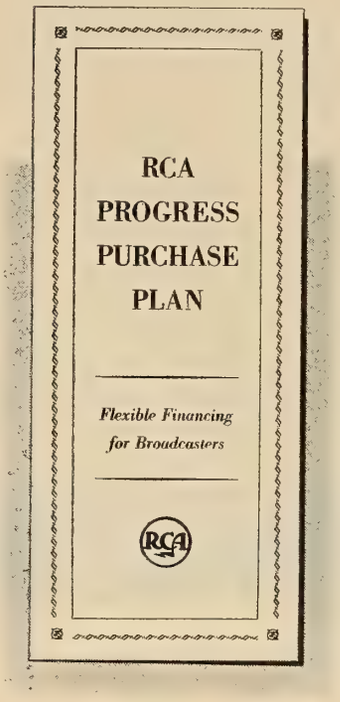
If your station is your major asset, we suggest a continuing Hamilton, Stubblefield, Twining & Associates APPRAISAL-ANALYSIS. There is no surer way to provide management a "moving picture" of asset and market valuation, reflecting changes and fluctuations in today's economy. Such a study eliminates errors in under-insurance and property accounting, and establishes a firm expert value for tax purposes and corporate finance. Write today for the low cost; and if you like we will furnish you a sample copy of this complete independent study.

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ACTIONS

Fresno, Calif.—B. L. Golden granted 980 kc, 500 w day. P. O. address 1838 Tyler Ave. Estimated construction cost $12,930, first year operating cost $25,000, first year revenue $36,000. Mr. Golden is radio announcer-disc jockey.

APPLICATIONS

Chula Vista, Calif.—Southbay Bcstrs., 990 kc, 250 w D. P. O. address 514 Spreckles Bldg., San Diego 1, Calif. Estimated construction cost $16,972, first year operating cost $36,000, revenue $54,000. Owners are **Burr Stalnaker** (40%), **John B. Stodelle** (40%) and **Thelma H. Weeks** (20%). Mr. Stalnaker is engineer **KCBQ San Diego,** Mr. Stodelle partner advertising agency and Miss Weeks is former bookkeeper.

Lake City, Fla.—Gator Bcstg. Co., 1390 kc, 1 kw D. P. O. address 1830 E. Monroe St., Lake City. Estimated construction cost $14,896, first year operating cost $30,000, revenue $42,000. Equal partners are **Donald E. Dockery, Ray C. Joyner** and **Robert E. Dobelstein.** Mr. Dockery employe of **WDSR Lake City,** Mr. Dobelstein gas station owner and Mr. Joyner has grocery interests.

Winona, Miss.—Winona Bcstg. Co., 1570 kc, 1 kw D. P. O. address % M. L. Pate, 1605 W. Jackson St., Tupelo, Miss. Estimated construction cost $8,595, first year operating cost $15,600, revenue $25,000. Equal partners are **M. L. Pate** and **Landis Rogers.** Mr. Pate store mgr. and Mr. Landis former program director **WACR Columbus, Miss.**

Belgrade, Mont.—King's Garden Inc., 630 kc, 1 kw D. P. O. address Seattle 33, Wash. Estimated construction cost $20,500, first year operating cost $20,000, revenue $24,000. Equal partners are **A. B. Martin, Edgar Atkinson, C. Dorr Demaray, Axel P. Fredeen, Edwin Greene** and **Hegge Iverson.** King's Garden is licensee of **KGDN Edmonds, Wash.**

Norfolk, N. Y.—Robert S. Plimpton, 1050 kc, 1 kw D. P. O. address Storrs, Conn. Estimated construction cost $15,501, first year operating cost $31,320, revenue $44,928. Mr. Plimpton, manufacturers agent, will be sole owner.

Fredericksburg, Va.—Richard F. Lewis Jr., 1350 kc, 500 w D.P.O. address Drawer 605, Winchester, Va. Estimated construction cost $27,200, first year operating cost $50,000, revenue $30,000. Mr. Lewis, licensee of **WHYL Carlisle, WAYZ Waynesboro,** both Pa., **WINC, WRFL (FM) Winchester, WSIG Mt. Jackson,** all Va. and **WELD Fisher, W. Va.,** also holds cp for **WAGE Leesburg, Va.,** will be sole owner.

Merrill, Wis.—Lincoln County Bcstg. Co., 1400 kc, 250 w unl. P. O. address Box 192, Merrill. Estimated construction cost $20,100, first year operating cost $52,000, revenue $60,000. Equal partners are **Joseph P. Chilsen** and **William F. McCormick.** Mr. Chilsen owns minority interest in Merrill Publishing Co., Mr. McCormick minority interest in **WSAU-AM-TV Wausau, Wis.**

Puerto Nuevo, San Juan, P. R.—Jose R. Madrazo, 860 kc, 500 w D. P. O. address Box 2650, San Juan. Estimated construction cost $25,386, first year operating cost $20,000, revenue $30,000. Mr. Madrazo, 97% owner **WMDD** Fajardo, P. R., will be sole owner.

New Fm Stations

ACTION

Atherton, Calif.—Peninsula Fm granted 101.3 mc, 1.49 kw unl. P. O. address 330 El Camino Real, Atherton. Estimated construction cost $5,565, first year operating cost $10,000, revenue $18,000. Equal partners are **James J. Gabbert, Gary M. Gielow** and **John S. Wickett.** Messrs. Gabbert and Gielow are Stanford U. students and Mr. Wickett is realtor.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 2

(Figures in parentheses indicate dates oral arguments were held.)

Biloxi, Miss., ch. 13 (12-18-56); Amarillo, Tex., ch. 7 (7-29-57).

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57). Cheboygan, Mich., ch. 4 (6-21-57).

IN HEARING 10

Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Butte, Mont., ch. 6; Ogden, Utah, ch. 9 (7-3-57); Buffalo, N. Y., ch. 7 (9-24-56); Baton Rouge, La., ch. 18 (7-11-57); Elko, Nev., ch. 10 (7-11-57); Beaumont-Port Arthur, Tex., ch. 12.

IN COURT: 5

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10; St. Louis, ch. 11; Boston, ch. 5.

Ownership Changes

ACTIONS

KIVA (TV) Yuma, Ariz.—Granted transfer of control of licensee corporation from **Valley Telecasting Co.** to **Harry C. Butcher** for $241,000. Mr. Butcher owns **KIST Santa Barbara, Calif.,** 22% application for ch. 3 Hartford, Conn., and was former stockholder in **KEYT (TV) Santa Barbara.**

KWFC Hot Springs, Ark.—Granted transfer of control of licensee corporation from **Camden Radio Inc.** to **Clyde E. Wilson** for $25,000. Mr. Wilson, former 25% owner, will be 100% owner.

WHIY Orlando, Fla.—Granted negative control by **Gordon Sherman** and **Melvin Feldman** through purchase of stock (25%) from **Emil J. Arnold** for $4,000. Mr. Arnold will own 25% and Messrs. Feldman and Sherman 25% each.

KPID Payette, Idaho—Granted assignment of cp from **Payette Bcstrs.** to **Earl F. Hash** for $2,000. Mr. Hash has engineering interests.

WKTL Kendallville, Ind.—Granted transfer of control of licensee corporation from **Noble-DeKalb Bcstg. Co.** to **Paul L. King** and **Weldon M. Cornell** for $48,000. Mr. King, program mgr. **WOHO Toledo, Ohio,** and Mr. Cornell, restaurant owner, are equal partners.

WEGA Newton, Miss.—Granted assignment of

Southern Regional

$60,000.00

Presently absentee owned, this excellent facility offers an owner-operator a real opportunity for profits and capital appreciation. $30,000 down, balance can be paid out of depreciation charges.

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license from **E. O. Roden, B. H. Gresham, James E. Reese, W. I. Dove** and **Zane D. Roden** to **Newton Bcstg. Co.** for $15,000. **W. E. Farrar (40%), 49% WRAG Carrollton, Ala., 45% WMAG Forest, Miss.; 30% WDOB Canton, Miss.; R. E. Hook (40%), 49% WRAG, 75% WRUS Russellville, Ky., 45% WMAG, 20% WDOB; Hugh Hughes (10%), 10% WMAG, 20% WDOB,** and **Donald R. Moore (10%),** employe **WBIP Booneville, Miss.,** will be owners.

WHIM Providence, R. I.—Granted assignment of license from **Intercity Bcstrs. Inc.** to **Buckley-Jaeger Bcstg. Corp.** for $640,000. **Richard D. Buckley** (66.7%) and **John B. Jaeger** (33 3%) have interests in **WNEW** and **WABD (TV) New York** and **WTTG (TV) Washintgon, D. C.**

Hearing Cases

INITIAL DECISION

Hearing Examiner Annie Neal Huntting issued an Initial Decision looking toward grant of application of **Southwest State, Inc.,** for a new tv station to operate on channel 7 in Amarillo, Tex.

PETITIONS

WATR-TV Waterbury, Conn.—Petition requesting amendment of Sec. 3.606 by the institution of rule making so as to reallocate ch. 53 from Waterbury to Hartford, Connecticut and designate it for non-commercial use; reallocate ch. 24 from Hartford to Waterbury, Connecticut for commercial use; modify the construction permit of WATR-TV to specify operation on ch. 24; and modify the construction permit of Connecticut State Board of Education to specify ch. 53 at Hartford, Conn.

The FCC denied a petition by Carl Bloomquist for reconsideration of April 24 report and order which shifted ch. 10 from **Hibbing, Minn.,** and **Hancock, Mich.,** and added it to **Duluth, Minn.-Superior, Wis.** In an effort to provide vhf assignment for Hibbing, the Commission invites comments by Aug. 23 to notice of proposed rule making proposing assigning ch. 13 to Hibbing by substituting ch. 9 for ch. 13 at **Bemidji, Minn.**

The Commission granted in part a petition by **WICU** ch. 12 **Erie, Pa.,** and extended the time from Aug. 1 to Aug. 30 to file comments in rule making proceeding to change tv channel assignments in Erie, Pa.-Akron-Cleveland, Ohio, and other cities.

TV RULE MAKING FINALIZED

The FCC finalized rule making and amended its tv table of assignments to add ch. 8 to Waycross, Ga., effective Aug. 30. This was preferred to conflicting proposal to place that channel in Moultrie, Ga.

TV RULE MAKING PETITION DENIED

The FCC denied a petition by State Telecasting Co. applicant for tv station on ch. 56 in Gulfport, Miss., to change the noncommercial educational reservation in Biloxi, Miss., from ch. *44 to ch. 13, which latter channel is now assigned for commercial use in that city.

Routine Roundup

BROADCAST ACTIONS
By the Broadcast Bureau
Actions of July 26

KMAU-TV Wailuku, Hawaii—Granted mod. of license to change ant. designation; ERP vis. 5.89 kw, aur. 2.95 kw ant. 5950 ft.

WMSL-TV Decatur, Ala.—Granted cp to change ERP to vis. 117 kw, aur. 63.1 kw, ant. 350 ft.; change types trans. and make other equipment changes.

WDDS-FM Syracuse, N. Y.—Granted cp to change ERP to 97 kw, ant. height to 660 ft., and change antenna system.

KPOL-FM Los Angeles, Calif.—Granted mod. of cp to change ERP to 4.4 kw, change ant. height to 570 ft., change trans. location (slight change, same address), change type of trans. and make changes in antenna system.

Actions of July 25

WEAU-TV Eau Claire, Wis.—Granted license covering changes in facilities; ERP vis. 310 kw, aur. 155 kw, ant. height 900 ft.

KRIS-TV Corpus Christi, Tex.—Granted license covering changes in facilities.

KLPL Lake Providence, La.—Granted license for am station (BL-6690).

The following were granted extension of complete dates as shown: **KRSD-TV Rapid City, S. D.** to 10-15; **WJIM-TV Lansing, Mich.** to 11-27; **WCDA Albany, N. Y.** to 2-15-58; **WDBJ-TV Roanoke, Va.** to 11-12

KVOS-TV Bellingham, Wash.—Granted mod. of cp to change ERP to vis. 214 kw, aur. 107 kw, ant. 2370 ft., and make changes in ant system.

WTOV-TV Norfolk, Va.—Granted mod. of cp to change studio location to Portsmouth, Va.

The following were granted extension of complete dates as shown: **WJMR-TV New Orleans, La.** to 2-2-58; **WTWV (TV) Tupelo, Miss.** to 11-15; **WMT-TV Cedar Rapids, Iowa** to 1-29-58.

Actions of July 23

KMLA (FM) Los Angeles, Calif.—Granted license for fm.

WSOC-AM-FM-TV Charlotte, N. C.—Granted Mod. of licenses to change name of licensee to **WSOC Broadcasting Co.**

KRHM (FM) Hollywood, Calif.—Granted mod. of license to change name of fm station to **KRHM Broadcasting Co.**

WHP-TV Harrisburg, Pa.—Granted mod. of cp to change ERP to vis. 447 kw, aur 224 kw, change type of trans. and make other equipment changes.

WHYS Ocala, Fla.—Granted mod. of cp to change ant.-trans. location, change studio location.

COLORCASTING

The Next 10 Days of Network Color Shows
(All times EDT)

CBS-TV

Colorcasting schedule cancelled for summer.

NBC-TV

Aug. 5-9, 12-14 (1:30-2:30 p.m.) *Club 60,* participating sponsors.

Aug. 5-9, 12-14 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

Aug. 5, 12 (9:30-10 p.m.) *Arthur Murray Party,* Bristol-Myers through Young & Rubicam.

Aug. 7, 14 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

Aug. 8 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. through J. Walter Thompson Co.

Aug. 10 (8-9 p.m.) *Julius La Rosa Show,* participating sponsors.

Aug. 11 (4:30-5 p.m.) *Zoo Parade,* sustaining.

Aug. 11 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America through Fuller & Smith & Ross.

UPCOMING

August

Aug. 11-13: Georgia Assn. of Broadcasters, General Oglethorpe Hotel, Savannah, Ga.

Aug. 15-17: South Carolina Radio & Television Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach, S. C.

Aug. 16-18: Semi-annual meeting, West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 20-23: Western Electronic Show and Convention, San Francisco.

Aug. 30-31: Annual meeting of Montana Radio Stations, Florence Hotel, Missoula, Mont.

September

Sept. 8-14: National Television Week.

Sept. 10-12: Electronic Industries Assn. (formerly RETMA), Ambassador Hotel, Los Angeles.

Sept. 30-Oct. 1: Illinois Broadcasters Assn. fall meeting, Abraham Lincoln Hotel, Springfield, Ill.

October

Oct. 7-9: 13th Annual National Electronics Conference, Hotel Sherman, Chicago, Ill.

Oct. 9-12: 1957 Convention of the Audio Engineering Society, New York Trade Show Building.

Oct. 20-21: Texas Assn. of Broadcasters, Baker Hotel, Dallas.

November

Nov. 6-9: International convention, Radio Television News Directors Assn., Balmoral Hotel, Miami Beach, Fla.

NARTB CONFERENCES

Region 1 (New England, N. J., N. Y.)	Sept. 16-17 Van Curler Hotel Schenectady, N. Y.
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-20 Statler Hotel Cleveland
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Sept. 23-24 Grove Park Inn Asheville, N. C.
Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Oct. 10-11 Muehlebach Hotel Kansas City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H.	Oct. 14-15 Multnomah Hotel Portland, Ore.
Region 7 (Mountain States)	Oct. 17-18 Brown Palace Hotel Denver
Region 6 (Kan., Okla., Texas)	Oct. 22-23 Baker Hotel Dallas
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 24-25 Peabody Hotel Memphis

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RADIO

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Sales manager top earnings for top man major independent, New Jersey market. Box 661A, B•T.

Northern Illinois sales manager strong on sales, real opportunity for good man. Box 663A, B•T.

Sales manager, $6000 plus percentage. Give experience and references to Jim Brady, KIFI, Idaho Falls, Idaho.

Sales

South Florida. Radio salesman. Give resume. $100.00 against 15%. Box 570A, B•T.

Time salesman. Salary plus commission. Good market. ABC Texas station. Box 614A, B•T.

Oregon regional station. Fine place to live. Guarantee $300. 20% commissions. Box 633A, B•T.

Michigan regional independent needs a good salesman, capable of growth, good salary, plus. Box 662A, B•T.

Can you sell? If you believe radio is a great advertising media, and have sales record to back it up, you're the man we want to represent top station in rich southeastern market. You must have drive, ideals and a desire to make real money. Excellent opportunity for fast advancement and top pay with fast moving chain. Send full information and picture to Box 682A, B•T.

Young college man needed in St. Louis by top firm, representing many outstanding radio stations. Send information on family status, education, job and sales record, salary required, and snapshot. Box 714A, B•T.

Immediate, excellent sales opportunity leading to management. Florida eastcoast. Send details immediately. Box 723A, B•T.

Salesman for strong regional daytimer in excellent market. Excellent opportunity for good family man to advance from announcer or pd into sales. Reasonable guarantee against 15%. KFRD, Rosenberg, Texas.

California metropolitan net affiliate in market of 500,000 has opening for experienced radio salesman. Over $5000 a year guarantee, plus commission and car allowance. Send full details and references to KGMS, Hotel Senator, Sacramento, California.

Salesman-announcer. Permanent position, some experience required. Ideal climate, good wages, chance for advancement. Needed at once. Contact Jim Duncan, KSIL, Silver City, N. Mexico.

Salesman, with proven ability, able to furnish complete background references, and complete list of satisfied clients. Two years experience minimum. $100 a week plus commission. Contact Bob Booe, Mgr., KSMN, Mason City, Iowa.

Minnesota station needs salesman-announcer. Good salary plus commission. KTOE, Mankato, Minn.

Salesman. On daytime regional station in good family area. First time sales job open in over two years, commissions drawn now well over $100 per week and could be doubled. Want solid, knowledgeable man who can quickly develop into management with young owners of multi-station group. Personal interviews mandatory. Call Joseph Amaturo, WESO, Southbridge, Mass.

Announcers

South Florida. Sell radio fulltime. Do one hour airwork. Experience necessary sales-announcing. Send tape, resume. $100.00 against 15%. Box 569A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted, combination all-around announcer and copywriter with experience of at least three years, furnish references, salary expected, state last three employers and whether presently employed. All information confidential. Box 592A, B•T.

Opportunity! A young personality to grow with a leading mid-west independent. Must have first phone, send tape and resume (returned) to Box 595A, B•T.

Illinois kilowatt independent wants announcer with several years general staff experience and proved news writing ability. Liberal pay, many fringe benefits. Personal interview required. List age, education, experience in detail. Box 604A, B•T.

Desire football announcer plus staff duties. Tell all. Texas station. Box 613A, B•T.

Polished DJ wanted—Rapid-fire delivery at a sportscast pace. Glib. Informal lingo. Rhyming intros to records. Wanted by midwest station. $160 a week. Box 669A, B•T.

New England regional wants early morning personality. Chatter, anecdotes, good balance of music, light sound, good ad-lib commercials. Tape must demonstrate this type of show, plus straight announcing ability. No straight dj. $100 week. Send 7½ IPS tape, single track, resume, references. Box 680A, B•T.

Wanted: Top quality voices. Not interested personality announcers but high pay and permanent future with very fast growing chain of seven stations awaits man with show business production ability in radio. Men who have the know-how to direct making of production commercials and have a good solid commercial voice themselves. If you qualify, please write Box 683A, B•T.

DJ, with local news-gathering experience. Give full details about yourself, including expected compensation. Box 688A, B•T.

Experienced announcer. Voice quality must be good. Opening for morning man and topflight all-around announcer. Send tape, photo, resume, and references. Box 692A, B•T.

A combo man who can do a top-flight disc show can make real money here. Must have first class ticket. This is medium market radio-tv operation in midwest. A permanent job with excellent opportunity. Send all information and tape first letter. Box 715A, B•T.

We need a disc jockey, bright personality, good sell. The right man will have an opportunity to make an excellent salary in a fine medium-size midwest market. This is radio-tv operation. Send tape and full information. Immediate opening. Box 716A, B•T.

Pennsylvania independent wants announcer with commercial experience. Must have good voice and run control board. Familiar with western and pop music. $75. Box 724A, B•T.

Wanted, experienced announcer to act as assistant program director for Louisiana, daytime independent. Family man preferred. Send tape, letter, picture and salary desired. Good opportunity. Box 726A, B•T.

1st phone combo man, good maintenance, able to write copy. Top salary, wonderful living conditions in beautiful midwest lake area. Box 742A, B•T.

Experienced negro announcer-engineer combo, with first class ticket, wanted by leading negro-programmed station in metropolitan area. Send tape and resume to Box 743A, B•T.

First phone announcer new Montana station. $400 per month, call Manager, KGCX, Sidney, Montana.

KLAD in Klamath Falls, Oregon, has an opening for a good combination announcer-salesman. Good pay.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer-salesman with promotional ability. Some experience required. Write KLFT, Golden Meadow, Louisiana.

Opening—Top announcers, live, willing work format, Denver and San Francisco. Send tape, KOSI, Denver, no telephone calls.

Need experienced staff man familiar with news, music, sports, format. Operate own board. If you have first ticket, so much the better, but it is not essential. Send resume, picture, salary requirements. Hold tapes for later request. Program Director, KWNO, Winona, Minnesota.

Experienced announcer needed by 1000 watt daytime independent. Send tape, photo and resume stating salary expected to Program Manager, WCCM, Lawrence, Massachusetts.

Good, versatile announcer needed for eastern Carolina kilowatt with fulltime fm. Must be experienced. Send tape and resume to Lee Hodges, WCPS, Tarboro, N. C.

Staff announcer for good small city, independent, upstate New York. Some experience or real promise. Write Lee Hickling, WDOS, Oneonta, New York.

Have immediate opening for announcer with first class ticket. Good opportunity in a fast growing community. Radio Station WKEN, Dover, Delaware.

New Maine regional music station, combining 730 kc with salt water coverage of New England coast, requires top staff. Beginning operations in September. $110 a week for above average announcers. Send tape and complete resume to Winslow T. Porter, WMMS, Bath, Maine.

Experienced announcer rapidly expanding Chicago area station. Send data, tape and picture, salary expected. Real opportunity for right man. WMRO, Aurora, Illinois.

Wanted, topflight utility announcer capable of handling college play-by-play sports and news for aggressive independent 5,000 watter. Top salary to right man. Send tape, letter immediately to WRFC, Athens, Ga.

Announcer with or without first phone license. WSYB, Rutland, Vermont.

Technical

Are you an energetic engineer who has no chance for advancement in your present job, then we're looking for you. We are a two-station chain with the third station permit expected shortly. We need a chief engineer, a man capable of maintenance repair, and purchase of technical equipment. The man we hire will have a chance at the construction of our proposed third station. If you're a young married man who desires to assume a permanent and responsible position with an expanding firm, send all information to Box 158A, B•T.

Florida's finest wants combo man immediately. First ticket, excellent opportunity, top company if ambitious, investigate. Box 523A, B•T.

Wanted, first class radio engineer, must furnish references, give experience, salary expected and when available. Box 591A, B•T.

Immediate opening for chief engineer-announcer for remote controlled fulltime 250 watt station. Must have above average voice for short air shift. Good salary. Contact immediately. Box 618A, B•T.

First class engineer-announcer for Indiana non-directional 1000 watt daytimer. Box 642A, B•T.

Microwave engineer. Challenging opportunity for young man to utilize knowledge of microwave in conjunction with community antenna systems. National company. Send resume to Box 654A, B•T.

Wanted—1000 watt daytimer in southwest needs chief engineer who can announce. Salary plus living quarters and utilities. Box 699A, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer needed immediately for am, fm and tv. Permanency and future salary increases. Box 701A, B•T.

1st class engineer with announcing ability for progressive 250 Mutual in east North Carolina. Airmail complete data including references, starting salary requirements, date available. Box 728A, B•T.

Engineer needed for North Carolina kilowatt remote controlled. Maintenance ability. Car necessary. Box 736A, B•T.

Position open immediately for first class engineer who can also announce, $100.00 weekly. New equipment, good working conditions. Send full details to Manager, KFMA Broadcasting Company. Box 457-415 Perry Street, Davenport, Iowa.

Opening for chief engineer-announcer, ideal mountain climate working conditions, starting salary $80.00 weekly plus overtime. Low living costs in single station market. Call collect if interested Lloyd Hawkins, KRTN, Raton, New Mexico.

Engineer with first class license, combo man that can announce or sell preferred. WDBL, Springfield, Tennessee.

1st class engineer, 40 hours a week, must have some experience in maintenance, contact WGSM, Huntington, N. Y.

Wanted immediately, engineer for chief engineer position with thousand watt radio station in southeast Georgia. Must have first class license, know Gates equipment, have announcing and board experience. Good salary, excellent working conditions. Send tape, details to WJAT, Swainsboro, Georgia.

Production-Programming, Others

Wanted: Continuity writer. Experienced. Position with established station. In business 26 years. Midwest. City 45,000 population. 50 miles from Milwaukee. State salary desired and experience. Box 634A, B•T.

Live wire newsman. Background of reporting, editing, with forceful air presentation. Excellent opportunity at north central metropolitan am-tv stations. Send tape, snapshot and full details about previous experience, and advise salary expected. Confidential. Box 687A, B•T.

One of the midwest's top radio-tv news operations has opening for steady aggressive newsman with good voice. Send tape and photo with full personal information. Box 717A, B•T.

Experienced newsman with copywriting ability. Ideal resort area. Send tape and resume to KBHS, Hot Springs, Arkansas.

Need program director with salable ideas who can do board work. Excellent salary, good working conditions. Call or write Gordon MacIntosh, WTUX, Wilmington, Delaware.

Immediate opening production type copywriter. Man or woman. Call Dick Clark, collect, Daytona Beach, Florida. Clinton 2-6491.

RADIO

Situations Wanted

Management

Commercial manager-salesman experienced small station operation. Married, family, available September 1. Desire relocate west coast. Reasonable income needed. Box 534A, B•T.

10 year radio veteran, age 30, seeks relocation NY-Jersey area as manager, commercial manager, PD or combination. College. Family. Box 630A, B•T.

Manager-sales manager. Now employed major market but station sale pending to owner who will manage. Record to prove administrative and sales ability made sale possible. Fifteen years executive experience and reputation, substantiated. Confidential. Box 659A, B•T.

General manager-salesman: Experienced, married, top references, permanent, BA Degree. Box 685A, B•T.

Unusually complete background including management radio station seven years with successful record in sales and civic affairs. Network experience in tv and radio in area important to tv station. Three years with client supervising advertising and sales promotion. Employed but highly desirous of future with station operation. Prefer eastern market. Box 706A, B•T.

RADIO

Situations Wanted—(Cont'd)

Management

Specialist in negro radio. Experienced announcer, salesman, program director. Want to move up with progressive organization. Southerner, white, married, late model car. College graduate. Box 709A, B•T.

Sales manager, news, announcing, administrative, radio-tv background, married, veteran. Box 721A, B•T.

Small market manager or assistant. Experienced organizing, programming, copy, sales. Box 741A, B•T.

Manager. 10 years in the business. Age 29. Have been local salesman. Have done sports, disc, local news and other type shows. Present position (8 years) pays well but will leave for right managerial position. Family man, dependable, conscientious, sober. References. Box 746A, B•T.

Sales

Permanent sales position with solid operation desired. Married, versatile, employed. Box 725A, B•T.

Announcers

Sportscaster, eight years experience. Can give you top football, basketball play-by-play. Top pro, college basketball, football experience. Available Sept. 1. Box 594A, B•T.

Experienced dj-announcer, first phone. $100 minimum 40 hours. Prefer midwest. Box 605A, B•T.

Sportscaster-announcer, first class license, 8 years experience, staff, play-by-play basketball, football. Presently employed. Box 623A, B•T.

Veteran sportscaster. 13 years excellent play-by-play football, basketball, baseball, boxing. Top sports shows, special events, news. Desire strong sports station. 3 years television. Prefer east. Minimum talent included $150. Box 641A, B•T.

DJ, 8 years experience, tops in area, age 27, married, family, tv experience, personality shows am and tv, record hops, prefer am and tv operation, will consider either. Box 658A, B•T.

Major market announcer, family, five years experience, some tv, employed 1000 watt independent interested commercial tv or good radio deal. Box 745A, B•T.

3 years experience announcing, console operation with 1000 watt commercial station. Recent 2 years college graduate. Box 681A, B•T.

Top rated dj and commercial announcer in large market with first phone. Married, 28, dependable, 10 years experience, good habits, seeking relocation for advancement and position. Details and tape on request. Box 691A, B•T.

Announcer, young, ambitious, employed. Seeking job with future. Will relocate. Box 697A, B•T.

Good announcer, trapped in juke box with tape, wants out. Big city, 5-day week only. Top newsman, first ticket. Midwest now, will go long way for good music station. Box 698A, B•T.

DJ, three years experience, commercial sell, knows music, family. Box 700A, B•T.

Experienced, mature dj wants job playing records for and selling sponsor's merchandise to grown-ups. First ticket. Available 25 August. Box 702A, B•T.

First class announcer desires change. 3 years good solid experience as disc jockey (pops-jazz standards), newsman, sportscaster with play-by-play experience. I'm 23, single and will consider all locales. Box 703A, B•T.

Announcer-salesman. Ten years experience announcing; network affiliate and independent. Quality voice; familiar all types music. Good news and sports, write and deliver. Also continuity. Public relations, college. Married. Car. Box 708A, B•T.

Announcer-producer eastern vhf. Eleven years radio, four tv. 28, married. Offering creativeness, competence, intelligent application. Let's go to town! Box 710A, B•T.

Young experienced announcer-operator, single, draft-exempt, white. Now employed Detroit. Desires change, prefer midwest, but will consider any reasonable offer. Box 711A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Eight years radio-tv. Married. Informal, low pressure, personality seeks permanency in Dayton, Columbus, Akron, Toledo, Cincinnati, Cleveland, Youngstown, Ft. Wayne, Indianapolis, Rockford. Sports, news qualifications also. Box 722A, B•T.

Broadcasting school graduate. Employment wanted 75 miles of Wash., D. C. DJ. Audition in person. Box 729A, B•T.

Somewhere in Florida there's a station that can use a young married disc jockey-announcer. Competent, dependable, sober and hard working. 250 and 5 kw experience. Ready to move up. Also sales experience. Available immediately. Box 732A, B•T.

Sports announcer-veteran, married, college degree-one year experience, very strong on play-by-play. Box 733A, B•T.

Announcer-veteran, married, college degree-one years experince, strong on sports and news. Experienced in newswriting and copywriting. Box 734A, B•T.

Top morning, personality dj, news man and announcer. 28, family, ambitious, seeking opportunity. Box 735A, B•T.

Young announcer, 3 years experience. Network voice. Accent on news. No small stations please. Box 744A, B•T.

Chief-combo well qualified and reliable. Rhyming and bright record intros. Can be available soon. 8-0522, Hudson, New York.

Young deejay, 3 years, large metro markets. No small stations, or towns. Bob Dahlgren, 421 No. Peninsula, Daytona Beach, Florida.

Negro dj, operate own board. Strong news, commercials, speaks Spanish. C. Mitchell, 972 Park Place, Brooklyn 13, N. Y., President 8-2807.

Ready and willing to go your way. 2½ years college, radio school graduate. Brief air experience. Good potential. Jim Waran, 6328 N. Mobile, Chicago. Newcastle 1-4364.

Technical

Eighteen years am-fm including directional antennas. Experienced chief. $8,000 minimum plus moving. Box 406A, B•T.

Versatile combo 1st phone, ten years chief, enthusiastic, reliable. Seeks California. $500 minimum. Box 637A, B•T.

Announcer-engineer. Here's one that can really announce. Four years experience. Family man. South only. $125 minimum. Box 690A, B•T.

Combo, presently employed. Desires to relocate anywhere. One year experience. Married, sober, reliable. No gimmicks. Box 707A, B•T.

Production-Programming, Others

It's time for a change. Have trenchcoat and typewriter, will travel. Experienced newsman, single, veteran, journalism degree. Top references. Box 548A, B•T.

6½ years, radio-tv. All phases. Play-by-play, news, dj. Presently employed as afternoon dj in one of the top 5 major markets. Looking to move up to PD or other executive capacity. Will invest, if right. Young, aggressive. Will do air work. Tape, and resume on request. Box 693A, B•T.

Traffic-billing two years experience small station operation. Gal Friday, single, prefer midwest or west. Available September 1st. References. Box 694A, B•T.

Attention owners of radio stations! Is your station losing money? I can positively make it a profit maker. Box 730A, B•T.

1957 June graduate Michigan State U. B.A. Degree in Radio-TV production, will consider any position anywhere. Interested in sports, dj, news and programming. Excellent references. AFERHO member. A. B. Cudworth, 150 Sherwood Rd., Williamston, Michigan. Lansing phone ED 7-7292.

TELEVISION

Help Wanted

Sales

Television sales. Salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when qualified. Give previous selling experience and as many particulars as possible. Please enclose recent snapshot. Box 755G, B•T.

Television salesman, southwest tv station, sales manager possibility. Young, aggressive, self-starter. Drawing account against commissions, excellent opportunity if previous selling experience and particulars. Box 739A, B•T.

Leading station in fastest growing market in southeast will soon have available for assignment its most important list of active local accounts. If you have proven record of success in advertising sales, send complete information to WSAV-TV, Savannah.

Announcers

Announcers wanted by large pioneer eastern vhf outlet going to full power. Should be familiar with all phases of tv production but will consider topnotch radio men willing to learn. Send full details with application. Address Box 689A, B•T.

Sportscaster, tv and radio, large midwestern market; rush tapes, S.O.F., resume; state salary expected. Contact: RO, Box 626, Fargo, N. Dak.

Technical

Studio engineer for vhf station in large midwest city. Finest equipment to operate, good salary and other benefits. This is the leading station in the area, and requires grade A men to operate it. Supply resume of experience, education, and a photo. Reply Box 441A, B•T.

Expanding schedule need first class engineer. Good salary based on experience. Paid vacations, insurance benefits. WDAY-TV, Fargo, N. D.

Engineer with supervisory experience studio and transmitter. Location in Boston, Mass. Salary commensurate with ability. Please send background, resume to Frank W. Harvey, WGBH-TV, Cambridge, Mass.

Engineer, first phone, needed immediately, $100 per week to start. Lot of fun living around Norfolk and Va. Beach. Call or write Tim Bright, WTOV-TV, Norfolk, Va. Phone MAdison 7-5915.

Studio and transmitter technicians: Young, experienced, energetic for educational vhf. College opportunity at nearby NC State, Duke, Carolina. State experience, education, and provide recent snapshot by letter to Alan B. MacIntyre, WUNC-TV, Chapel Hill, North Carolina.

Television production center has openings for studio engineers. Work in monochrome, compatible color, kinescope recordings. Theoretical and practical background desired. Working conditions, salary, and benefits excellent. Contact: Personnel Office, University of Michigan, Ann Arbor, Michigan.

Production-Programming, Others

Television executive wants girl Friday with knowledge of television and radio business, shorthand and typing. Free to travel in or out of the United States and able to handle travel details, appointments, etc. Apply Box 696A, B•T.

Newspaper owned, newsminded vhf in good market needs news director who knows news and is strong air personality. Please send photo and tape or audition film, resume, expected starting salary to Box 740A, B•T.

TELEVISION

Situations Wanted

Management

Manager-sales manager. 12 successful years small and large markets. Excellent national contacts and best references. 39, family of four. Interested in only in good operation with future. Pleased to send resume. Box 557A, B•T.

TV manager, sales manager, national sales manager. 14 years experience all phases broadcasting. Active civic and community affairs. Now employed major market. Box 719A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Sales

Young man, 27, college graduate, veteran, successful tv time salesman in second largest market of midwest state. Desires opportunity in Chicago area preferably; however, will consider other areas. Box 738A, B•T.

Announcers

Announcer good on camera, doesn't sound bored in booth. Presently top man metropolitan "U" wants to become bottom man at metropolitan "V" and work up. Box 617A, B•T.

Technical

Twenty years am-fm-tv including color. Chief, supervisory experience. Reliable family man. Box 407A, B•T.

Engineer, first phone; seeking position at tv transmitter or studio anywhere; experience in radio transmitter and studio; instructor and ham; 29; married; salary and hours of secondary importance. Box 612A, B•T.

Production-Programming, Others

Experienced with all phases of studio production, including commercial and remote. Seeks position with station desiring a young (28) man with imagination and know-how. Box 122A, B•T.

Director-producer, 4 years experience all phases production. Seven years radio-tv announcing. University degree. Congenial, 31; versatile, creative, reliable. Relocate. Box 507A, B•T.

Film editor well rounded film experience. Presently employed, desires permanent position with larger responsibilities. Box 547A, B•T.

Ambitious director, floundering in overstaffed, large midwest indie, seeks progressive relocation. Married, 28, college (M.S.), vet. Box 695A, B•T.

FOR SALE

Stations

New England single station market priced near annual gross at $70,000. Terms. Middle south fulltime station in growing secondary market. Terms. Metropolitan market, southeast priced near 5 year annual gross average $150,000, half down, half terms. Paul H. Chapman Company, 17 East 48th Street, New York 17, New York, or 84 Peachtree Street, Atlanta, 3, Ga.

Private, conservative service to qualified principals only. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

RCA custom-built master control. Control unit accommodates 10 incoming program sources and 6 outgoing channels. Twelve additional racks containing isolation, line, auxiliary and monitor amplifiers. Power supplies and other associated equipment. Box 705A, B•T.

5 kw RCA 5-C water cooled transmitter. Including antenna tuning unit and transmission line. Now being used as KFWB auxiliary transmitter. Inquire Chief Engineer, KFWB Transmitter, 3535 S. La Cienega Blvd., Los Angeles, Calif.

Western programs — ¼ hour transcribed open-end musical programs, Riders Purple Sage, etc. 400 programs, 25¢ a program. WAND, Canton, Ohio.

Have equipment for kilowatt station, need a location. Van Sandt, WJOI, Florence, Alabama.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. and Bliley holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eidson Electronic Co., PR 3-3901, Temple, Texas.

Announcing the extension of our services

on behalf of our station buyers and sellers

to include the northeastern states.

PAUL H. CHAPMAN COMPANY

Tampa — 17 East 48th Street

Nashville — New York 17, N. Y.

Atlanta — ELdorado 5-6657

FOR SALE

Equipment

Ampex 300, 350, 350-2, 60, 601-2 8c A-series available at Grove Enterprises, Roslyn, Pa., TUrner 7-4277.

Bargains in used Ampex tape equipment portable and stereophonic units. Mastertone Recording Company, Department A, Box 1060, Des Moines, Iowa.

WANTED TO BUY

Wanted — station break Jingles at low cost. Also singing commercials "skit" commercials individually prepared for local sponsors. WAND, Canton, Ohio.

Stations

Wanted to buy: 10 kw fm transmitter. Also want fm monitor, other accessories. Reply Box 602A, B•T.

Stations wanted. New Mexico, Colorado, Texas, Arkansas, Louisiana, Missouri, Kansas. Ralph Erwin, Broker, Tulsa.

Equipment

Wanted to buy complete fm package, including transmitter, antenna, monitor and co-ax. Box 684A, B•T.

Wanted: FM equipment for 10 kw station. Must be a bargain. Write Box 712A, B•T.

Desire complete 3 kw fm transmitter, monitors, tower, antenna and transmission line. Prefer RCA or GE. Write Box 718A, B•T.

Wanted for cash: good used equipment that will build a 500 watt am, 250 watt fm station. Packages, not items, please. Box 731A, B•T.

Wanted: used 150 ft. guyed am tower, code beacon, flasher, am monitors, turntables, pickups, etc., 250 watt N.E. Box 737A, B•T.

RCA, Gates, or comparable audio control panel. No major modification. Ampex recorder. RCA mikes. G. B. Gordon, (personal), WICS, Springfield, Ill.

Used small studio console, two CB-11 Gates tables, one PT6-A Magnecorder amplifier. Contact Gil Hanzlicek, Box 757, Great Bend, Kansas.

INSTRUCTIONS

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

F.C.C. First Class Phone License preparation, concentrated speed tutoring, no correspondence; beginners included. Monty Koffer, 743 Hendrix Street, Brooklyn 7, New York.

Miscellaneous

Anyone knowing the whereabouts of Albert C. Liebert, please contact his sister, Mrs. Katharine Baechler Snyder, 117 W. 19th Ave., N. Wildwood, N. J.

RADIO

Help Wanted

IMMEDIATE OPENINGS

SALES • CONTINUITY • ANNOUNCERS

Must have professional experience. New station with future. Send for details. Tom Beal, KBKC, 436 W. 47th, Kansas City, Missouri.

RADIO

Help Wanted—(Cont'd)

Technical

VIDEO TAPE FIELD ENGINEERS

World leader in manufacturing of tape recording equipment, producer Emmy winning video tape recorder, requires FIELD ENGINEERS for installation and servicing of new video tape equipment. Man will be given three months training program. TV studio maintenance experience necessary. E.E. Degree desireable. Mature man. Representatives needed for New York and Los Angeles area. Send complete resume to Ampex Corporation, Personnel Department, 934 Charter Street, Redwood City, California.

RADIO

Situations Wanted

Announcers

TOP RANKING DISC JOCKEY

with unusual, refreshing and exciting style available for major market only No. 1 DJ in city now. In one year rating jumped from 0.8 to 7.6.

INTERESTED

Call or wire — Tom Clay, 3512 Hazelwood Avenue, Cincy, Ohio.

Programming-Production, Others

Capitalize on CHANGING PATTERNS in RADIO LISTENING through

COMMUNITY PROGRAM ASSOCIATES

Over 30 years combined experience in local radio programming to help make your station the community leader. For complete station analysis and full information, write C.P.A., Box 686A, B•T.

Situation wanted — Radio only!

Experienced, young, tv station manager looking for the right job back in radio. Ten years experience as copywriter, production chief, top rated personality disc jockey, music and news program director, top salesman and tv general manager. All on a steady climb-up. Married, with two children, own home and car. If you are in a multi-station market, thinking about making a change to music and news, I firmly believe I can make your change a success. If you are in music and news we can learn from each other. Send reply by wire or mail, to Box 727A, B•T for further information.

EMPLOYMENT SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

CONFIDENTIAL CONTACT NATIONWIDE SERVICE

HOWARD S. FRAZIER, INC.

724 Fourteenth Street, N. W.

WASHINGTON 5, D. C.

TELEVISION

Situations Wanted

Management

I WANT A CHANCE

to work into management. Unusual diversified background covers 13 years in news, public affairs, programming, production, agency advertising, sales and public relations. Proven organizational ability, active creative mind, seasoned versatile writer. Have been top TV and radio newscaster, commentator and personality; have created, written, coordinated and produced live television programs and spot films; public relations programs for industry and government. Top references from top people. If you are looking for Public Affairs, News, or Public Relations Director-Program Manager-Executive Assistant or just plain trouble shooter, contact Box 720A, B•T.

Production-Programming, Others

READ THE FINE PRINT

Young man with future wants job with future. Background: 28; single; Chicago U.; 5 years Radio, all phases except engineering, top-rated Midwest 5KW CBS; 2 years PR & Radio, Division PR Supervisor and 10KW AFRS PD, Army; 4 years TV, all phases except engineering, top-rated Midwest 100KW VHF CBS; Excellent references from past & present employers & industry associates; No future with present organization, which know of this advertisement. Available now, but need not make immediate move. If your organization will have a job with a future within the next two months for a conscientious, dedicated and responsible Administrator, Program Director, Production Manager, Producer, Director, Announcer or On-Camera Commercial Specialist who has a thorough understanding of TV & Radio Operations, Programming, Production & Sales & proved administrative & organizing abilities, please send full information to Box 704A, B•T.

FOR SALE

Stations



Looking toward Florida? There are 137 stations within its 830 mile stretch —equal to the distance from Chicago to Pensacola.

Save time, travel and money through the services of our Florida associate. This full time representative can assist you in planning itinerary and conducting you to sellers.

PAUL H. CHAPMAN COMPANY

84 Peachtree, Atlanta — 17 East 48th, New York

Equipment

TAPE RECORDERS

All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories

STEFFEN ELECTRO ART CO.

4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

INSTRUCTION

Technical Preparation

. . . . . for radio and television personnel

- The Master Course for FCC License preparation (Not a "cram" course).
- The Advanced Engineering Course for men already holding a ticket. A college-level program for those who cannot attend college.
- Carl E. Smith, Director

For descriptive brochure, write to:

Cleveland Institute Radio Electronics
4902 Euclid Avenue, Cleveland, Ohio

Canadian Commercial Programs: Higher Percentage Is on Tv

CANADIAN commercial programs were more common on television than on radio, according to an analysis of programs of all Canadian tv stations and 62 radio stations made for the Royal Commission on Broadcasting by Dr. Dallas W. Smythe, research professor, U. of Illinois. The report on program analysis has just been published by the Canadian government, months after the report of the Royal Commission [B•T, April 8, 1].

Analysis shows that during the survey week, Jan. 15-21, 1956, the average radio station was on the air 126.9 hours, and the average tv station, 62 hours. Commercial programs were more common on tv than on radio stations, and English-language stations had more commercial programs than did French-language stations. Commercial programs amounted to more than 57% of all tv programming during that week.

CKLW-TV Windsor-Detroit was longest on the air that week with 88 hours, of which 89.7% was commercially-sponsored programs. Of the French-language stations, CFCM-TV Quebec City was longest on the air that week, with 65 hours of which 56.6% accounted for commercial shows.

The analysis showed how many more independent radio and tv stations were on the air and how many more commercial programs they carried than stations of the government's CBC, which carry commercial shows and also operate under government subsidy.

Seabrook Heads B. C. Group

GIL SEABROOK, CJIB Vernon, B. C., was elected president of the British Columbia Assn. of Radio & Television Broadcasters at the recent convention at Vernon. Jack Sayers, CFUN Vancouver, was named vice president. Directors elected were Ken Hutcheson, CJAV Port Alberni, and William Hughes, CKNW New Westminster.

Bell Building Canadian Relay

BELL TELEPHONE of Canada now is building an 11-tower microwave relay system connecting Quebec City to St. John, N. B., and to be ready in January. When completed the Canadian microwave network will be in operation from Sydney, N. S., on the Atlantic Coast to the Rocky Mountains. A section from Saskatoon, Sask., to Lethbridge, Calgary and Edmonton in Alberta province is to be opened in November.

This will leave only the section across the Rocky Mountains to Vancouver on the Pacific Coast to be completed, and it is to be ready by June 1958, giving Canada a microwave network of about 5,000 miles. Just over 160 towers, each spaced about 30 miles apart will form the completed microwave network to link practically all Canadian television stations.

Radio Growth Ahead of Ad Rates

WHILE ADVERTISING rates on independent Canadian radio stations have increased about 50% since 1946, the number of radio homes has almost doubled in that period and the number of radio stations has increased from 99 to 1946 to 166 today. A study by the Broadcast Advertising Bureau, Toronto, Ont., has analyzed on an annual basis the growth in radio homes, number of independent radio stations, average cost of class A time for one hour and for one minute on all stations.

In 1946 the number of radio homes was 2,214,300 for all Canada. Today this is 3,930,000. The average one hour class A time rate has gone up from $60.88 in 1946 to $83.81 today, while the average one minute class A time rate has increased from $7.04 in 1946 to $10.95 today.

The detailed study is available free from Broadcast Advertising Bureau, 200 St. Clair Ave. West, Toronto 7, Ont.

CBS Intl. Announces Sales Of Equipment South of Border

CBS International has completed sales of various types of television station equipment to Telesistema Mexicana, Telemundo Cuba and CMQ-TV Havana, Joseph W. DeBragga, sales manager of broadcast equipment for the CBS division, reported last week following his return to New York from a business trip to the Caribbean area.

CBS International has been functioning as an exclusive representative overseas of various U. S. manufacturers since last January, fulfilling a need expressed by tv operators abroad, according to Mr. DeBragga. CBS International itself was established three years ago as a sales organization overseas for CBS-manufactured products such as tubes, records and phonographs.

The broadcast equipment unit, Mr. DeBragga said, handles overseas sales for such manufacturers as Adler Communications Labs (translator transmitters), Standard Electronics (transmitters and vhf equipment), Foto-Video Labs (testing equipment) and Jerrold Electronics (master antenna systems).

ABROAD IN BRIEF

W. GERMAN SETS NEAR MILLION: There were 906,743 registered television sets in operation in West Germany and West Berlin on July 1, according to latest official figures. The overall total is at least 20% higher, since many new set owners do not register because of an annual license fee of about $14. Reluctance by the Bonn government to abandon the license fee system and replace it with normal commercial tv operation has led to slow tv set sales, some feel. Retailers say the license fee, plus installments for new sets, compares unfavorably with entertainment costs in other fields.

ITALIAN TV MONOPOLY CHALLENGED: Il Tempo-Tv, a private Italian company, founded a short time ago to operate commercial tv stations in Italy, is challenging the monopoly position occupied in commercial tv by the government RAI-TV broadcasting service. Il Tempo-Tv applications for channels in Rome, Naples and Tuscany, were turned down by the Italian Postal Ministry. Now the firm has appealed in three places, a lower court, Constitution (supreme) Court and the Upper House.

The appeal is based upon the fact that the law does not expressly mention that the government has the right to handle broadcasting as a monopoly. Another facet is that Il Tempo-Tv points to the Italian constitution, which provides for freedom of communication by the "written and spoken word as well as by other means."

RAI-TV meanwhile has set aside a small portion of its daily schedule for commercial programs.

BAVARIAN COMMERCIAL TV IN BLACK: Bavarian Radio announced its commercial television operations now are out of the red, although there is no substantial profit yet. BR is one of the two German broadcasting organizations with commercial segments in their otherwise non-commercial schedules.

A Bavarian Radio spokesman said the organization's commercial operations need another year to reach their potential. Currently, there is one daily commercial program of 30 minutes, with six minutes of commercials. The BR representative cited "restraint" on the part of national advertisers in Germany, who are said to believe circulation of television sets in Bavaria (75,227) is yet too small. Available time for commercials is reportedly sold out now at 60% of capacity.

RADIO-TV AND TOTS: The International Catholic Assn. for Radio and Television (UNDA) has announced formation of a committee to explore problems arising from the influence of radio and tv on children. The group's first meeting was held in Fribourg, Switzerland, last month, under auspices of its Episcopal chairman, Bishop Francois Charriere of Lausanne, Geneva and Fribourg. Afterward the committee said it would seek cooperation of radio-tv producers "to improve children's shows and to eliminate certain dangers from programs not specifically intended for children." Committeemen are educational specialists.

SWEDEN EXPECTS TV SET BOOM: The *American-Swedish News Exchange* expects tv set circulation in Sweden to increase 1,700% by 1965, according to an economic report. Sets totaling 50,000 now, will go to 900,000 by 1968, the prediction says.

ANTENNA DEAD GIVEAWAY: The town fathers of Blaydon-on-Tyne, England, according to international reports, have decreed that tenants of municipally-owned houses will forfeit their tv sets, if they fall in arrears on rent.

POWER TACTICS IN SWISS TV: Publisher interests have gained a march in the battle in Switzerland over commercial and noncommercial, government television, according to one observer on the Continent. A Swiss publishers association, it is reported, has offered the government's Swiss Broadcasting Service $5 million outright, conditioned on no commercial tv.

Brand advertisers and others have been



"GEE! I'm going to try that candy!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

The Crest of Good Living in New York City



HOTEL New Yorker

34th Street at 8th Avenue

Manhattan's largest and most conveniently located hotel. 2500 outside rooms, all with bath and free radio, television in many. Direct tunnel connection to Pennsylvania Station. All transportation facilities at door. Three air-conditioned restaurants

LAMP POST CORNER . . . COFFEE HOUSE . . . GOLDEN THREAD CAFE

Singles from $7 | Doubles from $11 | Suites from $23

JOSEPH MASSAGLIA, JR., President
CHARLES W. COLE, Gen. Mgr.

Other MASSAGLIA HOTELS

- SANTA MONICA, CALIF. Hotel Miramar
- SAN JOSE, CALIF. Hotel Sainte Claire
- LONG BEACH, CALIF. Hotel Wilton
- GALLUP, N.M. Hotel El Rancho
- ALBUQUERQUE, Hotel Franciscan
- DENVER, COLO. Hotel Park Lane
- WASHINGTON, D.C. Hotel Raleigh
- HARTFORD, CONN. Hotel Bond
- PITTSBURGH, PA. Hotel Sherwyn
- CINCINNATI, O. Hotel Sinton
- NEW YORK CITY Hotel New Yorker
- HONOLULU Hotel Waikiki Biltmore

World-famed hotels
Teletype service—Family Plan

INTERNATIONAL CONTINUED

pressing over the past year for commercial tv. Until now the Swiss television service has been operating on a non-commercial, interim basis, only partially supported by a tax on sets. But the commercial-non-commercial question should be resolved by the end of 1956, when the three-year experimental period authorized by law expires. Sets in Switzerland number about 25,000 now and are expected to reach 36,000 by the end of the year.

INTERNATIONAL SHORTS

Screen Gems Ltd., announces sale of Byron Nelson *Let's Go Golfing* series to four Canadian tv stations: CKNX-TV Wingham, Ont.; CFRN-TV Edmonton, Alta.; CKGN-TV North Bay, Ont., and CFCL-TV Timmons, Ont.

Canadian Labor Relations Board has certified National Association of Broadcast Ememployes and Technicians as bargaining agent for 80 employes of CFCM-TV and CKMI-TV Quebec City, Que.

Canadian Assn. of Radio-Tv Broadcasters' new rate cards for all member stations have been distributed to advertising agencies in Canada and U. S.

National Broadcast Sales Ltd., Toronto and Montreal, appointed exclusive representative of CKSA Lloydminster, Sask.; CKRD Red Deer, Alta.; CKDM Dauphin, Man.; and CFSL Weyburn, Sask.

Radio Nord Inc., Rouyn, Que., operating four stations in northwestern Quebec, has appointed Jos. A. Hardy & Co., Montreal and Toronto, as exclusive representative. Stations are CKRN-AM-TV Rouyn, CKVD Val d'Or, CKLS La Sarre, and CHAD Amos.

Hoechst Pharmaceuticals of Canada Ltd., Montreal, appoints MacManus, John & Adams of Canada Ltd.

CHUM Toronto, Ont., has received Ontario Safety League award for public service.

CHAT-TV Medicine Hat, Alta., due to go on air Sept. 1, to be represented by H. N. Stovin & Co., Toronto.

CJON-AM-TV St. John's Nfld., and **CJOX-TV Argentia, Nfld.,** have appointed H. N. Stovin & Co., Toronto, Ont.

CKVR-TV Barrie, Ont., has doubled its power to 27 kw video and 13½ kw audio.

CFPA-TV Port Arthur, Ont., has changed its call letters to **CFCJ-TV.**

VOCM St. John's, Nfld., appoints Radio & Tv Sales Inc., Toronto and Montreal.

CHBC-TV Kelowna, B. C., ch. 2, begins telecasting on Sept. 1, as three station operation, with satellite transmitters at Vernon, B. C., ch. 7, and Penticton, B. C., ch. 13. **Roy Chapman** is general manager and All-Canada Television, Toronto, is representative.

CHUC Cobourg, Ont., is new radio station scheduled to go on air Aug. 18 on 1500 kc with 1 kw power.

MILESTONES



TODD STORZ (l) and George W. Armstrong, general manager of WHB Kansas City, survey the scene at the Storz station's 35th birthday party. More than 1,000 guests came to the WHB celebration.

► KCBS San Francisco's *Point of Law* program celebrates 1,000th broadcast.

► H. V. KALTENBORN, newscaster, observed his 80th birthday.

►CBS RADIO's *Romance of Helen Trent* starts silver anniversary year.

► MUTUAL DON LEE's *Hawaii Calls* program celebrates 22d year as coast-to-coast radio feature.

► KVOA Tucson, Ariz., celebrates its 29th birthday.

► RADIO FREE EUROPE marked its seventh anniversary.

► WCBI-TV Columbus, Miss., celebrates first anniversary.

► ANNOUNCER Russ Naughton observes his 15th anniversary with WDRC Hartford this month.

► C. A. ROWLAND SR. celebrated the 1000th straight broadcast of his weekly religious show on WGAU-AM-FM Athens, Ga.

THE COMMUNITY-NEWS VOICE

RADIO WSRS

GREATER CLEVELAND'S NUMBER 1 STATION

SRS "Radio-Active" MBS

We ran it up the flagpole... and everybody saluted Operation Snowflake 1956







You won't have to worry about upping periscope for a tentative look-see around with "Snowflake." When you peel the bark back on this one, you *know* the sap is running! Seriously though, since its beginning in 1954, U. S. Steel's Operation Snowflake has gained more momentum each year . . . helping to Make it a White Christmas . . . by selling plenty of major appliances during the normally slack pre-Christmas season.

"Snowflake — 56" Biggest Ever. Operation Snowflake—1956 topped all previous years for tie-ins of every kind. Here's just a sampling of some mighty impressive figures. There were 6,824,214 lines of newspaper tie-in ads, 1,636,020 lines of "Snowflake" editorial matter; 486 newspapers ran special "Snowflake" sections; 213 radio stations sold 19,346 one-minute tie-in spots plugging 139 different brand names. And, 28,000 appliance dealers tied-in with "Snowflake." That's 40% of all major appliance dealers in the U.S.!

Market Facts, Inc., of Chicago surveyed the results of "Snowflake" and summed up their findings this way: Retailers who tied-in with Operation Snowflake increased their chances of having *much* greater sales by 75% over non-participating retailers!

Radio stations can sell more time by tying-in with this proven promotion

OPERATION SNOWFLAKE 1957

Thousands of major appliance manufacturers, distributors, retailers, banks and utilities will tie-in with the "Snowflake" sales drive this year. Here is a big opportunity for you to get local tie-in . . . and boost your station sales.

U. S. Steel will back Operation Snowflake—1957 with this powerhouse schedule:

- "Snowflake" radio commercials on seven top-rated network shows: Gunsmoke, Don McNeill's Breakfast Club, Amos 'n Andy, Our Miss Brooks, My True Story, Robert Q. Lewis and Galen Drake. Local advertisers can cash in on U. S. Steel's radio advertising by identifying their stores as the place to buy major appliances. Show them how to use the suggested commercials in the free U. S. Steel promotion kit which they can get for the asking.
- 6 TV commercials on the U. S. Steel Hour (each viewed by more than 25 million people) during November and December.
- Big ads in 657 individual newspapers in 507 markets . . . with a total circulation of over 32 million.
- 25 "Snowflake" advertisements in 11 trade magazines.

BT-8-5-7

Robert C. Myers, Director
Market Development Division
United States Steel
Pittsburgh 30, Pa.

Please send me complete information on "Operation Snowflake—1957."

Name .....

Station .....

Address .....

City .....State.....

UNITED STATES STEEL
PITTSBURGH 30, PA.

TRADE USS MARK

A CRITICAL TIME FOR NETWORK RADIO

The next 90 days will chart the next five years, says NBC's Culligan

MATTHEW J. CULLIGAN, vice president in charge of NBC Radio, is an enthusiastic and persuasive salesman for radio in general and that network in particular. In the following exclusive interview, recorded with B•T editors, he details the status of the medium now and describes the course he feels it will take in the future.

Q: Last fall Bob Sarnoff (NBC president) said that network radio generally had hit the bottom and was going up. How does it look now?

A: Bob Sarnoff did much more than simply express an opinion. He took the steps necessary to make his prediction come true. I would say network radio is at the 25% point, considering we had a ladder which would be 100%. We're about one-quarter of the way right now. I think, however, that the next 90 days probably can settle the future of network radio for about the next five years.

Q: In what way?

A: Well, all the good things that have been happening since last November or December are summing up to millions of dollars of new business—not just for NBC but for all networks. NBC is selling radio and we take our chances on getting more than our share of new business. My feeling is that within the next 90 days more millions of dollars worth of network radio business will be placed.

Q: Can you name any names?

A: Specific clients? Yes. First look at the very big companies. At this time last year about 25 of the leading 100 advertisers were

A B•T INTERVIEW

in network radio. Right now, there are close to 60. Over twice as many of the leading 100 are in radio at this time in 1957 as were in network radio at this point in 1956.

You know the way these big companies operate. They have a multiplicity of brands. Often they try a single brand first on radio. If a success story occurs other brands move in and eventually the whole company buys radio.

I'd like to give you a couple of illustrations. The first brand of a leading soap company came back into radio with an outstanding slogan. They reversed the downward trend in market share which had been going on for nine years.

The company researched very carefully to find out two things: the number of people on a projected basis in test markets who knew the slogan and could name the product, and the medium to which they attributed the education. In all 40 cities 50% of the people on a projected basis knew the words, knew the jingle, knew the product. About 80% attributed it to television—but then it was found that in certain survey cities there was no television, only radio.

In other words, 50% of the people in these markets knew the saying, words, music and jingle and had learned about it only on radio. But they were unwitting fibbers about it because tv was so exciting they thought they had learned about it on television.

Q: That was spot radio, wasn't it?

A: Yes. As a result of that, this advertiser bought close to $2 million on CBS Radio.

The same is true of General Mills; they bought a saturation radio campaign for Cheerios on the West Coast. The results were exceptional. The ratings didn't show much of anything, but sales were up substantially. As a result they bought two radio campaigns—the first on NBC and the second on CBS. This is the way it seems to go.

Q: You mentioned that you thought radio was now 25% of the way back. What do you think the maximum potential of network radio is now, compared to network radio before television?

A: I think it will be many years before radio gets close to the gross value of the advertising volume of its own heyday. Radio lost the battle of the living room. As a result, a major hunk of our business was seriously affected. It's going to take years to get it all back. I would say, though, that network radio, as it develops, gets more successful and when prices rise to where they should be, volume will rise dramatically.

Q: Having lost the battle of the living room, don't you think you've gained the breakfast room now?

A: Yes, the breakfast room, the bedroom, the car, the terrace, the playroom, the beach, etc. This is a nation on the move. Look at our road building program—$8.5 billion in new roads. There are now or soon will be as many car radios as there are tv homes. The number of radios sold now is higher than the tv set sale. How long has it been since you were excited by the sight of a television set? It's a couple of years isn't it? But look at these transistor radios about as big as a pack of cigarettes. And look at the hot-line control box: A man presses a button and 188 stations suddenly have a buzzer sound, a light blinks, and within minutes after it happened anywhere in the world a big news break is on the air to millions of network listeners. The excitement of the electronics business is suddenly returning to network radio and this is an important part of the better atmosphere for radio now.

Q: How do you account for the doubling of the number of advertisers returning to radio? Do you think it's the new process in radio programming?

A: No. It's made up of a lot of parts. Let me see if I can get to the heart of it. You know, I'm in an odd spot. I contributed as much to radio's downfall as practically anybody in the advertising business. I was with one of the leading magazines back in 1947 and 1948. We knew then that television was going to give us a bad time in the print business. We didn't want to go out and fight it head-on, so we developed a propaganda attack against both radio and television. We constructed a story something like this: "Radio is collapsing, television is coming. Why should you pay for the cost of the experimentation? During the next three or four years while radio is collapsing and television is building, you ought to take your money and put it in safe, sound print and keep yourself flexible and solvent. When television does assume its final shape you'll be able to move in and not pay the terrible costs of being the first one in." I know many big companies that quit radio. They didn't go to tv; they went to magazines. And they didn't get into tv until about three or four years later. So here I am—once having contributed a great deal to radio's initial problem, now helping to rebuild it.

Q: How do you recapture those who went to print?

A: By persuasive promotion and direct selling. Sanity is returning to the evaluation of all media, including broadcast media. Television was so blinding at first that it dominated the whole scene and radio suffered as much from indifference as from loss of audiences. The curious thing now is that even though our audience levels are less, our prices are less; therefore, the advertising values are the same as in radio's best days.

The radio networks finally learned that having lost the battle of the living room—the battle of mass entertainment—they had to program for people who are on the move, working or relaxing, on a terrace or at a beach. *Monitor* was the granddaddy—the beginning of the brand new radio programming form: A show that would run for nine hours a day and could be listened to at almost any time you tuned in; one that at any time of the day or night on a weekend offered assurance that within the course of a half-



We are "running the fastest" now, and that's what wins races.



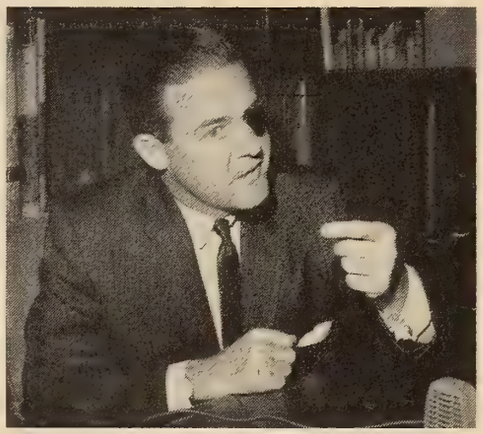
It will be a shock to some people, but it's dangerous to be sold out.



There seem to be some unhappy millionaires in the spot business.



Radio is the only national advertising medium badly underpriced.



In radio, facts alone aren't enough. Atmosphere is more important.



"Juke box" radio stations have a place . . . and they can keep it.

hour you would be informed, made to laugh a little, served in some way with weather reports or baseball scores or maybe stimulated a little with good, provocative conversation. That is why we later programmed *Bandstand* in the morning. We want everybody in America to know there is good, live, listenable, high quality music on the NBC Radio stations in the morning. We want them to know there are stories all afternoon. We want them to know there is *Life And The World* and *Nightline* at night—shows with certain values keyed to what the public wants to listen to on radio at night.

Q: Let's take it from the beginning. Your morning schedule—*Bandstand*—how successful has that been throughout? It has been on the air how long now?

A: Just about a year.

Q: A year ago, before the show went on, how many network advertisers did you have in the morning?

A: Very, very few.

Q: How many do you have now?

A: Numerically? 17. I have learned in the last two weeks from Omaha, Ft. Worth, Flint, and Tampa that *Bandstand's* ratings are ahead of Godfrey on local Pulse rating. There is now evidence accumulating that *Bandstand* is catching on from a rating standpoint, and in specific markets is outrating Godfrey.

Q: It's catching on from a commercial standpoint, too?

A: Yes. These are our present clients on *Bandstand:* General Foods (Jello), Ex-Lax, Sterling Drug (Haley's M-O), Pan American Coffee Bureau, General Mills (Betty Crocker cake mix), Carter Products, General Foods (Postum), American Dairy Assoc., Grove Labs (Bromo Quinine), Equitable Life Assurance Society, Vick Chemical Co., Hotpoint, Plough Inc., Swift (Allsweet), Best Foods, Whitehall Pharmacal Co. (Anacin) and RCA Victor.

Q: How well are you doing in the afternoon?

A: Not as well yet as we will. We changed programming in the afternoon several times. It's now pretty obvious in radio that the way you get audiences is to program quality shows, promoting them vigorously, giving people time to develop a listening habit. I think ABC's morning and CBS's early afternoon soaps are proof of this. I'd say show for show, there are no better stories any place than on NBC. The fact that we don't have all the audience yet is because the shows haven't been stable long enough with enough promotion. As you know, we have just acquired *My True Story* in the same time slot it has occupied for many years. I believe its audience will switch and grow, as long as the time is the same.

Q: Would you say your weekends are more successful commercially than your daytime?

A: Yes. You might have seen the *Monitor* story we recently put out. *Monitor* is the most successful commercial entity now on radio. We developed the right formula for the new radio first on the weekends. We are the most successful there. I think the success with *Monitor* will be progressive—it will roll right into the morning, afternoon and evening.

Q: What kind of evening programming are you doing now that would attract advertisers in the evening, since this is a living room audience now?

A: We are constructing a nighttime programming schedule very much like a magazine rack. By that I mean you can walk up to a normal magazine rack and have a selection of books on art, music, world events, current events, comedy, human interest, as well as newspapers. There is a complete range of magazines to suit virtually any taste. That is the way we're building our nighttime radio operation. Because we lost the battle of mass entertainment, we now are appealing to large groups of people who have specific interests. For example, *Nightline* on Monday is designed to appeal to people who like good, relaxing, classical and semi-classical music and provocative talk—the kind you will find on a show such as *Conversations* and *Biographies in Sound.* In *Nightline* we'll have Irving R. Levine from Moscow every night, Leo Durocher on sports. Walter O'Keefe is the star. We have Martin Agronsky on news.

Q: What is your advertising situation at night?

A: *Nightline* has been on only a short time but already we have

our first big client, Pabst Brewing. I would guess right now that within 60 days one or several advertisers will want to buy up the entire nighttime NBC Radio Network, if we want to sell it that way.

Q: Is that an inexpensive cost-per-thousand?

A: It is not as inexpensive as a complete day-night dispersion program. But it gives *frequency* of commercials. *Nightline,* bought three nights a week 8:30-10, will deliver about 10 commercials to each home. When you have a multiplicity of brands—like a big drug house—you can get frequency of commercial impression on your different products. But you also have a wonderful opportunity to match the seasonal flow of your goods. For example, during the summertime, sun lotion, fall season, it's cold remedies and around Easter time, it's the hand creams, I suppose, and beauty items for the women; back to school stuff for the fellows and girls going to college, etc. In other words, it gives one advertiser his own radio network. That's why it wouldn't surprise me if some advertiser wanted to buy the entire *Nightline* schedule.

Q: A drug advertiser?

A: Yes, probably a drug advertiser. It could be a food advertiser.

Q: You say "If we want." Is there some question about whether you want one advertiser—

A: I'm not sure we would want to sell *Nightline* this way. It's safer to spread over a lot of advertisers so if you lose two or three you can replace them easily.

Q: Is there any period during your broadcast day when you're sold out?

A: Yes—*News on the Hour,* that's completely sold out. There are 17 newscasts a day, 85 newscasts a week, for a net total of $4,-200,000. *News on the Hour* is sold out to Brown & Williamson and Bristol-Myers and *Life* magazine. *My True Story* will probably go on the air virtually sold out.

Q: Do you think we'll reach a point where all the radio networks will be pretty close to being sold out on all their time periods?

A: Well, if we're foolish, yes. I think it would be unwise to get to that point. When it looks as if we're going to get the kind of acceptance that would lead to a sell-out, I think we ought to raise prices and reconstruct our shows for fewer commercials. The effect of doing that is to reduce the danger of over-commercialization. I don't really want to be completely sold out. This is going to come as a shock to some people, but it's a dangerous thing to be sold out. You lose your ability to experiment. Once you have all your programs sponsored and on long-term commitments, what happens if you get a great new show idea? This is one of the things that hurt radio in the old days. For example, all of radio was sold out to just a handful of the advertisers. They had long-term contracts. If the network tried to make a change, it ran into the objection of a client or an agency which had a long-term commitment.

Q: Has radio taken any advertisers away from tv?

A: We'll never know all the decisions made by the people involved. I do know of one specific case documented by the advertising director of the advertiser itself. This was the North American Phillips Co. It had television in 1956, but gave up television and bought radio in 1957 and announced this and thoroughly documented why. I have a hunch certain types of advertisers are going to find that television as it develops from now on will be less to their liking than it has for the past three or four or five years—either because of costs, or lack of continuity or because they have a low price tag per unit. No matter how good a television show is, no matter how many million people it gets, it may come to a point where there is so little profit on a single sale that the advertiser can't expect to come out well on it. It is those advertisers, I think, who are going to stay in broadcast media through tv shows like *Today,* and spot television, network radio and spot radio.

Q: If I were an advertiser, how would you pitch radio to me? Why should I buy radio rather than any other medium?

A: It would depend on the size of your budget. I don't think I would ever make such a pitch to you if you were a major spender. Radio is not a primary medium for a very large advertiser. I don't think any big company in America can survive today without television. Radio, however, is the finest single complement to television and that is the appeal I would make to you if you were a big advertiser.

Q: How would you advise an agency—network radio plus what?

A: I am a great believer in the "balanced advertising" theory. You analyze your marketing problems and you find out what kind of people you want to reach; what days of the week you want to reach them; what kind of copy you should use to get them to buy your product. Then you use all media in a balanced fashion, so you reach virtually everybody at the best time with the kind of message you can best get in each individual medium. Let me be specific. All of this new motivational research talk coming to the fore, particularly since the "Hidden Persuaders" [by Vance Packard], is going to be table conversation for many months. A lot of controversial things have come out of motivational research but one thing all agree on is this: People think, operate and act so differently that you can't use one copy theme in one medium and expect to do a good job with even a simple majority of the American public. The time of day, the day of the week, the heat of the day, where the children are at the moment and whether the people are happy or unhappy or whether they feel secure or insecure leads everybody to have a different boiling point on certain kinds of appeals. One of the real values of radio is that you are free to vary your approach to reach different segments of the American public. You can't afford to do this in television or print. You can't afford to run seven, eight or nine kinds of commercials on television. Most knowledgeable advertising people say that in print you can sell only one good idea at a time. It's too much to expect printed copy and pictures to carry over many ideas in one ad. Radio is the only national advertising medium where you can actually in the course of one week afford to put on nine different reasons to buy one product. And as motivational research gets greater acceptance, you'll find advertisers taking seven or eight copy points, building radio commercials—30 seconds each—on each of his seven points and running them about 25 times a week. In this way he will reach virtually everybody. He'll appeal to everybody through the copy to which they are sensitive.

Q: Don't you think an advertiser who can't afford a television network show would be a likely client for network radio?

A: Definitely yes.

Q: Aren't there more of these advertisers now, with the cost of television going up and with the big companies virtually buying up most of the tv?

A: Yes, there seem to be. This is particularly in the drug field. I don't think we'll get all the money, but we'll get a good share of it.

Q: Have you thought of raising rates?

A: Yes. And one of the really big jobs radio must do is to get its prices raised. We're the only national advertising medium badly underpriced.

Q: Would you raise your morning, afternoon and nighttime periods or would you specify, perhaps nighttime radio?

A: No. I think I'd better qualify my statement. I think the first thing is that nighttime rates will go down.

Q: Go down farther?

A: Yes. They have already been reduced by the other networks, as you know, and the reps now are out recommending to their own stations that they reduce nighttime rates. Then I think daytime and weekend rates will go up.

Q: How about morning rates?

A: Yes, daytime, morning, afternoon and weekend all should go up. We expect to have a single time rate for the entire radio network, with the possibility of a short term "charter client" nighttime discount.

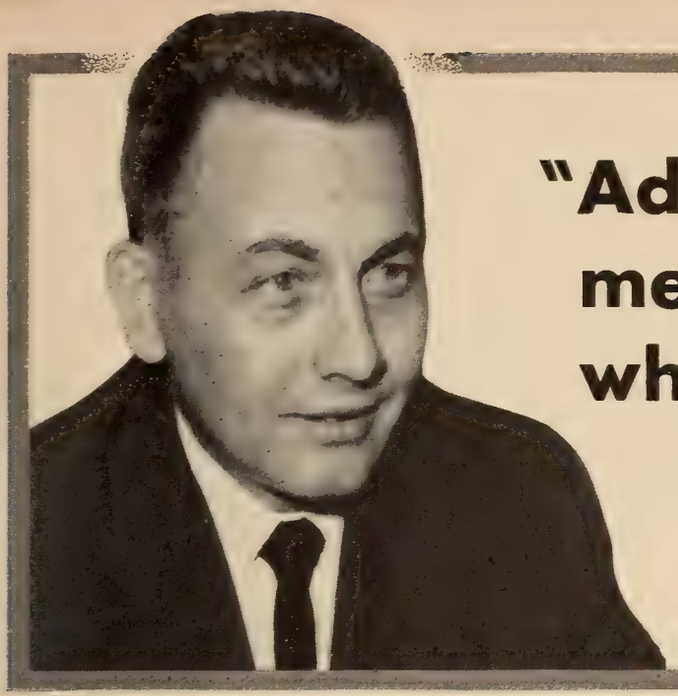
Q: You indicated back about the time CBS cut its nighttime rates that you might be raising daytime rates at least fairly soon. Anything definite on that yet?

A: I think *Monitor* will be the first to receive an adjustment upward.

Q: Does that include the nighttime part of *Monitor?*

A: Friday night, oh yes. It's doing quite well. I'd say *Monitor*

A B•T INTERVIEW CONTINUED



"Ad Age brings me the news while it is still 'hot'..."

says **FRANCIS E. GORMAN**
Vice-President, Advertising and Merchandising
Nehi Corporation

"Advertising Age keeps me in touch with the latest developments in marketing as they occur. Each weekly issue brings me the news while it is still 'hot.' Ad Age thus serves as an invaluable tool for short and long-range planning and for making decisions affecting marketing strategy."

FRANCIS E. GORMAN

Mr. Gorman brought an 18-year background in marketing consumer goods to the Nehi Corporation when he joined the soft-drink company as advertising manager in 1955. Within two years, he was advanced to vice-president in charge of advertising and merchandising. In addition to his over-all planning duties for Royal Crown Cola, Nehi flavors, Upper Ten and Par-T-Pak, he travels almost 100,000 miles a year contacting Nehi bottlers.

A graduate of the University of Minnesota, Mr. Gorman held merchandising positions at The Procter & Gamble Co., Standard Brands, Incorporated, Personal Products Corp., and Philip Morris, Inc., before coming to Nehi.

Ad Age brings not only the news while it is still *hot* to the advertising executives who are important to you, but it can present the information they need about your market and medium at the same time. Here in one package are the marketing news, trends and developments vital not only to those who *activate*, but also to those who *influence* today's important marketing decisions.

At the Nehi Corporation, for example, broadcast allocations account for the major portion of the company's all-time high advertising budget—more than $2,500,000 in measured media. A leader in the soft-drink field, Nehi ranked 44 among the top spot tv advertisers in 1956 with an expenditure of $1,614,200*.

Every week, three paid-subscription copies of Ad Age serve as "invaluable tools" to Nehi executives with marketing responsibilities. *Further, 82 paid-subscription copies provide in-depth readership at the agency handling the Nehi account,* Compton Advertising, Inc.

Add to this AA's more than 39,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 11,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 141,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

**N. C. Rorabaugh Co. for Television Bureau of Advertising*



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SITUATION REPORT *on network radio is given by NBC Vice President Culligan in this recorded interview with B•T editors (l to r) Rufus Crater, Dave Berlyn and Florence Small.*

overall probably will get the first rate increase. I would then suspect morning and afternoon would be adjusted upward after we have recommended to our stations that they reduce nighttime rates, as CBS has done.

Q: CBS, I believe, reduced nighttime rates about one-third, wasn't it?

A: It turned out to be almost half.

Q: Where would you rate NBC Radio in sales now among the four major networks?

A: In the latest analysis by our research and planning department, we had a lead of 8½ hours over CBS in sponsored time in the test week in June. We take the first week in every month and by checking the network schedules, we figure the number of sponsored hours on each of the four networks. NBC in January 1957 was 10 hours behind CBS. That means that in just 6 months we have achieved a "swing" of 18½ hours in sponsored time to top CBS. Another index: NBC has more business than ABC and Mutual combined.

Q: How about revenue? How would you rate that?

A: I suspect CBS is ahead of us temporarily in revenue because their prices are higher. Their prices are higher because in certain areas of the week they have higher ratings. We intend to correct that.

Q: You rate second in revenue, would you say?

A B•T INTERVIEW CONTINUED

A: Yes, we may be. But, on second thought, I hate to concede so quickly that they are ahead. I know they are ahead of us in the morning and the afternoon. I know we are miles ahead on the weekend and I suspect we will shortly be well ahead of them at night. We also have this terrific block of news shows from Bristol-Myers, Brown & Williamson and *Life*. However, I wouldn't argue the point. We are "running the fastest" now, and that's what wins races.

Q: How are clearances on *News on the Hour* now?

A: Excellent. We are very close to 80% of the total dollar value of the network. For each individual period it varies all the way from 70% right up to virtually 100%. In some cases network regional shows temporarily block clearances. In others, local commitments must be honored. But the clearances are excellent. As you know, the advertisers keep renewing and we consider *News on the Hour* one of the finest single buys in the business.

Q: At one time or another practically all networks have been accused of encroaching on spot. What say you then?

A: In a large sense, any time a large national advertising medium gets an order from an advertiser, it's encroaching on somebody. We have both direct and indirect competition. Our indirect competition is the weekly magazine, the newspapers, television, billboards and the rest. Our direct competitors, in my opinion, are the other networks.

I don't doubt at all that there have been cases where an advertiser bought network instead of buying spot. I am sure there are a lot of cases where advertisers bought spot instead of network. But I would hate to think that anybody in our business in this year of 1957 would be a cry-baby about competition.

Certainly we know now that competition is the thing that made our business great and makes all business great. Most of the complaints about our invasion of spot come from an organization known as the Station Reps Assn., or whatever it is. There seem to be some very unhappy millionaires in that part of our business. In my opinion some station representatives have used networks as a "whipping boy" when they failed to make quotas.

SRA, in my opinion, makes a lot of rather ridiculous statements and assaults on networks—particularly NBC. I think if you look back, you'll find we have been the prime target for the SRA. I haven't answered them yet and I'm not going to. Grantland Rice had a wonderful expression which I loved. I think he said, "Willie Hoppe's opponents played Willie Hoppe while Willie Hoppe played billiards." And we have enough to do minding our own business.

I don't like to think any American businessman would whine about competition. In the overall, network and local radio can live together very harmoniously. The entire nature of networks assumes a national, instantaneous distribution of commercials to everybody at the same time in a known position. The very nature of spot is that you can load in ad power in specific spot areas where you need it. I think that if the networks would refuse to take regional business by-and-large, keep their prices where they belong, and leave regional and saturation type spot market operation to the stations, then we both would be prosperous.

Q: Do you plan to stop taking regional hook-ups?

A: I'll put it another way—we're not looking for regional hook-ups. We have certain wonderful pieces of regional business now which are historic with us. We have such things as the Sun Oil Co., the *Three Star Extra,* that has been around many years. It's so good that even where Sunoco doesn't sponsor it, the stations take it on a co-op basis because they want the programming. There's the Skelly Oil network, which has been around for 25 years with Alex Drier. It's a wonderful regional show and it would be unfair to the public and the stations to take a fixture like that away.

Q: How is your new see-for-yourself research plan coming?

A: Fine. The first big project is in the works now with a major cigarette sponsor. The second with a major food company. The research directors of NBC and the agencies now are conferring and we hope to be going into the field with some kind of a methodology pilot study to establish how we will do the study. I think we may look for completion of the first project before the middle of August or the first of September.

Q: For the record, would you explain briefly what the see-for-yourself research plan is?

A: Let me go back to the beginning. The network radio business because of its troubles over seven years is the most under-researched business in national advertising. We observed that most of the big advertisers who were coming back to network radio were doing so as a result of their own research. In other words, what happened with regional buys, as in the case of General Mills, or what happened with Lever or Pepsodent and Colgate, led them to spend millions on radio.

It became most obvious that all we had to do was to encourage people to do more research. They will get the same answers as the General Mills and General Foods and the Colgates and the Levers and, therefore, they will become permanent re-users of radio. So the see-for-yourself plan is a very simple thing—it is a put-our-money-where-our-mouth-is conviction we have.

But there is no reason why anybody should take my word for it. My whole point is this: "See-for-yourself at our expense. Use enough radio with enough frequency so that if it does work you'll be able to tell, for one thing. Give us at least one exclusive copy point which you are not using in other media—either a jingle or a copy line or something so we can isolate the effectiveness of radio out of all the things you're doing in television, print and so on."

This is purely and simply the reason we started it.

Q: How are you going to measure it—by sales alone?

A: No, as a matter of fact, that really isn't the way, because so many things can influence sales—even the weather. No one medium can ever take any claims for sales as such. But here is the way we can do it:

Let us say that a big company for many years had four flavors of a certain product. Let's say most of the public knew it had four. Let's say the company increased the number to six. Before the advertising on radio started, we would go into five markets and check the public awareness of the number of brands they had. Let's say they found that 85% of the people thought they had



He forgot that "Scotch" is a brand name for tape!

It's easy for all of us to fall into bad habits! While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape, or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape.* Thank you.

MINNESOTA MINING AND MANUFACTURING COMPANY

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four and 15% thought they had anywhere from one to six. The advertising goes on the radio only for six months of six weeks or whatever. Then the company goes back and asks the same number of people how many brands there are. If we find that 50% of the people say there are six flavors as opposed to four, we now have isolated radio's ability to create awareness of a change. We can say radio alone is responsible. That's one way.

Another way is through checkout points in supermarkets. You station an investigator at the checkout points. As a woman comes by with a market basket, there are about four or five or six minutes in which the attendant has to lay the items out and tally them up. If the woman has bought product X, the man asks, "When did you last hear, see, read or were told about this particular product?" If the woman says, *"Good Housekeeping,"* it's a credit to *Good Housekeeping*. If the woman says, "I heard it in the car on my way down on *Bandstand*," it's a credit to that.

The other thing is interviews at home. An interviewer knocks on the front door and asks the lady if she listens to radio. If she says, "Yes," he asks what station. She gives a station. He asks, "What program is on between 10 and 12?" She gives the program. He then says, "May I go into your kitchen?" He goes in and looks on the pantry shelf and takes a list of all the cereals and the food she has. When enough interviews are finished, you establish the coincidence between listening to *Bandstand* and buying the product. You now have a pretty good picture. But if she said she listened and she knew the show and then she bought somebody else's brand, you now have a debit.

Q: What do you think of all the "motivational research" talk?

A: I'm very much interested in it. It's a sad commentary that facts alone aren't enough, in our business. Atmosphere is more important with us than in any other business I know. I have seen products, magazines and shows which really had all the other values but they just didn't create a mood and weren't particularly fashionable. But the moment they did become fashionable they went "right through the roof."

Radio was no fun to buy or to sell in the years from about 1950 to about 1956. All the fun and the glamor and excitement were in television or the big print operations. Things like motivational research and imagery transfer have brought back a kind of feeling of excitement and fun to the evaluation of and the purchase and selling of radio. And that alone is going to be worth millions of dollars in new business, I think.

Q: Do you have anything big cooking at the moment? New concepts, new ideas?

A: I'm happy to say the biggest idea we have now is quality. In other words, we now have a framework within which our radio network can live, very simply: variety in the morning, stories in the afternoon, news on the hour, local service on the half-hour, *Nightline* at night and *Monitor* on weekends. Once we have a pattern like that established, our only requirement is to improve the content of each show. And we are in this very happy state. We now are in a position to go out and buy stars. We're buying them because they have star value which we can add to existing programs. We call it the Star-Dust plan.

We were the first to take the vignette approach. A long time ago we signed up Fibber McGee and Molly and we announced them as being available on *Monitor*. This feature was immediately bought by an advertiser, so we now are negotiating with about three or four other stars to put into *Nightline*, *Monitor* and *Bandstand*.

And this is one of the interesting new concepts in programming. From here on, I don't think you'll see any sweeping changes of program names. *Monitor* may change but the change will be within *Monitor*, and *Monitor* always will be there on the weekend. *Nightline* always will be there at night. Different things will be coming in and out as the public tells us what they want. We will learn through good research what the public really wants. We're not going to fly blind any more. We recently got together with the Market Research Corp. of America, one of the most highly-regarded of all the research firms, and we now have in hand the first completed study of *Nightline* in which we now know, element by element, what the public wants and what they do not want.

I must say to you that I never yet saw a good piece of research which surprised anybody who knew anything; and this research did confirm to a large degree what we thought the public would like. Remember, I said we had lost the battle of mass entertainment, but our study shows that the people (the 1,000 families studied) like our star, Walter O'Keefe, one of the most literate, intelligent and vocal of the broadcast comedians or commentators; the drop-in interviews of people who are important or funny or significant in the news; Martin Agronsky with his news broadcast, and the analysis material by Leon Pierson and Joseph Harsh and Morgan Beatty.

The thing many didn't like, strangely enough, was vocal music. They did like instrumental music, however.

Therefore, it would lead us to believe that people at night are in a mood to be comfortably relaxed by this kind of music. They don't want an intrusive voice moving in on them. As a result of this study *Nightline* is going to be a show which has a certain backbone of news, news analysis, Walter O'Keefe as the commentator, and it will be laced and bridged by good instrumental music with only entertainment that is outstanding.

Q: It used to be difficult to get good creative people and talent to work in radio. Is this still true?

A: That too has changed. One of the big surprises of the next few months will be the talent returning to network radio. This isn't just the result of network's having more programming money. Radio is actually a pleasant place to work. Stars who dislike extensive traveling, or fear over-exposure, or wish to explore new areas see in network radio a good solution.

Q: How about sales and promotion people, can you get top flight people in these areas?

A: Surprisingly enough we do not need new people in these areas. I found the NBC Radio people already here when I arrived to be at least the equal of any I observed in television, motion pictures, magazines or newspapers.

Q: Do you have an overall philosophy about network radio's future?

A: Definitely yes. NBC Radio will give to the public what it cannot get on nighttime television and does not want on juke box radio.

Q: Juke box radio?

A: Yes, the majority of independent radio stations are glorified juke boxes, playing over and over again rock and roll music, with token news, usually "a tear off paste up" reading of routine news reports. They have a place in the general scheme of things . . . and they can keep it.

Q: What about the statements of some independents about how much better off they are than network affiliates?

A: If you can get past the "puffery" you will see that there is more to such statements than meets the eye. All good radio stations are prospering now, independents and affiliates. One of the most vocal of the independents first filled the air with conversation about the blessings of being an independent, then six months later was forced to open a news office in a major city at considerable expense. He bought at great expense what he formerly got at no cost from the network. You might also be amazed by the number of requests we get from independents for some of our great public service shows.

Q: What have we missed? Anything you want to say?

A: One final thing. Last August, before I even knew where the radio network pencils were kept, you asked me what we were going to do with NBC Radio. Remember? I answered you with a statement made by Bob Sarnoff: "If there were no radio networks right now, someone would certainly invent one." He proved his conviction by giving us the personal support and resources to "invent" one. This probably was the single most important element in the extraordinary comeback of NBC Radio.



This is a city council meeting in Jefferson City, capital of Missouri. What's going on? Well, Council President Harvey Hager, first on the left, has just received an award for serving his friends and neighbors for 16 years—no, not as a city council member, but as a Standard Oil dealer. Helping him celebrate the award from Standard Oil for his success as an independent businessman are Mayor Arthur W. Ellis, second from left, Councilwoman Gladys Fisher and Councilman Robert E. Dorr.

How 2500 small businessmen won success!

What does it take to be successful in the keenly competitive business world of today?

Well, let 2,500 small, independent businessmen who found success in something they liked and stayed with tell you how they did it. They are all in the same business—all Standard Oil dealers for *15 to 20 years* or more. Since their business is one of the most competitive in the world, they speak with particular authority.

Here is their formula for success, and it applies to many other businesses as well—friendliness, helpfulness and efficient service. PLUS one other vitally important factor—high quality, always dependable products—products they are proud to sell to friends and neighbors.

One other thing. Their friendliness and helpfulness have never been confined to business alone. Of these 2,500 veteran businessmen, hundreds have served as mayors of their towns, as city councilmen, and in Red Cross, Boy Scout, Community Fund or some other community activity.

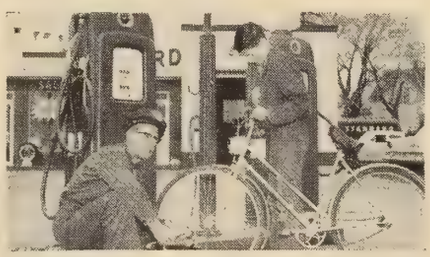
Just recently we at Standard Oil proudly presented plaques to these 2,500 successful small businessmen throughout mid-America. Now we are looking forward to the time when the 15-year mark will be reached by many more of our 16,000 dealers who are winning success as independent businessmen with their friendliness, efficiency and dependability.

* What makes a company a good citizen?

Well, one gauge is a company's contribution to the economic stability of the communities in which it "lives" and "works". Business policies and practices that help other businessmen to grow and prosper are important steps in achieving that goal.



16 years as a Standard Oil dealer. H. E. Frizzell of Billings, Montana, says: "Small, independent businessmen like myself couldn't succeed in the oil business without the aid of a big company. For example, drilling for oil may cost up to a million dollars—and the well may be bone dry. Only big companies can take such risks."



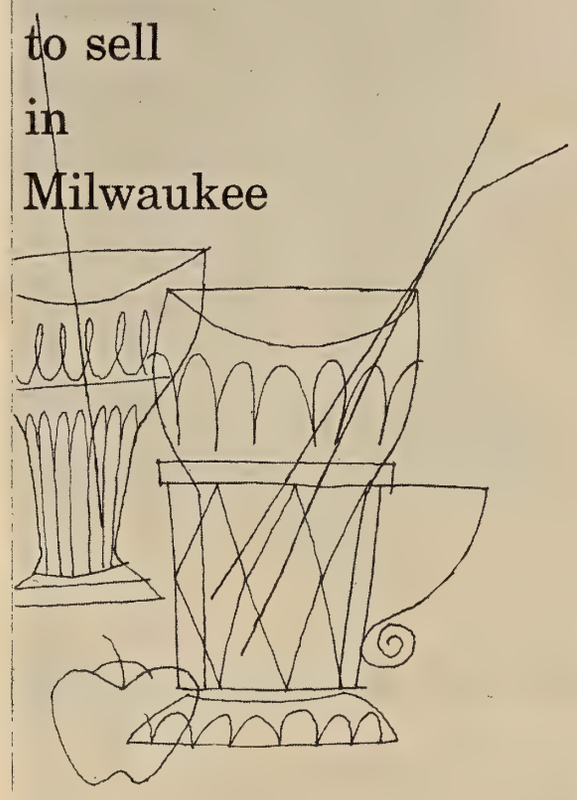
31 years as a Standard Oil dealer. R. H. Salmonson of Ortonville, Minnesota, says: "I couldn't begin to duplicate the equipment that makes up a modern refinery—even on a small scale. Today it takes millions of dollars to refine gasoline. Without a company like Standard Oil behind me, I couldn't be in business for myself."



23 years as a Standard Oil dealer. Ezra Marquie of Kankakee, Illinois, says: "There's more to the oil business than finding oil and selling it. Standard Oil, for example, invests millions annually in research to improve the products I sell and keep me ahead of competition. That's one of the big reasons my business keeps growing."

STANDARD OIL COMPANY (INDIANA) STANDARD

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the teenage
lobbyist
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5000 watt power at 1250 k.c.



State your case in a way that appeals to the teenager, and you've got the most loyal, most persistent, most energetic, most ingenious selling force ever created. The popularity of WEMP disc jockeys is particularly effective with the pony tail and brush haircut set. As a matter of fact, they select our music by telegram each night beginning at nine. So if you want to sell Mom and Dad, we suggest enlisting the support of their teenage offsprings on WEMP.

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SPORTS: Live Play-by-play Milwaukee Braves Baseball; U. of Wisconsin Football and Basketball; Green Bay Packer Football; special sports events, 11 sportscasts daily.

32 NEWSCASTS DAILY: Gathered and edited by 6-man WEMP news department from UP news wire, UP sports wire, 2 mobile units, special state correspondents, U. S. Weather wire, Police and Fire Department radio, regular daily telephone contacts.

represented wherever you live by Headley-Reed

from **HOPE MARTINEZ,** *radio-tv spot supervisor, BBDO*

THE PAYOFF: WHY AGENCIES DELAY IT, AND HOW STATIONS CAN SPEED IT UP

WHY don't stations receive payments from agencies on time? This situation is becoming more and more serious, not only for the stations but for agencies and clients as well. Delays in payment to stations cause unnecessary inconveniences to the accounting departments of the station, agency and client.

The fault cannot be assigned to any one individual—however, the agencies are usually the one group most often criticized. Solving the problem rather than placing the blame should be undertaken not only by the agencies but by the stations and the representatives with whom the agencies deal.

There are certain fundamental requirements which the agencies insist upon before tendering payment to stations. The agencies cannot pay a bill unless:

1. The bill agrees with estimates, schedules and contracts sent to clients.
2. An affidavit of performance accompanies the bill.
3. The affidavit agrees with the schedule ordered.

Naturally, technical difficulties or other factors may cause a broadcasting station to pre-empt one or more scheduled spots. If pre-emption has taken place, the station should give immediate notification to its representative so that the agency can be advised promptly. The agency can adjust the schedule properly before the bill for service goes to the client.

PROBLEM POSED BY PRE-EMPTIONS

Pre-emptions present further cause for agency frustrations and client dissatisfaction. This revolves around the situation where the agency is given prior notification that a pre-emption will take place on a given day for a particular time interval. The agency notifies the client of this change. Everyone feels that the situation is well in hand and that everything is clicking at the station, its representative level, the agency—and even within the client's office. Then the day of doom dawns when the bill comes in from the station and there—glaring in all its bold face type—is the spot which was not supposed to run. The bill is held up for checking. The check provides an answer that usually states the pre-emption was not necessary. The question, which usually goes unanswered, is "Why weren't we notified?" At this point everyone who thought things were clicking now finds out that the click is the client on the other end of the telephone after he has found out that he will have to readjust his budget calculation.

This situation can be compounded still further when the rate for the spot which was not going to run (but does) is higher than the rate should be. This, of course, applies to other spots on the bill and results from the failure, on the stations part, to consult the contract to determine the proper frequency rate. Another explanation for inaccuracy in billing rates stems from the multi-product advertiser who has more than one agency. Representatives should notify the agency of the activity on a station scheduled for the client by the other agency or agencies so that proper rates can be reflected on contracts and bills.

The affidavit poses still further problems which cause delays in the payment of bills. All too frequently the affidavit disagrees with the schedule count. These schedules are placed in the hands of the stations, which should follow them consistently. The affidavit should be checked with these schedules before the bill is prepared. When disagreements occur between the schedule and the affidavit, a second check by the station often turns up the missing spot as having run. The station informs us that the omitted spot will be covered in a revised affidavit. These discrepancies provoke the question among agencies and clients "Did the spot really run?" In rechecking the affidavit to the schedule it appears that par for the course is four or five telephone calls by the buyer to the station representative before the matter is cleared up to the reasonable satisfaction of all concerned.

With saturation buying concepts the rule of the day in the spot business, it behooves all segments of the industry to take a new look at the problems confronting us all. If some of the problems outlined and discussed in this "timebuyers dilemma" could be solved, a more respectful outlook would be granted by agencies and clients. Stature would be added to both stations and agencies, and clients would be more receptive to spot package buying. And bills, representing more dollars than they do now, will be paid promptly.



Hope Martinez; b. Oct. 29, 1920, Madrid, Spain; "native" to New York since 1927. Attended high school and business school in New York. For several years worked in general contracting office and as credit adjuster for department store. "I was weaned here," she says of learning advertising business at BBDO, having joined agency 12 years ago. Has worked on radio-tv timebuying for such accounts as My-T-Fine desserts, DuPont's Zerone and Zerex, Lever Bros.' Wisk, Campbell soups and General Mills, along with American Tobacco Co. Since August 1956 has been radio and tv spot supervisor on American Tobacco (Lucky Strike and Hit Parade). In private life she is Mrs. John Anzolin, resides in Valley Stream, N. Y., and has a daughter, Claudia, 10.

More in Sorrow Than Anger

AFTER reading the gloomy appraisal of network television's fall prospects which the *New York Times* strutted on its front page a week ago, we were tempted to go along with the wag who once suggested the *Times*' motto be revised to "all the news that fits."

In this case it would have to be "all the news that fits" the purposes of the violent anti-television campaign being conducted by the American Newspaper Publishers Assn. and its Bureau of Advertising.

Reaction to the *Times* story has been extreme. CBS-TV, ABC-TV and TvB decried it promptly and vigorously [B•T, July 29]. NBC takes the opposite tack, holding that the piece is correct in that television is subject to the same economic stresses that beset any major business (see story this issue).

It is our view that the piece was unfortunate on two scores: First it did not tell the complete story, and accordingly it left the casual reader wrongly thinking that tv business is terrible now and promises to become more miserable. Second, its placement on page 1 compounded the misapprehension. We cannot help suspect that the page 1 decision was made by an editor who has succumbed—no doubt unconsciously—to the brainwashing inherent in ANPA's vicious campaign. But we cannot in honesty accuse the *New York Times*, a responsible journal, of willful complicity in ANPA's drive to hurt tv by hook, crook, or blackjack.

If the story had appeared in the *Times*' regular television columns rather than on the front page, we venture its impact would have been fractional. We venture, too, that even in the *Times* the story never would have found page 1 if it had told of booming tv business. Nor do we look for any newspaper to front-page the news, though it's demonstrably true, that newspaper advertising lineage is down.

Such is the nature of competition, and such is the problem—a most real one—of broadcasters in getting anything bullish about their business displayed prominently in the consumer press.

Clean Slate (Almost)

LAST Thursday the FCC wound up its work-year. Like the federal courts, it will be in recess until after Labor Day, except for emergency matters.

The FCC has done a lot of business since the August hiatus a year ago. Much remains to be done, however, because the FCC's work pile has no bottom.

In the tv licensing area, which has been the most vexatious of the FCC's multitudinous tasks since the end of World War II, the Commission, at long last, can claim it has provided competitive service in markets of greatest need. Right or wrong, it has decided cases which in the ensuing months are designed to make available "third network" service in almost all of the major markets. The FCC will meet itself in court in certain of these decisions, but that's part of our due process.

A year ago, there were eight cases awaiting final decision, an equal number awaiting oral argument and three awaiting initial decision. When the FCC recessed last Thursday, there was a single case awaiting final decision; none needing initial decision, and a half-dozen up for oral argument. In addition, there had been a half-dozen mergers or drop-outs, resulting in new services in underserved markets.

On the other side of the coin, practically no progress has been made on uhf. Subscription television haunts the FCC and the tv operators alike. The clear channel case, perhaps the FCC's oldest pending proceeding, needs finalization. These are totally aside from such "common carrier" and other broadcast-connected issues as reasonableness of line charges for both television and radio, microwave relays, and apportionment of spectrum space.

After Labor Day, the FCC will do business with a couple of new players in new positions. John C. Doerfer has been chairman for the past month and has had only his baptism. He has new ideas about procedures. He wants faster action. To that end, he probably will have strong legislative recommendations for Congress next session.

New on the team will be Fred W. Ford, replacement for Chairman George C. McConnaughey. This month will be all Mr. Ford is likely to need to update him. He knows the FCC and its problems.

The FCC and its staff need this August hiatus. There's a busy year ahead on Pennsylvania Avenue, both at the FCC's headquarters and on Capitol Hill.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"You'll just have to give her the shot somewhere else . . . this show's being televised!"

Massa's Voice

SEVERAL Florida and Kentucky politicians have loudly criticized networks for editing out of Stephen Foster's songs words which Negroes think offensive.

As reported in B•T last week, the governor of Florida and congressmen from that state and Kentucky are up in arms over the deletion of such words as "massa," "darky" and "mammy" from "Way Down Upon the Swanee River" and "My Old Kentucky Home." A congressional investigation of network "censorship" has been demanded.

Nobody mentioned it, but there is intriguing coincidence between the discovery that networks have buried massa and the fact that a debate over civil rights rages on Capitol Hill. The coincidence becomes particularly striking when one recalls that networks began killing racial stereotypes years ago.

The reason that southern politicians brought up the subject at this time is clear. To condemn the networks for eliminating lyrics which offend Negroes is to imply that Negroes have acquired enough power to force the networks to that action. The implication is enough to intensify southern fears of Negro domination.

The fact is that neither the Negroes nor any other group *has* to be especially strong to cause networks to worry about offending members of their audience. No matter how small the minority, its protests against real or fancied slurs will at the very least precipitate a conference of vice presidents. If the minority is big enough and its arguments reasonable, the protests will result in a new taboo.

We must agree that in some cases networks have been too timid in their efforts to make everybody happy, a manifestly hopeless objective. Yet we appreciate the need for a policy of keeping minority offenses to a minimum in a medium which reaches practically every American home.

In raising questions about network "censorship" of Stephen Foster, the southern politicians have attempted to disinter massa only for purposes of putting the body on political display.

Landslide

BY A VOTE of 374 to 8, the membership of the Radio-Electronic-Television Mfrs. Assn. has voted to change its name to Electronic Industries Assn.—EIA, for short, instead of RETMA. This substitutes a meaningful name for an indigestible mouthful.

National Assn. of Radio & Television Broadcasters (which is ten letters longer than the RETMA combination) by the first of next year, is destined to become plain old National Assn. of Broadcasters (NAB) again. There remains the formality of a referendum ballot following this fall's regional meetings. We hope the broadcasters will do it by a vote of 2,022 to zero.

wfmy-tv

dominates

North Carolina's

INTERURBIA

The Largest Metropolitan Market
In the Two Carolinas

GREENSBORO

WINSTON-SALEM

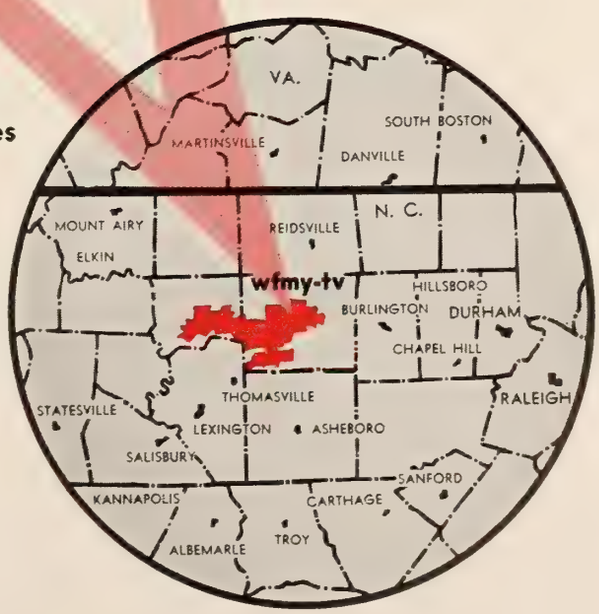
HIGH POINT

GREENSBORO-HIGH POINT-WINSTON-SALEM
(3 Stations)
Greensboro-High Point—Guilford County—Map Location F-3
Winston-Salem—Forsyth County—Map Location
See SRDS consumer market map and data
ning of the State.

Get full coverage of this great metropolitan market plus the entire Industrial Piedmont with WFMY-TV. *See your* H R P *man today.*

✔ 50 Prosperous Counties ✔ 2.1 Million Population

✔ $2.7 Billion Market ✔ $2.1 Billion Retail Sales



BASIC CBS SINCE 1949

wfmy-tv

Channel 2

GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

ATLANTA

BOSTON

HOLLYWOOD

DES MOINES

weed

and company

RADIO

STATION

REPRESENTATIVES

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION AUGUST 12, 1957 35¢ PER COPY

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Ranks form in network tv for fall season	Page 28
$118.8 million in second quarter spot tv	Page 38
Screen Gems to deal out Universal movies	Page 60

Who'll get chs. 2-6?

Fall tv ready to roll

The millions in spot tv

KPRC-TV is proud to announce its purchase of

the great **M-G-M** *film package*

for showing in the Houston area

TRADE MARK

To start nightly
10:35 p.m. until conclusion
October 1, 1957

JACK HARRIS
Vice President and General Manager

JACK McGREW
Station Manager

For Availabilities, EDWARD PETRY & CO.

Everything is KING SIZED

in the rapidly expanding WHEELING MARKET

King-sized Industrial Growth . . . that's what's happening in the Wheeling Upper Ohio Valley Market. New and expanded plants and facilities, new people, new buying power, all mean new king sized sales opportunities for you. This growth is so rapid that market data figures compiled six months ago are already obsolete. Let us show you the most recent statistics on the expanding king sized Wheeling Market and how WTRF-TV, dominating this area, can help you reach those king sized sales figures because of its king sized audience. Ask any Hollingbery representative; or call Wheeling—CEdar 2-7777 and let Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager, give you the entire story.



The **MOUNTAINEER**, world's largest shovel, is owned by the Hanna Coal Company and operated at Cadiz, Ohio, well within the coverage area of WTRF-TV. It is approximately 160 feet high, weighs 5,500,000 pounds, has a 150 foot boom, and a 92 foot dipper, making it possible to drop its overburden of 90 tons in an arc of 180 degrees, approximately 290 feet away, and return for another load in 45 seconds. Compare the MOUNTAINEER'S size with the average bulldozer alongside it; almost like comparing WTRF-TV's audience with its next nearest competitor.

"a station worth watching"

WHEELING 7, WEST VIRGINIA

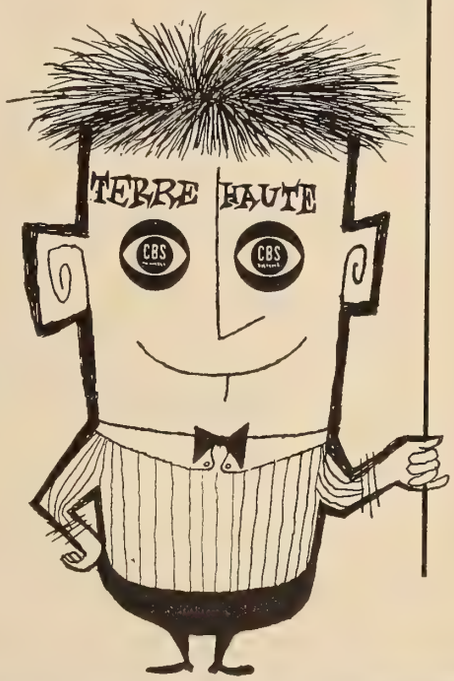
wtrf·tv

CHANNEL 7

reaching a market that's reaching new importance!

Terre Haute

INDIANA'S
2nd LARGEST
TV MARKET



251,970 TV Homes

CBS, NBC, and ABC Television Networks

TERRE HAUTE, INDIANA

BOLLING CO., NEW YORK CHICAGO, LOS ANGELES, SAN FRANCISCO, BOSTON

10 CBS TELEVISION
WTHI - TV

and RADIO, too!

T.M.–CBS-TV

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



KRLD-TV

Channel 4 Dallas

PRESENTS THE FIRST 14 OUT OF THE TOP 15 ONCE-A-WEEK PROGRAMS

and in Dallas where four stations compete,

KRLD-TV

has the most viewers.....

MORNINGS
(7 A.M.-12 NOON)

AFTERNOONS
(12 NOON-6 P.M.)

EVENINGS
(6 P.M.-12 MIDNIGHT)

seven days a week!

SOURCE: METROPOLITAN DALLAS TELEPULSE REPORT—JUNE, 1957

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

KRLD-TV, telecasting from atop Texas' tallest tower, is the television service of The Dallas Times Herald, owners and operators of KRLD, the only full-time 50,000-watt radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

FEELING THE HEAT • There's nothing official but next important step in litigation-harassed broadcast copyright sphere might well be withdrawal of networks from ownership interests in Broadcast Music Inc. Continual Congressional sniping at networks plus frowns from Dept. of Justice would be responsible for their separation from industry-owned BMI music organization. BMI control would still repose in individual stock-owning station owners.

B•T

CONGRESSIONAL and legal pressures may lead to another shift in BMI activities — discontinuance or curtailment of yearly broadcast clinics under its auspices. While agendas of these meetings include wide range of operating workshops for station personnel, BMI is subject to charge that circuit-riding schedule is merely designed to promote use of BMI music as opposed to ASCAP.

B•T

BEYOND HORIZON • Look for early announcement of television's first "over-the-horizon" service, linking U. S. and Cuban television on regular, commercial basis. Nobody was talking last week, but AT&T and Cuban company reportedly have completed installations which will employ tropospheric scatter propagation to bridge 185-mile, over-water haul from southern Florida to spot near Havana. System, estimated $3 million joint project of AT&T and Radio Corp. of Cuba, is expected to go into operation in fall, providing one tv channel in each direction and telephone conversations both ways.

B•T

ROBERT LEWINE, vice president and head of nighttime programming for NBC-TV, expected to be promoted to head both daytime and nighttime programming for network, reporting to Emanuel Sacks, vice president, tv network programs. Formal announcement will be made this week. Mort Werner, vice president in charge of daytime, recently resigned to join Kaiser Industries [B•T, July 22] as vice president in charge of "all internal tv activities of the affiliated Kaiser companies."

B•T

WASHINGTON BAPTISM • FCC Network study staff recently concluded that NTA film network must be included as important part of its tv network study and has called on newest of networks for full information. In fact, special Washington meeting has been held between NTA officials Raymond Nelson and Hyman Booker and Dean Roscoe Barrow, network study chief, and staff members. NTA is cooperating in submitting information.

B•T

NEW GIMMICK for improvement of programming and station relations at same time is being sharpened by officials of American Broadcasting Network as they proceed with plans for switchover to all-live personality programming. They hope to announce shortly new arrangement under which ABN affiliates will get advance notice of what musical selections network will play and at what times, so that stations may program their local music more compatibly. Plan also may include suggestions, for optional use, as to what sort of local music might best fit around network portions.

B•T

TOLL TECHNICALITIES • While AT&T is keeping its own counsel on closed-circuit tv, conflicting reports are heard on its technical appraisal of Skiatron's so-called "open wire" method of multiplexing both video and audio service into tv homes. AT&T, from operating standpoint, reportedly contends that system isn't feasible, while Bell Laboratories, AT&T research and development adjunct, is understood to feel that system has possibilities within established interference tolerances and, therefore, would work.

B•T

IF SKIATRON closed-circuit method works, new term will enter electronic lexicon. It is "Parax," name given by Skiatron to its open wire, which, it is claimed, can handle five circuits simultaneously including standard video band without undue interference. FCC engineers, it is said, also lift eyebrows as to feasibility and want to be shown. Even though projected wire systems might not be subject to FCC regulation at this stage, it is logically anticipated that demonstration for benefit of government engineers will be proposed sometime soon — probably before FCC considers "open circuit" or "on air" toll tv proposals Sept. 17.

B•T

IS A PUZZLEMENT • Closed-circuit toll tv was topic of high-level conference called by RCA Chairman David Sarnoff last Monday in New York. RCA-NBC's position has been unalterable opposition to on-air or "open circuit" toll television, and it is opposed to any impingement upon free tv service to public. Participants in conference, in addition to General Sarnoff, were: Robert W. Sarnoff, NBC president; Robert E. Kintner, NBC executive vice president in charge of tv network programs and sales; Emanuel (Manie) Sacks, NBC tv vice president in charge of network programs, and Kenneth W. Bilby, vice president in charge of public relations.

B•T

HAL JAMES, for more than decade vice president in charge of television and radio for Ellington & Co., New York, is expected to join Doherty, Clifford, Steers & Shenfield, effective Aug. 15, as vice president in charge of radio and television.

B•T

TEXT FOR TODAY • Radio business will lap over into halls of learning if one of Radio Advertising Bureau's current projects works out. Figuring radio has been getting short shrift with rising generations of advertising and marketing executives because most textbooks on such subjects are written from newspaper standpoint, bureau has commissioned several professors to write texts from radio angle. RAB hopes they'll be ready for classrooms by start of 1958-59 scholastic year.

B•T

SUCCESSOR to Ralph W. Hardy, CBS Washington vice president, who died suddenly last Monday of heart seizure while on vacation in Ogden, Utah (story page 54) tentatively has been selected by CBS Inc. President Frank Stanton. It is expected that appointment will be from within CBS organization. Meanwhile Earl H. Gammons, former CBS Washington vice president, now CBS consultant, is sitting in.

B•T

BREATHING EASIER • There is sequel to blessing of the Dept. of Justice on setup and operations of Television Allocations Study Organization, as exemplified in Justice's July 15 letter to FCC Chairman John C. Doerfer [B•T, July 29]. It's this: Representatives of RCA and GE—both of which brought up potential anti-trust liability question originally—had been extremely cautious in attending TASO meetings. With publication of Asst. Attorney General Victor R. Hansen's "all clear" letter, RCA and GE participants are attending and participating in TASO meetings with all wraps removed.

B•T

PLOUGH INC. stations are breaking all records on business, according to President Harold R. Krelstein. He reports that as of last July, all four stations showed increases, compared with 1956, as follows: WCOP Boston, up 77%; WCAO Baltimore, up 62.6%; WMPS Memphis, up 34%; WJJD Chicago, up 31%.

B•T

CURTIS SHOPPING • Helene Curtis Industries, Chicago, started informal hearings last week with agencies pitching for $4.5 million account ($3.3 million radio-tv) which has left Earle Ludgin & Co. Gordon Best & Co. and Edward H. Weiss & Co., which handle other Curtis accounts, are strong contenders, it's understood, but New York agencies with Chicago offices also are in running. Ludgin agency, incidentally, is in throes of reappraising operation and personnel as result of losing Curtis (about one-quarter of its business) account.

Congratulations

KPHO-TV

"HIGHEST-RATED" of 4 Phoenix Stations!

"HIGHEST-RATED" Independent in U. S.!

- In the Phoenix ARB for June, KPHO-TV ranks first in 149 and ties for first in 3 of the 346 quarter-hour time periods during which it is on the air with competition.

- KPHO-TV's share of audience during its time periods on the air from sign-on to sign-off is 31.0%.

Your sister MEREDITH STATIONS and Magazines*

WHEN	— SYRACUSE —	WHEN-TV
WOW	— OMAHA —	WOW-TV
KCMO	— KANSAS CITY —	KCMO-TV

* Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

Military Again Gazing Greedily at Tv—Defense letter to Capitol Hill indicates chs. 2-6 might fit nicely into new technologies developed by military. Sen. Potter, and Rep. Bray see infringement on rights of public. Page **27.**

ADVERTISERS & AGENCIES

What's Coming on Tv Networks This Fall—Advertisers will spend around $5 million weekly for night programming and that doesn't include the super-specials. Availabilities are getting scarce. Page **28** (night schedules pages **30, 31**).

Tintex Thinks Tv Is Terrific—But sponsor can't afford high cost of NBC-TV vehicle it would like to ride. Advertiser asks: If market is soft, meet our price. Alternative: Tintex will put its money into print media. Page **32.**

Sniffles Will Be Profitable Again—It's hot around the agency marts but they're planning ahead for winter by lining up availabilities for radio and tv time to promote cold remedies. Budgets look about 10% above last year. Page **35.**

Jergens Does a Switch—Long a tv network user, and a successful one, lotion maker switches its media strategy by booking spot television campaign. Page **36.**

There's No Stopping Tv Spot—Television Bureau of Advertising estimates $118 million (gross) was spent for video spots in second quarter of year, $2 million up from first quarter. Network and spot total for first half of 1957 (time only) figured at $486 million in B•T compilation. Page **38.**

Who Bungled the Commercials?—NBC-TV and Kudner Adv. reluctant to take blame for telecasting of plugs while verdict of championship fight was being announced. General Motors vice president, Edward T. Ragsdale, "incensed" by incident. Page **40.**

Morgens for McElroy?—Executive vice president's name heard frequently as speculation develops on successor to Neil H. McElroy, Procter & Gamble president, who has been nominated to be Secretary of Defense. Page **46.**

NETWORKS

Pleasing the Young Folks—Three blue-chip advertisers are sought by CBS Radio to underwrite two-hour block of music programming (12 hours per week) as aural medium's comeback continues. Two-fold object: To bring back additional top national advertisers into network radio and to appeal to 14-24-year age group that researchers describe as preferring radio above other media. Page **50.**

Three at Keystone Get Promotions—Noel Rhys, Edwin R. Peterson and Charles A. Hammarstrom elevated by President Wolf. KBS now claims 971 affiliates and cites record business. Page **52.**

Mutual's New Owners Take Over—President Roberts says group of independent stations is knocking at the network's door, desiring to become affiliates. New regime now in full charge of radio hookup following purchase from RKO Teleradio. Page **56.**

FILM

Ink Dries on $20 Million Film Deal—Screen Gems prepares first package of Universal films with seven-year contract giving distribution-only rights on 600 pre-1948 productions. Wall Street revives rumors of imminent spin-off as Columbia tv subsidiary becomes largest of all tv syndicators. Page **60.**

Everybody Gets an AAP Cut—Film distributor develops an unusual merchandising-promotion scheme to split profits. Stations, manufacturers of Popeye-licensed novelties and AAP all benefit. The story of a plan to make everybody happy. Page **64.**

GOVERNMENT

Deintermixing Faces the Bench—First court test of FCC's decisions underway as WTVW (TV) Evansville, Ind., asks appellate court to hold up FCC's order moving it from vhf to uhf channel. Page **70.**

Also see AT DEADLINE, Page **10.**

Reducing Aids Getting a Onceover—Federal Trade Commissioner tells House probers Regimen, which recently expanded radio-tv spot promotion, has come under its jurisdiction. Page **72.**

PROGRAM SERVICES

L. A. Defers Wire System Plan—City council cancels proposal to advertise Skiatron closed-circuit tv franchise for bids. Skiatron raises antitrust spectre in Telemeter and Fox application. Page **78.**

STATIONS

News Is Newsy at CBS Chicago—A depth account of the way this CBS o&o outlet reports what's happening in and around Chicago. How alert broadcast newsmen can show newspapers some reportorial tricks. Page **90.**

OPINION

How About All This Razzle-Dazzle?—Raymond R. Morgan, Hollywood agency executive, tells those who would hippodrome that "nobody steals the air." A persuasive case for "simple, homely, unobtrusive things." Page **113.**

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

Only 22 weekly quarter hours don't belong to WTIX.

The other 266 do!

The brand new Pulse gives WTIX a virtual clean-sweep of the New Orleans radio day. Of 288 quarter hours from Monday through Saturday . . . WTIX is first in 266.

Thus a new dimension of dominance is added to WTIX's continuing—and widening leadership among New Orleans' 11 radio stations.

The most recent (June-July) Hooper shows WTIX with a decisive lead—claiming slightly over twice the audience of the runner-up station. WTIX's share: 23.2%; next station's share: 11.5%.

Storz Station round-the-clock excitement and ideas have created a new New Orleans listening habit, with new time-buying habits to match. Spare the Adam Young man a little time out of your day to tell you why you get nothing but good times out of WTIX's day. Or, talk to WTIX general manager Fred Berthelson.

WTIX *first in 11-station* **NEW ORLEANS**



STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

NBC BUYS WJAS PITTSBURGH

NBC, without regular radio affiliate in Pittsburgh since last year, has bought WJAS-AM-FM in that city, subject to customary FCC approval, according to announcement being released today (Monday). Price understood to be $725,000. WJAS is on 1320 kc with 5 kw and currently is affiliated with ABN. WJAS-FM duplicates am programs and is on 99.7 mc with 24 kw.

NBC president Robert W. Sarnoff said WJAS-AM-FM would return full schedule of NBC Radio programs to country's eighth largest market and expressed confidence NBC network's recent growth in audience and advertiser acceptance would be "greatly accelerated by the addition of these important stations." WJAS President H. Kenneth Brennen, whose father founded WJAS in 1921, said: "As pioneer broadcasters we are proud that WJAS is becoming part of NBC and of the oldest radio network in the country, particularly at this time of radio's resurgence."

NBC has not had regular radio affiliate in Pittsburgh since KDKA and other Westinghouse stations disaffiliated, although both KDKA and WWSW Pittsburgh have carried some NBC programs during interim. Acquisition of WJAS-AM-FM will bring NBC's radio station ownership to FCC maximum of seven.

Sale of WJAS stations was required under terms of merger agreement with *Pittsburgh Post-Gazette* (WWSW) whereby FCC granted Pittsburgh ch. 11 to WWSW, with option for 50% ownership held by Pittsburgh Radio Supply House Inc., WJAS licensee. Grant was conditioned on disposal of WJAS stations to conform to duopoly regulation. Pittsburgh ch. 11 station, WIIC (TV), began operating July 15, is affiliated with NBC.

Monsanto to Sponsor CBS-TV Science Show

MONSANTO Chemical Co., St. Louis, will sponsor new series of 10 hour-long programs entitled *Conquest* on CBS-TV starting early in November and through spring of 1959 (four to be seen in 1957-58 season) "as part of its current campaign to increase public interest in scientific progress and in science as a career."

Joining in announcement Friday were CBS-TV President Merle Jones; Dr. Charles Allen Thomas, Monsanto's president; Dr. Detlev W. Bronk, president of National Academy of Sciences and also of Rockefeller Institute for Medical Research, and Dr. Laurence H. Snyder, president of American Assn. for Advancement of Science and dean of U. of Oklahoma's graduate school.

Series is designed to inform tv audience of scientific "breakthroughs," to recognize scientists for research contributions and to help answer need for trained scientists by focusing attention on this problem. In each telecast, science newsreel, two filmed reports of major scientific developments, profile of famous scientist and special award feature will dramatize each objective. Team of CBS news correspondents will serve as on-camera science reporters on series that will be supervised by Irving Gitlin, CBS director of public affairs, and will be produced by Michael Sklar of public affairs department. Gardner Adv., St. Louis, is agency. Time and debut are not set.

KTLA (TV) Appoints P,G,W

KTLA (TV) Los Angeles Friday announced appointment of Peters, Griffin, Woodward as national sales representative, effective Aug. 15. KTLA operates on ch. 5, is owned by Paramount Pictures.

Red China News Plan Hits Snag in Canada

NEWS reports in *Toronto Star* and other papers last week concerning CBS-Canadian Broadcasting Corp. plan to work together towards ferreting news from behind China's bamboo curtain (see earlier story, page 56) have "worried" Canadian broadcasters to point where they now wish to renegotiate entire contract proceedings with CBS, latter acknowledged Friday. With joint effort set to get under way shortly, CBC now is asking for different—and stiffer—terms, in effect is understood to be demanding complete control over news gathering and payment. According to CBS News Director John Day, "This changes the whole situation." CBS feels that it cannot agree to CBC's new terms, may cancel entire deal.

TWO HEADS BETTER?

NEW regime at Mutual (see story, page 56) understood to be establishing new station relations department set-up, encompassing two directors of unit instead of conventional one. Charles W. King is to continue as station relations director, headquartering in New York and concerning himself primarily with administrative duties. Counterpart of his job has been created, which will be exclusively field position, under which director will give affiliates guidance, examine their problems, etc. Mutual reportedly has hired for this post executive who owns two am and one fm station. Both directors will report directly to Paul Roberts, new Mutual president.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 28.

EXPANSION PLAN • Having gained national distribution within six years, Kitchens of Sara Lee moves into network picture for first time Sept. 20 with five quarter-hour segments each month on CBS Radio's *Arthur Godfrey Time*. Chicago based bakery firm plans to expand present running advertising budget of $1.4 million during fall, with majority share to radio-tv. Agency: Cunningham & Walsh, Chicago.

NEWS NOTE • American Can Co., N. Y., planning to sponsor alternate Friday editions of CBS-TV news show (Mon.-Fri., 7:15-7:30 p.m.), effective Oct. 1. Compton Adv., N. Y., is agency. CBS-TV expects to complete arrangements this week.

RADIO TO SELL TV • Allen B. Du Mont Labs (television receivers) Clifton, N. J., understood to be initiating spot radio campaign in mid-September, covering New England and Middle Atlantic states. Number of markets and length of campaign still unset. Agency: Page, Noel & Brown, N. Y.

TWO FOR 'DOLLAR' • Toni Co., through North Adv., N. Y., signs for NBC-TV *Dollar a Second* Aug. 24, Sept. 7 and 21. Pillsbury Mills, through Campbell-Mithun Inc., Minneapolis, signs for same show Aug. 31, Sept. 14 and 28.

SIX FOR SHOW • Six participating advertisers signed for new NBC-TV *Arlene Francis Show* starting today (Monday) in Monday-through-Friday 10-10:30 a.m. period, network reported Friday. Sponsors and agencies (in parentheses) are: Owens-Corning Fiberglas Corp. (McCann-Erickson), House of Westmore Inc. (Ehrlich, Neuwirth & Sobo), Aladdin Industries Inc. (William Hart Adler Inc.), Cooper's Inc. (Henri, Hurst & McDonald), Bourjois Inc. (Lawrence C. Gumbinner Adv.) and Minnesota Mining and Mfg. Co. (BBDO).

PICTURE PROMOTION • Metro-Goldwyn-Mayer, through Donahue & Coe, both N. Y., understood to be planning usual premiere performance radio-tv spot campaign (emphasis on radio) in major markets coincidentally with October release of film version of "Don't Go Near The Water" starring Glenn Ford and Eva Gabor.

DAY SPOTS • Junket Brand Foods Div. of Chr. Hansen's Lab. Inc. (Rennett powder), through Sullivan, Stauffer, Colwell & Bayles, N. Y., week after Labor Day will start placing 27-week daytime minute tv campaign in 12-15 markets.

at deadline

House May Bare Air Deals In Boxing, Horse Racing

REP. Emanuel Celler (D-N.Y.), whose House Antitrust Subcommittee last week completed hearings on professional team sports, Friday said that he may shortly order full-scale investigation of professional boxing and horse racing. Investigation would begin "probably this fall," he said.

Previous hearings, to determine advisability of placing professional team sports under antitrust laws, went extensively into radio-tv income for various teams and role played by pay tv in future plans. Broadcasting also contributes heavily to boxing and track income and would figure prominently in any investigation, observers feel.

Rep. Celler expects his subcommittee to have legislation ready for January session of Congress setting limits on antitrust control of professional sports.

Zenith Profits Increase; McDonald Raps Wired Toll

ZENITH RADIO Corp. estimated consolidated net profits for company's first fiscal quarter, ending June 30, 1957, were $747,547, or $1.52 per share. This estimate was figured after reserves set aside for depreciation, excise taxes, contingency reserves and federal income tax. It compares with profits of $699,659, or $1.42 per share, in same period of 1956. Consolidated net profits for six months ending June 30 totaled $2,398,137, or $4.87 per share; compared with $2.530,824, or $5.14 per share for same 1956 period.

Consolidated sales for first three months of fiscal year amounted to $29,827,712, compared with $27,455,617 for similar 1956 quarter. For six month fiscal period, consolidated sales totaled $66,486,222 compared to last year's six month figure of $65,370,935.

In reference to toll tv, Zenith President E. F. McDonald Jr. declared continued delay by FCC will encourage development of wired pay tv. He added: "The net effect of the large-scale development of closed-circuit subscription television would be to weaken the entire tv broadcasting industry."

NARTB Sends Tv Week Kits

STATION planning for National Television Week (Sept. 8-14) was speeded Friday as NARTB sent out basic materials for use in promoting observance of annual event. Comprehensive kit of promotion and program ideas is supported by background information and series of special campaigns.

Included in NARTB package are news releases, proclamations by public officials, lists of civic and fraternal organizations aiding in weeklong event, suggestions for contests, retailer aids, slides and newspaper mats, promotional spots, speeches, etc.

TREASURE AND TRAGEDY

TREASURE hunt conducted by KILT Houston met with fatal accident just before deadline when Jimmy Watts, 38, Houston insurance man, fell off scaffold at Museum of Fine Arts late Thursday while hunting around excavation for hidden $25,000 check. William C. Weaver, KILT manager, termed accident "terribly unfortunate." Station had repeatedly announced that check was easily accessible to five-year-old child and not near anything dangerous. Accident victim had climbed scaffold, falling into excavation. Contest was just entering tenth and final day at time of accident.

ABN Affiliates Board Meets Wednesday in N.Y.

ALL-DAY meeting of American Broadcasting Network Station Affiliates Advisory Board to be held Wednesday at University Club in New York, Edward J. DeGray, ABN vice president in charge of station relations, announced Friday.

Board members include Simon Goldman, WJTN Jamestown, N. Y.; J. P. Williams, WING Dayton; Ben A. Laird, WDUZ Green Bay, Wis.; T. B. Lanford, KALB Alexandria, La., and KRMD Shreveport, La.; C. B. Locke, KFDM Beaumont, Tex.; William C. Grove, KFBC Cheyenne, Wyo.; James W. Wallace, KPQ Wenatchee, Wash.; Jack S. Younts, WEEB Southern Pines, N. C.

Representing ABN at the meeting will be Robert E. Eastman, president; Stephen B. Labunski, vice president in charge of programming; Thomas C. Harrison, vice president, sales; Stephen Riddleberger, administrative vice president, and Mr. DeGray.

Senators Eulogize Hardy

THREE U. S. Senate leaders eulogized late Ralph W. Hardy, CBS Washington vice president, on floor of Senate last Thursday. Sen. Lyndon Johnson (D-Tex.), majority leader, declared that "the future of America lies with young, able men like Ralph W. Hardy. We have lost a citizen who cannot be easily replaced." Sen. Jacob K. Javits (R-N. Y.) declared that Mr. Hardy "made a great place for himself not only as a leader in his industry but as a leader in civic affairs, and as one who had a deep solicitude for the public interest." Sen. Arthur V. Watkins (R-Utah) said that Mr. Hardy brought "honor" to his state, the Intermountain region and to his family. He also stated: "His was a service always ready at call, and freely given." Mr. Hardy suffered heart attack while on vacation in Utah early last week (see page 54).

PEOPLE

RALPH C. TANNER, vice president and director, Anderson & Cairns, N. Y., appointed chairman of agency's creative board.

KENNETH C. LOVGREN, former copy manager, Foote, Cone & Belding, L. A., at one time with Young & Rubicam, Henri, Hurst & McDonald and Ross Roy Inc., named advertising director of Stauffer System, slenderizing salon chain, and will direct expanded advertising program that will include spot radio. FC&B, L. A., and Anderson & Cairns, N. Y., service account.

EMMETT BATES FAISON, account executive, Benton & Bowles, to H. B. Humphrey, Alley & Richards, N. Y., as account executive.

ROBERT MILFORD, formerly with William Esty Co., N. Y., to Kudner Agency, N. Y., as tv producer-director.

RICHARD F. GORMAN promoted from assistant advertising manager to advertising manager of Admiral Corp. (radio-tv sets, other products), Chicago.

VAN B. FOX, serving with NBC-TV *Wide Wide World* in various capacities for two years, named director of program which makes fall debut Sept. 15.

PETER KORTNER, story editor for *Playhouse 90,* promoted to newly created post of associate director of CBS-TV's weekly 90-minute dramatic series.

MORT GRANAS, assistant to manager of live cost control, west coast production operations, CBS Television, appointed manager of cost administration of department.

AFM May Take Action Against Record Companies

AMERICAN Federation of Musicians Hollywood local put off until today (Monday) decision on how to proceed against recording companies which have not recognized boost in scale for arrangers and copyists instituted by local last month, but have continued to pay old scale. Local had planned effective last Friday to put companies on national AFM default list, which would make it impossible for them to hire AFM members, but at last minute postponed action over weekend. Local did not identify holdouts, said to include such companies as RCA Victor, MGM and Capitol. Only statement from record makers was that of Capitol to effect that it has national agreement with AFM which specifies scale for arrangers and copyists, and Capitol is abiding by this agreement.

Court Rebuffs WTVW

REQUEST for stay against FCC's order deleting ch. 9 from Hatfield, Ind., and issuance of show cause order to WTVW (TV) Evansville looking toward move of its ch. 7 to Louisville (with ch. 31 substituted), made by WTVW last Thursday to U. S. appeals court (see story page 70), denied Friday. Court issued no opinion, merely denying stay request.



Oil, Texas' major product, has been largely responsible for Texas' tremendous growth. Today, San Antonio is the state's third largest city and still growing — with greater retail sales per family than St. Louis, Shreveport, Pittsburgh, and Spokane.

KENS-TV

EXPRESS-NEWS STATION

5

IN EACH TELEVISION MARKET THERE IS ONLY ONE LEADER.*

IN SAN ANTONIO, IT'S KENS-TV



ASK YOUR
PETERS, GRIFFIN, WOODWARD COLONEL
FOR COMPLETE DETAILS.

CBS

SAN ANTONIO, TEXAS

*Source: 1958 PULSE, ROBAUGH

NO. 1 IN RATINGS—NO. 1 IN RENEWALS!

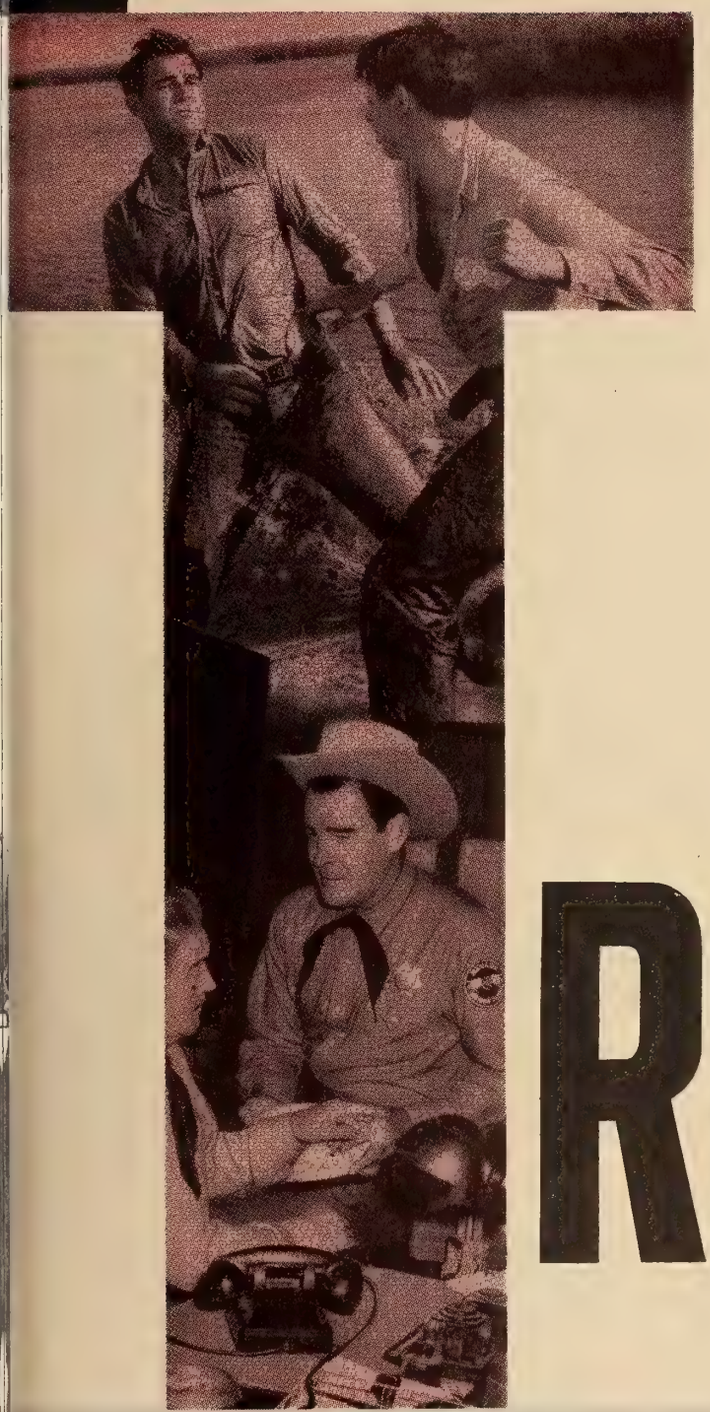


STATE



RENEWED IN 72 MARKETS BY FALSTAFF—FOR 52 MORE WEEKS! Falstaff, America's 4th largest brewing company, is moving up . . . with STATE TROOPER. Terrific sales success for 52 weeks, now Falstaff wants 52 more! So does 3-state sponsor Schmidt & Sons, Brewers. So do dozens of other regional and local STATE TROOPER sponsors. *It sells!*

NO. 1 NATIONALLY, AND "TOP 10" IN 120 ARB REPORTS! Check all the rating services . . . ARB, Videodex, Pulse . . . they *all* rate this MCA TV thriller right up at the top. STATE TROOPER is the No. 1 adventure hit — highest rated! — in St. Louis 40.7, Milwaukee 20.4, Pueblo 56.9, Chicago 19.9, Boston 23.3, Cleveland 20.9, Davenport-Rock Island 29.6, San Antonio 32.3, Santa Barbara 26.3, Columbia-Jefferson City 40,1, Jackson 38.3, Peoria 38.0, Chico 57.3, Birmingham 34.2, Minneapolis-St. Paul 17.2, Philadelphia 18.7, Atlanta 22.7, Montgomery 37.0, Phoenix 28.1, Jacksonville 41.3.



JUST ADDED: 39 MORE ALL-NEW ADVENTURES ...78 HALF-HOURS NOW AVAILABLE!

ROOPER

starring **ROD CAMERON**

Thrill your market, sell your market with STATE TROOPER

Write, wire, phone

mca tv

FILM SYNDICATION

America's No. 1 Distributor of TV Film Programs

598 Madison Avenue, New York 22, N. Y. PLaza 9-7500
and principal cities everywhere

This program is produced with the cooperation of the Sheriffs' Association of the State of Nevada.

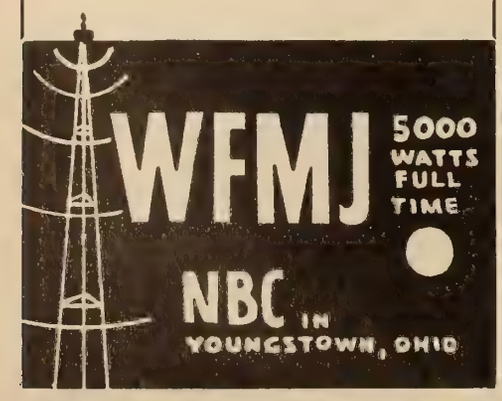
IN
YOUNGSTOWN, OHIO
WFMJ
delivers
24%
Of all homes using Radio from 6 a.m. to 12 midnight Monday thru Friday—So says The Pulse Inc.

Check this share of audience

7 a.m. to 8 a.m.	WFMJ	28%
	Station B	19%
	" C	19%
	" D	15%
8 a.m. to 9 a.m.	WFMJ	28%
	Station B	24%
	" C	17%
	" D	14%
9 a.m. to 10 a.m.	WFMJ	25%
	Station B	21%
	" C	20%
	" D	17%
6 p.m. to 7 p.m.	WFMJ	21%
	Station B	19%
	" C	18%
	" D	17%

WFMJ covers the Big Youngstown, Ohio Market—31st in the nation. Call Headley Reed or Mitch Stanley for current and fall availabilities.

YOUR GOOD NEIGHBOR STATION



Editorial Support

EDITOR:

It certainly is a pleasure to see Broadcasting going to bat for industry standards. What I have in mind is the editorial, "Hot Spots" [B•T, July 29], about the General Foods-Bristol-Myers plan to control broadcast time. Another editorial of the same kind was your recent exposure of the evils of film-for-time barter deals.

Eugene Katz
President
The Katz Agency, New York

For the Record

EDITOR:

In the July 15 B•T there was a story concerning Mutual which repeated what has been reported to be the circumstances of its founding. Over the years, I have seen similar reports and have always intended to write you and make the proper corrections.

The particular point that needs correction and which should be eliminated from Mutual's history is that it was an outgrowth of the former Radio Quality Group. Mutual's birth was never due to or was in any way concerned directly or indirectly with the Radio Quality Group, nor was it ever called the Radio Quality Group. The fact is that Radio Quality had a short life of a year or two prior to Mutual's founding. It had failed completely and this failure was psychologically something of a liability in organizing Mutual. Radio Quality had been dead, was buried and those of us who conceived and started the movement for Mutual had never been in any way associated with it. The fact that one member of Mutual (WOR) had at one time been a member of Radio Quality no doubt gave rise to the rumor.

George F. Wilson
Wilson Broadcasting Corp.
Worcester, Mass.

No C-C in Pittsburgh

EDITOR:

In an article regarding our firm, Bryg Inc. [B•T, July 8], I would like to call your attention to the second paragraph which specifies that we have demonstrated our system on a still basis over a Pittsburgh-New York closed circuit. This is not true. The only closed circuit work performed was in New York and we have leased facilities at Carnegie Tech, Pittsburgh, which have not been used for any closed circuit. . . .

Samuel H. Depew
Executive Vice President
and General Manager
Bryg Inc., Butler, Pa.

Any Earlier Man-on-Street?

EDITOR:

Our attention was called to the item reporting Parks Johnson, "credited as the man who originated the man-on-the-street program . . . in 1932" [B•T, June 17].

Karl Stefan, our former chief announcer, produced a daily *Voice of the Street* program by portable short-wave on WJAG, starting Dec. 19, 1932. Mr. Stefan was elected to the U. S. House of Representatives, 1934, remaining there until his death [in] 1951. His *Voice* program continued on WJAG until wartime restrictions of 1941.

We wonder if there were any earlier, regular man-on-the-street programs.

Bob Thomas
Manager
WJAG Norfolk, Neb.

Radio While You Wait

EDITOR:

Your item entitled "Another Radio Service" [B•T, July 1], was timely for KWG. Shortly after that issue of B•T arrived, this station moved into new facilities with a situation developing that was similar to your article with the added feature that a telephone line does not have to be left open in order to feed the radio program to a caller who is waiting to be connected with his party.

We'll admit, however, that it was strictly an accident.

Robert W. Billman
Promotion Director
KWG Stockton, Calif.

[EDITOR'S NOTE: Mr. Billman was inspired by B•T's story of an RAB telephone operator who left the switch open for waiting callers so they could listen to the radio. When telephones were installed at KWG it developed that the station's programs could be heard louder than the telephone conversation. This was corrected on the regular lines, but couldn't be eliminated on the "hold" position. The station turned the handicap to an advantage by adopting RAB's technique.]

Students Have Chance

EDITOR:

In regard to a letter in OPEN MIKE [B•T, July 22] implying that the broadcast industry is scared of college trained students or showing preference to radio school diplomas, I find . . . the broadcast industry willing, even anxious, to absorb young persons from all walks of life and varied educational backgrounds. If a preference exists, it would be in favor of the college or university trained man.

Many broadcasters devote valuable time as advisors to colleges. Professional or trade schools do not enjoy such distinction. Scholarships and financial aid for college men and women are standard operating procedures at many stations.

I will admit that announcers and production people holding first class radiotelephone operator licenses must, of necessity, be given some preference. Still, there is a vast absorption of unlicensed persons.

I hope that the letter merely referred to a somewhat presently dormant situation in an immediate area. . . . The broadcasting field rates at the top for consideration of, absorption of, and advancement of college trained people as well as any other talent that will enhance the field.

William B. Ogden
Educator
Radio Operational Engineering School
Burbank, Calif.



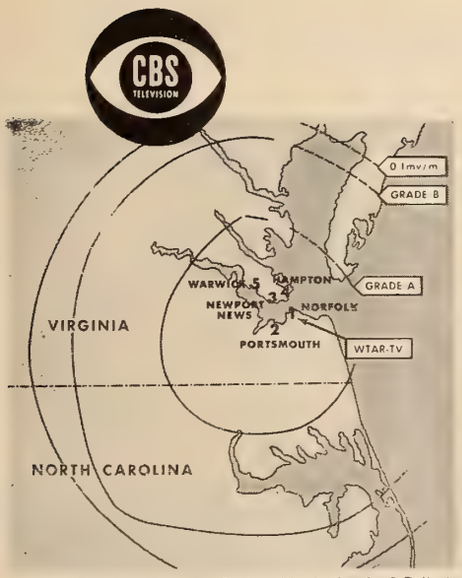
AN AWE FULL EYEFUL

On June 11, from the top of WTAR-TV's 1,049-foot tower you could have seen history's greatest peacetime display of naval might—a 14-mile double row of ships stretched out through Hampton Roads for the International Naval Review.

Then, had you "panned" around to the left in a complete circle, you would have looked down on five major Virginia cities—Hampton, Newport News, Warwick, Portsmouth and Norfolk—ringing Hampton Roads in one big eye-popping market . . . the greatest, growingest in Virginia, and 27th in the nation!

Atop our tower, you would be at the focal point of this big five-city market, dominated by WTAR-TV.

For more information about the foremost communications medium in Virginia's greatest market, write to WTAR-TV or your Petry man.



(Based on Measured Contour Map by Jansky & Bailey)

5 of Virginia's Busiest Cities are within WTAR-TV's Grade-A Signal.

WTAR-TV

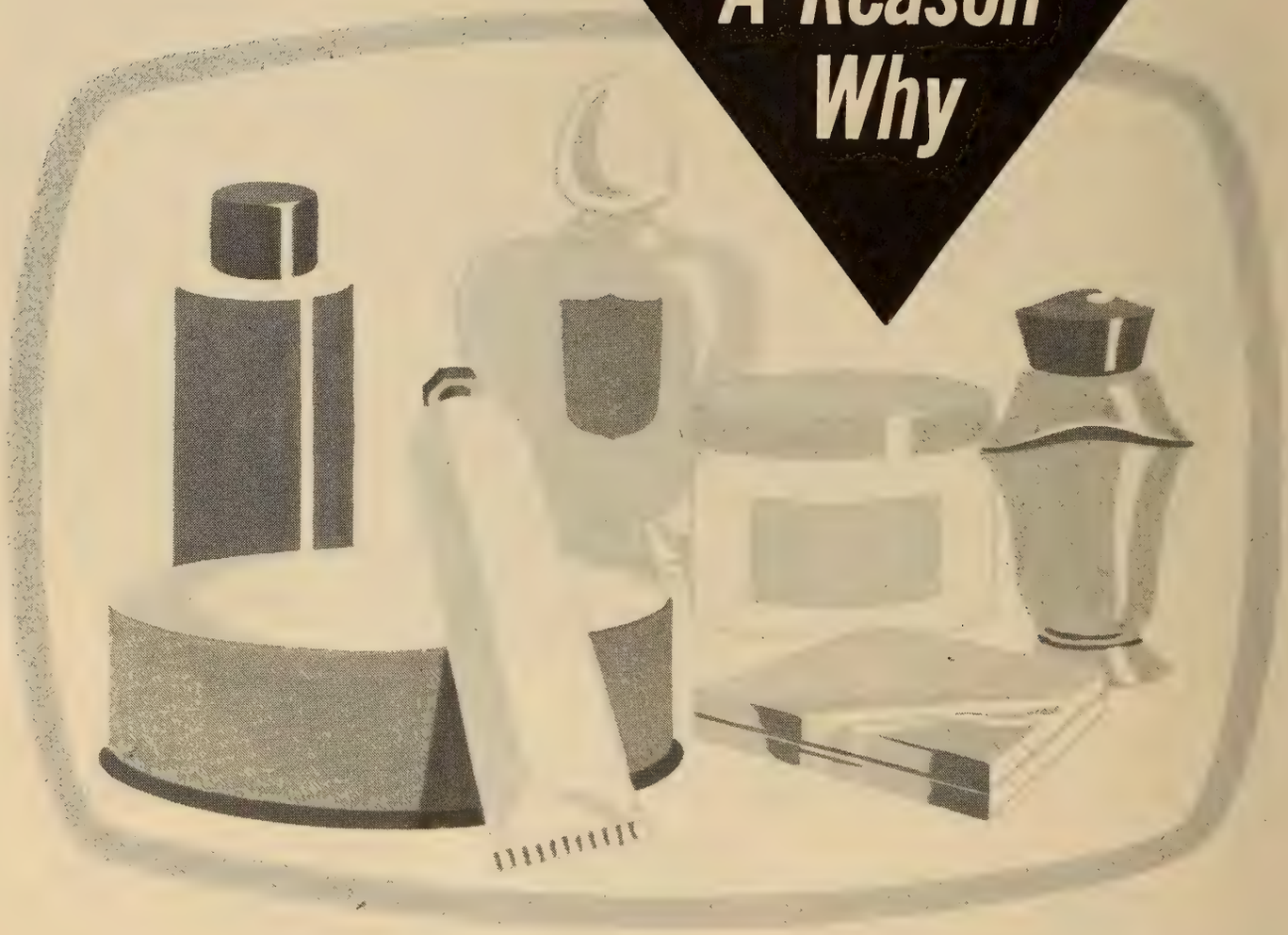
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Business Office and Studio—720 Boush Street, Norfolk, Va.

Telephone: Madison 5-6711

REPRESENTATIVE: Edward Petry & Company, Inc.

There Must Be A Reason Why



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by leading COSMETIC manufacturers during 1956.

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WBAL-TV . . . . . Baltimore	WTAR-TV . . . . . Norfolk
WGN-TV . . . . . Chicago	KMTV . . . . . Omaha
WFAA-TV . . . . . Dallas	WTVH-TV . . . . . Peoria
WESH-TV . . . . . Daytona Beach	WJAR-TV . . . . . Providence
WTVD . . . . . Durham-Raleigh	KCRA-TV . . . . . Sacramento
WICU . . . . . Erie	WOAI-TV . . . . . San Antonio
WNEM-TV . . . . . Flint-Bay City	KFMB-TV . . . . . San Diego
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Television Division

Petry & Co., Inc.

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33

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26 MEN

thundering out of the West



... The 26 daring Arizona Rangers tamed America's last wild territory ... rounded up over 4,000 rustlers, desperadoes, gunmen and swindlers at the turn of the century. All the flavor of the historical conflict between law and outlaw is in 26 MEN ... filmed for TV on scenic Arizona locations capturing the impact and excitement of the last frontier. Producer — Russell Hayden.

new! ADULT *action!* WESTERN

SOLD, within first two weeks of release in over 60 markets, to such advertisers as:

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LAckawanna 4-5050

There's more to Florida!

For photography and pleasure, Florida's beaches are unsurpassed, but of greater significance to northern Florida is the commerce-laden port of Jacksonville, busy gateway between the world and a marketing area stretching deep into Florida and beyond.

There's Georgia, for instance

... much of which lies within the Jacksonville distribution area and relies on Jacksonville for its goods... and its television. WMBR-TV covers 34 counties in Georgia which contain 12.5% of all the television homes in the entire state, and account for 10.8% of Georgia's general merchandise sales. In fact, WMBR-TV's NCS area takes in 17.5% of all the tv homes in Florida and Georgia combined... and 16.6% of combined general merchandise sales!

and WMBR-TV, Jacksonville

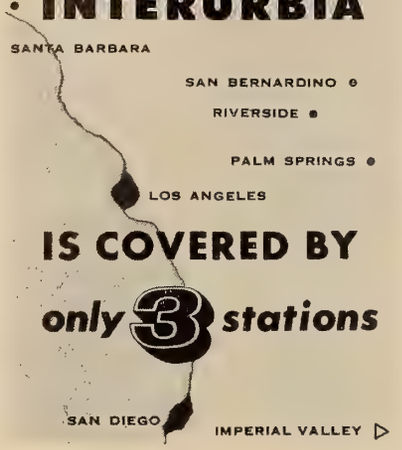
is strongly entrenched, through friendship and long habit, in the lives of the 300,000 television families in this 67-county area. Throughout the "outside" area, WMBR-TV is the eleven-to-one favorite over its competition. Within the Jacksonville metropolitan area, the latest ARB gives WMBR-TV a five-to-one lead.*

WMBR-TV — *Channel 4, Jacksonville · Operated by The Washington Post Broadcast Division... Represented by CBS Television Spot Sales*



**NCS, updated to 8-1-57.*

SOUTHERN CALIFORNIA • INTERURBIA



IS COVERED BY only 3 stations

INTERURBIA . . . "a complex of cities, towns, suburbias which have grown together . . . " is startlingly illustrated in the solidly packed strip from Santa Barbara through Los Angeles and San Bernardino-Riverside to San Diego.

NCS #2 CONFIRMS individual city ratings . . . only 3 radio stations are popular and powerful enough to deliver complete this multi-million super-market.

OF THIS TOP TRIO, KBIG is

- the only independent
- the least expensive
- LOWEST in cost-per-thousand by one yardstick
- SECOND by the other.

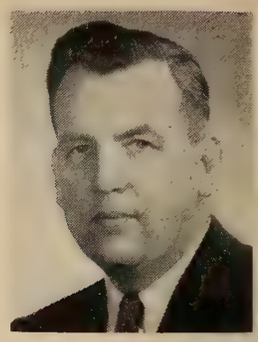
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OUR RESPECTS

to Orville Wayne Rollins



THE world of broadcasting added, unknowingly, one of its most energetic enterprisers and one of its most individualistic innovators in radio market specialization when O. Wayne Rollins was hospitalized in 1948 with a ruptured vertebral disc.

The man who today is president of Rollins Broadcasting Inc. (seven radio stations and one tv) was sentenced by the doctor to "a life of less strenuous work." For a man who ran his own construction and realty business and had been brought up working on his father's farm, this was a dismal outlook indeed.

During his long convalescence, Wayne Rollins' curiosity, if not his energy, turned to the companion of his bedside, radio; from there, his inquiring mind sorted over the things he didn't know about radio stations, and their operation. Then came an intensive and avid reading of trade magazines and research reports in the broadcasting field. By the time he got out of the hospital, he was following up his book-knowledge with visits to radio stations, where he looked and listened and asked questions, and, to himself, compared one operation with another. By 1950 he was ready, and with his younger brother, John, a former lieutenant governor of Delaware, he entered the radio broadcasting business.

From the start, every Rollins station has carried the singular stamp of this latecomer among multi-outlet operators: programs for a specialized audience.

As an example of his company's "concerted emphasis in market specialization," Mr. Rollins cites his WGEE Indianapolis, which is, he says, "designed to serve a combined white and Negro audience in an agricultural setting [and] is the first Indianapolis station to offer specialized program segments to this vast Negro audience." And a clue to the Rollins technique: "But for the meticulous market research that goes into the planning of each Rollins station, painstaking surveys that take months to complete, Indianapolis might still be without Negro programming."

The Rollins spread began in 1950, when the new company built WRAD Radford, Va., largely to "meet the requirements" of the students and faculties of Radford State Teachers College and Virginia Polytechnic Institute. A year later WFAI Fayetteville, N. C., began programming to the people of that city and to nearby Fort Bragg, which, in the words of Rollins' publicity department, had "more men between the impressionable ages of 19 and 21 than in the city of Philadelphia." These two stations, since sold, were the first two of nine radio outlets to undergo the Rollins touch.

IN 1952, the company, in with both feet, built two more stations for special audiences. WJWL Georgetown, Del., wooed in its area a "large and prosperous farm population," while WRAP Norfolk, Va., became Rollins' first all-Negro station.

In November 1953, Rollins acquired WNJR Newark, N. J., and engaged "nationally-recognized personalities" to form the nucleus of the station. which is beamed to America's largest Negro market—New York City.

In 1954, the company bought WAMS Wilmington, Del., one of three network-affiliated stations in the community, and converted it to a full-time independent, offering personalities in music, news and sports.

After Rollins had built WBEE Harvey, Ill. (Chicago suburb), in 1955, the company's research found a "critical need for specialized programming to service an immense Negro audience" which had concentrated in the Chicago area. Rollins met this "need" by expanding programming and by acquiring the services of Mahalia Jackson, Columbia Records star, who "augmented an array of other well-known Negro talent." In June 1955, Rollins added KATZ St. Louis.

Orville Wayne Rollins was born May 5, 1912, at Ringold, Ga. After attending the U. of Chattanooga, where he studied chemical engineering, the first (non-broadcast) phase of his business career included work as a dye supervisor in a Tennessee textile mill and five years as a supervisor in the manufacture of TNT at the Hercules Powder Co. plant at Chattanooga.

From Rollins Broadcasting Inc. headquarters in Wilmington, its president oversees a number of other activities, including two farms in Delaware. a ranch in Georgia, a 14,000-acre ranch and extensive real estate holdings in Florida, and with his brother, John, an automobile dealership business and a nationwide leasing firm. He logs 70,000 miles a year, using commercial airlines and two private planes.

Mr. Rollins is vice president of Delaware Broadcasters Assn. He married the former Grace Crum in 1931. They are parents of Randall, 24, and Gary, 13.

Last year Mr. Rollins, with few fields left to conquer in radio, extended his market specialization methods into television. Rollins Broadcasting acquired its first tv station, WPTZ (TV) Plattsburgh, N. Y., "with an eye on the 1½ million population of Montreal, an expanded air base and the St. Lawrence Seaway Project."

WKMH



AIMS STRAIGHT AT THE HEART OF A TEN BILLION DOLLAR MARKET

With a magic programming formula of news, music and sports EXCLUSIVELY, WKMH aims straight at Detroit—the very heart of the mighty Michigan market! For a Bulls-Eye every time, load WKMH with YOUR sales message. According to PULSE* it's the most effective listener-landing weapon in Detroit!

**Greatest share of audience— 12 to 12!*
Lowest cost per thousand—at ALL hours!

WKMH
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WKMF
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WKHM
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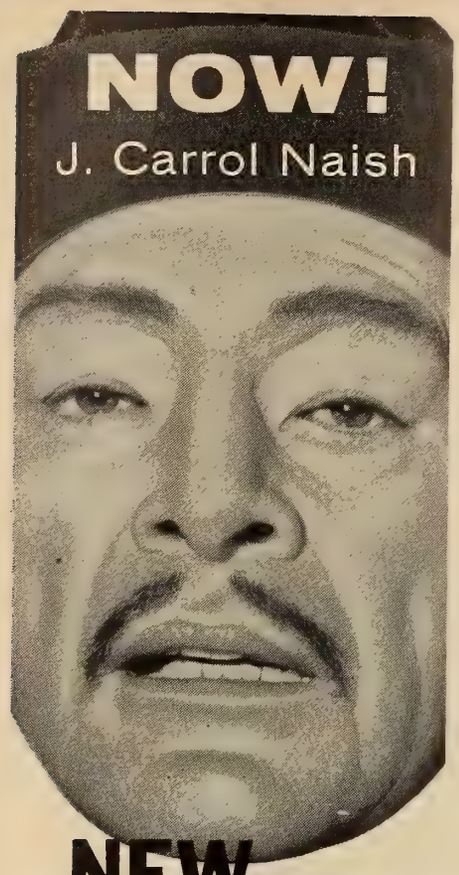
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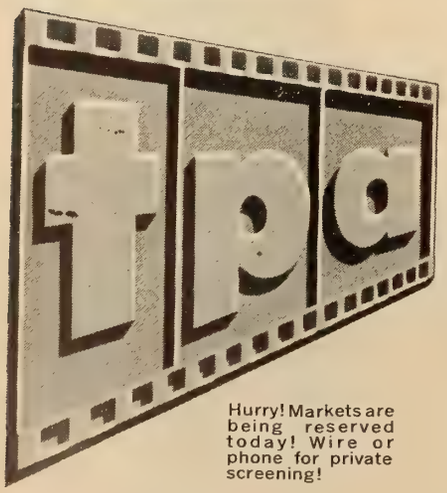
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The NEW adventures of
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Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carrol Naish, makes Charlie Chan live and breathe. James Hong is the Number One Son. Beloved by millions, who've paid out their dollars to match their cleverness with Earl Derr Biggers' most famous detective! Wire or phone collect today to reserve your market before some other quick-thinking advertiser snaps it up.



Television Programs of America, Inc.
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AS OTHERS SEE US

VIEWERS were presented a sobering picture of the problems besetting international public relations in this collection of "man-in-the-street" interviews about America, gathered in eight foreign countries by NBC-TV reporter-cameraman team Joe Michaels and Sy Avnet. Samples: A Briton disliked the idea of his country taking a back seat to the U. S. in world affairs; a Frenchman was grateful for American aid to his country but noted that few Frenchmen would care to admit this; some Germans hit at the U. S. "lack of culture" but admitted to reading Hemingway and listening to jazz; some Indians thought U. S. atomic tests might be causing the Asian flu, and also criticized this country's military aid to Pakistan; a Japanese reiterated the old demand that American troops leave his homeland.

Mr. Michaels, who originally went on his world-wide interview assignment for the *Today* show, appeared between film shots to deliver background commentary.

Production costs: Nominal.
Telecast sustaining on NBC-TV, Sun., Aug. 4, 5:30-6:00 p.m. EDT.
Producer: Larry Picard.
Director: Robert Priaulx.

AMERICAN BANDSTAND

ALTHOUGH an ABC-TV news release indicates its new daytime program, *American Bandstand,* appeals to both teen-agers and adults, this post-teen-age reviewer has definite reservations. It is conceivable the younger set finds the predominantly rock 'n' roll selections "real cool" but most adults are likely to consider themselves a "lost generation" of viewers.

The program has been carried several years on the network's Philadelphia affiliate, WFIL-TV, and began its network exposure last Monday. Its format includes dancing by teen-agers in the studios of originating station WFIL-TV (music recorded) and interviews by m.c. Dick Clark with teen-agers and guest personalities. Mr. Clark is a personable, self-assured performer and blends in well with the youngsters, who undoubtedly consider him a hep oldster. On the initial show, guest performers were Billy Williams and The Chordettes. Even their selections were aimed at the teen-age audience, though Mr. Williams sang an old-time song which is enjoying a current revival, "I'm Gonna Sit Right Down and Write Myself a Letter." At appropriate pauses, Mr. Williams interjected a comment ("oh, yeah"), which apparently is his trademark, and the visiting youngsters were "all shook up."

It is not likely many housewives (unless they're hep to "crazy," "oh, yeah," "I'm with you," and "ah, too much") will tune in these summer afternoons.

Production costs: $10,000 weekly.
Telecast on local co-op and participation basis on ABC-TV, Mon.-Fri., 3-4:30 p.m. EDT
Format: Live and recorded music, guests, studio dancing
Host: Dick Clark
Producer: Tony Mammarella
Director: Edward J. Yates

VACATION CRUISE

CBS Radio has improved on movie producer Mike Todd by launching a *Vacation Cruise* to go "around the world in 20 (not 80) days." The series replaces Pat Buttram's *Just Entertainment* for four weeks (20 broadcasting days) and includes various ports of call.

In last Tuesday's program, Comdr. Jim Conway (U. S. Naval Reserve and CBS Chicago staffman) emceed the cruiser into Rio de Janeiro for songs by Len Dresslar, Connie Mitchell and the King's Jesters. Succeeding musical journeys will take listeners to Ireland, England and other countries.

Production costs: About $3,000.
Sponsored by William Wrigley Jr. Co. (Juicy Fruit gum), through Ruthrauff & Ryan Inc., on CBS Radio, Mon.-Fri., 1:45-2 p.m. (CDT).
Produced and directed by: Howard (Pat) Weaver.
Co-director and writer: Art Thorsen.

COLORCASTING

The Next 10 Days
Of Network Color Shows
(All Times EDT)

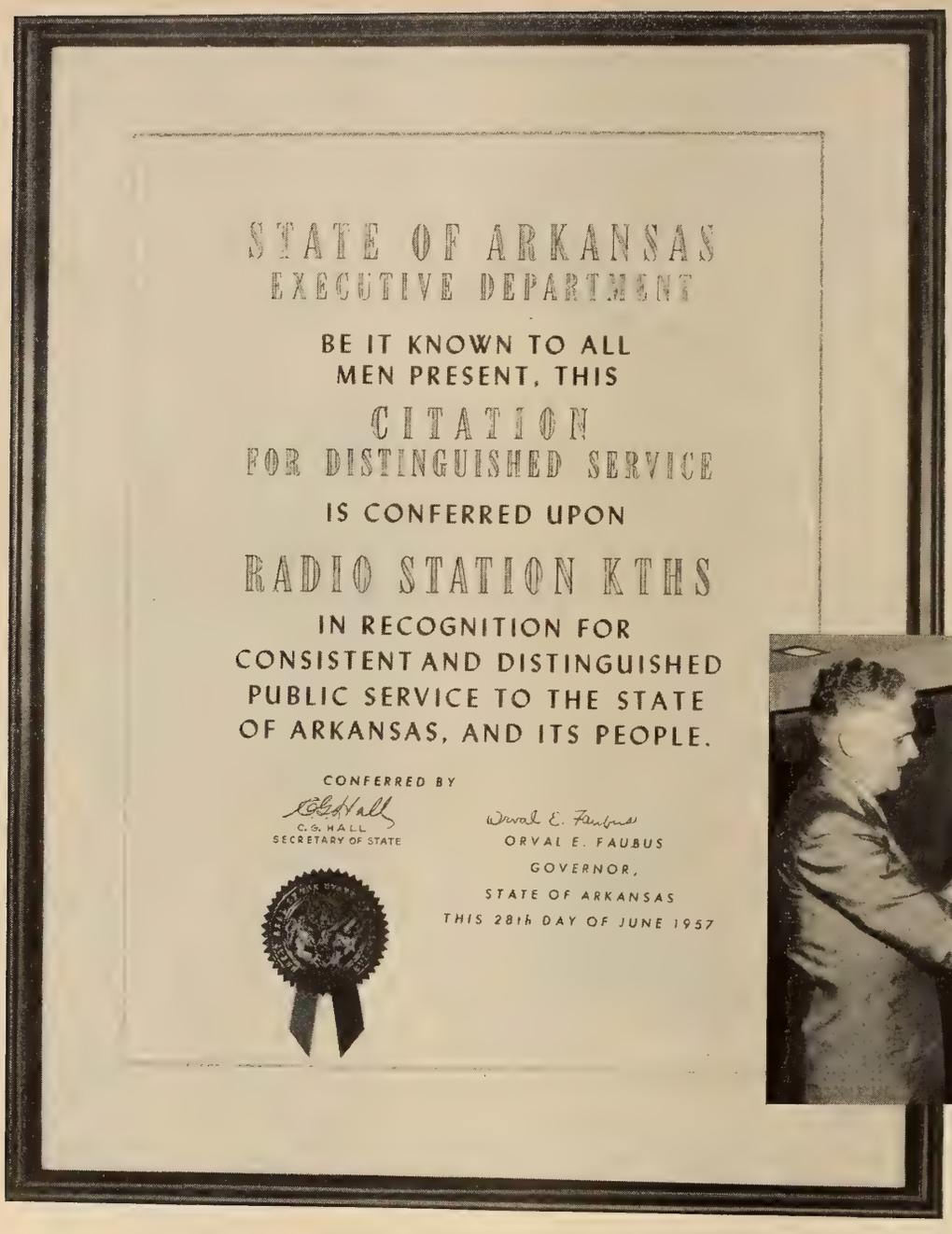
CBS-TV

Colorcasting schedule cancelled for summer.

NBC-TV

August 12-16, 19-21 (1:30-2:30 p.m.) *Club 60,* participating sponsors.
August 12-15, 19-21 (3-4 p.m.) *Matinee Theatre,* participating sponsors.
August 12, 19 (9:30-10 p.m.) *Arthur Murray Party,* Bristol-Myers through Young & Rubicam.
August 14, 21 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.
August 15 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. through J. Walter Thompson Co.
August 17 (8-9 p.m.) *Julius La Rosa Show,* participating sponsors.
August 18 (4:30-5 p.m.) *Zoo Parade,* sustaining.
August 18 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co. through Young & Rubicam.


FOG
KILT
No. 1 in Houston
(Pulse, Hooper, Trendex)
proudly announces
the appointment of
JOHN BLAIR & CO.
as exclusive
national representatives
August 1, 1957
affiliated with
KLIF DALLAS
KTSA SAN ANTONIO



Arnold Sykes, (left), Executive Assistant to Arkansas' Governor Faubus presents Citation to B. G. Robertson, General Manager of KTHS.



STATE OF ARKANSAS AGAIN MAKES AWARD TO KTHS!

In April 1954, Governor Francis Cherry awarded to KTHS the first "distinguished service" citation ever bestowed on any advertising medium by the Governor of Arkansas . . .

On June 28 of this year, another Arkansas Governor — Hon. Orval E. Faubus — gave KTHS the *second* award ever conferred for "Distinguished Public Service."

Backbone of KTHS's public service programming is the highly unusual weekly show, *"Can You Use Me?"* — a job-placement service produced in cooperation with the Employment Security Division of the State of Arkansas. Since its inception in 1953, job placements from this program have averaged a whopping 72%!

In 1956, KTHS also aired more than 500 hours of public service programming (not including news) — *plus* more than 13,000 public service announcements — more than $187,000 in time costs alone!

Outstanding Public Service . . . 50-KW signal . . . and topnotch local and CBS programs all combine to make KTHS Arkansas' greatest advertising value.

KTHS **50,000 Watts**
CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Henry I. Christal Co., Inc.

Under Same Management as KWKH, Shreveport

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

BROADCASTING
TELECASTING

Vol. 53, No. 7 AUGUST 12, 1957

MILITARY TIPS HAND ON CHS. 2-6

● ODM's Gray cites 'critical' needs in reply to Magnuson inquiry

● Sen. Potter, Rep. Bray rebut arguments against probe measures

DEFINITE evidence that the military is casting covetous eyes toward tv chs. 2 through 6 and plans to put in a bid for them—if it has not done so already—was contained in a letter from Office of Defense Mobilization Director Gordon Gray to Sen. Warren Magnuson (D-Wash.), released last week.

This interpretation was made by Sen. Charles Potter (R-Mich.) and Rep. William Bray (R-Ind.), both of whom accused ODM of placing itself above Congress and the public. Messrs. Potter and Bray are authors of identical bills calling for a three-man commission, independent of all government connections, to be established to investigate present utilization of the spectrum [B•T, June 24].

The two lawmakers took special note of one passage of the letter, which stated: "The Department of Defense has indicated that [so] much technological progress has been made, which finds wide application in defense planning, that the military services find it difficult to meet requirements with the limited spectrum space available, and that this situation will become more critical as new technology now under development reaches the operational stage."

This immediately raises the question as to whether or not the "new technology" (such as supersonic aircraft, radar networks, guided missiles, earth satellites, etc.) has not, in fact, already been developed to the point where such space presently is being sought by the military.

The ODM statement, Sen. Potter pointed out, is positive proof of the military's plans to seek more room in the spectrum. Rep. Bray's pointed comment: "While military vehemently denies it has such plans [to secure chs. 2-6], all its actions point the other way."

It is the lower portion of the vhf band (2-6) which recurring reports have insisted is most attractive to the military.

Mr. Gray's letter was in answer to a June request by Sen. Magnuson for ODM's comments on Sen. Potter's bill. Mr. Gray listed several reasons why such a study as called for by the bills should not be conducted. Queried on the validity of these objections, Sen. Potter said: "Each one is as phony as a $3 bill." ODM objections were, in essence:

- The objectives of such a study are "being adequately met under present law."
- It "would necessarily duplicate the continuing studies of the Executive Branch on the government use of radio frequencies."
- The study would be too big and too complicated.
- It would require the use of an "extensive radio monitoring system" which the U. S. does not possess.
- Such a study would duplicate one already completed with the assistance of the FCC. [Mr. Gray evidently was referring to a study completed in April 1956 which concluded that the military could not release any of its presently allocated space for commercial use and that, in fact, more space may be needed in the future (B•T, April 16, 1956). This study was undertaken at the request of George C. McConnaughey, then chairman of the FCC, and was completed by Mr. McConnaughey, Maj. Gen. Jerry V. Matejka, USA (ret.), George T. Moore of the Commerce Dept. and George T. Larkin of the Defense Dept.]
- Present spectrum use by the government is necessary "to insure the conduct of essential government programs."
- Passage of the bill would be "unfortunate and unnecessary."
- "If the intent is to find out whether the federal government could release frequencies which might be useful for vhf television, the recently completed study referred to above led to the conclusion, which the FCC accepted, that national security requirements and the needs of far-flung air navigation and air communications of the U. S. . . . preclude the release of spectrum space now used by the federal government."

In answer to ODM, Sen. Potter reiterated his conviction that the government is "wasting" much of its presently allocated space, and, at the same time wants more. "We still do not know how the government is using its space," he said.

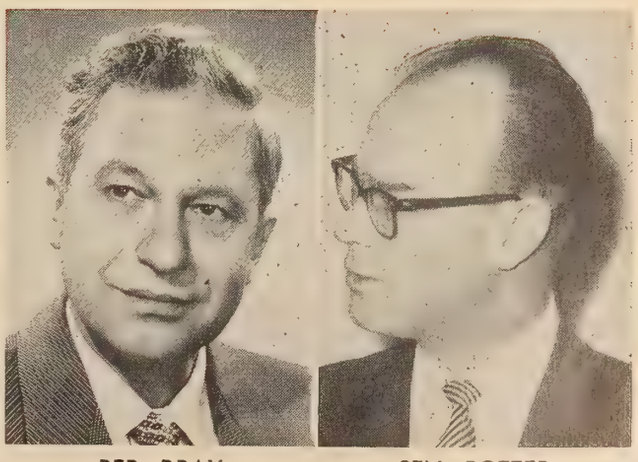
He strongly attacked the previous study referred to by Mr. Gray as one conducted



ODM CHIEF GRAY

CAT OUT OF BAG

"THE cat is now out of the bag" was the reaction of Rep. Bray and Sen. Potter (right) to the letter written by ODM Director Gray to Sen. Magnuson opposing a proposed three-man commission to determine how efficiently the radio spectrum is being used. The letter, Messrs. Bray and Potter (who introduced the legislation in question) stated, confirms earlier reports—all strongly denied—that the military has plans for its own use of chs. 2 through 6, currently assigned for the use of educational and commercial tv.



REP. BRAY SEN. POTTER

by the military, as not being broad enough and as leaving the public with no recourse. The Michigan Republican stressed the fact that the "thorough and comprehensive study" proposed in his and Rep. Bray's bills would be made by three experts completely divorced from the government and commercial broadcasting.

The 1956 study could be used as a base to begin from, Sen. Potter felt, and there would be no duplication of efforts. He questioned whether or not his proposal would go into areas requiring such a radio monitor as claimed by the ODM director. If so, he said, "one should be acquired."

Sen. Potter again stressed that "no one wants to endanger national security but consideration must be given to civilian needs." Under the present system, he said, the "public is given no recourse."

Rep. Bray was even more outspoken in his criticism of Mr. Gray's stand. It is "unreasonable and bureaucratic to the extreme in that they [military arms] put themselves above a review by Congress," he stated. "Apparently they do not want Congress and the public to know of their plans [to demand the lower vhf channels] until they spring them. If the request for more space is justifiable, they would want the public informed."

He, too, stressed the fact that the study held so highly in Mr. Gray's letter was conducted by the military and said he believed the only way to get an unbiased report is to set up a non-governmental commission such as he and Sen. Potter have proposed. "Each of the ODM objections are reasons why such a study should be conducted," he charged.

"If I were satisfied that the military did not want more spectrum space, I would not be taking this stand," Rep. Bray stated in making it clear he is convinced the military's plans are just the opposite.

Citing the nearness of the adjournment of Congress, both Rep. Bray and Sen. Potter said they plan to push for passage of their respective bills when Congress reconvenes next January. Rep. Bray plans activity during the interim in the form of letters to all tv stations operating on the endangered channels. He said that he would warn these stations of the common danger and urge their owners to write their respective congressmen urging action on the Potter and Bray bills.

Sen. Potter has a powerful ally in Sen. John O. Pastore (D-R. I.), chairman of the Communications Subcommittee of the Senate Commerce Committee, who favors the measure. Sen. Potter is a member of this committee while Rep. Bray is a member of the House Armed Services Committee, which

ADVERTISERS & AGENCIES

NETWORK TV TIMETABLE TAKES SHAPE

Nighttime bill alone, sans specials, will be minimum $5 million weekly

ADVERTISERS will put an average of close to $5 million a week into nighttime network television programming in the season that begins to unfold next month, a B•T roundup showed last week.

This estimate, compiled from the most authoritative sources available (see charts pages 30-31 for estimates on individual programs), is virtually identical with results of a preliminary study made by B•T more than three months ago when the 1957-58 selling season was getting underway [B•T, April 29].

Representing only those programs regularly scheduled between 7:30 p.m. and 10:30 or 11 p.m., the estimate does not include many other millions in network time charges and does not take into account literally scores of special productions planned for evening presentation throughout the season, which will boost the nighttime production outlay by additional millions over the course of the 1957-58 year. Nor does it include expenditures for daytime programming and time.

The networks approach this high-budgeted season with better-than-ever positions in daytime sales and, at night, some spots yet to be filled but confidence that they will find buyers.

ABC-TV, which had the greatest distance to come, has made the greatest progress in terms of sponsored hours—compared to last year—but still has further to go than either of its rivals to reach nighttime sellout.

Officials of all three networks claimed to be "close" to sales that would cut the availabilities even further—and in some cases reported that additional sales already had been made but could not be divulged yet under agreements with the advertisers.

Although all three networks had some blank spots in their nighttime advertiser ranks, the special productions—those over and above the week-in and week-out staples—were reported as very near to sold-out status.

NBC-TV, which has scheduled at least 100 specials—including *Omnibus* and *Wide, Wide World,* but with others ranging over virtually all types of programming—reported that out of a total of 117 hours of these special programs, 101—all but 16—had been sold. Those remaining to be sold include NBC Opera presentations, one-third of *Omnibus,* and the Emmy Awards broadcast.

CBS-TV, with 20 special programs definitely set, reported it has sponsors for all 20—ten 90-minute *Show of the Month* presentations by DuPont, starting on Sept. 29, and five hour-long Desilu productions to be sponsored by Ford, and five hour-long Lowell Thomas specials by Delco. Generally speaking, ABC-TV is not going into specials this season.

The daytime sales picture shaped up thus: NBC-TV authorities, who said their daytime programming was approximately 35% sold at the start of the 1956-57 season, estimated it's 75% sold this year and will reach at least 80-85% by the time the season opens. CBS-TV expected to be 85% sold out. ABC-TV, which programmed comparatively little during the daytime last year, was described as "definitely better off" this fall although percentage figures were not immediately available.

In terms of specific nighttime periods yet to be sold, data furnished by the networks showed this situation:

• CBS-TV—alternate week of *Harbourmaster* (Thursdays, 8-8:30 p.m.); alternate week of *Leave It to Beaver* (Fridays, 7:30-8 p.m.); alternate week half-hour of *Perry Mason* (Saturdays, 7:30-8 p.m.), and all of a half-hour program yet to be announced for Tuesdays at 10:30-11 p.m. The three partially sold programs start Sept. 26, Oct. 4 and Sept. 21, respectively.

• NBC-TV—alternate week of *Restless Gun* (Mondays, 8-8:30 p.m.); alternate-week half-hour of *Suspicion* (Mondays, 10-11 p.m.); alternate week of *The Californians* (Tuesdays, 10-10:30 p.m.); alternate week of *Tic Tac Dough* (Thursdays, 7:30-8 p.m.); alternate week of *Life of Riley* (Fridays, 8:30-9 p.m.), and all of *Panic* (Tuesdays, 7:30-8 p.m.) and *Wagon Train* (Wednesdays, 7:30-8:30 p.m.). The partially sold shows are set to start Sept. 23, Sept. 30, Sept. 24, Sept. 12 and Sept. 13, respectively. *Panic* is scheduled to start Sept. 10 and *Wagon Train* on Sept. 11. There have been recurrent reports that sale of *Tic Tac Dough* and *Life of Riley* had been completed, but these have not been confirmed officially.

• ABC-TV—half-hour of *Sugarfoot* (alternate Tuesdays, 7:30-8:30 p.m.); alternate week of *Jim Bowie* (Fridays, 8-8:30); alternate week of *Colt .45* (Fridays, 10-10:30), and all of Mondays at 7:30-8, Tuesdays at 10-10:30, Saturdays at 7:30-9 p.m. and 10-10:30 p.m., and all of Sundays at 8:30-10 p.m. Programs for these wholly unsold periods were not set. Of the partially sold programs, *Jim Bowie* is on the air now and *Sugarfoot* is set to start Sept. 17 and *Colt .45* Oct. 18.

Production costs generally were estimated to be at least 10% higher this year than last, in large measure because of stepped-up bidding—and consequent higher prices—for top-name talent.

Evening viewers will see a vast number of new shows, especially on NBC-TV and ABC-TV. CBS-TV, more than the others, is going along with its 1956-57 lineup, although it, too, has about 10 new entries for the new season.

NBC-TV estimates approximately 55% of its regular evening schedule will consist of new programming [B•T, Aug. 5]. ABC-

he points out, has given him "some familiarity with the military use of radio frequencies."

Many industry and congressional observers believe that the users of ch. 2 are in the most immediate danger of military "encroachment" upon their space. This channel lends itself most favorably to forward scatter propagation and the military reportedly already is conducting experiments within this band outside the continental U. S.

However, despite repeated denials by the military of any plan to seek additional spectrum space, chs. 3, 4, 5 and 6 appear to be in definite jeopardy, also. As Sen. Potter and Rep. Bray point out, the ODM tipped its hand in the letter to Sen. Magnuson in light of the advanced stage of new "technical developments."

The question of possible military demands for increased spectrum allocations—as well as possible commercial use of some of the space the government now occupies—has long been a pressing one for broadcasters. Late last March, it was reliably reported that the military had plans for chs. 2-6 [B•T, April 1]. Despite many indications that this was true, it was strongly denied by all parties concerned.

And, in April at the NARTB convention, Mr. McConnaughey answered with a blunt "No" when asked if the military was seeking additional space [B•T, April 15]. He amplified this to add that officially nothing on this subject had come to his attention. However, on several occasions during the previous months while testifying before congressional committees, Mr. McConnaughey and other commissioners took note of "demands" on the spectrum space from the military and other non-broadcast users.

The Communications Act set up a split jurisdiction in the allocation of frequency space. The FCC handles assignments for non-government users. The President (who is advised on the matter by the ODM) has full authority to assign spectrum space to the government for any service considered necessary for national security. There is no requirement for government services to justify their demands, nor are they required to show how their assigned space is utilized.

This last fact is one of the main issues raised by Messrs. Potter and Bray, who would like an accounting by the military, at least to the Commission, they are advocating. Sen. Potter earlier had called the need for such facts "urgent and compelling," saying that he has been "frustrated" for over a year in trying to find out if the government uses its space efficiently and has repeatedly hit a "stonewall."

TV offered no statistical breakdown, but a glance at its roster shows such newcomers as Frank Sinatra, Pat Boone, Guy Mitchell, *Maverick*, Walter Winchell, *The Real McCoys, Zorro*, Patrice Munsel—to name some.

NBC-TV has 21 new nighttime shows, totaling 12½ hours and ranging from the hour-long *Chevy Show* (with Dinah Shore and others) to the new Eddie Fisher and George Gobel combination, the *Suspicion* melodrama produced by Alfred Hitchcock, *Thin Man* and *Manhunt* mysteries, evening versions of *The Price Is Right* and *Tic Tac Dough* panel and audience participation quiz shows, *Sally* and other situation comedies, and such westerns as "Restless Gun."

New additions to the CBS-TV lineup from between 7:30 and 11 include the 60-minute *Big Record* musical extravaganza, *Perry Mason*, an hour-long mystery, *Have Gun, Will Travel; Dick and the Duchess, The Eve Arden Show, Harbourmaster, Leave It to Beaver, Trackdown, Danny Thomas Show*, and, if repeats of the *I Love Lucy* perennial can be counted as new, then *Lucy* re-runs.

Although westerns have been generally accorded rights to the title of "trend of the year," examination of the schedules shows several fast rising categories. Westerns are there in good share, but musical programs are on the rise, too, as are mysteries and situation comedies. Overall, live straight dramatic shows and programs featuring stand-up comics seem fewer.

ABC-TV can claim credit for the most western offerings with *Maverick, Cheyenne, Sugarfoot, Wyatt Earp, Broken Arrow, Tombstone Territory, Jim Bowie, and Colt .45* adding up to 4½ hours in the saddle every week.

NBC-TV has *Restless Gun* and *Tales of Wells Fargo* back to back for an hour on Monday nights, but feel its new *Californians* and *Wagon Train* should not be lumped arbitrarily into the western category. Officials point out that, strictly speaking, *Wagon Train*, which will occupy a full hour on Wednesday nights, is a series of dramatic stories which happen to have western settings, and that *The Californians*, a half-hour Tuesday night entry, is really an historical recounting of the early days of California.

The NBC schedule promises a considerable rise in volume of suspense-adventure shows, with *Suspicion, Panic, Meet McGraw, Alcoa-Goodyear Anthology, Dragnet, Saber of London, Thin Man*, and *Manhunt* falling into that category.

NBC-TV will also have more musical-variety shows this year than last, with the *Chevy Show* joining Steve Allen to form two hours back-to-back, the hour-long Gobel and Fisher programs on alternate weeks, Rosemary Clooney, Gisele MacKenzie, Tennessee Ernie Ford, probably Dean Martin with perhaps Polly Bergen, *Hit Parade*, and, of course, the Perry Como hour.

One reason NBC-TV appears to be adding more shows of most types, with no substantial cutback in any, is that this year the network is opening up the 7:30-8 p.m. strip—which in the past has been devoted to news and music.

ABC-TV's new schedule leans heavily to music (Sinatra, Mitchell, Boone, Munsel, two hour-long Lawrence Welk shows, *Voice of Firestone*) as well as to westerns.

Other dominant categories on ABC-TV appear to be drama—with such entries as *Walter Winchell File, Navy Log, OSS, Telephone Time* and *Zorro*—and comedy with *The Real McCoys, Date with the Angels* and *Ozzie and Harriet*, among others.

CBS-TV has four programs that may be classified as westerns (*Gunsmoke, Zane Grey Theatre*, and newcomers *Trackdown* and *Have Gun, Will Travel*). In music-variety, the hour-long *Big Record* will join such veterans as Sullivan, Benny, Godfrey, *Shower of Stars* and the more recent *Jimmy Dean Show*. Two new mysteries, *Perry Mason* and *Dick and the Duchess*, are added to the established *Lineup* and *Alfred Hitchcock Presents. Harbourmaster* is the principal new entry in the drama field, which also

[FALL NIGHTTIME SCHEDULE APPEARS ON PAGES 30 AND 31, STORY CONTINUES ON PAGE 32.]

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 123,110,000 people in the U. S. over 12 years of age during the week July 28-Aug. 3. This is how they spent their time: *

57.7%	(71,034,000)	spent 1,275.9 million hours	WATCHING TELEVISION
58.8%	(72,365,000)	spent 1,127.9 million hours	LISTENING TO RADIO
81.4%	(100,212,000)	spent 385.8 million hours	READING NEWSPAPERS
29.5%	(36,317,000)	spent 162.6 million hours	READING MAGAZINES
23.8%	(29,300,000)	spent 351.7 million hours	WATCHING MOVIES ON TV
44.3%	(54,581,000)	spent 231.1 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

HOW NETWORK TV LOOKS FROM HERE

WHAT the television networks' 1957-58 nighttime schedule will offer, what it will cost in terms of production, how well it has sold and what selling still remains to be done are all reflected in the accompanying tables. Periods partially or wholly unsold to date carry the notation "available." Program times and sales information were supplied by the respective networks. Production costs, although not official, were estimated by B•T on the basis of the best information available from a number of sources. Program times are expressed in terms of current New York time as of the date of broadcast.

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Maverick* ($80,500) Kaiser (Y&R)	*Jack Benny* ($65,000) alt. *Bachelor Father* ($45,000) American Tobacco (BBDO)	*Sally* ($35-40,000) Chemstrand (DDB) Royal McBee (Y&R)
8:00		*Ed Sullivan Show* ($75,000) Mercury (K&E) Eastman Kodak (JWT)	*Steve Allen Show* ($75,000) Pharmacraft (JWT) Greyhound (Grey) S. C. Johnson (Needham, Louis & Brorby)
8:30	TBA available		
9:00	TBA available	*General Electric Theatre* ($85,000) General Electric (BBDO)	*Chevy Show* ($100,000) Chevrolet (Campbell-Ewald)
9:30	TBA available	*Alfred Hitchcock Presents* ($50,000) Bristol-Myers (Y&R)	
10:00	*Mike Wallace* ($15-20,000) Philip Morris (N. W. Ayer)	$64,000 Challenge ($35,000) P. Lorillard (Y&R) Revlon (BBDO)	*Loretta Young Show* ($45,000) Procter & Gamble (Benton & Bowles)
10:30		*What's My Line?* ($25,000) Helene Curtis (Ludgin) Remington Rand (Y&R)	

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Disneyland* ($80,000) Derby Foods (M-E) Reynolds Metals (Buchanan) General Foods (Y&R) General Mills (Tatham-Laird)	*I Love Lucy* (re-runs) ($25,000) Gold Seal Glass Wax (Campbell-Mithun) W. A. Sheaffer (Seeds)	*Wagon Train* ($75-80,000) available
8:00		*The Big Record* ($75,000) Pillsbury (Burnett) Kellogg (Burnett) Armour (FC&B) Oldsmobile (Brother)	
8:30	*Tombstone Territory* ($40,000) Bristol-Myers (Y&R)		*Father Knows Best* ($40,000) Scott Paper (JWT)
9:00	*Ozzie & Harriet* ($35,000) Eastman Kodak (JWT)	*The Millionaire* ($30,000) Colgate-Palmolive (Bates)	*Kraft Television Theatre* ($42,000) Kraft (JWT)
9:30	*Walter Winchell* ($50-60,000) Revlon (BBDO)	*I've Got A Secret* ($25,000) Reynolds Tobacco (Esty)	
10:00	*Wednesday Night Fights* ($43,000) Miles Labs (Wade) Mennen (M-E)	*U. S. Steel Hour* ($60,000) U. S. Steel (BBDO) alt. *Armstrong Circle Theatre* ($60,000) Armstrong Cork (BBDO)	*This Is Your Life* ($25,000) Procter & Gamble (Compton)
10:30			

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Circus Boy* ($45,000) Mars (Knox-Reeves) Kellogg (Burnett)	*Sgt. Preston of Yukon* ($35,000) Quaker Oats (Wherry, Baker & Tilden)	*Tic Tac Dough* ($31,000) Warner-Lambert (SSC&B) alt. available
8:00	*Zorro* ($54,000) Seven-Up (JWT) AC Spark Plugs (Brother)	*Harbourmaster* ($43,000) Reynolds Tobacco (Esty) alt. available	*You Bet Your Life* ($30,000) Toni (North) DeSoto (BBDO)
8:30	*Real McCoys* ($47,000) Sylvania (JWT)	*Climax* ($75,000) or *Shower of Stars* ($100,000) Chrysler (M-E)	*Dragnet* ($40,000) Schick (Warwick & Legler) Liggett & Myers (M-E)
9:00	*Pat Boone* ($50,000) Chevrolet (Campbell-Ewald)		*People's Choice* ($40,000) American Home Products (Y&R) Borden (Y&R)
9:30	*OSS* ($36,000) Mennen (M-E)	*Playhouse 90* ($150,000) Bristol-Myers (BBDO) Philip Morris (Burnett) American Gas (Lennen & Newell) All State Insurance (Burnett)	*Tennessee Ernie Ford* ($65,000) Ford (JWT)
10:00	*Navy Log* ($38,000) U. S. Rubber (Richards)		*Rosemary Clooney Show* ($45,000) Lever Bros. (JWT)
10:30			*Jane Wyman Show* ($45,000) Hazel Bishop (Spector) Quaker Oats (N, L & B)

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	TBA available	*Robin Hood* ($30,000) Johnson & Johnson (Y&R) Wildroot (BBDO)	*Price Is Right* ($25,000) Speidel (N, C & K)
8:00	*Guy Mitchell* ($40,000) Max Factor (Anderson-McConnell)	*Burns & Allen* ($40,000) Carnation Milk (Erwin, Wasey) B. F. Goodrich (BBDO)	*Restless Gun* ($42,500) Warner-Lambert (SSC&B) alt. available
8:30	*Bold Journey* ($27,500) Ralston (Guild, Bascom & Bonfigli)	*Talent Scouts* ($30,000) Lipton (Y&R) Toni (North)	*Tales of Wells Fargo* ($35,000) Buick (Kudner) American Tobacco (SSC&B)
9:00	*Voice of Firestone* ($32,500) Firestone (Sweeney & James)	*Danny Thomas* ($55,000) General Foods (Benton & Bowles)	*Twenty-One* ($35,000) Pharmaceuticals Inc. (Kletter)
9:30	*Top Tunes & New Talent* ($50,000) Plymouth-Dodge (Grant)	*December Bride* ($45,000) General Foods (Benton & Bowles)	*Alcoa-Goodyear Anthology* ($50,000) Alcoa (F&S&R) Goodyear (Y&R)
10:00		*Studio One* ($45,000) Westinghouse (M-E)	*Suspicion* ($55,000) Ford (JWT) alt. Philip Morris (N. W. Ayer) alt. half-hour available
10:30			

TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Cheyenne* ($80-90,000) General Electric (Y&R) alt. *Sugarfoot* ($80-90,000) American Chicle (Bates) half-hour alt. wk. available	*Name That Tune* ($25,000) American Home Products (Bates) Kellogg (Burnett)	*Panic* ($35,000) available
8:00		*Phil Silvers Show* ($40,000) Procter & Gamble (Burnett) Reynolds Tobacco (Esty)	*Show of George Gobel* ($80,000) RCA Whirlpool (K&E) alt. *Show of Eddie Fisher* ($80,000) Liggett & Myers (M-E)
8:30	*Wyatt Earp* ($40,000) Procter & Gamble (Compton) General Mills (D-F-S)	*Eve Arden Show* ($45,000) Lever Bros. (JWT) Shulton (Wesley)	
9:00	*Broken Arrow* ($38,500) Miles Labs (Wade) Ralston (Gardner)	*To Tell The Truth* ($22,500) Pharmaceuticals Inc. (Kletter)	*Meet McGraw* ($40,000) Procter & Gamble (Benton & Bowles)
9:30	*Telephone Time* ($30,000) AT&T (N. W. Ayer)	*Red Skelton* ($45-50,000) S. C. Johnson (FC&B) Pet Milk (Gardner)	*Bob Cummings Show* ($40,000) Reynolds Tobacco (Esty) Chesebrough-Ponds (M-E)
10:00	TBA available	*$64,000 Question* ($30,000) Revlon (BBDO)	*Californians* ($32,500) Singer (Y&R) alt. available
10:30		TBA available	

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Rin Tin Tin* ($35,000) National Biscuit (K&E)	*Leave It To Beaver* ($40,500) Remington Rand (Compton) alt. available	*Saber of London* ($24,000) Sterling Drug (D-F-S)
8:00	*Jim Bowie* ($32,500) American Chicle (Bates) alt. available	*Trackdown* ($42,500) American Tobacco (BBDO) Socony Mobil (Compton)	*Court of Last Resort* ($35,000) P. Lorillard (Lennen & Newell)
8:30	*Patrice Munsel Show* ($45-50,000) Buick Frigidaire (Kudner)	*Dick Powell's Zane Grey Theatre* ($52,500) General Foods (Benton & Bowles) Ford (JWT)	*Life of Riley* ($40,000) Lever Bros. (BBDO) alt. available
9:00	*Frank Sinatra* ($100,000) Chesterfield (M-E)	*Mr. Adams & Eve* ($42,500) Reynolds Tobacco (Esty) Colgate-Palmolive (Lennen & Newell)	*Manhunt* ($36,500) Hazel Bishop (Spector) American Tobacco (SSC&B)
9:30	*Date With The Angels* ($35,000) Plymouth (Grant)	*Schlitz Playhouse* ($40,000) Schlitz (JWT)	*Thin Man* ($42,000) Colgate-Palmolive (Bates)
10:00	*Colt .45* ($44,000) Campbell (BBDO) alt. available	*The Lineup* ($35,000) Brown & Williamson Tobacco (Bates) Procter & Gamble (Y&R)	*Calvacade of Sports* ($45,000) Gillette (Maxon)
10:30		*Person To Person* ($35-40,000) American Oil (Katz) Hamm Brewing (Campbell-Mithun) Time Inc. (Y&R)	*Red Barber's Corner* ($10,000) State Farm Insurance (Needham, Louis & Brorby)

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	TBA available	*Perry Mason* ($80,000) Purex (Weiss) Libby-Owens Ford (F&S&R) half-hour alt. wk. available	*People Are Funny* ($30,000) Reynolds Tobacco (Esty) Toni (North)
8:00	TBA available	*Dick and The Duchess* ($40,000) Helene Curtis (Best) Mogen David (Weiss)	*Perry Como Show* ($100,000) Kimberly-Clark (FC&B) Noxzema (SSC&B) RCA Whirlpool (K&E) Sunbeam (Perrin-Paus) American Dairy (Campbell Mithun) Knomark (Mogul)
8:30	TBA available		
9:00	*Lawrence Welk* ($50,000) Dodge (Grant)	*Gale Storm Show* ($32,500) Nestle (Bryan Houston) Helene Curtis (Weiss & Geller)	*Dean Martin & Polly Bergen* (tentative) Liggett & Myers (M-E) Max Factor (DDB)
9:30		*Have Gun, Will Travel* ($45,000) Lever (Bates) Whitehall Pharmacal (Winsor)	*Gisele MacKenzie Show* ($60-65,000) Scott Paper (JWT) Schick (Warwick & Legler)
10:00	TBA available	*Gunsmoke* ($35,000) Liggett & Myers (D-F-S) Remington Rand (Y&R)	*What's It For?* ($25,000) Pharmaceuticals Inc. (Kletter)
10:30		*Jimmy Dean Show* ($18,000) Hazel Bishop (Spector)	*Your Hit Parade* ($50-60,000) American Tobacco (BBDO) Toni (North)

[STORY CONTINUES FROM PAGE 29.]

includes *GE Theatre, Playhouse 90, Studio One, U.S. Steel Hour* and *Armstrong Circle Theatre,* among others. The panel and quiz category will be represented by about half a dozen programs from the current schedule.

In daytime programming, relatively few major changes are in the works except at ABC-TV, which in the past has offered comparatively little programming in these periods.

NBC-TV is content to go with its current daytime lineup, which it claims has already overtaken CBS-TV in the ratings race. CBS-TV is making a few revisions: *Hotel Cosmopolitan,* as yet unsold, will replace *Valiant Lady* as the 12-12:15 p.m. strip starting Sept. 2; *Beat the Clock* will take over from *Our Miss Brooks* at 2-2:30 p.m. on Sept. 16, and *The Verdict Is Yours* will succeed the *Bob Crosby Show* at 3:30-4 p.m. on Sept. 2. Authorities say both *Clock* and *Verdict* have been partially sold but that by agreement with the advertisers they cannot disclose details yet.

Instead of the hour-long *Mickey Mouse Club* at 5-6 p.m. (local time), ABC-TV is putting "action" programs in at 5-5:30 and a shortened *Mickey Mouse* at 5:30-6 p.m. Between the two, officials report, a total of at least 16 out of 20 possible commercial positions have been sold for this fall, as against 12 out of 20 last fall.

ABC-TV already has substituted the live *American Bandstand* for *Afternoon Film Festival* from 3-4:30 p.m. across the board, and is considering *Do You Trust Your Wife?* for the 4:30-5 p.m. slot.

On Saturdays ABC will program *All Star Golf,* which it says is already three-fourths sold, in the 4-5 p.m. period—time not programmed by the network last year. *Tales of The Texas Rangers* is expected to go into the Saturday 5-5:30 p.m. period under sponsorship of Sweets Co. and *Lone Ranger* is slated for 5:30-6 p.m. with General Mills sponsoring half.

ADVERTISER WILLING, POCKETBOOK WEAK

- **TINTEX WANTS TO CONTINUE IN TV BUT, SO FAR, CAN'T MEET PRICE**
- **IT FIRST SWITCHED ITS BUDGET FROM RADIO, MAY RETURN TO PRINT**

PARK & TILFORD'S Tintex, which on March 4 launched a 13-week radio spot campaign in approximately 250 markets, last week cancelled the daytime campaign after only four weeks. The reason: Tintex has "discovered" the impact of television . . .
——B•T, April 15, 1957

. . . and now it would appear that Park & Tilford Distillers Corp. has discovered tv's impact on the corporate pocketbook.

Though delighted with results of its short-term sponsorship this past spring of NBC-TV's *Masquerade Party,* the P&T Division of Schenley Industries was doing some "second thinking" last week about television, its cost and related problems. Reason: The firm is finding it difficult to obtain for next season a tv show it can afford. Like a customer with a Chevrolet bankroll in a Cadillac showroom, Tintex was wistfully eyeing the fall models and wondering if it couldn't strike some kind of a deal.

The top-echelon quartet directing P&T's Toiletries and Dyes Div.—vice president and general manager Jack H. Mohr, advertising director Fred Q. Swackhamer, general sales manager Carlyle Miller and associate sales manager Wiley Patton—are four of tv's staunchest supporters. They went to P&T earlier this year from Lentheric when Olin Mathieson Chemical Corp. sold Lentheric to Helene Curtis Industries.

Tv's 'Fabulous' Results

While directing Lentheric's advertising-marketing activities, Mr. Mohr and friends made extensive use of tv to bolster sales (via *Chance of a Lifetime, Masquerade Party).* They found sales had jumped "to a fabulous degree" (estimated jump: from $5 million to $10 million within two years). When the foursome joined P&T (whose Tintex business could best be described as static) they decided to apply the same successful formula. Obviously it worked, for shortly after Tintex began sponsoring *Masquerade Party,* sales jumped 17%, P&T reported.

Tintex had been a radio advertiser since the early days of World War II when the nation's newsprint shortage forced it to look to non-print media (the division had advertised heavily in daily papers and Sunday supplements). Just prior to the arrival of the new management team this year, P&T had ordered an extensive radio schedule through its agency, Emil Mogul Co., New York. The spread, on staggered 13-week cycles, called for 740 radio stations in 250 markets (including four networks—three national, one regional) and was to have lasted three months all told. Included were American Broadcasting Network's *When a Girl Marries* and *Whispering Streets;* CBS Radio's *Wendy Warren, Second Mrs. Burton,* and *Our Gal Sunday;* NBC Radio's *Pepper Young, Hilltop House* and *Woman in My House,* and an eight-station MBS



Yankee Network daytime strip plus 15 local women's service shows.

The new management advised the agency to go ahead with this lineup as planned pending re-evaluation. Four weeks after the drive got underway in some of the 250 markets, Mr. Swackhamer cancelled the campaign. Reason: NBC-TV, which had revived *Masquerade Party,* found it had a vacancy after the Beacon Co. (floor waxes) relinquished its alternate-week slot (with Associated Products' 5-Day deodorants). For Tintex, this was a golden opportunity, as the company found it could get an alternate-week sponsorship of a color program in which to sell its No. 1 product—color. Again through Mogul, P&T signed for a total of six weeks, fully sponsoring three programs and sharing cross-plugs the other three weeks. This was the company's first use of television.

It made full use of it to solve one of its basic sales problems. Tintex's new management had found upon arrival that the product's low price structure (25 cents a box) had resulted in many small independent retailers relegating the Tintex boxes to the "back of the store." Furthermore, the company sustained an extra-large sales force that didn't seem to be paying its way. The new management team felt that tv could sell as hard—if not harder—as the most personable salesman. So it trimmed its field staff by approximately 40%.

'Tintex Colorvision'

Coincidentally with the April 17-May 22 sponsorship, Tintex introduced a new inventory control and reorder system along with a compact pre-packed, self-service merchandise rack, both of which were designed to help drug outlets solve their inventory problems. The revolving rack, in deference to the program, was dubbed "Tintex Colorvision" (which if ordered by the retailer would net him an average of 43% profit per rack's contents), and the inventory control was called "Tintex Order Motivators." Packaged as "your great new colorvision deal," Tintex made ample use of *Masquerade Party's* personalities by having them make the colorvision pitch at druggists through direct mail pieces, trade magazine ads and window streamers. Mr. Swackhamer also contacted his streamlined sales force by mail and solicited their reactions after viewing only two programs.

Comments were universally favorable. Sample: ". . . The program was a great lift to all concerned and I am sure we will continue to feel the benefit from it for a long time." "The reaction from dealers and customers . . . has been most encouraging and heartwarming; many managers and independent store owners would come out and say, 'I see you on tv now'." "Just how many new accounts are directly attributable to tv is difficult to determine. . . . However, I believe it's an important factor. Give us more tv." Other salesmen pointed up that some of their accounts who formerly "had been of the opinion that we did not think enough of our product to back it up with a decent ad campaign" now showed "a

FIRST AGAIN in the entire area!

First we were first in metropolitan Richmond. Then we were first in ARB's 35-county Grade B area survey. And now ARB has conducted a survey covering *every single county in the 100-mv. area* of all 3 TV stations serving Richmond, Petersburg and Central Virginia. Here are the results of that survey.

Out of a weekly total of 490 quarter hours when 2 or more stations were on the air:

WXEX-TV was first in 49%

Out of 130 quarter hours from 7:30 P.M. to signoff:

WXEX-TV was first in 60%

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York; **Forjoe & Co.** in Chicago, Los Angeles, San Francisco, Seattle; **Clarke Brown** in Atlanta, New Orleans, Miami, Dallas



WBRE-TV *Means*

SPORTS COMMUNICATION

to the people of 19 Counties in N.E. Pennsylvania

Northeastern Pennsylvania, once the best spectator sports area in the Keystone State is now fed its favorite sports via WBRE-TV. Channel 28 means "indoor" spectator sports participation to a big percentage of the 2,000,000 population reached by WBRE-TV. The latest set count was 350,000 and WBRE-TV supplies them with the Friday Night Fights, The All-Star Baseball Game, World Series, NCAA Football, Baseball Game Of The Week, Tennis Features, Golf Annuals, Horse Racing . . . . . in fact from the Bowl Games on New Year's Day to the Sports Highlights Of The Year . . . . . WBRE-TV has a full calendar of sports. Want to get in on the best in sports in Northeastern Pennsylvania? Buy WBRE-TV.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION LEHIGH SNYDER MONTOUR CARBON CLINTON



In 1790, French engineer Claude Chappe, developed a successful system of signalling. On his first semaphore Chappe erected clock-like faces on which sets of numbers and letters were placed. This was later modified by substituting a movable crossbar, the angles of which determined the letter. Semaphore telegraphs were established in various parts of France and England. On clear days, the signal posts, eleven miles apart, could be read easily with the aid of a telescope.

WBRE
TV Channel 28
WILKES-BARRE, PA.

marked increase of awareness and respect for Tintex as a product and P&T as a company."

Though Mr. Swackhamer won't divulge in fiscal terms how well the company did with *Masquerade Party*, he did report that over the month-and-a-half period this year, Tintex moved 500,000 more packages than it did for a similar period in 1956. Tintex admits it got a bargain in purchasing the NBC-TV show and this is where the root to its present dilemma lies.

It would like to get back on the panel quiz perennial, but feels it cannot meet prevailing prices. It says it picked up the show for a short run last spring at bargain rates, but declines to pinpoint the price tag. However, it is estimated that P&T paid roughly $40,000 per week for the program, time and talent, but neither agency nor client would comment on this. NBC, though it has not scheduled *Masquerade Party*, for next season (*Wagon Train*, a new 60-minute filmed adult western having been scheduled for Wednesday, 7:30-8:30 p.m.) now is understood to be offering the panel quiz at a regular fall season price tag of approximately $80,000 per week.

The network Thursday said it is not going to make any "deals" with any advertiser and that it has only one possible full vacancy open. This is the Tuesday, 7:30-8 p.m. slot now occupied by *Panic*, vacated by both Liggett & Myers Tobacco Co. and Max Factor Co. and as yet unsponsored.

NBC admitted that it and P&T were still "some distance apart" from reaching agreement, that no alternate sponsor was "standing by," but that if a successful meeting of the minds and pocketbook occurred, "it would be conceivable" that *Masquerade Party* would be slotted with an alternate sponsor.

Tintex had asked NBC for a special discount on the grounds of promoting color tv,

"Let's be realistic about it," Mr. Swackhamer declared last week. "NBC admits that it still has partial sponsorships open for next season. We are hungry for one of these unsponsored periods, would grab it in a minute if the price were more adaptable to our budget. After all, a reduction would not so much be a concession on NBC's part as it would be an investment in the future of color tv. I'm not only sold on tv, but convinced that color tv is our best medium. NBC invests time and equipment—why not advertiser goodwill? We are, so far as I can tell, one of the few advertisers around today whose singular product is color."

Tintex's advertising budget last year came roughly to $450,000, of which $325,000 was spent in radio. Effective next month (as P&T switches from calendar year to fiscal year budgeting in keeping with the established practice of parent Schenley Industries), the Tintex ad budget will be upped 30%. Still undecided: how much P&T will assign its newly-expanded toiletries division, serviced by Grant Adv. It is understood to have allocated $2 million to develop the new line, but only a part of this will cover advertising.

The new toiletries line, to be introduced nationally this autumn as Tilford Toiletries, is only two months old. It includes Winx eye make-up, Staput lipstick (both old P&T items, now repackaged); Stay-Set hair spray and seven fragrances in shampoos, powders, toilet waters and perfumes: Woody Glen, My Desire, High Heels, No. 3, Adventure, Vain and Wild Harvest. According to Mr. Mohr, this line will take the P&T brand name "out of the five-and-dime store and back on quality street" [B•T, April 15].

Tilford Toiletries presents P&T with another problem—also involving tv. It has been shopping for a half-hour program on which to give "the broad brush treatment" to the new line, *e. g.*, sharing it with Tintex. The firm was understood to have been meeting with ABC-TV officials last week and was reported to be in the midst of negotiating an early Sunday evening variety-celebrity series, live from New York. However, there were some details yet to be ironed out concerning both the use of a certain personality and the locating of an alternate sponsor. The show would be in black-and-white.

Should P&T find itself stymied in network buys Tintex will take a determined walk away from broadcasting—and straight into print.

"But we would prefer not to," adds Mr. Swackhamer.

HOT BUYING IN COLD BUSINESS

- **Remedies lining up schedules for winter season**
- **B•T check indicates 10% increase in budgets**

ADVERTISING AGENCIES last week were engaged in their perennial hot weather task of lining up radio and television advertising for "cold remedies" for the winter.

Although precise totals on this year's business versus 1956 are not in, a check by B•T indicates a 10% increase in overall budget. A notable characteristic of this year's advertising pattern is increased use of networks, both radio and tv.

Mentholatum Co. (Mentholatum and Mentholatum Medicated Stick), Buffalo, N. Y., in the past season has been buying network radio-tv. Next season, starting in October, it will sponsor five quarter hours on NBC-TV, including *Comedy Time, Bride and Groom, Price Is Right* and *Queen for a Day*. The advertiser will use network radio on a stepped-up basis, also beginning with the cold season. J. Walter Thompson Co. is the agency.

Vick Chemical Co., New York, already on CBS-TV and CBS Radio with weekly participations, will expand its coverage to Canada in late September with a 21-week radio spot campaign in 43 markets for VapoRub and 35 markets for cough syrup and drops. In October, Vick is slated to begin a spot radio campaign in more than 40 markets and a spot tv effort in 25 markets for 18 weeks. Morse International is the agency.

Bromo-Quinine (Grove Labs), through Gardner Adv., St. Louis, will spend "slightly less than $1 million," all in radio. An extensive schedule of NBC Radio and local spot buys are on the schedule. Heavy saturation in all markets is planned.

Monticello Drug Co. ("666" cold preparation), Jacksonville, Fla., will touch off a mammoth saturation radio campaign Oct. 7 and continuing through the week of March 17, 1958. The company will use about 156 announcements a week in more than a 100 southern markets, using daytime disc jockey shows. Monticello also is contemplating a radio test this fall in Florida for a new product, Viracel, but plans are indefinite. Charles W. Hoyt Co., New York, handles the account.

Thomas Leeming & Co. (Ben-Gay), New York, will launch an extensive spot radio campaign in 200 markets over a six-month period, starting next month. Less than a year ago Leeming placed its entire advertising budget (about $1 million, covering Ben-Gay as well as Pacquin and Silk 'n' Satin hand preparations) in spot radio. It is estimated that Leeming's budget for the three products next season will be about $2 million. William Esty Co., New York, is agency.

Luden's Inc., Reading, Pa., for its Wild Cherry cough drops and its Fifth Avenue candy bar will sponsor a quarter hour (9:45-10 a.m.) of *Capt. Kangaroo* on CBS-TV effective Oct. 5 for 26 weeks. Agency: J. M. Mathes Inc., New York.

Seeck & Kade (Pertussin), New York, expects to break a radio and television spot announcement campaign this fall through McCann-Erickson, New York. Details, such as starting date and number of markets, are still being decided.

Whitehall Pharmacal Co., subsidiary of American Home Products Corp., New York, is testing spot tv in an undisclosed number of markets for a new cold remedy, Nasal Spray. The product was introduced in newspapers about eight or nine months ago. The advertiser may go national in spot tv by the first of the year. Bryan Houston Inc., New York, is the agency.

Cocilana Div. (Cocilana medicated cough drops), Gold Medal Candy Corp., Brooklyn, will launch its biggest campaign to date, with close to 90% of its budget in air media. Starting in early October, Cocilana will launch a 13-week spot campaign (possibly 26 weeks with renewals) in New York, Philadelphia, Boston, Providence, Buffalo and several other unbought New England and Mid-Atlantic markets. Radio will take the form of newscasts and spot announcements; tv one-minute films. The budget was not disclosed by the agency, Emil Mogul Co., New York.

Block Drug Co., Jersey City, N. J., which bought out Rem products from Maryland Pharmaceutical Co. earlier this year, will kick off a radio-tv spot drive in 20-40 national markets the first week in October for 26 weeks. The budget was unspecified. Plans for Rem Jr., kiddies version of Rem,

are unset, and the agency, Lawrence C. Gumbinner Adv., New York, appears to have no plans for Rel, a nasal jelly.

4-Way cold tablets (Grove Labs), St. Louis, can be expected to increase its spot radio and tv buying during the cold season above the normal annual placement. Cohen & Aleshire, New York, agency for 4-Way, is expected to release details this week or next. Grove's Citroid Compound, handled by Dowd, Redfield & Johnstone, has not solidified its media plans, but its budget reportedly has been increased 25% over last year. Last year Citroid was advertised heavily on television and it is expected the product again will be exposed largely on tv, using weathercasts.

Charles Pfizer & Co., Brooklyn, N. Y., through Dowd, Redfield & Johnstone, is planning a spot radio campaign for Candettes, a lozenge. No budget has been set. Pfizer is primarily (95%) an ethical drug house (selling directly to the trade) and Candettes is one of its very few consumer items.

Chattanooga Medicine Co. (medicinal syrups), Chattanooga, Tenn., will launch an extensive national radio spot campaign to run 12 weeks, starting in September, stop for five weeks and then resume for 20 weeks. Agency: Cohen & Aleshire, New York.

GF Sets $400,000 for Tv To Introduce Instant 'Tang'

GENERAL FOODS Corp., White Plains, N. Y., in keeping with its plans to enlarge its consumer foods line [B•T, July 29], will make considerable use of television to introduce a new instant, orange-flavored breakfast beverage called "Tang."

Manufactured by the Post Div. of GF in Battle Creek, Mich., Tang is an instant-mix powder the company claims "contains more vitamins C and A than the same amount of fresh or frozen orange junce."

GF has appointed Young & Rubicam to service the new product. GF is understood to have allocated more than $400,000 for the tv phase of advertising alone. Starting on or about Oct. 5, Tang will enter nine test markets with a 26-week tv spot announcement campaign, featuring one spot a day for three days a week. The markets are Atlanta, Chattanooga, Macon, Columbus (Ga.), Omaha, Lincoln (Neb.), Indianapolis, Muncie and Terre Haute (Ind.). At the same time, Tang will be introduced nationally by cut-ins on GF's network programs CBS-TV's *December Bride, Zane Grey Theatre* and *The Danny Thomas Show.*

MJ&A Absorbs West Coast Firm

MacMANUS, JOHN & ADAMS Inc., Bloomfield Hills, Mich., has expanded its West Coast office with acquisition of the Ralph Yambert Organization, Los Angeles, effective Sept. 1. Ralph Yambert, founder of the absorbed firm, which bills more than $400,000 annually, becomes a member of the MJ&A executive staff. MJ&A offices at 6399 Wilshire Blvd, will be doubled to accommodate the augmented operation.

$1 MILLION IN SPOT PLANNED BY JERGENS

• C&W to replace Orr Dec. 1

• 75 tv markets, 15 with radio

THE Andrew Jergens Co., Cincinnati, Ohio, is preceding its switch in agencies with a change in media strategy.

This fall an estimated $1 million spot radio-tv campaign will be launched on behalf of Jergens lotion. The firm expects to be in approximately 75 tv markets with an extensive and national campaign in late September. Spots will vary in length (ranging from IDs to minutes) and frequency also will vary, actual market-by-market placement depending on availabilities.



In addition to this tv campaign, a supplementary radio spot campaign will be run in about 15 of the 75 markets on a selected basis.

The Jergens lotion advertising budget on a 12-months basis is estimated to be in excess of $2.5 million. Thus, other than magazines (still the heavy emphasis of Jergens lotion ad campaigns), spot tv will take a substantial amount of the advertising allocation.

The toiletries advertiser last Monday announced the appointment of Cunningham & Walsh, New York, to handle Jergens lotion, Woodbury's facial soap and shampoos and Jergens-Woodbury creams and makeup effective Dec. 1 of this year [BUSINESS BRIEFLY, Aug. 5]. The account is estimated to bill at least $4 million a year.

Jergens had been looking for a new agency since early June. Its current agency is Robert W. Orr & Assoc., New York, now a division of Fuller & Smith & Ross. Orr will handle the spot campaign until C&W takes over in the winter.

As explained by Jergens' officials last week, the company has decided to place its broadcast advertising dollars in spot because it is convinced of the medium's advantages —"chiefly flexibility. We are going in spot and we have no plans other than sticking with it."

Jergens, it was explained, always has wanted to remain in television: "Spot, we now feel, is the most satisfactory. We are not ruling out the possibility of further network participation. In fact, the various networks have contacted us from time to time on sponsorship."

The company has been associated with radio and tv network sponsorship for some time. Jergens for years sponsored *Jergens Journal* featuring Walter Winchell on radio. Early in network tv, Jergens was among the first sponsors to underwrite daytime shows, among them the Kate Smith daytimer.

Its most recent network participation: the *Steve Allen Show* on NBC-TV, Sundays, 8-9 p.m., began in June 1956 and ended in April 1957. Actually, this was a renewal of its participation in the ill-fated *Comedy Hour* that preceded the Steve Allen vehicle in that time period.

In January-December of 1956, Jergens' time charges on NBC-TV at gross rates (one-time and without discounts) came to nearly $1.3 million, according to Publishers Information Bureau records. In the January-April period of this year, Jergens invested (again for time and at gross rates) nearly $500,000 for the *Allen* show.

During its record of network sponsorship, Jergens' use of spot (radio and tv) was light.

Although the upcoming fall campaign ostensibly will run through November 1957, Jergens apparently has geared its media plans to continue indefinitely with spot. By late this fall, Jergens will begin "indoctrinating" Cunningham & Walsh on its products and advertising (marketing) strategy.

Kraft Foods Promotes Green To Director of Marketing

PROMOTION of Chester P. Green from general sales manager to marketing director at Kraft Foods Co., with responsibility for directing all sales and advertising, was announced last week.

Mr. Green's appointment was the third top-level change at Kraft, a substantial network radio-tv buyer, in recent weeks. He succeeds John B. McLaughlin, who resigned as sales and advertising chief to become vice president in charge of sales for Purex Corp., South Gate, Calif., effective Oct. 15.

Other recent departures were Andrew C. Quale, formerly manager of new product advertising, to Campbell-Mithun Inc., Chicago, as account executive, and James E. McClellan, sales promotion chief, who joined *Progressive Grocer* publication. He was replaced by John J. Duffy, previously training manager.

Kraft also announced promotion of four product managers to general sales managers in their respective product areas: C. F. Goetling, for cheese products; H. F. Marston, confections; Kenneth Hart, margarines and salad products, and Robert S. Lochridge, institutional-industrial products.

Gourfain-Loeff Inc. Formed In Chicago Agency Merger

THE merger of R. M. Loeff Inc. with Gourfain-Cobb & Assoc. and creation of Gourfain-Loeff Inc., effective last Aug. 1, was announced by the principals last week.

A. S. Gourfain Jr. becomes chairman and Ralph M. Loeff president of the new Chicago agency, with new offices at 205 W. Wacker Drive. Their respective staffs remain intact.

Gourfain-Cobb was founded by Mr. Gourfain in 1931 with headquarters in the Wrigley Bldg. The agency has specialized in electronic and broadcasting accounts, including Keystone Broadcasting System and Magnecord Div. of Midwestern Instruments Co. (tape recorders). The Loeff agency has handled some radio accounts in the past.

TO GET TO CAMERON

. . . after "Hurricane Audrey" hit,
our newsfilm photographer had to travel 865 miles
by car, jeep, helicopter, "marsh-buggy" boat and foot.

There were many TV newsmen there,
but ours was the *only one* from Shreveport.
Similarly, other news events in and beyond the
Ark-La-Tex are filmed regularly by
just one Shreveport TV station—KSLA-TV.

Two more *full-time* newsmen armed with polaroids,
direct wires to the U. S. Weather Bureau,
leased wires of Associated Press,
national and *international* newsfilm,
round out the KSLA-TV local news and weather concept . . .
a concept that is *reflected* in our *ratings*.

KSLA-TV

channel **12**

BASIC CBS TELEVISION NETWORK

in Shreveport, Louisiana

PAUL H. RAYMER CO., INC.
National Representatives

Ben Beckham, Jr., General Manager
Winston B. Linam, Station Manager
Deane R. Flett, Sales Manager

QUARTER'S TV SPOT $118.8 MILLION

First half network-spot total $46,158,688 ahead of 1956

SPOT television billings for the second quarter of 1957 climbed to at least $118,870,000, the Television Bureau of Advertising estimates in a report being released today (Monday).

Added to the $124,117,000 spent for network television time during the same period [B•T, Aug. 5], the spot outlay brings to at least $242,987,000 the total investment that national and regional advertisers put into television time—exclusive of talent and production costs—during the April-June period. All figures are gross.

For the first six months, network expenditures, compiled by Publishers Information Bureau, came to approximately $250,657,000 while TvB's spot estimates, which are prepared by N. C. Rorabaugh Co., totaled $235,805,000 for the two quarters. Thus spot and network tv expenditures for the first half of 1957 amounted to at least $486,462,000.

Last year's first half network-spot total was $440,303,312: $234,510,312 for networks, $205,793,000 for spot. That puts 1957, so far, $46,158,688 ahead of 1956.

TvB's estimate for the second quarter was based on reports from 320 stations and compared with $116,935,000 reported by 321 stations in the first quarter [B•T, May 27].

Reports from 279 stations which reported for both the second quarter of 1957 and the second quarter of 1956 indicated a 10% increase in gross dollars during this year's second quarter.

The second-quarter spot report showed 17 advertisers invested $1 million or more during the period, as against 23 during the first quarter. But many of the top 100 spot tv advertisers increased their outlays materially. Procter & Gamble, No. 1 in both quarters, went from $3.727 million in the first to $6.519 million in the second.

Compared to the second quarter of 1956, Continental Baking went from $1.103 million to $2.695 million this year; Lever Bros. from $1.264 million to $2.011 million; Schlitz Brewing from $168,000 to $394,000; Quaker Oats from $148,000 to $377,000; P. Lorillard from $461,000 to $1.311 million, and American Chicle from $301,000 to $1.3 million, among others increasing their spot spending substantially this year.

TvB President Norman E. Cash noted a number of newcomers to the top 100 listed during the second quarter. Among them: Scott Paper, Tidewater Associated Oil, Oakite Products, Bymart-Tintair, Interstate Bakeries, Wilson & Co., and Helene Curtis. The top 100 ranged from P&G's $6.5 million down to $267,300 by Peter Paul Inc. For the first quarter the range was from P&G's $3.7 million to Burgermeister Brewing's $254,300.

WHAT THE TOP 100 SPENT FOR SPOT TV

SECOND QUARTER 1957

1.	PROCTER & GAMBLE	$6,518,900	33.	ADELL CHEMICAL	$700,300	65.	QUAKER OATS	$376,600
2.	BROWN & WILLIAMSON	3,322,300	34.	BLOCK DRUG	691,800	66.	DR. PEPPER (BOTTLERS)	374,700
3.	CONTINENTAL BAKING	2,695,200	35.	J. A. FOLGER	668,900	67.	WILSON	367,700
4.	GENERAL FOODS	2,419,400	36.	ESSO STANDARD OIL	647,800	68.	U. S. RUBBER	364,700
5.	STERLING DRUG	2,197,300	37.	ROBERT CURLEY LDT.	627,000	69.	MILNER PRODUCTS	362,500
6.	LEVER BROS.	2,011,200	38.	WARNER-LAMBERT PHAR.	612,400	70.	AMERICAN BAKERIES	359,700
7.	NATIONAL BISCUIT	1,869,000	39.	MINUTE MAID	603,800	71.	HAMM BREWING	359,400
8.	COLGATE-PALMOLIVE	1,777,800	40.	SEVEN-UP (BOTTLERS)	553,000	72.	PHILLIPS PETROLEUM	358,300
9.	CARTER PRODUCTS	1,679,200	41.	HELAINE SEAGER	540,500	73.	HILL'S BROS. COFFEE	354,600
10.	MILES LABS.	1,559,700	42.	R. J. REYNOLDS	500,300	74.	H. J. HEINZ	353,500
11.	ROBERT HALL CLOTHES	1,473,300	43.	HAROLD F. RITCHIE	490,400	75.	FLORIDA CITRUS COM.	351,300
12.	INTERNATIONAL LATEX	1,383,900	44.	AMERICAN TOBACCO	481,400	76.	SCOTT PAPER	339,600
13.	PHILIP MORRIS	1,372,500	45.	WILLIAM WRIGLEY JR	478,100	77.	OAKITE PRODUCTS	339,300
14.	P. LORILLARD	1,311,200	46.	PABST BREWING	475,400	78.	GOLD SEAL	336,400
15.	AMERICAN CHICLE	1,292,800	47.	UNITED FRUIT	446,700	79.	UNION PHARMACEUTICAL	335,800
16.	KELLOGG	1,104,600	48.	DU PONT	442,000	80.	SUNSHINE BISCUIT	334,300
17.	LIGGETT & MYERS	1,044,100	49.	FORD MOTOR	441,300	81.	WILDROOT	333,600
18.	BULOVA WATCH	998,500	50.	WESSON OIL & SNOW DRIFT	432,500	82.	STANDARD OIL (IND.)	327,500
19.	COCA-COLA (BOTTLERS)	997,700	51.	SOCONY MOBIL OIL	432,400	83.	TIDEWATER ASSOCIATED OIL	326,200
20.	CORN PRODUCTS REFINING	878,400	52.	FRONTIER FOODS	430,500	84.	GENERAL MOTORS	316,700
21.	FOOD MANUFACTURERS	855,800	53.	P. BALLANTINE & SONS	425,000	85.	NATIONAL DAIRY PRODUCTS	310,500
22.	AMERICAN HOME PRODS.	850,000	54.	PROCTOR ELECTRIC	422,200	86.	RCA	307,800
23.	NEHI (BOTTLERS)	836,700	55.	UNITED VINTNERS	420,900	87.	BON AMI	291,800
24.	TEXAS CO.	818,100	56.	MARATHON	416,200	88.	AVON PRODUCTS	291,400
25.	ANHEUSER-BUSCH	814,600	57.	BRISTOL-MYERS	409,400	89.	SARDEAU	290,300
26.	CHARLES ANTELL	803,400	58.	BURGERMEISTER BREWING	406,800	90.	PACIFIC TEL. & TEL.	290,100
27.	MAX FACTOR	797,800	59.	M. J. B.	402,300	91.	RAYCO MFG.	289,800
28.	FALSTAFF BREWING	778,700	60.	U. S. BORAX & CHEM.	400,200	92.	STANDARD BRANDS	286,700
29.	NESTLE	774,200	61.	INTERSTATE BAKERIES	395,000	93.	RALSTON-PURINA	284,400
30.	SHELL OIL	769,000	62.	SCHLITZ BREWING	394,000	94.	HELENE CURTIS	283,300
31.	BEECH-NUT LIFE SAVERS	749,600	63.	PIEL BROS.	388,200	95.	GREAT A & P TEA	275,800
32.	PEPSI COLA (BOTTLERS)	728,900	64.	CARLING BREWING	382,000	96.	SIMMONS (DEALERS)	275,600
						97.	GLAMORENE	274,500
						98.	BYMART-TINTAIR	273,600
						99.	STANDARD OIL (CALIF.)	269,100
						100.	PETER PAUL	267,300

TvB'S SPOT BREAKDOWN BY PRODUCT CATEGORIES APPEARS ON PAGE 40

WFAA-TV

proudly announces

its full-time

affiliation

with . . . . . .

abc

television network

Effective September 2nd, there will be a "new look" in the rich Dallas-Fort Worth television market! And that look will be to WFAA-TV—new basic outlet for *all* ABC-TV programming! A complete revamp in local programming, coupled with ABC-TV's current big hits and sparkling new fall lineup, are destined to make WFAA-TV a greater buy than ever!

WFAA-TV

Channel 8
ABC
Edward Petry & Co.
National Representatives

316,000 Watts Audio
158,000 Watts Video
-from atop Texas'
tallest tower.
A television service of
The Dallas Morning News

PRODUCTS: HOW THEY SPLIT $118.8 MILLION IN SPOT TV

AGRICULTURE	**$ 342,000**
Feeds, Meals	217,000
Miscellaneous	125,000
ALE, BEER & WINE	**10,086,000**
Beer & Ale	9,284,000
Wine	802,000
AMUSEMENTS, ENTERTAINMENT	**339.000**
AUTOMOTIVE	**1,926,000**
Anti-Freeze	20,000
Batteries	16,000
Cars	1,055,000
Tires & Tubes	400,000
Trucks & Trailers	33,000
Miscellaneous Accessories & Supplies	402,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES PAINTS	**1,207,000**
Fixtures, Plumbing, Supplies	172,000
Materials	172,000
Paints	645,000
Power Tools	21,000
Miscellaneous	197,000
CLOTHING, FURNISHINGS, ACCESSORIES	**3,421,000**
Clothing	2,838,000
Footwear	536,000
Hosiery	11,000
Miscellaneous	36,000
CONFECTIONS & SOFT DRINKS	**7,553,000**
Confections	3,207,000
Soft Drinks	4,346,000
CONSUMER SERVICES	**3,328,000**
Dry Cleaning & Laundries	24,000
Financial	376,000
Insurance	689.000
Medical & Dental	87,000
Moving, Hauling, Storage	107,000
Public Utilities	1,546,000
Religious, Political, Unions	226,000
Schools & Colleges	71,000
Miscellaneous Services	202,000
COSMETICS & TOILETRIES	**12,644,000**
Cosmetics	2,203,000
Deodorants	969,000
Depilatories	342,000
Hair Tonics & Shampoos	2,168,000
Hand & Face Creams, Lotions	106,000
Home Permanents & Coloring	2,210,000
Perfumes, Toilet Waters, Etc.	260,000
Razors, Blades	171,000
Shaving Creams, Lotions, etc.	581,000
Toilet Soaps	2,900,000
Miscellaneous	734,000
DENTAL PRODUCTS	**1,806,000**
Dentifrices	1,349,000
Mouthwashes	125,000
Miscellaneous	332,000
DRUG PRODUCTS	**8,047,000**
Cold Remedies	234,000
Headache Remedies	1,472,000
Indigestion Remedies	2,514,000
Laxatives	1,428,000
Vitamins	255,000
Weight Aids	89,000
Miscellaneous Drug Products	1,827,000
Drug Stores	228,000
***FOOD & GROCERY PRODUCTS**	**32,036,000**
Baked Goods	7,097,000
Cereals	2,618,000
Coffee, Tea & Food Drinks	6,088,000
Condiments, Sauces, Appetizers	1,833,000
Dairy Products	1,840,000
Desserts	585,000
Dry Foods (Flour, Mixes, Rice, etc.)	1,012,000
Fruits & Vetgetables, Juices	2,494,000
Macaroni, Noodles, Chili, etc.	484,000
Margarine, Shortenings	1,325,000
Meat, Poultry & Fish	1,960,000
Soups	31,000
Miscellaneous Foods	2,174,000
Miscellaneous Frozen Foods	710,000
Food Stores	1,785,000
GARDEN SUPPLIES & EQUIPMENT	**285,000**
GASOLINE & LUBRICANTS	**6,413,000**
Gasoline & Oil	6,167,000
Oil Additives	210,000
Miscellaneous	36,000
HOTELS, RESORTS, RESTAURANTS	**87,000**
HOUSEHOLD CLEANERS, CLEANSERS, POLISHERS, WAXES	**3,051,000**
Cleaners, Cleansers	1,447,000
Floor & Furniture Polishers, Waxes	330,000
Glass Cleaners	360,000
Home Dry Cleaners	667,000
Shoe Polish	48,000
Miscellaneous Cleaners	199,000
HOUSEHOLD EQUIPMENT—APPLIANCES	**1,881,000**
HOUSEHOLD FURNISHINGS	**1,162,000**
Beds, Mattresses, Springs	945,000
Furniture & Other Furnishings	217,000
HOUSEHOLD LAUNDRY PRODUCTS	**5,608,000**
Bleaches, Starches	986,000
Packaged Soaps, Detergents	4,277,000
Miscellaneous	345,000
HOUSEHOLD PAPER PRODUCTS	**1,858,000**
Cleansing Tissues	412,000
Food Wraps	131,000
Napkins	195,000
Toilet Tissue	324,000
Miscellaneous	796,000
HOUSEHOLD, GENERAL	**839,000**
Brooms, Brushes, Mops, etc.	111,000
China, Glassware, Crockery, Containers	7,000
Disinfectants, Deodorizers	324,000
Fuels, (heating, etc.)	57,000
Insecticides, Rodenticides	100,000
Kitchen Utensils	19,000
Miscellaneous	221,000
NOTIONS	**97,000**
PET PRODUCTS	**1,300,000**
PUBLICATIONS	**149,000**
SPORTING GOODS, BICYCLES, TOYS	**113,000**
Bicycles & Supplies	2,000
General Sporting Goods	2,000
Toys & Games	68,000
Miscellaneous	41,000
STATIONERY, OFFICE EQUIPMENT	**178,000**
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	**328,000**
Antennas	27,000
Radio & Television Sets	135,000
Records	80,000
Miscellaneous	86,000
TOBACCO PRODUCTS & SUPPLIES	**8,694,000**
Cigarettes	8,035,000
Cigars, Pipe Tobacco	499,000
Miscellaneous	160,000
TRANSPORTATION & TRAVEL	**806,000**
Air	376,000
Bus	195,000
Rail	228,000
Miscellaneous	7,000
WATCHES, JEWELRY, CAMERAS	**1,510,000**
Cameras, Accessories, Supplies	131,000
Clocks & Watches	986,000
Jewelry	41,000
Pens & Pencils	347.000
Miscellaneous	5,000
MISCELLANEOUS	**1,776,000**
Trading Stamps	202,000
Miscellaneous Products	681,000
Miscellaneous Stores	893,000
TOTAL	$118,870,000

*Starting with the 1st Quarter 1957—includes frozen foods in appropriate sub-classifications. Supersedes earlier practice of grouping all frozen foods in a separate category.

Kudner, NBC-TV Deny Blame for Commercials

NBC-TV and Kudner Adv. tried to bury a dead horse last week.

The object of their concern was the "Battle of the Buick Tv Commercials," which prompted Buick's general manager to issue an apology to the public for the "inept" handling of commercials during the July 29 telecast of the Floyd Patterson-Tommy (Hurricane) Jackson heavyweight championship fight. Viewers missed the official verdict of the fight when a group of Buick commercials were hastily inserted into the program.

After Edward T. Ragsdale, a vice president of General Motors and general manager of the Buick division, issued the public apology, executives of Kudner and of NBC-TV went into a huddle on Aug. 1 in an attempt to fix the blame. Spokesmen for each of the companies agreed the confusion in the ring contributed to the *faux pas*. They pointed out that after the bout was stopped, the challenger (Tommy Jackson) attempted to remonstrate with the referee to be allowed to continue, and the producer-director (from NBC-TV) thought there would be time to insert a commercial before the verdict was announced. Order was restored, however, and a group of commercials were carried while the decision was given.

Although Kudner was reluctant to blame NBC-TV, an agency spokesman said the cue to put on the commercial was given by a network employe. He reported it had been agreed beforehand that in case of a knockout, the commercial would be carried immediately and in the event of a decision, the commercial would be inserted while the referee was collecting the slips. He said the contingency of a technical knockout had not been considered but added that in other bouts involving this type of outcome, there always had been time to insert a commercial before the verdict was announced. He indicated that because of the confusion in the ring, the result was announced "a little earlier."

An NBC-TV executive said the network did not want to discuss the incident, pointing out it must work with both the agency and the sponsor on other telecasts. He said NBC-TV's position is that its producer-director acted in accordance with the prearranged plan of putting on the commercial immediately after a knockout. He said the incident was "unfortunate" and probably would not happen "99 times out of a hundred."

In his letter of apology, Mr. Ragsdale said that "as a fight fan myself, I was incensed at the inept handling and bad timing of the commercials immediately following the stopping of the fight." He pointed out that although Buick had no control over the broadcast itself, he felt a public apology was in order. He pledged that an incident of this type "would not happen again on any public service broadcast sponsored by Buick." Mr. Ragsdale said the apology was prompted by telegrams and letters from boxing fans.

Ford Plans Comedy, Music On 5 'Lucy-Desi' 1-Hour Shows

DETAILS of the Ford Division of Ford Motor Co.'s sponsorship of a new series of five full-hour "comedies with music" for the *Lucy-Desi Hour Show* on CBS-TV were announced Thursday. The program series represents an estimated $2.5 million ex-

DICTIONARY OF SYNONYMS FOR WSM-TV



Cock of the Walk . . .

Ask the local advertisers. They'll tell you that a combination of better production, more talent, better engineering, more comprehensive news and sports coverage and more live programming makes WSM-TV clearly Nashville's number one Television Station. Hi Bramham or any Petry man can supply facts and figures.

Channel 4, Nashville, Tenn. • NBC-TV Affiliate • Clearly Nashville's #1 TV Station

HI BRAMHAM, Commercial Manager • EDWARD PETRY & CO., National Advertising Representatives

WSM-TV

WSM-TV's sister station – Clear Channel 50,000-watt WSM Radio – is the only single medium that covers completely the rich Central South market.

penditure in time and talent for the auto maker [B•T, May 13].

The new specials mark a departure from the *I Love Lucy* series that has been a top-rated vehicle on the tv scene for some years and which starred Lucille Ball and Desi Arnaz. In addition to the regulars of the *Lucy* series, the new shows will include guest stars, original music, a dancing chorus and a 26-piece orchestra. First of the shows lists Ann Sothern, Cesar Romero, Rudy Vallee and Hedda Hopper as guests. The series will be filmed. Premiere date for the upcoming season has not been set.

TMI Set to Invade Radio With 'Barter'

THE delicate and often-controversial "art" of bartering station time, now in vogue in television, shortly may be practiced in the realm of radio. So say officials of Time Merchants Inc., New York.

But TMI is secretive about plans. It declines to admit it negotiated last month's $4 million Exquisite Form brassiere-National Telefilm Assoc. film package deal through Grey Adv. [B•T, July 1], although reports insist that it did. Nor will it name the other advertisers—many of them strangers to radio or tv—with whom it reportedly is talking barters, but it's understood one of them is a large fabric mill heretofore exclusively in magazine advertising.

Although it has dealt exclusively with tv stations and film properties over the past 12 months since its founding, Time Merchants Inc. later this month hopes to effect its first barter deal involving a hoped-for 300 radio stations. It is understood to have talked already with three separate agencies, servicing, respectively, a cigarette advertiser, an oil company and a toiletries account. The property is said to be a live syndicated sports show.

TMI is the "brainchild" of 31-year-old Richard D. Rosenblatt, a West Point graduate who has been a professional soldier, an Air Force test pilot and a financial specialist who effected a South American barter deal involving the supplying of airplanes in exchange for cattle. His associates include Richard M. Firestone, 27-year-old ex-advertising manager of Flav-R-Straws Inc.; Edward Jacobi, a former executive at J. Walter Thompson Co. and MacFadden Publications; Peirce Romaine, former Ruthrauff & Ryan Inc. vice president, and Bernard Zisser, a former Hearst executive who was associated with possibly the "first barter deal" in newspaper history in the "lend-lease" in 1928 of King Features comics to newspapers in exchange for advertising space which then was sold to Henry Ford.

Time Merchants Inc. claims to have revamped the "traditional" system of bartering time. Instead of picking up whatever time a station has available, then finding an advertiser to fill it—a process that may take months—TMI has in effect reversed this procedure. It deals exclusively with agencies, solicits definite orders to supply their needs, then informs the tv syndicator or program packager of what the agency wants. In turn, the syndicator then approaches the stations and says, "XYZ agency would like to place blank account in the following time slots. Can you oblige? (TMI does not approach stations with either properties or time orders, but leaves this in the hands of the syndicator; nor will it negotiate directly with the advertiser, its officials say.) Mr. Rosenblatt explains: "By getting a firm commitment from the agency, we can assure stations that their spots aren't being bandied about like junk; what's more, in most cases, our advertisers are totally new to broadcasting. . . ."

TMI also feels it has done some "missionary work" in "educating" large agencies "who had felt barter was something 'dirty.' "

Who pays Time Merchants Inc.? The syndicator. TMI collects nothing from the agency and this is one of its most telling "sales pitches." It assures agency executives (TMI says it approaches only high echelon agency officials) that its "advice" is gratis and that TMI, unlike individual syndicators with vested interests, is able to provide an unprejudiced, "broad picture" of the tv market today, namely, inform the agency what markets are "open," what syndicators have, what properties are available at what cost,

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for July 1-13

TOTAL AUDIENCE†

Number of Homes (000)

Rank		Rating
1.	*All Star Baseball Game*	12,896
2.	*Gunsmoke*	11,929
3.	*Ed Sullivan Show*	11,042
4.	*$64,000 Question*	10,881
5.	*I've Got a Secret*	10,800
6.	*Playhouse 90*	10,317
7.	*Alfred Hitchcock Presents*	10,156
8.	*Lineup, The*	10,035
9.	*20th Century Fox Hour*	9,954
10.	*What's My Line*	9,874

Per Cent of Homes*

1.	*All Star Baseball Game*	32.5
2.	*Gunsmoke*	30.7
3.	*Ed Sullivan Show*	28.1
4.	*$64,000 Question*	27.7
5.	*I've Got a Secret*	27.5
6.	*Playhouse 90*	26.9
7.	*What's My Line*	26.7
8.	*Alfred Hitchcock Presents*	26.5
9.	*20th Century Fox Hour*	26.4
10.	*Lineup, The*	25.7

AVERAGE AUDIENCE‡

Number of Homes (000)

1.	*Gunsmoke*	11,123
2.	*$64,000 Question*	9,753
3.	*I've Got a Secret*	9,511
4.	*Lineup, The*	9,027
5.	*What's My Line*	8,987
6.	*$64,000 Challenge*	8,826
7.	*Alfred Hitchcock Presents*	8,785
8.	*Loretta Young Show*	8,745
9.	*Ed Sullivan Show*	8,342
10.	*Twenty-One*	8,262

Per Cent of Homes*

1.	*Gunsmoke*	28.6
2.	*$64,000 Question*	24.8
3.	*What's My Line*	24.3
4.	*I've Got a Secret*	24.2
5.	*Lineup, The*	23.1
6.	*$64,000 Challenge*	23.0
7.	*Alfred Hitchcock Presents*	22.9
8.	*Loretta Young Show*	22.1
9.	*Twenty-One*	21.5
10.	*Ed Sullivan Show*	21.3

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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ARB

TOP TEN NETWORK PROGRAMS

Tv Report for July

Rank	Program	Ratings
1.	*$64,000 Question*	35.2
2.	*Gunsmoke*	34.0
3.	*I've Got A Secret*	31.9
4.	*Twenty-One*	31.5
5.	*Ed Sullivan*	31.4
6.	*What's My Line*	31.2
7.	*Lawrence Welk*	30.2
8.	*$64,000 Challenge*	27.7
9.	*Alfred Hitchcock*	27.1
10.	*Studio One Summer Theatre*	26.0

Rank	Program	Viewers
1.	*Gunsmoke*	36,010,000
2.	*Ed Sullivan*	32,730,000
3.	*$64,000 Question*	31,590,000
4.	*Lawrence Welk*	30,470,000
5.	*I've Got A Secret*	29,640,000
6.	*Twenty-One*	27,530,000
7.	*What's My Line*	25,820,000
8.	*Alfred Hitchcock*	25,200,000
9.	*$64,000 Challenge*	24,260,000
10.	*G. E. Theatre*	23,540,000

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BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

All Star Baseball Game (NBC-181): Gillette (Maxon), July 9, 2:15-5:21 p.m.

Gunsmoke (CBS-162): Liggett & Myers (D-F-S), Remington Rand (Y & R) alternating, Sat. 10-10:30 p.m.

Alfred Hitchcock Presents (CBS-144): Bristol-Myers (Y & R), Sun. 9:30-10 p.m.

I've Got a Secret (CBS-190): R. J. Reynolds Tobacco (Esty), Wed. 9:30-10 p.m.

The Lineup (CBS-153): Brown & Williamson (Bates), Procter & Gamble (Y & R) alternating, Fri. 10-10:30 p.m.

Playhouse 90 (CBS-134): American Gas Assn. (Lennen & Newell), Bristol-Myers (BBDO), Philip Morris Co. (Burnett), Thurs. 9:30-11 p.m.

$64,000 Challenge (CBS-117): P. Lorillard (Y & R), Revlon (BBDO), Sun. 10-10:30 p.m.

$64,000 Question (CBS-180): Revlon (BBDO), Tues. 10-10:30 p.m.

Ed Sullivan Show (CBS-174): Lincoln-Mercury (K & E), Sun. 8-9 p.m.

Twentieth Century Fox Hour (CBS-133): Revlon (LaRoche) alternate weeks, Wed. 10-11 p.m.

Twenty-One (NBC-144): Pharmaceuticals Inc. (Kletter), Mon. 9-9:30 p.m.

What's My Line (CBS-104): Helene Curtis (Ludgin), Remington Rand (Y & R), Sun. 10:30-11 p.m.

Loretta Young Show (NBC-163): Procter & Gamble (Benton & Bowles), Sun. 10-10:30 p.m.

Studio One Summer Theatre (CBS-100): Westinghouse Electric Corp. (M-E), Mon. 10-11 p.m.

G. E. Theatre (CBS-154): General Electric (BBDO), Sun. 9-9:30 p.m.

Lawrence Welk (ABC-200): Dodge Div. of Chrysler Corp. (Grant), Sat. 9-10 p.m.

HOW DO YOU GET ATTENTION FOR YOURSELF?



This method might work — at least temporarily. But if yours is a quality television station, proud of a distinguished local record . . . if it has developed an individuality respected in your market — this isn't recommended.

Establishing a clearcut identity for yourself in advertisers' minds is becoming increasingly harder. (Since 1952, the nation's total of TV stations has increased from 108 to almost 500.) Interpreting your local stature, selling your local identity against such competition — demands *specialized* representation.

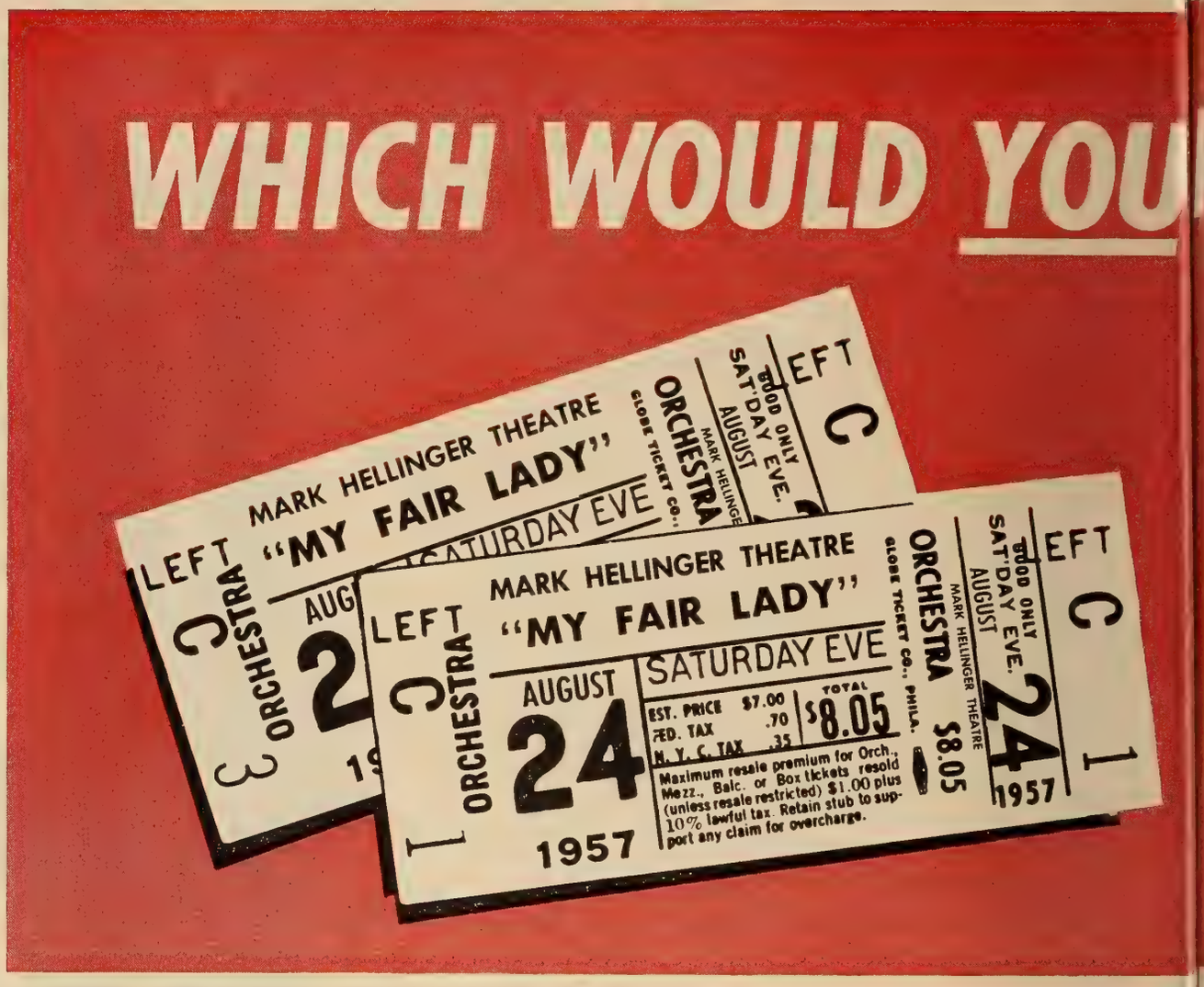
Representation burdened with over-long station lists, forced to use mass-produced methods, simply can't do the *best* job. That's why Harrington, Righter and Parsons concentrates full manpower and skill on a *limited* number of quality stations . . restricts itself to television *only* . . and tailor-makes a plan of *specialized* representation for each. Delivering the most to a few brings outstanding rewards. The stations listed here *know* (and are *known*).

HARRINGTON, RIGHTER & PARSONS, Inc.

NEW YORK • CHICAGO
SAN FRANCISCO • ATLANTA • BOSTON

television — the only medium we serve

WCDA-B-C *Albany* **WABT** *Birmingham* **WBEN-TV** *Buffalo*
WJRT *Flint* **WFMY-TV** *Greensboro/Winston-Salem*
WTPA *Harrisburg* **WTIC-TV** *Hartford* **WDAF-TV** *Kansas City*
WHAS-TV *Louisville* **WTMJ-TV** *Milwaukee* **WMTW** *Mt. Washington*
WRVA-TV *Richmond* **WSYR-TV** *Syracuse*



The top hit show at the regular box-office price? Or some third

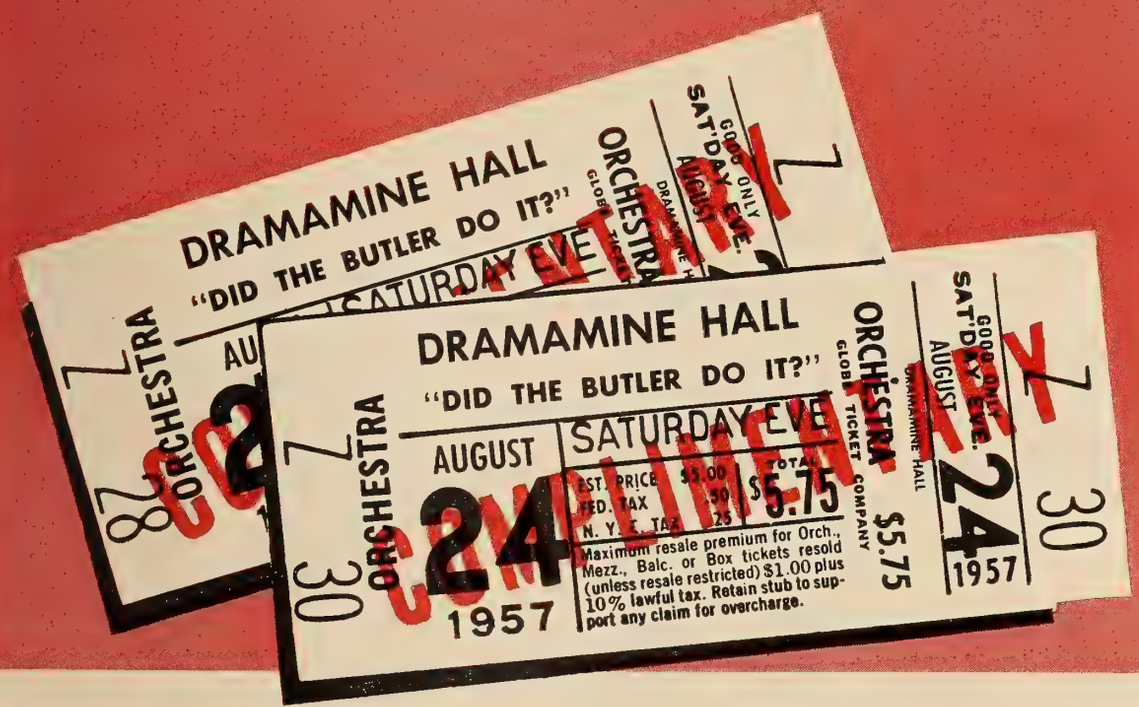
When people really want something, they're willing to pay for it. When they don't . . well, you may have to give it away to get rid of it.

Elementary. It happens among radio-&-television business publications, for instance. The leader — BROADCASTING-TELECASTING — gets the *paid* circulation. Twice as much of it as any other magazine claiming to serve the field!

The rest have to fill their theatres of distribution with lavish giveaway of copies — particularly in the important agency-advertiser areas of their audience.

Today, B-T has more *paid* distribution than the other three radio and TV publications combined . . a popularity you'll find documented down to the last decimal by the Audit Bureau of Circulations. Nothing shines such a glaringly precise spotlight as an ABC statement does upon *what* — and *how many* — people actually *pay* for a publication. Small wonder that B-T alone of all the journals in the radio-TV field has voluntarily sought (and qualified for) membership in the Audit Bureau of Circulations.

RATHER HAVE?



...ater that can only fill up its theatre by giving the tickets away?

...ammed to the veritable balconies with *paying* cus-...omers, the B-T audience — according to the very ...atest ABC statement — tallies thusly:

1) a "full house" averaging 18,938 *paid-for* copies during the first six months of 1957 . . *more paid distribution than all other radio-TV business publications combined!*

2) a box-seat group of 5,087 *paid* agency-advertiser subscribers who look upon B-T as a vital partner of each week's work.*

When you invest your money in a new play, you never can be *quite* sure how it's going to pay off. But when you invest your advertising money in BROADCASTING-TELECASTING, you know that a *guaranteed* audience is always waiting . . counted, classified, and receptive.

This is likely to be at least *one* of the many reasons why radio-TV advertisers ran 4,063 pages in B-T during 1956 — more than they did in the next three publications combined. There's always something about a hit that just naturally packs 'em in!

* *Among these, not so incidentally, are some 1,000 big-decision-makers at America's 40 largest radio-TV agencies. Last year they steered the spending of about $1,000,000,000 (yep, Billion) in the two electronic media! It's enough to make a station manager drool . .*

BROADCASTING ⚡ TELECASTING

1735 DeSales Street, N.W., Washington, D.C.

a member of the Audit Bureau of Circulation

38¢



per thousand*

A leading candy manufacturer buys a thousand viewers for just 38c on KCRG-TV. (Sure we'll tell you who.)

KCRG-TV

Channel 9—Cedar Rapids—Waterloo, Iowa

ABC-TV for Eastern Iowa

The Cedar Rapids Gazette Station

REPRESENTED NATIONALLY BY WEED TELEVISION.

*Based on February ARB Survey.

etc. For its effort in bringing the station, agency and syndicator together, TMI receives anywhere from 10%-15% of the syndicator's earnings after deduction by the agency of its 15% commission.

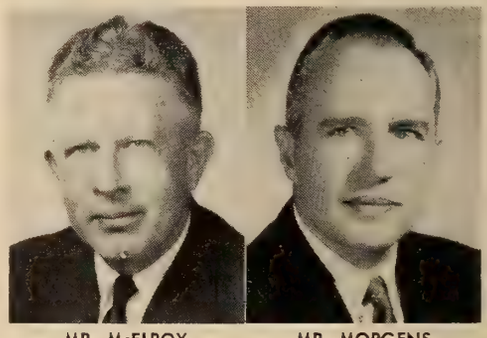
Who profits by Time Merchants Inc.'s operations? Least of all the station representatives, who are "cut out." But Messrs. Rosenblatt and Firestone stoutly maintain they are aiding the lot of the rep, who, they claim, sells only the top one-third of a station's availabilities. They feel that by making available to a station new and better program products, they are strengthening the station's rating position and, since "the basic commodity" of a representative is ratings, bartering strengthens the representative's sales platform with agencies. In effect, while losing out initially on the barter commission, a representative can more than recoup his losses by eventually placing more business on the station, according to TMI's argument.

Mr. Rosenblatt predicts a "rosy" future for barter and maintains that within six months bartering will be an established and "accepted practice." "We are not breaking any laws, nor are we doing anything that could be construed as unethical. You can liken us to real estate brokers," he concluded.

Morgens Mentioned Most Often As McElroy Successor at P&G

NEIL H. McELROY, whose Procter & Gamble advertising budget includes over $60 million in broadcast funds—mostly tv [B•T, June 3]—will tackle the world's biggest appropriation when he becomes Secretary of Defense. Senate confirmation of his Wednesday nomination to succeed Charles E. Wilson in the defense post is considered merely a matter of routine.

Successor to Mr. McElroy as P&G president will not be announced until his nomination is confirmed. Mentioned most frequently as the next P&G president is Howard J. Morgens, executive vice president, with Thomas J. Wood, sales vice president, as a leading candidate to succeed Mr. Morgens. Mr. McElroy's salary, roughly $285,000 a year at P&G, will dwindle to $25,000 at the Pentagon.



MR. McELROY MR. MORGENS

At Defense, Mr. McElroy will be dealing with budget figures running between $35 and $40 billion. He told newsmen last week he thought the major defense problems facing him would be budgetary in nature.

Mr. Morgens, like Mr. McElroy a Har-

KRON is TV in SF



San Franciscans are sold on KRON-TV

POPEYE
Mon. thru Fri.
6-6:30 P.M.
AVAILABLE

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

vard graduate, joined the P&G advertising department in 1933. He became advertising manager in 1946 when Mr. McElroy was elevated to vice president-general manager. Mr. Morgens was named advertising vice president in 1948, holding the post until he became executive vice president in 1954.

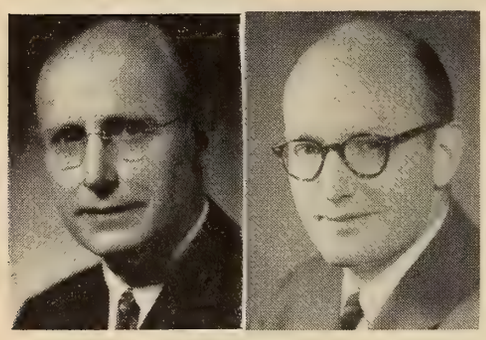
Also mentioned for the P&G presidency were W. L. Lingle Jr., executive vice president, and Kelly Y. Siddall, administrative vice president.

Father, Son Elevated To Top Nielsen Posts

THE NIELSENS, father and son, moved up in the marketing and audience research organization last week.

Arthur Nielsen Sr., founder and president of A. C. Nielsen Co. for 34 years, became board chairman, and Arthur Nielsen Jr. was elevated to the presidency, both changes effective immediately. The elder Nielsen continues as chief executive officer and his son, who has been executive vice president, will remain head of Nielsen's Food and Drug Index.

No other top-level changes are contemplated at present, although "the president will assume his new duties gradually, and other appropriate organizational changes will be made, from time to time, to fit in



MR. NIELSEN SR. MR. NIELSEN JR.

with the new arrangement," according to Arthur Nielsen Sr. in his official statement. The moves were approved unanimously by the firm's board of directors.

The company's broadcast division is headed by Henry Rahmel, also executive vice president and general manager.

Mr. Nielsen Sr., 60, noted that in 34 years his organization has grown to one of the world's largest business service institutions, with annual sales in excess of $20 million from 14 types of research service to over 1,200 corporate clients in 10 countries. It boasts 55 officers and 3,000 employes in 22 principal offices.

Arthur Nielsen Jr., 38, a business administration graduate of the U. of Wisconsin (1941), joined his father's organization in 1945 after serving as a major in the Corps of Engineers, U. S. Army. He had devoted considerable time earlier to learning Nielsen research techniques and business methods. His training experience included work in food and drug client service. He subsequently became assistant to the president, administrative vice president in charge of all domestic staff operations and executive vice president of the Food-Drug (largest) division.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

RADIO-TV CAMPAIGN • Harrison Labs Inc. N. Y., (Tenday nail polish) launched extensive spot tv announcement campaign last Sunday, using multiple-spot schedule on four New York tv stations, backed up by radio spot announcements on WNEW and WQXR, both New York. Harrison Labs tested use of radio and tv in Cleveland, starting in June, and is continuing campaign there. Products Service Inc., agency for Harrison, reported New York campaign will continue indefinitely, plans to extend radio-tv pattern nationally, using knowledge gained from New York and Cleveland efforts as guides.

LAUNCHING LOAVES • Slenderella International, Stamford, Conn., has launched test spot radio campaign in Detroit, using five radio stations, to introduce Slenderella special formula bread, made by General Baking Co. Agency: Management Assoc., Stamford, Conn.

CONSOLIDATED REPORT • Consolidated Cigar Sales Co. (Dutch Masters cigars), N. Y., reported to be readying spot radio campaign in undetermined number of northeastern markets. Campaign set to break in early September. Agency: Erwin, Wasey & Co., N. Y.

SUBSTANTIAL SUPPORT • Local dealers and dealer groups will spend estimated $1.5 million, substantial share of it in radio and tv spots to be placed direct, to support $400,000-plus campaign of Culligan Inc. (manufacturer-supplier of home water-conditioning equipment), Northbrook, Ill. Culligan agency is Alex T. Franz Adv. (No time is being purchased through agency itself.)

'SUSPICION' CONFIRMED • Philip Morris Inc. (Philip Morris cigarettes), N. Y., has signed with NBC-TV for half-hour of *Suspicion* (Mon., 10-11 p.m.) on alternate weeks, effective Oct. 7. Contract, for 52 weeks, was placed through N. W. Ayer & Son, N. Y. Ford is set to sponsor full hour of show every other week.

BEAUTY SPOTS • Warner-Lambert Co. (Beauty Curl), N. Y., using 13-week radio and television spot announcement campaign in about 60 markets. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

PARKER PLANNING • Parker Pen Co. (T-Ball Jotter pens), Janesville, Wis., mapping plans for tv spot campaign in about 75 major markets, comprising one-minute and 20-second film clips and starting late in August. Parker also reported in market for network radio or tv property. Agency: Tatham-Laird, Chicago. Budget: About $750,000 in all media.

BACK-TO-SCHOOL • Sheaffer Pen Co. (sterling-silver ballpoints), Fort Madison, Iowa, will supplement co-sponsorship of *Private Secretary* on CBS-TV with spot television in undisclosed number of markets plus dealer co-op spot radio and tv in overall $2 million "back-to-school" advertising and promotion campaign. Broadcast media command about $1.3 million of budget. Sheaffer is known to be reappraising advertising account situation, with recurrent reports it is listening to bids from several agencies. Account is handled by Russel M. Seeds Co. It is felt Sheaffer will not announce decision until it evaluates results of current drive ending Sept. 30.

COFFEE TIME • Chock Full O'Nuts Corp., N. Y., has bought additional tv and radio time in New England markets, Sam Ostrove, advertising and sales vice president, announced last week. In Boston coffee firm has renewed sponsorship of Saturday night newscast over WNAC-TV and spots on radio stations WNAC and WHDH. Chock Full O'Nuts also bought spots for 52 weeks on WPRO Providence and WNE Worcester Grey Adv., N. Y., is agency.

TAKES TO AIR • Transocean Air Lines, Oakland, Calif., has launched 3-month advertising campaign for new Super Constellation service to Hawaii. Some 40 spots weekly are being broadcast by KRCA (TV), KTLA (TV) and KTTV (TV) Los Angeles with KBIG Avalon (Catalina), KFI Los Angeles and KFOX Long Beach carrying radio spots. Agency: Howard Lewin, L. A.

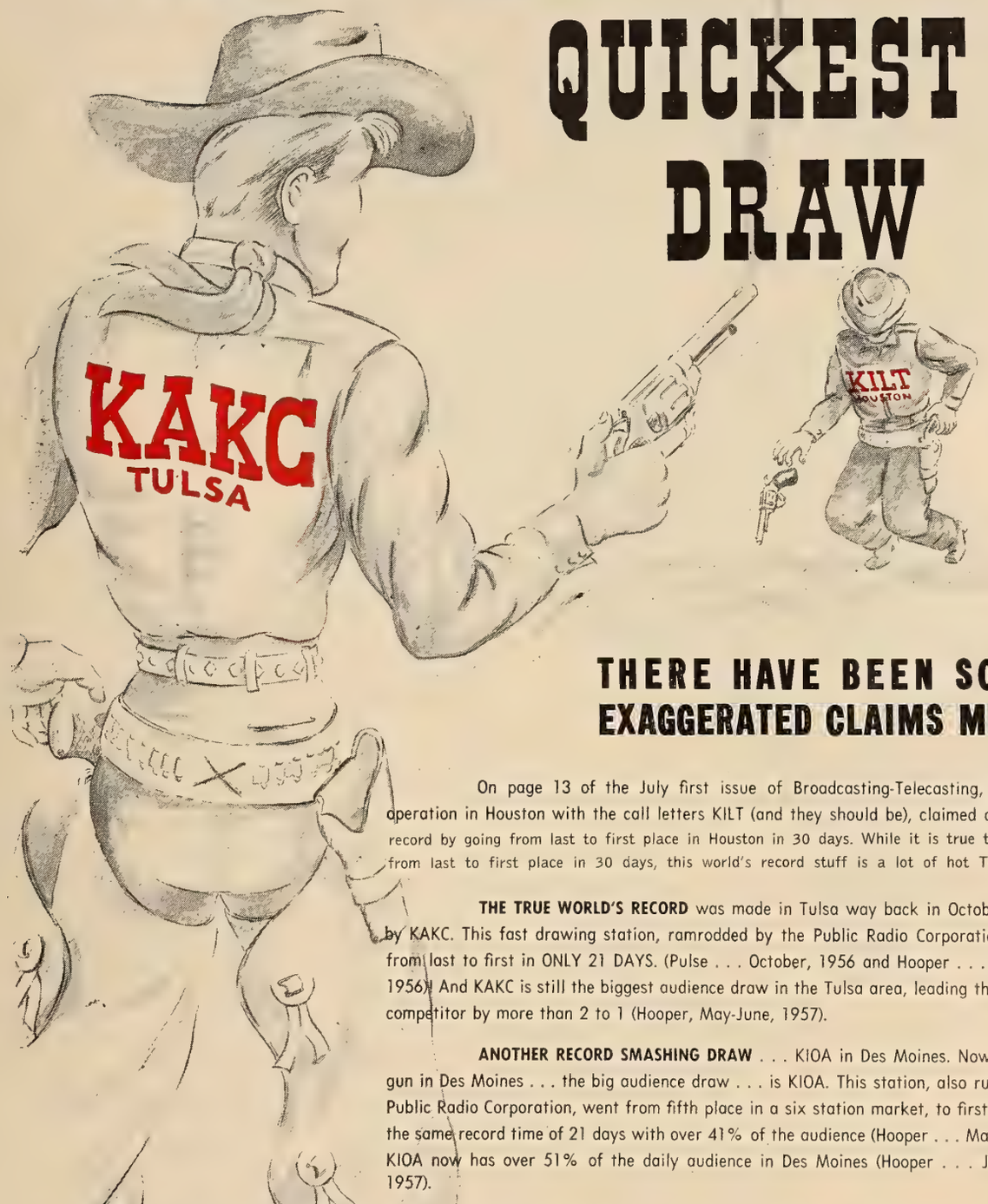
EAGER FOR 'BEAVER' • Remington Rand Div. of Sperry Rand Corp. has signed for alternate-week sponsorship of CBS-TV's *Leave it to Beaver,* new domestic comedy film series to debut Oct. 4 (Fri. 7:30-8 p.m. EDT). Series, Gomalco production, will be produced in Hollywood. Agency: Compton Adv., N. Y.

TWO MORE IN THE SADDLE • American Tobacco Co. (Lucky Strike cigarettes) and Socony Mobile Oil Co. will sponsor CBS-TV's *Trackdown* on alternate weeks beginning Fri., Oct. 4 *Trackdown* (Fri. 8-8:30 p.m. EDT), western, Four-Star Films production is to be produced by Vincent M. Fennelly, directed by Thomas Carr. Agencies for American Tobacco and Socony are BBDO and Compton Adv., respectively, both N. Y.

ANOTHER YEAR OF FRIDAYS • Liggett & Myers Tobacco Co. (Chesterfields) and Schick Inc. (electric razors) have renewed alternate week sponsorship for 52 weeks of NBC-TV's *Dragnet.* L & M's renewal is effective with first program of new fall series, Sept. 26 (Thurs. 8:30-9 p.m.). Schick renewal is effective Oct. 3. Agencies: Dancer-Fitzgerald-Sample, N. Y., for L & M and Benton & Bowles, N. Y., for Schick.

CONFECTIONERY CONTRACT • Sweets Co. of America Inc. (Tootsie Rolls) has purchased remaining one-half sponsorship of NBC-TV's coverage of annual Macy's Thanksgiving Day parade (Thurs., Nov. 28, 11 a.m.-12 noon). Ideal Toy Co., through Grey Adv., N. Y., is other sponsor. Order for Sweets Co. was placed directly.

THE WORLD'S QUICKEST DRAW



THERE HAVE BEEN SOME EXAGGERATED CLAIMS MADE!

On page 13 of the July first issue of Broadcasting-Telecasting, a small operation in Houston with the call letters KILT (and they should be), claimed a world's record by going from last to first place in Houston in 30 days. While it is true they went from last to first place in 30 days, this world's record stuff is a lot of hot Texas Air.

THE TRUE WORLD'S RECORD was made in Tulsa way back in October, 1956 by KAKC. This fast drawing station, ramrodded by the Public Radio Corporation, went from last to first in ONLY 21 DAYS. (Pulse . . . October, 1956 and Hooper . . . October, 1956). And KAKC is still the biggest audience draw in the Tulsa area, leading the closest competitor by more than 2 to 1 (Hooper, May-June, 1957).

ANOTHER RECORD SMASHING DRAW . . . KIOA in Des Moines. Now the top gun in Des Moines . . . the big audience draw . . . is KIOA. This station, also run by the Public Radio Corporation, went from fifth place in a six station market, to first place in the same record time of 21 days with over 41% of the audience (Hooper . . . May, 1957). KIOA now has over 51% of the daily audience in Des Moines (Hooper . . . June-July, 1957).

RIDE WITH THE CHAMPIONS FOR FAST RESULTS!

PUBLIC RADIO CORPORATION

LESTER KAMIN, President, JOHN H. PACE, Executive Vice-President and General Manager

The new **KAKC**
970 KC • 1,000 WATTS
TULSA, OKLAHOMA

Get the NEW facts from H-R REPRESENTATIVES

The new **KIOA**
940 KC • 10,000 WATTS
DES MOINES, IOWA

TOP SALESMAN

in Northern New England's billion dollar market

WCSH-TV maintains 4-to-1 lead in May 4-10 Pulse Area Study of 13-county Maine-New Hampshire coverage . . .

329.5 first places out of 420 quarter hours polled!



Put your message where the viewers are!

Monday thru Friday	WCSH-TV	Sta. B	Sta. C
7:00-12:00 Noon	81	19	0
12:00 Noon-6:00 P.M.	95	25	0
Sunday thru Saturday 6:00-11:00 P.M.	104.5	28	7.5
Saturday 11:00 A.M.-6:00 P.M.	20	8	0
Sunday 10:00 A.M.-6:00 P.M.	29	3	0
Totals	329.5	83	7.5

WCSH-TV

PORTLAND, MAINE

Represented by WEED TELEVISION CORP.

NETWORKS

CBS Radio May Add Youth Night Block

- **Seeks three sponsors**
- **12 hours weekly planned**

A SPECIAL sales effort now is underway along New York's ad row to find three big-name advertisers to underwrite a new program concept at CBS Radio. If the network meets with success, the sales would help:

• to sell blue chip advertisers on the effectiveness of network radio's nighttime hours, and

• to plunge CBS Radio forward in a bold attempt to attract and capture the attentiveness of a wide segment of the U. S. population, precisely, that radio audience group between 14 and 24 years of age.

According to CBS Radio's current canvassing, each of the three advertisers would be a leader in its individual product category and keenly aware of the youth buying potential (for example, a cigarette advertiser, soft drink firm or a cosmetics concern).

The potential CBS Radio is counting on for sale of the program package would involve 12 hours of programming weekly for 52 weeks and conceivably could be $5-6 million at gross rates for both time and talent. The network is prepared to start programming the youth program block so long as it can obtain satisfactory commitments from at least two top advertisers.

The program series would consist of a solid programming block 8-10 p.m. Monday-Saturday, using music of particular interest to young people from 14 through 24. Mitch Miller would be assigned to develop the format. It envisions remote pickups of a jazz festival and various special bands around the country. All programming would be 8-10 p.m., according to stations' local time standards.

CBS Radio, it's understood, is convinced radio holds tremendous appeal for the youth market and people in those age groups do not concentrate on any one medium except radio. This conviction is based on research factors which claim: people in this group as a rule do not watch tv to any extent; readership of magazines designed for them is limited, but they do listen to radio.

The network thinks it will get nighttime network radio off the ground by (1) permitting big advertisers to become closely identified with their own program, (2) allowing the network to program a radio show with great appeal, yet different from the usual disc jockey fare and (3) limiting sponsorship to just a few advertisers, thus obviating the practice of selling too many segments to too many and varied advertisers.

As a network official phrased it last week: "We think this is an important time in radio history for such a move."

The move, if effected, would entail preemption of some segmented periods now sold in those time periods and shifts of certain programs into other parts of the network schedule.



ABC AFFILIATE CHANNEL 2

Peters, Griffin, Woodward, Inc.

Representatives



KBS Names Rhys Exec. V. P., Boosts Peterson, Hammarstrom

THREE executive promotions, described as the forerunner of a "major expansion at Keystone Broadcasting System," were announced by President Sidney J. Wolf Wednesday following a board meeting.

Executives elevated were Noel Rhys, from vice president in charge of the New York office and eastern sales operations, to executive vice president; Edwin R. (Pete) Peterson, from vice president to senior vice president, with continued responsibility for midwestern sales operations in Chicago and Charles A. Hammarstrom, from account executive to vice president in Keystone's New York office.



MR. RHYS

In announcing the appointments, Mr. Wolf alluded to expansion plans [B•T, Aug. 5] and claimed 971 affiliates now in the KBS fold. He added that in the first six months of 1957 Keystone has "handled the greatest volume of business and acquired more new accounts than in any similar period in our history." He pointed out nearly one-third of all commercial am stations today are KBS affiliates.

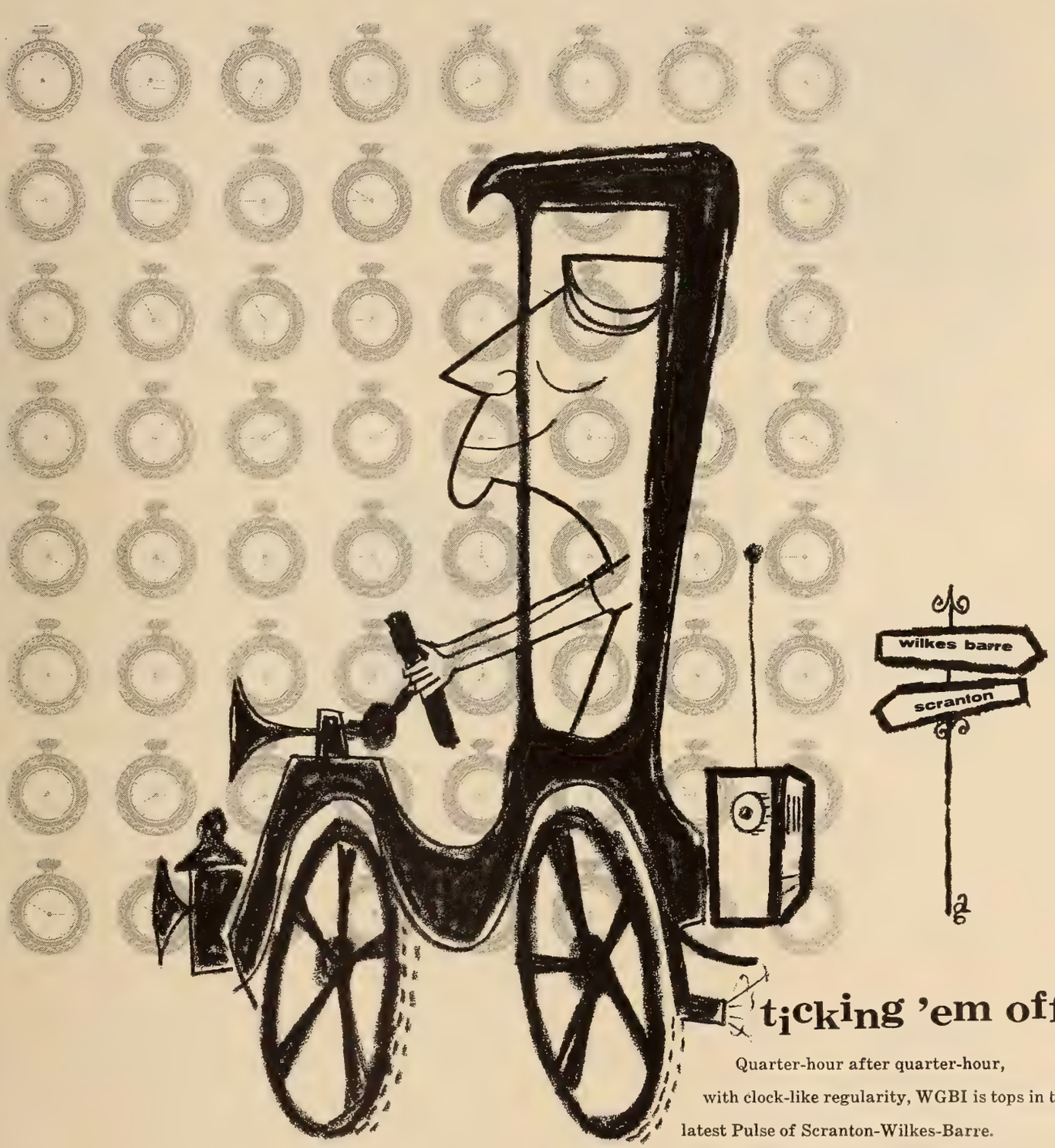
Mr. Rhys joined KBS in 1941 as an account executive and was elected a vice president in charge of New York and all eastern sales operations in 1949. Mr. Peterson came to Keystone in 1949 as account executive after serving as central division manager of MBS and account executive with ABC. Mr. Hammarstrom had been account executive with KBS in New York since 1952 and previously served in similar capacity with Paul H. Raymer & Co., station representative, and Kenyon & Eckhardt Inc.

Mr. Wolf cited BROADCASTING YEARBOOK-MARKETBOOK figures showing 1956 as radio's peak year with total time sales of $486,889,000 and only one year when they reflected a cutback—1954—with a drop from $477,206,000 in 1953 to $451,330,000 that year. He ascribed this decrease to advertisers dropping radio for tv.

KBS simultaneously reported signing of 18 new stations as follows: KRLW Walnut Ridge, Ark.; KOLR Sterling, Colo.; KLFT Golden Meadow, KDBC Mansfield and KEVL White Castle, all La.; KATE Albert Lea, Minn.; WSFC Franklin, N. C.; WATG Ashland, Ohio; WHYL Carlisle, Pa.; WABV Abbeville and WYMB Manning, both S. C.; WMCH Church Hill, Tenn.; KALT Atlanta, KFYN Bonham, KVLB Cleveland and KSWA Graham, all Tex.; WDOR Sturgeon Bay, Wis., and KASL Newcastle, Wyo.

Goldenson Buys 3,000 AB-PT Shares

LEONARD H. GOLDENSON on July 30 bought 3,000 shares of American Broadcasting-Paramount Theatres stock, exercising option warrants issued Dec. 15, 1950.



ticking 'em off!

Quarter-hour after quarter-hour,
with clock-like regularity, WGBI is tops in the
latest Pulse of Scranton-Wilkes-Barre.
In fact, *in all but four* of the 68 quarter-hours
between 7:00 a.m. and midnight, Monday through Friday,
WGBI tops the ratings in *both markets.*

WGBI radio scranton wilkes barre

C B S RADIO AFFILIATE

Represented by **H-R** *Representatives, Inc.*

Mrs. M. E. Megargee, *President* • Richard E. Nason, *General Manager*



REVOLUTION

There are all kinds, but in Southern California there's a **viewing revolution** going full blast...

It's those serials...

You remember. Every Saturday you fell into ranks at the neighborhood theatre to see the latest cliff-hanger. Pretty good, huh?

Well, they're back and KTTV has 'em ...406 fast-action episodes. New to Los Angeles, these serials have been clobbering competition in 40 television markets.

Let's look at the marquee...

RED RIDER
GANGBUSTERS
TAILSPIN TOMMY
THE PHANTOM RIDER
LOST CITY OF THE JUNGLE

For depth in the afternoon, KTTV programs an episode from each of **three different serials each day.** Dick Whittinghill, top KTTV sales personality, is on stage to turn your sales story into gold.

Join the revolution. Your Blair agent has complete inflammatory literature.

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

it was reported last week in filings with the New York Stock Exchange under the Securities Exchange Act. The last quotation on the exchange for AB-PT that day was $19.50 per share. The warrants were issued to Mr. Goldenson, who is president of AB-PT and of its ABC-TV Division, at the price of $16.63 per share. Also reported: Mr. Goldenson earlier that month (July 9) had sold 1,700 shares of his AB-PT holdings, at which time the last quotation per share was listed at approximately $21.91. After these transactions were consummated he held a balance of 55,000 shares of AB-PT common.

Ralph Hardy, CBS V. P. In Washington, Dies

FINAL tribute to Ralph W. Hardy, 41, CBS Washington vice president, was paid Friday by broadcasters and persons prominent in public and religious life at funeral service held in Salt Lake City. Burial was at nearby Ogden.



MR. HARDY

Mr. Hardy suffered a heart attack last Monday after water skiing at Pine View Reservoir, Ogden, while on his vacation. He complained of pain and fatigue after leaving the water, then collapsed on the dock. He died a few minutes later in a hospital. An autopsy showed he once had suffered an earlier heart attack.

Surviving are his wife, the former Maren Eccles, and five children, Ralph Jr., Clare, Alison, Maren and David E. The family lives at 3330 Stuyvesant Place, N. W., Washington, D. C.

Among industry figures at the funeral were Frank Stanton, CBS president, and Richard S. Salant, vice president, both representing the network, and Vincent T. Wasilewski, NARTB government relations manager, representing the association.

Widely known in broadcast circles, Mr. Hardy had been a speaker at numerous industry meetings during a six-year term at NARTB. He was prominent in religious circles and presided for a seven-year period over the East Ensign Ward congregation, Church of Jesus Christ of Latter Day Saints (Mormon) in Salt Like City, attaining the rank of Bishop.

Mr. Hardy's radio career grew out of youthful tinkering with electronic gear. At the U. of Utah he was active in speech and drama. After graduation he became a Mormon missionary, serving the church in Great Britain. He joined KSL Salt Lake City on his return to the United States. His service on committees of the old NAB caught the eye of Judge Justin Miller, then president, and in 1949 he was named head of the association's new Radio Division. This led to his assignment as NARTB government relations director and vice president.

His work on Capitol Hill frequently attracted favorable comment from legislators. The late Rep. Percy Priest (D-Tenn.), while chairman of the House Commerce Committee, once said of Mr. Hardy, "I know of no man who has a higher respect of members of Congress. . . . He has been very helpful to the committee."

Sen. Wallace F. Bennett (R-Utah) paid tribute to Mr. Hardy, saying that while only 41, "he had already carved out an illustrious career for himself."

When Earl H. Gammons retired as CBS Washington vice president in 1955, after 13 years, Mr. Hardy was the natural choice of CBS Inc. to fill this key Washington assignment. He had held the Washington vice presidency just five days short of two years.

At NARTB he had represented the association as a member of the Advertising Council board of directors and had been a member of the Better Business Bureau's board of governors. During the regime of Charles Sawyer as Secretary of Commerce he served on the first advertising advisory committee. He was a member of the U. S. National Commission for UNESCO and later its vice chairman. He was a member of the American delegation to the Eighth World UNESCO Conference held in 1954 at Montevideo, Uruguay.

Mr. Hardy's renown as a public speaker stemmed from his missionary post in England, where he took part in the famed Hyde Park oratorical melees. He was much in demand as a public speaker.

NBC Radio Will Go Along With Nielsen Radio Index

NBC RADIO has decided to go along with the Nielsen Radio Index, now that that service has been expanded [B•T, Aug. 5], but still feels it falls short by neglecting out-of-home audience. The new NBC-Neilsen contract is understood to be for 18 months, with a "slight" increase in rates.

Both NBC Radio and American Broadcasting Network have been weighing question of renewing NRI, largely on grounds it treats vast out-of-home audience as a "bonus." ABN, which originally gave notice it would drop NRI when the present contract runs out some months hence, was reported to be still in negotiation with Nielsen.

ABN also has been discussing with Pulse Inc. the possibility of developing a national service that would include out-of-home.

In subscribing to the revised NRI, NBC Radio officials reportedly took the position that it is the best available comprehensive measure of "fixed-location" radio usage. While acknowledging that efforts to de-develop a satisfactory, practical means of measuring out-of-home listening have not been successful thus far, NBC authorities regard continued efforts as essential and say they will continue to work toward development of a service that won't short-change radio.

Griffiths Goes to Networks

REP. Martha W. Griffiths (D-Mich.) last week followed up with a direct appeal to the networks her unsuccessful bid to the FCC for radio-tv time to publicize a U. S.



MACBETH: What is the night?

LADY MACBETH: Almost at odds with the morning, which is which?

(MACBETH, ACT III, SCENE IV)

Lady Macbeth knows her SPOTS

(*bloody or otherwise*)

Even though Shakespeare anticipated PGW by several centuries, he was right about *Nighttime Radio, 1957 style.* Whatever small differences exist between morning and nighttime radio are actually in favor of nighttime!

PGW recently completed a study of *every* PGW-represented station with a complete Pulse report (23 of them, representing over 31% of all U. S. homes). This research shows that you can reach

9.6% MORE RADIO HOMES
BETWEEN 6 AND 10 PM
THAN BETWEEN 6:30 AND 9 AM,
AT THE SAME COST

Or, to put it another way, you may reach

1000 HOMES (6 to 10 PM) FOR.....73 CENTS
1000 HOMES (6:30 to 9 AM) FOR .....80 CENTS

These challenging facts are worthy of your intense interest. Want a copy of the report?



PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK
250 Park Avenue
Yukon 6-7900

CHICAGO
Prudential Plaza
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Building
Murray 8-5667

FORT WORTH
406 W. Seventh St.
Edison 6-3349

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

SAN FRANCISCO
Russ Building
Sutter 1-3798

Public Health Service report associating smoking with lung cancer.

The request was made in letters to ABC, CBS, Mutual and NBC. Earlier, Rep. Griffiths had asked the Commission to authorize time on all networks, both radio and tv, but was rebuffed on grounds the FCC has no power to require broadcasters to carry—or refrain from carrying—certain programs [B•T, Aug. 5].

Hamilton, Hines Named To Direct ABN Programs

APPOINTMENTS of William D. Hamilton and Drex Hines to the newly-created posts of national program director and assistant national program director, respectively, of the American Broadcasting Network were announced last week by Stephen B. Labunski, ABN vice president in charge of programming. The posts were created, Mr. Labunski said, to "expedite production of new live personality radio programs planned for this fall."

Mr. Hamilton has been eastern program manager of ABN since January 1954. Earlier, he had served as a radio director, senior director and eastern production manager. Mr. Hines joined ABN as a producer-director in 1953. Previously he had been a freelance producer, serving Mutual and National Assn. of Mfrs.



MR. HAMILTON



MR. HINES

CBS Joins CBC to Circumvent Dulles Ban on Travel in China

CBS NEWS is taking the slow boat to Red China. Denied access behind the Bamboo Curtain by official U. S. State Dept. policy, the network last week confirmed that it has teamed up with Canada's state-owned Canadian Broadcasting Co. in a move to garner news from the Chinese mainland.

CBS News Director John Day said the network had been in negotiation with Canadian officials since June and that neither was to have made public the arrangement until the matter of visas (for Canadian reporters) has been completed. The *Toronto Star*, however, tipped both broadcasting chains' hands in an exclusive story published last week.

The arrangement would work as follows: CBC would dispatch to China a crew consisting of political commentator Charles Lynch, news photographer Robert Crone and newscaster Larry Henderson, with the Canadians paying these men's salaries and CBS picking up the out-of-pocket tab, such as travel expenses, sustenance, etc. CBC would retain supervisory control over its crew with assignments being made by both CBC and CBS.

Boiled down to startling simplicity, the system was described by Mr. Day as "CBC having the manpower, we having the funds."

Both Washington and Ottawa have refused to recognize the Mao-Chou regime, but Canada, unlike the U. S., has never issued an official ukase prohibiting travel by newsmen in Red China.

Although Secretary of State John Foster Dulles has made clear his position on this matter, he admitted during a news conference May 14 that it would not be counter to U. S. policy for domestic newsgathering services to employ foreign sources.

CBS, while officially abiding by the Dulles ban, privately is understood to have been opposed to it even though it has had to chastise two of its star correspondents, Edward R. Murrow and Eric Sevareid, for stating their opposition to the ban on the air. The network carried dispatches recorded in Red China earlier this year by William Worthy, correspondent of the *Baltimore Afro-American*, who entered Red China along with a reporter-photographer team from *Look* magazine in open violation of the Dulles edict.



THE American Broadcasting Network has hired two "experts in creating musical themes" to work on all phases of musical programming and promotion for the network and ABC o&o radio stations, according to an announcement from ABN President Robert E. Eastman last week. Composers (l to r) Eric Siday and Austen Croom-Johnson, shown during a rehearsal, also will offer their services to ABN affiliates in markets where they are not already committed.

NBC Radio to Carry Bout

NBC RADIO will broadcast the middleweight championship bout between Ray Robinson and Carmen Basilio Sept. 23, starting at 10 p.m., under the sponsorship of the Gillette Safety Razor Co. Maxon Inc. is the agency. The contest will not be carried on home television but Theatre Network Television Inc. is arranging a closed circuit tv presentation to theatres.

MBS Says 14 Independents Have Asked for Affiliation

MUTUAL'S new president, Paul Roberts, a Los Angeles broadcaster, in officially taking over command of the network last week announced that 14 independent radio stations have applied for network affiliation. The stations currently are being "processed." One new affiliate was KLLL Lubbock, Tex., which MBS started to service Thursday.

The ownership of the network officially changed hands Wednesday. The network was purchased by the new owners from RKO Teleradio Pictures Inc., a subsidiary of General Tire & Rubber Co., Akron, for $550,000-plus [B•T, Aug. 5, July 29].

New officers of the network are Armand Hammer, board chairman; Mr. Roberts, president; H. Roy Roberts, treasurer; Frank P. Barton, secretary; Bertram J. Hauser, executive vice president. They were named to Mutual's board, along with Arthur Brown of New York and L. M. Halper of Los Angeles.

Mr. Hammer is president of Occidental Petroleum Corp., Los Angeles. H. Roy Roberts is a California realtor and oil operator. Mr. Brown is president of Starrett Corp., New York, and Mr. Halper is president of Halper Construction Co., Los Angeles. Mr. Barton is a Los Angeles attorney.

Mr. Roberts, operating head of Mutual, is president of FM Corp., Los Angeles, and vice president of Audio Sales Inc. Before he entered radio, he founded and published three trade publications.

Mr. Hauser was vice presient of Mutual for nine years, resigning in 1955 to become a broadcasting consultant. Earlier, he had been with NBC 14 years, serving in executive capacities in advertising, promotion and sales.

CBS Radio Makes 3 Big Sales To Pond's, Chrysler, Hot Point

THREE major sales were charted by CBS Radio late last week. Chesebrough-Pond's through McCann-Erickson, New York, has signed a 12-week contract, effective Sept. 14, for *The Vaseline Hair Tonic Football Scoreboard*, a Saturday afternoon roundup of gridiron scores by regions.

Also through M-E, Chrysler Corp., gearing its institutional sell for the 1958 line of models due in showrooms the first week of October, has ordered 11 weekly participations for a four-week period starting Oct. 3.

Hot Point Co. (General Electric Co.), through Maxon Inc., Chicago, will sponsor eight 7½-minute units of daytime serials for a six-a-week period starting Aug. 26 on alternate week basis. Additionally Hot Point, for its new line of 1958 ranges and refrigerators, has ordered a six-week long Saturday segment of the *Robert Q. Lewis Show*.

see how this rabbit multiplies... ratings



Some mathematician, *Bugs Bunny*. In recent months the brash little star of Warner Bros. Cartoons increased the late-afternoon audience on KROD-TV, El Paso, Texas, six-fold — jumping from a last-place 4.8 to a first-place 28.1 (ARB, May). Warner Bros'. *Popeye the Sailor* gets Texas-size ratings in El Paso, too, pulling a 26.2 ARB for May—nearly three times greater than the combined total of the two other stations. The El Paso story alone is conclusive proof of the drawing power of A.A.P. Cartoons . . . a success story that is being duplicated from coast to coast.

To see how Bugs Bunny, Popeye the Sailor and other Warner Bros. Cartoons can multiply audiences in your area, write or phone:

a.a.p. inc.

Distributors for Associated Artists
345 Madison Ave., MUrray Hill 6-2323
75 E. Wacker Dr., DEarborn 2-2030
1511 Bryan St., RIverside 7-8553
9110 Sunset Blvd., CRestview 6-5886

Productions Corp.
NEW YORK
CHICAGO
DALLAS
LOS ANGELES

THERE'S NO

SUMMER SLUMP

at

K·NUZ

Like the Texas Temperature Our Billing is
Going UP . . . UP . . . UP
During the Summer Months

(Jan.-June, 1957 Percentage Increase Over the Same Period in 1956)

Local Sales ..... **26% Increase**

Regional and National Sales ... **148% Increase**

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
AIMS

JOIN THE GROWING LIST OF K-NUZ ADVERTISERS WHO ENJOY *SIZZLING SUCCESS STORIES!*

K·NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: Forjoe & Co.—
New York • Chicago • Los Angeles •
San Francisco • Philadelphia • Seattle

Southern Reps.:
CLARKE BROWN CO.—
Dallas • New Orleans • Atlanta

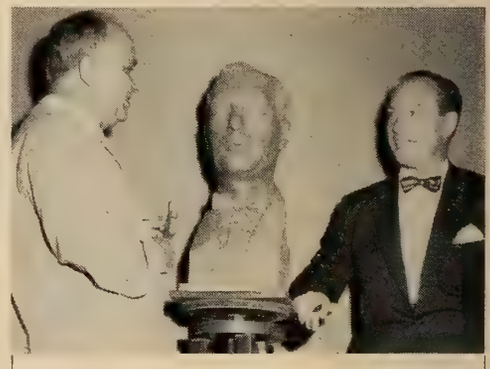
IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

LONG WAY HOME

TED HUSING, veteran sportscaster who served CBS for almost 20 years, will return to the network after a 10-year absence. Mr. Husing has been signed to a long-term (more than five years) contract by CBS Radio to provide color commentary on the network's broadcasts of college football and basketball, horse racing, championship golf and tennis play plus other special sports events. Mr. Husing left CBS in 1946 to join WMGM New York as a disc jockey and remained there until 1954 when a brain tumor forced his retirement. CBS Radio officials said he is "recovering rapidly" and is well enough to resume his career.

Linkletter Sues 'Truth' Parties

CHARGING that *To Tell the Truth* on CBS-TV is a copy of a format originated on *People Are Funny* on NBC-TV some years ago, People Are Funny Productions, owned by Art Linkletter, its conductor, and John Guedel, producer, last week filed a $1,100,000 plagiarism suit in Santa Monica (Calif.) Superior Court against Goodson-Todman Enterprises, packagers of *To Tell the Truth;* Pharmaceuticals Inc., the program's sponsor; CBS Inc. and KNXT (TV), CBS o&o tv station which broadcasts the program in Los Angeles.



AROUND the ABC-TV shop they call him "Jock Manton," the way he's listed in the show credits, as assistant director of *John Daly and the News.* But when he puts on his smock, he goes back to plain old Archimedes Aristides Michael Giacomantonio. Here (l to r) are artist, bust and boss, Leonard H. Goldenson, president of American Broadcasting - Paramount Pictures Inc., who autographed the sculpture while it was still in the wet plaster stage. Other subjects sculptured by the artist, according to *Who's Who,* include Gen. Dwight D. Eisenhower, Christopher Columbus, the Shah of Iran, Abraham Lincoln, actress Janet Gaynor and numerous officials on both sides of the Atlantic.



THE CYCLORAMA of the Battle of Atlanta is viewed each year by thousands of visitors to Georgia's capital city. Also famous on the Georgia scene is WAGA-TV, Atlanta's leading television station. WAGA-TV reaches more people with more spendable income in Georgia's richest markets than either of Atlanta's other stations. You get more viewers, too, as ARB and Pulse ratings prove month after month.



A STORER STATION

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—625 Madison Ave. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

Represented Nationally by THE KATZ AGENCY, Inc.

Same blanket... new label

Same power-packed station lineup, same blanket western coverage. Only the label is changed. From now on, the Columbia Pacific Radio Network is going to be called the CBS Radio Pacific Network. That way, you know at a glance who we are and the things we are proud of.



REPRESENTED BY CBS RADIO SPOT SALES

FILM

SG DISTRIBUTION PLANS REVEALED FOR 600 PRE-'48 UNIVERSAL FILMS

- **Set for immediate release: 'Shock Package'; others to come**
- **Rumors revived on possibility of SG 'spinoff' from Columbia**

SCREEN GEMS Inc., Columbia Pictures Corp.'s tv subsidiary, is wasting little time setting up distribution plans following last week-end's signing of a contract with Universal Pictures Corp. [AT DEADLINE, Aug. 5].

The contract, culminating months of negotiations for 600 pre-1948 Universal films at a minimum guarantee (to Universal) of $20 million over a seven-year period and possibly going as high as $30 million over the next 10 years [B•T, July 15], provides for SG to receive a graduated scale of distribution fees and leaves Paramount Pictures Corp. as the lone major studio "hold-out" from tv. (It is expected Universal will reap about $3 million in tv income without losing rights to story material or other benefits, for example, remake, theatrical reissue or overseas rights.)

SG already has prepared for immediate release a group of 52 Universal films dubbed "Shock Package." Consisting of Universal's money-making spine tinglers such as "Frankenstein," "Dracula," "The Invisible Man," "House of Horrors," "Werewolf of London," "The Mummy," "The Cat Creeps" and "Horror Island," the Shock Package will be only the first of many "packets" to be syndicated by SG. Others planned for the future are understood to be westerns (example, Randolph Scott), musical comedies (example, Deanna Durbin, Donald O'Connor) and comedy classics (example, Abbott & Costello, W. C. Fields).

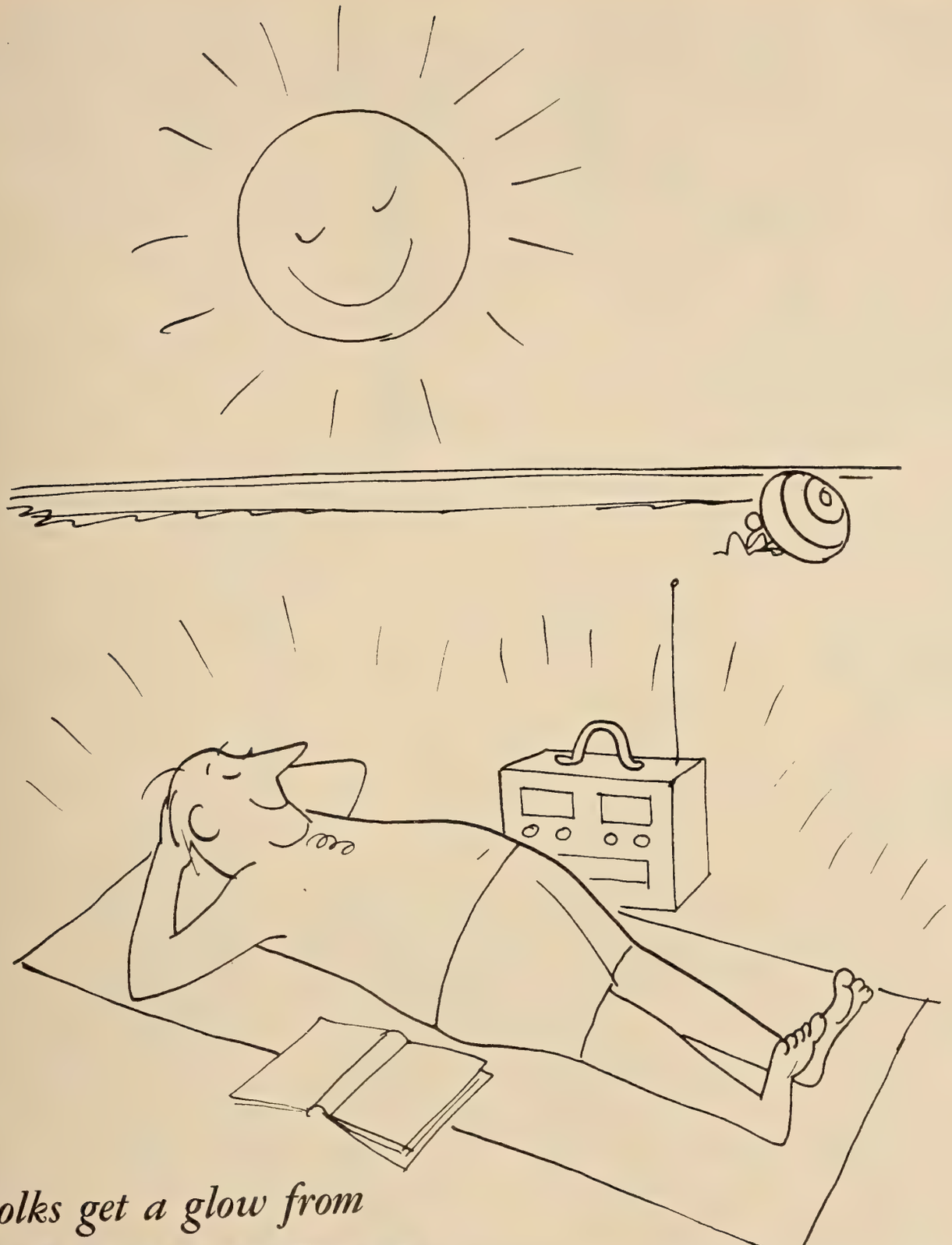
According to Ralph M. Cohn, vice president and general manager of Screen Gems, "We decided to make these thrillers our first release because the grouping of feature films with a common mood provides advertisers and broadcasters with solid and continuous programming themes. This is best demonstrated by the success of our "Hollywood Mystery Parade," which went on the air for the first time only last fall and has become extremely popular with audiences all over the country."

This bonanza for SG has revived Wall Street speculation—rampant in past months—that Screen Gems will be spun off from Columbia Pictures Corp. as a wholly-separate entity. One faction of the speculators claims SG is so self-sufficient that it would do better on its own, that is, not plow back monies into the parent company. They also are of the feeling that such a spinoff would work as a tax-gain move and be greeted favorably by Columbia shareholders. Conversely, other Wall Streeters feel it is just SG's extremely healthy position that would make such a spinoff unlikely. They point to SG's $20 million gross income from tv for fiscal 1957 (ended last June 30)—a major portion of it stemming from pre-1948 feature film distribution as opposed to SG's film production work, such as *Father Knows Best*—and add that SG has been the only moneymaker in Columbia President Harry Cohen's stable, and that a spinoff of SG would be akin to "killing the goose that continues to lay golden eggs." (Also see investment survey, page 66.)

Announcement of the Universal-SG pact



PARTICIPANTS *in the signing of the $20 million minimum guarantee television distribution deal under which Screen Gems will handle tv distribution of approximately 600 pre-1948 Universal Pictures are Milton R. Rackmil, president of Universal (seated), and (standing, l to r) Norman Gluck, Universal tv operations head, Burton Hanft, SG vice president for business affairs and Jerome Hyams, SG director of sales.*



Folks get a glow from

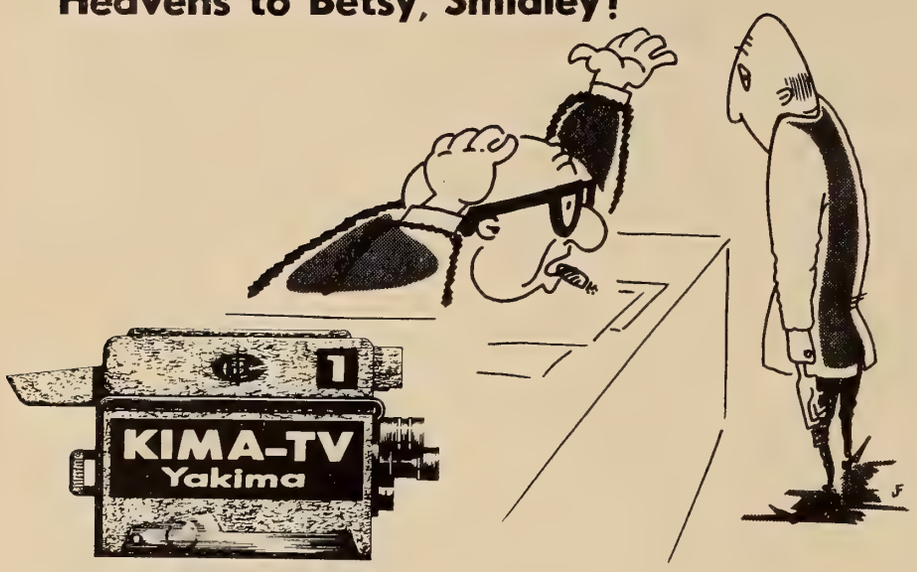
WWDC radio

Represented nationally by John Blair & Company

* PULSE: Jan.-Feb., March-April, May-June 1957

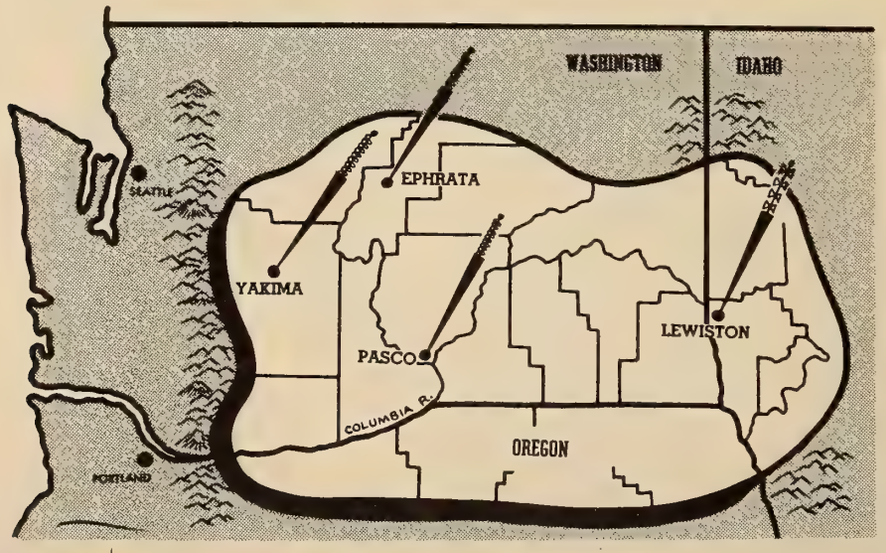
***1st *six straight months* in Washington, D.C.—1st in share of total weekly audience, 6 A.M. to midnight—1st in quarter hour wins**

Heavens to Betsy, Smidley!





We've not a thing against Toledo, San Diego or Nashville . . . but Cascade's bigger than ANY of them! Why, Cascade's coverage area is bigger than Massachusetts, New Hampshire, Vermont, Connecticut and li'l ole Rhode Island combined! The Cascade four-station television network delivers more area, more people, and, by the way, more *results* than any single TV buy in the West. Let's not drop the old ball again, Smidley.



CASCADE
BROADCASTING COMPANY

abc CBS NBC

NATIONAL REP.: WEED TELEVISION

PACIFIC NORTHWEST: MOORE & ASSOCIATES

helps confirm claims that Screen Gems now is the biggest syndicator in the industry, with well over 1,500 pictures "on file" [B•T, June 17]. In addition to 600 Universal features, including such attractive moneymakers as "Destry Rides Again," "The Killers" and "The Egg and I," SG has:

- 247 films already passed on by Columbia to SG for distribution.
- 400 Columbia films as yet untapped, but available in time.
- 445 films purchased along with Hygo-Unity Tv (including 310 British and U. S. made theatricals of all types and 135 westerns).

All told, SG now has, or will have (figuring the 400 Columbia films "on file") 1,692 films to be shown on tv over the next decade.

Also profiting from this contract will be Decca Records Inc., which owns more than 80% of Universal's outstanding common stock. Decca includes in its income more than 80% of the undistributed earnings of Universal as well as dividend payments made by Universal. For the calendar year that ended Dec. 31, 1956, Decca reported a gross income of $26.8 million, a net income of $4.5 million of which $1.5 million represented its equity in Universal's undistributed earnings and $902,906 in Universal-paid dividends.

Universal always has maintained it never would sell its product outright to tv as have RKO and Warner Bros., feeling that old films neither die nor fade away [B•T, May 6]. In the $20 million contract with SG, Universal-Decca has not sold any rights; it merely has appointed SG as its distribution agent for "part of the take." It represents the first instance of one film company assigning distribution rights for its product to one of its rivals. Signatory parties to the contract were Universal-Decca President Milton R. Rackmil and Columbia Pictures Corp. Vice President Leo Jaffe.

Vogel Proposes 19 Nominees For Loew's Board Membership

IN THE continuing battle for control of Loew's Inc., parent company of MGM-TV, Loew's President John R. Vogel last week proposed a slate of 19 nominees for the board.

Included are Francis W. Hatch, vice president and director of BBDO (Boston office); Robert H. O'Brien, formerly an AB-PT executive and newly-appointed financial vice president of Loew's; actress Helen Hayes; Bennett Cerf, president of Random House Inc. and a tv personality, and General of the Army Omar N. Bradley, board chairman of the Bulova Research & Development Labs.

Mr. Vogel has called a special stockholders' meeting Sept. 12 in New York to elect a new and expanded board and to consider the removal from the board of two directors, Joseph Tomlinson, a Canadian contractor, and Stanley Meyer, former motion picture and tv executive.

A series of court proceedings is being instituted to decide the legality of a rump meeting held two weeks ago by the Tomlinson faction [B•T, Aug. 5, July 29].



*IN THE 75-COUNTY PIEDMONT NORTH CAROLINA AND VIRGINIA MARKET REACHED BY WSJS-TV

CALL HEADLEY-REED FOR THE BIGGEST, RICHEST MARKET IN THE SOUTHEAST

PROLIFIC PROFITS FROM POPEYE

AAP, stations, manufacturers all win in series' merchandising plan

A FILM SERIES distributed by Associated Artists Productions Inc. to tv stations for the viewing pleasure of moppets is in the cleanup spot in AAP's fast-expanding merchandising operation.

AAP's merchandising arm is new. For now all its activities center on one property —the Popeye cartoons, to which AAP acquired tv rights from Paramount more than a year ago.

But it is in the intertwined arrangements and contracts that AAP has made with stations, manufacturers and department stores that the distributor appears to have few peers in a field confined in large part to a network or individual advertiser operation.

The plan as worked out by AAP—and in force with a substantial number of stations now programming the Popeye series—is one that was conceived to profit not only the distributor but also the stations and the Popeye-licensed manufacturers of sundry toys, games and clothes for children.

Tailoring of the plan is cut to such a precise measure that AAP says it is conceivable for just about any of the stations which participate in the "overall" promotion to recoup a substantial part of the investment made for the film by the time its AAP contract runs out. Thus, AAP feels, a station can pay off most expenses of the film and chalk up proceeds from local sponsorship as gravy.

As AAP points out, Popeye licened merchandise has been offered for sale in the past. But tv—and the popularity of the cartoons in various markets around the country—have brought a virtual boom to the Popeye character toy market.

AAP has sold the series in about 80 markets. As of last week, slightly more than half of the stations already were programming the cartoons.

When AAP first approached the idea of merchandising its Popeye shorts, there were some doubts. To begin with, experts in the film field advised that merchandising a syndicated show (market by market) was not only unusual but difficult. Among the obstacles: cartoons were being distributed in different markets and not every purchase was the same; different local sponsors selling unrelated wares were associated with cartoon programs; stations purchasing the series were of different size and strength and many were without a merchandising or promotion department. In addition, some stations were stand-offish to any promotion that smacked of merchandising and most of the cartoon shows were sold out fully to sponsors leaving no room for promotion messages in the program.

But AAP also was aware that in network merchandising activities stations for the most part had no control over the promotion program nor did the station as a rule derive revenue from the merchandising activity.

For several months AAP studied the situation and last April at the NARTB convention announced that it had a new profit-sharing plan that would give stations part of the income from royalty payments on Popeye character products.

This is the sequence of events: AAP in July 1956 acquired the tv rights to Popeye cartoons from Paramount Pictures Corp. and King Features for $2,250,000. In this agreement, AAP received the tv proprietary rights from Paramount while from King it obtained an exclusive arrangement for certain tv uses of the character which is a star in the syndicated comic strip stable of King Features.

The merchandising plan encompasses three types of participation or merchandising "packages." In the "overall" plan: Stations air 15- or 20-second promotional spots within the Popeye program or, if there is a sponsor conflict, in some other time periods. AAP arranges department store tie-ins to promote both the merchandise and the program that is on the station. If the program has a live children's audience, the merchandise is plugged via giveaways.

At present AAP has about 22 stations participating in this "overall" plan. Among them: WPIX (TV) New York (the first, started April 29); WEAR-TV Pensacola, Fla.; KTLA (TV) Los Angeles; WBZ-TV Boston; CKLW - TV Windsor - Detroit; WFIL-TV Philadelphia; WNBF-TV Binghamton, N. Y.; WNHC-TV New Haven, Conn.; WFBG-TV Altoona, Pa.; KVTV (TV) Salt Lake City and KFDA-TV Amarillo, Tex.

A second version of this merchandising plan (some of the 22 stations also take part in this as well as a third part) used by AAP is what is referred to as a "direct sell" promotion. In this, the station in its Popeye program or in other time promotes specific Popeye licensed merchandise. The third version features a new toy that AAP helped design and called "Colorforms," a game that has cut-out patterns. The local personality emceeing the Popeye program asks viewers to send their money to the station.

The manufacturer pays a license fee to King Features to use the Popeye character in the particular merchandise to be offered. He also pays AAP a royalty commission—varying from 2.5% to about 7%—based on his gross sales, for the tv promotion of the merchandise. Of this amount, 50% is retained by AAP to defray its expenses and 50% goes to the participating station, a formula worked out according to set count in the market. For the "direct sell," the station pockets 50% of the profit (for example, a two-third Popeye record album was developed and is being distributed nationally by Cabot Records. Income from on-the-air sale of the discs are shared with tv stations which feature the album on their Popeye shows and other spots).

Among the manufacturers licensed are some of the top companies in the toys, games and novelties field, including such names as Transogram Co., New York, Gund Mfg. Co., New York, and Mattel Inc., Los Angeles. But AAP's Paul Kwartin, director of merchandising, notes that none of these manufacturers is a heavy national user of radio or tv and thus is not using funds which otherwise would be used for broadcast media budgets.

The list of merchandise is staggering. Nearly 50 items appear on a list of Popeye-licensed articles. They vary from pocket flashlight, puppets and jacks-in-the-boxes to wood block puzzles, metal-craft tapping sets, dinnerware, belts and suspenders, T-shirts and trousers, to masquerade costumes, dolls, jigsaw puzzles, pencils, pajamas, popcorn, lollipops and comic books.

Latest introduced (Aug. 1) was a Popeye "ge-tar," a musical toy especially designed by Mattel, which claims to be the largest maker of musical toys in the world and itself has used tv successfully.

AAP's department store tie-ins have been going great guns. In New York, repeat performances have been held at Macy's, both in its downtown store and in suburban Garden City. Bamberger's in Newark, N. J., has had a Popeye Day, as has Jordan March in Miami. Wanamaker's in



POPEYE *licensed merchandise blooms in this in-store display —a representative selection of puppets, "punch me's," beach balls, balloon pipes, toy sailboats and T-shirts, all built around the comic strip character that has become big tv business, seen at Macy's department store in New York.*

TOP
TV IN LAS VEGAS FOR FOUR YEARS



ACCORDING
TO ALL
COMPLETED SURVEYS,
PULSE, ARB*

Four years of Undisputed Leadership . . .
Four years TOP coverage . . . Four years TOP ratings.*
TOP Power with 55,000 Watts
Four years TOP programming with the Best of CBS

AND OF COURSE
TOP promotion in the TOP morning newspaper in Southern Nevada, the Las Vegas Sun!



KLAS-TV CHANNEL **8** LAS VEGAS, NEVADA
CBS TELEVISION NETWORK

GENERAL
ADVERTISING
MISSES
573,000
SPANISH-
SPEAKING
PEOPLE IN
METROPOLITAN
LOS ANGELES

KWKW
DELIVERS
THIS
CITY-WITHIN-
-A-CITY!

KWKW
PASADENA • LOS ANGELES
Spanish Language Station

L. A.—RYan 1-6744
S. F.—Theo B. Hall
Eastern Rep.—National Time Sales

Philadelphia is set for Aug. 17 and a tie-in with the Food Fair supermarkets is set for the Lebanon, Pa., and Philadelphia areas (was to start last Friday and continue through today). This phase of the promotion brings the local tv personality on the Popeye programs to the store to see the young viewer and in the process Popeye merchandise is on display and for sale.

Will AAP stay with Popeye? Indications are this is only the beginning. Once the organizational phase is over in the Popeye merchandising, AAP can be expected to move similar plans for Bugs Bunny and other Looney Tune characters (the company distributes those cartoon films acquired from Warner Bros.).

United National Begins Filming of 'Indemnity'

FILMING of United National Film Corp.'s first tv film series, *Indemnity*, was to start today (Monday) in Dallas. To be shot are 39 half-hour episodes in the series that will star Richard Kiley. Al Gilkes, Academy Award winner for his work on "American in Paris," is cinematographer, and Frank Telford (*Kraft Theatre, Robert Montgomery Presents* and *Halls of Ivy*) is director.


MR. SIMONS

United National is the new corporate name for Dallas Film Industries Inc., formed recently by a group of Dallas businessmen. A. Pollard Simons is chairman, Roy R. McKee, treasurer, and James N. Landrum and P. B. Garrett, vice presidents.

Byrna Productions Enters Tv

BYRNA Productions, independent film company whose principal stockholder is Kirk Douglas, is entering the tv film field with an action-adventure color series, *King of the Vikings*. Edward Lewis, who will write and produce the series, has completed the first five scripts and negotiations for sponsorship have been started by the Steiner Agency, handling the package.

The tv series will utilize the sets, costumes, ships props and armor now being used for the theatrical motion picture, "The Vikings" a Kirk Douglas production to be released by United Artists, with Mr. Douglas starred. Plans are for the video programs to be released for broadcast in the fall of 1958, six months after the movie has begun its theatrical run.

Four Star Announces Expansion

FOUR STAR FILMS INC., owned by Dick Powell, David Niven, Charles Boyer and William Cruikshank, has announced a $6.4 million "overall production program", involving 160 half-hour telefilms, with $1 million to be spent on 21 films on which production begins in the next few weeks.

Tv Now Prominent In Movie Finances

TV ACTIVITY—in the production of tv film (programs, commercials, etc.) and in leasing of feature libraries—has become an integral part of the motion picture industry.

Thus, tv stands out in Wall Street evaluation reports of the movie colony's financial strength.

In the latest Value Line investment survey by Arnold Bernhard & Co., New York, investment adviser, Hollywood is seen as entering a period of "more favorable business climate," with theatre attendance for the first six months of 1957 showing a 4% gain, the greater portion of an expanded output yet to be released and the industry no longer depending on the production and exhibition of conventional pictures but diversifying its interests into enterprises unrelated to the movies.

Tv angles in the company-by-company study include:

• American Broadcasting-Paramount Theatres. Degree of success ABC-TV has in selling prime-time hours in next fall's schedule to advertisers "may well go far toward determining how profitable the 1957-58 season [for ABC-TV] will turn out to be."

Should the bulk of this unsold time be underwritten by sponsors, a trend toward improvement in earnings should set in the second half of this year and extend well into next year. "Over the next few years, ABC's revenues will probably resume a healthy growth trend."

• Columbia Pictures Corp. Screen Gems is "sparking a rise in sales which may bring Columbia's gross income up to the $100 million mark for the 1957 fiscal year (ended June 30)." Screen Gems, which is Columbia's tv subsidiary, has grown "remarkably" in the last three years, increasing gross revenues from about $3 million in fiscal 1954 to about $11 million in fiscal 1956. Predicted is a gross income of $20 million in fiscal 1957. The parent company's gross income in 1958 "should be further enhanced by sales growth of the tv subsidiary." (Also see Screen Gems story, page 60.)

• Twentieth Century-Fox. Since the company is releasing most of its "big" pictures this year during the second half and because tv income and dividends from foreign theatre subsidiaries also ought to be larger in the final six months, Value Line predicts $3.50 a share in full year earnings (compared to $2.34 last year).

• Warner Bros. The company "will probably develop into a major supplier of new film products for the television industry." Evidence supporting this prediction: a $15 million production schedule of new entertainment and commercial films for tv during the coming year; plans to spend $1 million to remodel three motion picture sound stages for tv film use and for a new building specially designed to tv requirements.

Producer's Library Service

JACK REILLY, formerly head film librarian at MGM, and Reggie Lyons, formerly in the same position with RKO, have joined forces with Paul Eagler, process and produc-



Put your money where the people are

Are you reaching pike instead of people? Summer, winter, spring and fall, WWJ's Hi-Fi signal, personalities, music, and news concentrate on the millions of big-earning, big-spending folks in southeastern Michigan to whom WWJ is a constant companion and trusted friend. Use WWJ all day . . . *every* day.

Hit Your Real Michigan Target

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary area.

WWJ AM and FM **RADIO** NBC Affiliate

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

National Representatives: Peters, Griffin, Woodward, Inc.

WDBJ

for 33 years

OUTSTANDING

in

ROANOKE

and Western Virginia

RADIO

by any measurement!

According to N. C. S. No. 2, WDBJ has more than TWO TIMES the DAILY N. C. S. Circulation of Station "B"; more than THREE TIMES the circulations of Stations "C" and "D".

In the latest Roanoke Metropolitan Area Pulse Report. WDBJ has a 47% share of total morning audience, 43% share of total afternoon audience, and 38% share of total evening audience. Tune-in same periods is high: 21.6, 23.8, 18.8. All figures are Monday through Friday averages.

Ask your Peters, Griffin, Woodward "Colonel".

WDBJ

AM • 960 Kc. • 5000 watts
FM • 94.9 Mc. • 14,600 watts
ROANOKE, VIRGINIA

tion cameraman who has operated a library of process backgrounds and stock scenes, to form Producer's Library Service at 932 N. La Brea Ave., Hollywood. PLS offers editing and storage facilities for the independent tv or motion picture producer's stock film, which PLS will rent to other producers, dividing the fee 50-50 with the owner of the film, and also offers a film library service to provide the independent producer with whatever type of stock footage he needs.

Small's TPA Interest Purchased by Gordon

MILTON A. GORDON, president of Television Programs of America Inc., New York, announced Wednesday he has purchased the interest held in the company by co-partner Edward Small and that Mr. Small has resigned as board chairman of TPA. Price is estimated at $2 million.

At the same time Mr. Gordon announced a new plan whereby in the future both stars and producers of new series for the first time will have the opportunity to share in not only the profits of the programs in which each already participates but in TPA's over-all profits as well. This will be accomplished by setting aside a certain number of the shares in TPA previously held by Mr. Small to be acquired by talent, according to Mr. Gordon. This commonwealth plan never before has been applied in either television or feature film production, nor in any branch of theatrical production, Mr. Gordon claimed.

The profit participation plan is intended for future productions and as an incentive for outstanding talent, according to Mr. Gordon.

Mr. Small's departure from TPA was entirely amicable, Mr. Gordon declared, and was occasioned solely by his other business activities. Mr. Gordon expressed regret in losing Mr. Small as a partner. "We started this company just four years ago—without programs and without an organization. The fact that we now are a world-wide organization, with 500 people on our staff and 14 shows on the air can be attributed in great measure to him," Mr. Gordon said.

TPA's first network program was CBS-TV's *Lassie*. It now has on the air *Fury, Captain Gallant of the Foreign Legion*, both on NBC-TV, and *Private Secretary* on CBS-TV.

Programs on the air in syndication are: *Hawkeye and the Last of the Mohicans, Count of Monte Cristo, Mystery Is My Business, Stage 7, Your Star Showcase, Halls of Ivy, Ramar of the Jungle, Foreign Legionnaire, Susie, Science in Action* and *The Edward Small Features*. These and *Lassie* and *The Lone Ranger*, both Jack Wrather properties, are distributed abroad by TPA. In addition to current American production, *Adventures of Tugboat Annie* is being produced in Canada and *New Adventures of Charlie Chan* in England and on the Continent.

Mr. Gordon stated that no executive changes whatsoever are contemplated at this time. Michael M. Sillerman will continue as TPA's executive vice president and Leon Fromkess, in the Hollywood office, as vice president in charge of production.



MR. GORDON



MR. SMALL

Paramount Nets $2,359,000, $1.18 a Share, for First Half

PARAMOUNT PICTURES Corp. last week reported consolidated net earnings of $2,359,000, or $1.18 a share, for the first half of 1957, as compared with $2,322,000, or $1.12 a share, for the corresponding period of 1956. Paramount estimated that for the quarter ended June 30, earnings per share would rise to $0.53 as against $0.45 in the 1956 quarter.

ABC Film Marks Overseas Sales

SALES on five program series in four foreign countries have been completed by ABC Film Syndication during the past two weeks, it was announced last week by George T. Shupert, president of ABC Film Syndication.

Highlighting the sales effort was the signing of Corona Brewing Corp., San Juan, P. R., to sponsor Spanish versions of *Code 3* and *Sheena, Queen of the Jungle* in all Puerto Rico. Sale was made through Young & Rubicam, San Juan. Both series are scheduled to start in mid-September on stations to be announced later.

Other foreign sales were to DLAG-TV Manila, P. I., on *Code 3, Racket Squad* and *Sheena;* Spanish version of *The Three Musketeers* to Lee Optical Co. for WAPA-TV San Juan and WORA-TV Mayaguez, P. R., *Passport to Danger* to Viceroy cigarettes for YVLV-TV Caracas, Venezuela, and to Ford Motor Co. for TBOL-TV Guatemala City, Guatemala.

Wonderful Productions Formed

FORMATION of Willie Wonderful Productions Inc. as distributor of the *Willie Wonderful* animated tv film series was announced last week by Robert C. De Vinny, president. The package consists of more than 40 four-to-five-minute episodes and will be made available immediately to tv stations. Temporary offices are at 230 Latrobe St., Northfield, Ill., with headquarters in New York to be opened shortly. Mr. De Vinny reported his company has purchased the *Willie Wonderful* package outright from producer Eddie Bracken and that the series has been shown in fewer than 10 markets. Plans are to acquire other tv properties, both cartoons and syndicated series.

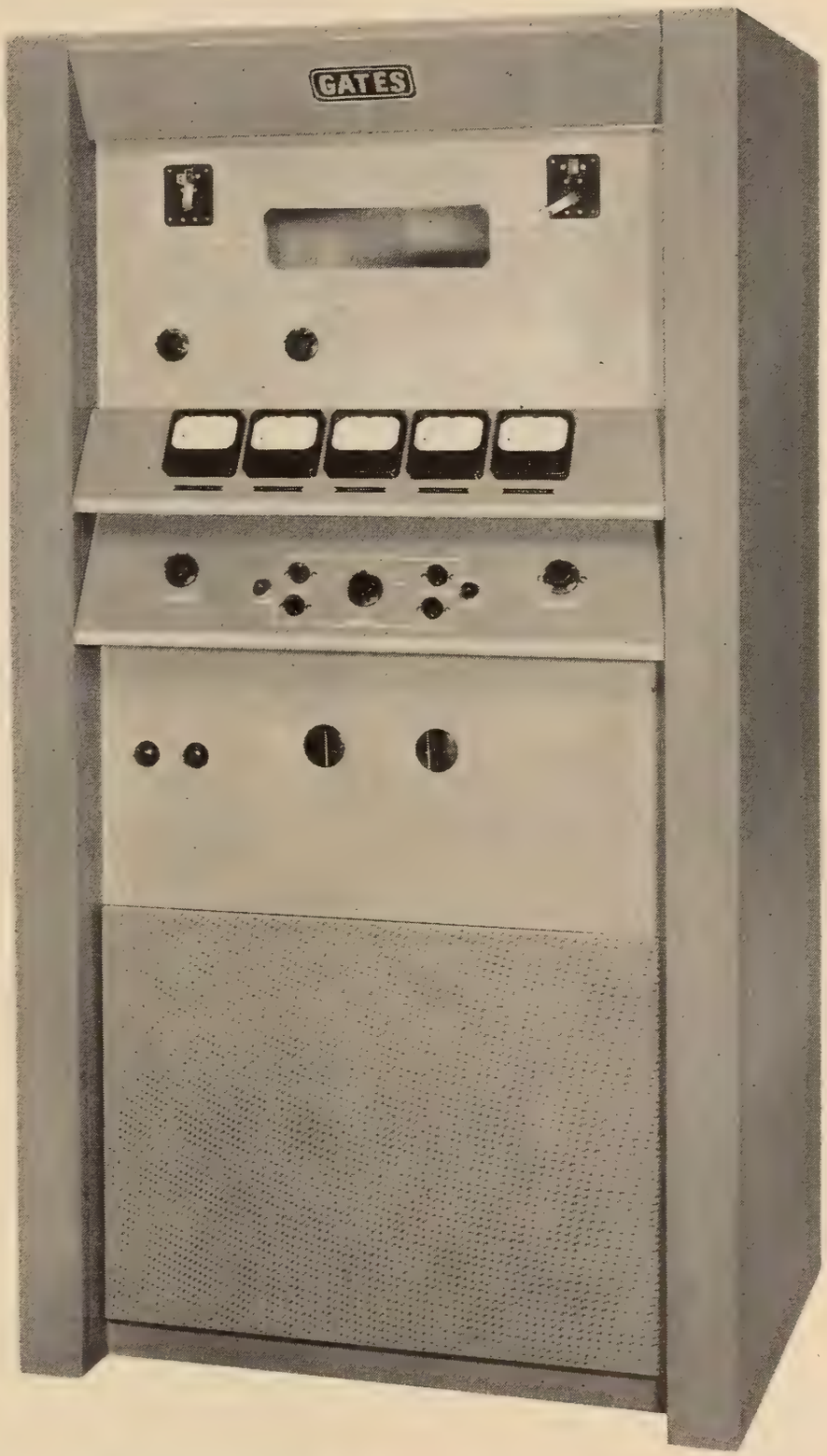
HOW TO ELIMINATE PREMIUM COST WHEN INCREASING POWER

THE GATES BC-250L 250 WATT TRANSMITTER SOLVES THE PROBLEM BY GIVING YOU TWO TRANSMITTERS IN ONE . . .

250 watts today — 1000 watts in 2 hours. Gates BC-250L is actually a 1000 watt broadcast transmitter modified for 250 watts. When higher power comes, a few simple conversion parts do the trick and it takes no more than 120 minutes for the up-power completion. Even holes are drilled for the larger parts while a soldering iron is an unneeded tool. In short, BC-250L was engineered with the knowledge that it would someday be a kilowatt.

About cost? There is no premium! Cost of the Gates BC-250L plus 1KW conversion kit is essentially the same as the 1KW model in the first place. So if you are hoping for higher power and limping along now, limp no longer! You can have the world's biggest quarter-kilowatter convertible to broadcasting's finest and newest full-fledged kilowatter at no premium cost when the time comes.

Model BC-250L broadcast transmitter $2995.00 with tubes, crystal and oven. Conversion kit to 500 watts $1133.00. Conversion kit to 1000 watts $1728.00. Prices F.O.B. Quincy, Illinois



GATES

The Mark of Quality

GATES RADIO COMPANY, Quincy, Ill., U.S.A.

MANUFACTURING ENGINEERS SINCE 1922

OFFICES — NEW YORK - WASHINGTON D. C. - LOS ANGELES - HOUSTON - ATLANTA
INTERNATIONAL DIV., 13 East 40th St., New York City — In Canada, CANADIAN MARCONI COMPANY

THE HIGHEST TOWER in Eastern U.S.
(4th highest in the world)
is being erected right now at
Augusta, Ga.

1292 feet above ground
1375 feet above average terrain
1677 feet above sea level

* * *

1½ million people in 100 microvolt contour
OVER 1 million in Grade B

* * *

Over twice the TV homes of the other Augusta TV station

* * *

THE SOUTH'S NEW & GREATEST AREA STATION

* * *

100,000 watts
low band VHF
NBC & ABC networks



WJBF
CHANNEL 6 AUGUSTA

Represented by Avery-Knodel, Inc.

GOVERNMENT

Appeals Court Gets First Deintermixture

THE first court test of the FCC's deintermixture rulings involving a station already on the air was submitted last week to a three-judge appeals court in Washington.

Asking that Commission action be stayed —pending full-scale court litigation on the merits—was ch. 7 WTVW (TV) Evansville, Ind. It asked the court to halt the FCC's order deleting ch. 9 from Hatfield, Ind., and the show cause order proposing to modify WTVW's license from ch. 7 to ch. 31 and move ch. 7 from Evansville to Louisville, Ky.

The argument was heard by Circuit Judges Henry W. Edgerton, David L. Bazelon and Charles Fahy. Arguing in behalf of WTVW was Edward P. Morgan; for the FCC, Douglas McCarter, and for now-dark WKLO-TV Louisville, J. Roger Wollenberg.

Mr. Morgan stressed that the FCC had never specifically proposed in rulemaking that ch. 9 be moved from Hatfield to Evansville and specified as a reserved, educational, non-commercial channel. He said if that move was permitted, it would prejudge the show cause adjudicatory hearing on whether or not WTVW should move from ch. 7 to ch. 31. He said WTVW has spent $750,000 in construction and lost more than $450,000 since it began operating in August 1956. WTVW is an ABC affiliate.

Mr. McCarter opposed the grant of a stay on the ground WTVW is asking for court relief prematurely—since the final action on the WTVW show cause order was still to be issued after the hearing, if then.

The Evansville move is one of several in which the FCC has ordered single vhf channels out of cities to make them predominantly uhf. Others, also ordered early this year, involve the moves of ch. 12 from Fresno to Santa Barbara, Calif.; ch. 2 from Springfield, Ill., to St. Louis, Mo., and ch. 8 from Peoria to Rock Island, Ill. These are all in various stages of litigation, before the FCC and the courts. In addition to these vhf deletions, the FCC added vhf channels to a number of cities, such as New Orleans, Norfolk, Miami and Beaumont-Port Arthur, Tex.

Above-890-Mc Resumption To See Only Few Witnesses

A MERE handful of witnesses are expected to testify at the FCC hearing on use of the spectrum above 890 mc when the proceedings resume Sept. 30.

FCC members have been listening to a wide variety of testimony as to who needs what part of the spectrum most since last June, but the hearings are suspended during the customary August recess. Next month, the Electronic Industries Assn. (formerly RETMA) will make its case. So will another representative from Raytheon Manufacturing Co., and perhaps one or two others.

The last testimony regarding broadcasting came from consulting engineer A. Earl Cullum, Jr., who two weeks ago described microwave needs for an educational tv network that would involve 16 southern states and cover "more than 300 accredited colleges and universities."

The closed circuit arrangement would take instructional programs from approximately 32 schools, require "a minimum of five program circuits," and operate for at least six hours a day.

Dr. Robert C. Anderson, director of the Southern Regional Educational Board, told the commissioners such a network might cost $22,500,000, "which will be only about 6% of the region's operating expenditures for instruction."

Senate Confirms Ford For Membership on FCC

THE nomination of Frederick W. Ford to become a member of the FCC was confirmed by the Senate last Monday during a brief respite in the civil rights debate. Mr. Ford had been appointed by President Eisenhower early last month [B•T, July 8] to fill the vacancy created with the expiration of then Chairman George C. McConnaughey's term.

Mr. Ford, 47-year-old attorney from West Virginia, will come to the Commission from the post of Assistant Deputy Attorney General at the Dept. of Justice. His nomination was highly praised by members of Congress and the broadcast industry.

Standing between the new commissioner and the start of official FCC duties is the swearing-in ceremony, which will be held "in about two weeks." He formerly was a member of the Commission staff (from 1947-53) and was the first chief of the Broadcast Bureau's hearing division. Returning to the Commission with Mr. Ford will be his secretary, Emma C. Burke, who has held that post since 1951 at both the FCC and Justice.

Comr. John C. Doerfer was named chairman of the Commission late in June [B•T, July 1] when Mr. McConnaughey left June 30 to enter private law practice. Barring a resignation, the next FCC vacancy will be created June 30, 1958, when the term of Democrat Robert T. Bartley expires.

Radio Assoc. Wins Biloxi V

RADIO ASSOC. Inc., Biloxi, Miss. (WVMI), has been granted ch. 13 there because of its "integration of ownership with (fulltime) management," and the broadcasting experience of its principals. The FCC action, taken Aug. 1, was announced last week.

Two initial decisions had already favored Radio Assoc. over WLOX Biloxi. The first was issued in July 1954, but the hearing was reopened for further information. The second was released in June 1956.

Radio Assoc. is controlled by Odes E. Robinson, 62.8% and James H. McKee, 30.4%. WLOX is owned by J. S. Love Jr., 44.6%; Mrs. Joe Ellis Buie Love, 44.6%; and others.

TELEVISION CLEARING HOUSE ANSWERS THE NEED OF TELEVISION STATIONS THROUGHOUT THE COUNTRY FOR SALABLE, ECONOMICAL, LIVE PROGRAMS

TIME SALES MANAGERS APPLAUD T.C.H. ASSISTANCE IN IMPROVING PROGRAM RATINGS

"Experience with T.C.H. programming plan over the last year and a half has increased salability of local shows,"
state Station Managers

Now, in response to requests, T.C.H. announces its newest service:

PRE-FABRICATED, LIVE, EASY-TO-PRODUCE FORMATS, COMPLETELY PACKAGED, WITH THE ELEMENTS OF PHYSICAL PRODUCTION, CREATED BY THE TOP PRODUCERS OF NEW YORK AND HOLLYWOOD AND TAILORED TO THE NEEDS OF THE SALES AND PRODUCTION MANAGERS OF STATIONS

Other Television Clearing House services:

1. Promotions and contests for current local sponsors
2. Building station ratings
3. Supplying retail merchandising ideas
4. Maintaining the largest warehouse of premiums and prizes in the country
5. Aiding participation shows with merchandise and ideas
6. Supplying furniture, props and the physical elements of production
7. Performing the functions of a New York merchandising department
8. INTRODUCING NEW MANUFACTURERS TO MARKETS AND THEREBY ACTING AS AN ADVANCE TIME SALES SCOUT

THERE ARE NO MONETARY REQUIREMENTS

For further information, phone collect or write to:

TELEVISION CLEARING HOUSE, INC.

(Consultants to the Programs of 139 Television Stations)

157 WEST 57TH STREET, NEW YORK, N.Y.

JUDSON 2-6300

Reducing Ads Under FTC Probe—Anderson

THE Federal Trade Commission's Comr. Sigurd Anderson served notice on reducing aid advertisers last week that their ads are under FTC surveillance.

Testifying before a subcommittee of the House Committee on Government Operations investigating advertising, Mr. Anderson named products which, he said, have agreed to discontinue use of mails for advertising and now have entered over-the-counter business, thus coming under FTC jurisdiction. One such, he said, is Wonder Drug Corp. (Regimen). Regimen recently announced an expanded radio-tv spot program through its agency, Kastor, Farrell, Chesley & Clifford, New York [B•T, July 15, 2]. The FTC has not filed a complaint on reducing aids for four years.

Other witnesses called in for the reducing aid ad probe represented the medical profession, National Better Business Bureau, Post Office Dept. and Food & Drug Administration. The session's first witness, Dr. S. William Kalb, Newark, N. J., nutritionist, was asked about "RDX" tablets, which last year spent $170,350 on television spot. He took one of the pills himself and passed a box around to committee members, remarking that it tastes "very good" and is harmless but won't kill appetite. He said the government should "clamp down" on misleading claims. Dr. Kalb and succeeding witnesses testified that the only way to lose weight is by dieting. Other witnesses repeated a charge by the subcommittee chairman, Rep. John A. Blatnik (D-Minn.), that most reducing aids are worthless, and added that some are dangerous.

A staff spokesman for the Blatnik subcommittee said last week that he hopes to have two interim reports ready before Congress adjourns (possibly the end of this month). One will deal with reducing aids and another with the probe of cigarette advertising conducted in July. At the cigarette inquiry FTC Comr. Robert T. Secrest promised a "fresh approach" by his agency to cigarette ad policing, to be led off by a survey to find what ad terminology means to consumers.

Other subjects the Blatnik subcommittee intends to go into included tranquilizers, health and accident insurance, and administration of the FTC. These are all in preliminary investigation stage. Hearing dates will be announced later.

Schick, FTC Sign Consent Prohibiting Contested Ads

SCHICK Inc. (razors), Lancaster, Pa., and the Federal Trade Commission have signed a consent order prohibiting misrepresentation of a free home trial of the firm's electric razor and from selling used razors as new. The order grew out of an FTC complaint issued April 30.

The complaint cited commercials on network telecasts and other media and alleged that Schick was reconditioning returned razors and selling them as new. According to the FTC, some Schick dealers were unwilling to provide free home trial of the razor, as advertisements promised, nor had Schick required that all do so.

The order does not constitute an admission of any violation of the law.

Magnuson Asks FCC Intention On Fm Switch to Multiplex

SEN. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, last week asked the FCC what it plans to do about the current fm simplex-multiplex situation. He noted the Commission has extended the deadline for fm stations to switch from simplex to multiplex operation because equipment for the latter system has not been available.

The current extension expires Jan. 1, 1957 [B•T, June 17], and is the third such reprieve given fm outlets. First ordered to switch to multiplex operation in March 1955, they were given until July 1, 1956, to comply. This deadline later was extended one year and the latest ruling added another six months for simplex operation.

Using multiplex, an fm station can transmit functional music to business houses simultaneously with its regular programming; under simplex only one program can be carried at a time.



Comments Back Plan For Uhf Boosters

FURTHER favorable comments have arrived at the FCC praising the Commission's proposals to permit boosters in remote areas for uhf stations [B•T, Aug. 5].

FCC officials have endorsed their use under certain restrictions such as the requirement that they stay on the same channels with mother stations where signals are merely amplified or retransmitted.

ABC approved. So did NBC, which said, "There is a real need for co-channel boosters." But CBS went along with modifications, one of which called for a "less severe burden" on station management than being required to make official identification booster breaks during actual programs.

Electronic Industries Assn. (formerly RETMA) wanted the Commission to go ahead with its would-be authorizations. It commended "the accomplishments of the Commission in its continued efforts to help the uhf tv broadcaster."

Another such was the Joint Council On Educational Television, which said the proposals were justified for "severely handicapped" uhfs. But it questioned the merits of locating boosters within 68-mile ranges which it said "may cause objectionable interference." Because of this, JCET inquired whether other spacing requirements might be considered.

A handful of uhf stations were all for the idea: WTVP (TV) Decatur, Ill.; WSEE (TV) Erie, Pa.; WNAO-TV Raleigh, N. C.; and KCOR-TV San Antonio, Tex. They told the FCC it would improve uhf coverage by filling in shadow areas, encourage greater use of uhf channels, and "in some instances, provide a broader financial base for operating uhf stations."

WBRE-TV Wilkes-Barre, Pa., and WANE-TV Fort Wayne said they were "in full accord," but asked for less stringent monitoring regulations to cut costs.

The Washington State Reflector Assn. wanted the boosters, but demanded similar rulemaking for vhfs, and said they would work out in the Northwest with proper controls.

In this connection, the FCC two weeks ago decided to let vhf booster supporters at least try to show they are feasible, and written proof is due by Oct. 1.

House Passes Bill to Reduce 'Cabaret' Tax From 20% to 10%

THE House last week passed, by an overwhelming voice vote, a bill (HR 17) which would reduce the "cabaret" tax, levied against eating and drinking establishments which provide entertainment or live music, from 20 to 10%.

Proponents of the bill argued the 20% tax is curtailing the employment of musicians and entertainers. Increased employment, they said, would help make up the estimated $21 million in taxes which would be lost annually by the Treasury Dept. if the measure is made a law.

James C. Petrillo, president of the American Federation of Musicians, praised the House action as "gratifying." The bill was sent to the Senate and referred to the Finance Committee. There reportedly is little chance of Senate action on the bill during the present session of Congress.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION 0

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57). Cheboygan, Mich., ch. 4 (6-21-57).

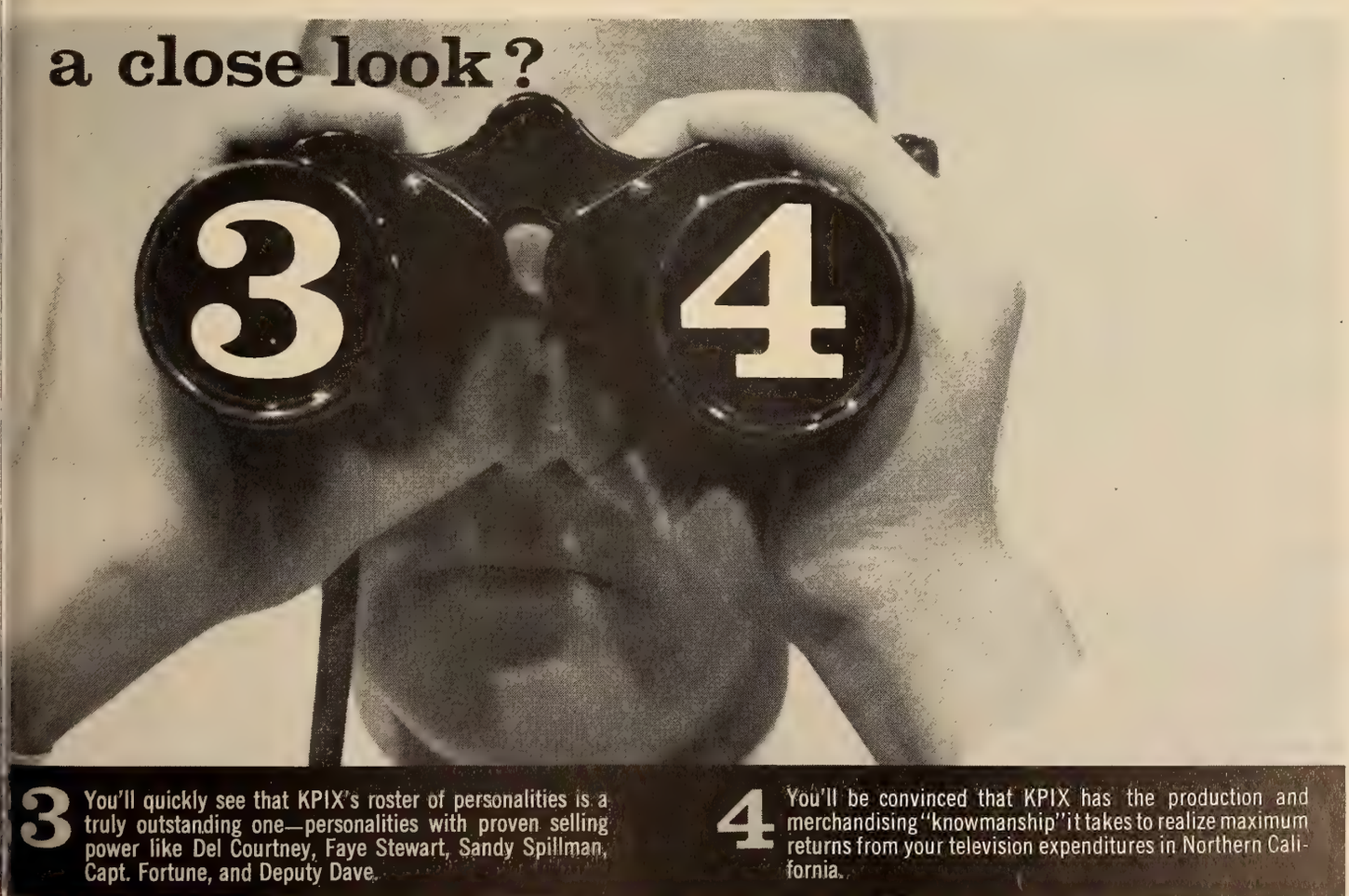
IN HEARING 10

Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Butte, Mont., ch. 6; Ogden, Utah, ch. 9 (7-3-57); Buffalo, N. Y., ch. 7 (9-24-56); Baton Rouge, La., ch. 18 (7-11-57); Elko, Nev., ch. 10 (7-11-57); Beaumont-Port Arthur, Tex., ch. 12.

IN COURT: 5

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10; St. Louis, ch. 11; Boston, ch. 5.



PIMITEOUI*
NOW TOPS
82 MAJOR
TV MARKETS
WITH 30.4
SETS-IN-USE
SCORE!
*OLD INDIAN WORD FOR PEORIA AREA MEANING "LAND OF PLENTY"

Your commercials have greater **impact** on the Peoria area (Illinois' 2nd big market) than on New York, Chicago, Los Angeles, Philadelphia, St. Louis, San Francisco or 76 other big TV market areas! Sets-in-use actually **average** 30.4% — sign-on to sign-off—one of the nation's most phenomenal ratings! (ARB Jan., Feb., Mar., '57)

And in the Peoria area, one station has the top programs, the top power (500,000 watts), the top tower (660 feet) and the top ratings:

	AVERAGE RATINGS		QUARTER-HOUR DOMINATION	
	WTVH	Station B	WTVH	Station B
Morning	9.1	7.2	71	38
Afternoon	12.1	11.2	87	75
Evening	30.1	21.5	133	33

(ARB 3/57)

abc
WTVH
CHANNEL 19
PEORIA, ILLINOIS
affiliated with PEORIA JOURNAL STAR
EDW. PETRY & CO.
NATIONAL REPS

Chelf, Sikes Introduce Bills To Save the Songs Dixie Loves

CONGRESSIONAL activity on the summer's big musical issue, whether network censorship of certain allegedly offensive words in Stephen Foster and other songs is proper [B•T, Aug. 5], blossomed forth last week with traditional Dixie fervor.

• Rep. Frank Chelf (D-Ky.) and Rep. Robert Sikes (D-Fla.) introduced identical bills in the House "to prevent the unauthorized censorship by broadcasting, television, telephone, telegraph, and all similar companies, or networks, of songs, tunes, words, lyrics, and other material and things . . ." In seeking support for his measure, Congressman Chelf wrote letters to all the members of the House Commerce Committee, to which the bills were referred (asking): "Have we become so mercenary in America that in order for a sponsor to sell Upchuck's Burp Pills or Doblows Anti-Smell Underarm Gue that we have to rewrite or destroy the songs that your father and mother and their parents loved and cherished?"

• Rep. Oren Harris (D-Ark.) House Commerce Committee chairman, sent a letter to the networks and the NARTB in which he reportedly pointed out that his committee has been asked to investigate these alleged "censorship" practices.

Although not publicly released, Rep. Harris is understood to have told the networks that if this allegation is true, it raises serious questions and such "censorship" is an arbitrary action of the networks not supported by the licensees. He reportedly asked for any assistance and comments they might care to make.

Reps. Chelf and Sikes, along with three other southern congressmen, called for such an investigation three weeks ago [B•T, July 29].

Meanwhile, the networks still appeared surprised that all this apparant heat has been generated of late over a song-editing practice they have followed for more than 20 years.

Newsmen at Atomic Tests To Get On-scene Tv Coverage

NEWSMEN miles from the blast site at next Monday's atomic tests in Nevada will be able to view the event fully and immediately through the use of tv cameras strategically placed about the operation, according to an announcement from the Pentagon last week.

Army Signal Corps personnel will set up the first tv monitoring system ever used for representatives of the news media at Camp Desert Rock. Previously, newsmen had to be content with "blind" trench-sitting 15 miles from the A-Bomb blast.

It was reported remote telecasts will be handled from three positions during the exercises. There will be pictures from trenches where participating troops will be stationed, and a pickup from the helicopter landing area from which the soldiers later will be flown to the blast site. Spectators also will view pictures taken from a plane which, when safety permits, will hover over the target area.

The entire tv operation will be narrated by Master Sergeant Stuart Queen. It is expected information will be gained through the use of tv to provide further insight into the effect of such explosions on various types of television equipment.

Oberfelder Co. Pays $167,926 For WKIX-AM-FM Raleigh, N. C.

TED OBERFELDER Broadcasting Co., New York, last week filed an application with the FCC to buy WKIX-AM-FM Raleigh, N. C., for $167,926 from J. W. English, G. J. Mead, J. J. Boland Jr. and J. P. McBrier, each owning 14.8%, and others.

The four sellers, who also have interests in WSEE (TV) Erie, Pa., told the Commission they wanted to sell out to concentrate more on the operation of their remaining station interests, WNAO-TV Raleigh.

Oberfelder, a new corporation, includes Theodore I. Oberfelder, who before committing himself to 25% was once sales vice president of WABC-TV New York. He joined Burke-Stuart as president May 1, 1956, and left June 15 this year.

His partners are L. B. Frutkin, 12½%; B. N. Rippe, 12½%; L. P. Randell, 25%; and N. R. Glenns, 25%. WKIX (850 kc, 10 kw) lost $5,267.63 in June, and almost as much in the two previous months, according to a balance sheet it filed with the FCC.

Sandstrom Tells Congressman What Action FCC Should Take

NOTICE to the FCC: Thad M. Sandstrom, general manager of WIBW-AM-TV Topeka, Kan., has three suggested improvements "from the standpoint of the radio-tv industry." They are:

1. Lessening of the Commission's paperwork load. He said this has shown considerable improvement in the past 10 years, but he feels the Commission at times calls for information "that is really none of its business."

2. Extension of the broadcast licensing period from three to five years.

3. Remote control operation for directional stations. He said the smaller stations using directional antennas "certainly have been burdened by the Commission's slowness in acting on this regulation" and that remote control operation of such stations is a "must."

Mr. Sandstrom's proposals, all of which have been sought by broadcasters for sometime, were made in a letter to Rep. William H. Avery (R-Kan.). In making his recommendations, Mr. Sandstrom praised the FCC's progress during the administration of former Chairman George C. McConnaughey.

"While many of us in the radio and tele-

Chedo Chuckovich

He's one of the few who got a second chance

"I'm Chedo Chuckovich, lucky to live in America.

"For I have also been Chedo Chuckovich, man without a country.



"I was born in Belgrade, Yugoslavia. My father was co-owner of the Serbian-American National Bank. I had been educated in schools in France and Switzerland, and planned on a career in diplomacy.

"When I was 17, the Germans invaded my country. I fled with my family into the hills, and joined the guerillas. My father was killed. My brother was killed. I was wounded and taken prisoner, and starved for five years in a Nazi concentration camp.

"Two weeks before the war's end, the Canadians freed me. My family was dead or scattered. Our property had been



CHEDO, AFTER CONCENTRATION CAMPS

confiscated. The Communists had taken over Yugoslavia. I was a man without a country.

"But I was one of the lucky displaced persons. Unlike so many of the others, I got to America, and a new start.

"Today I am in business for myself, a Union Oil dealer in Pacific Palisades, California. I have money in the bank, a home, a car. I have the respect of my neighbors. I have friends and a future again. I will soon be an American citizen.

"I will work at my citizenship because I learned the hard way you can't take it for granted. You have to earn it.

"I know, because I'm one of the few who got a second chance at freedom."



CHEDO CHUCKOVICH: "YOU CAN'T TAKE YOUR FREEDOM FOR GRANTED."



Chedo's life underlines a basic truth, we believe: Wherever men would remain free, they must remain alert.



For any concentration of power in the hands of a few—whether they be business men, financiers, industrialists, government officials or labor leaders—is, inevitably, at the expense of the majority.

YOUR COMMENTS ARE INVITED. *Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL



Date at 8 . . .

in New York, Dallas, Denver—and points west!

WANT PRIME TIME from coast to coast? *With film, it's easy!* Scheduling is a breeze. No star worries—no dangers of "slips" or fluffs, either. What's more, you can rehearse to your heart's content, film your show, edit and pre-test for maximum effectiveness. Yes, you make time and save money . . . when you USE EASTMAN FILM.

For complete information write to Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division	*Midwest Division*	*West Coast Division*
342 Madison Ave.	130 East Randolph Drive	6706 Santa Monica Blvd.
New York 17, N. Y.	Chicago 1, Ill.	Hollywood 38, Calif.

or W. J. GERMAN, Inc.

Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Shoot it IN COLOR . . . You'll be glad you did!



vision industry have been critical of the Commission in the past, and probably will continue to be in the future, it is my feeling that the Commission, basically, has done a good job," he said.

Rep. Avery, a member of the House Commerce Committee, called for "serious consideration" of the letter and had it made a part of the *Congressional Record*.

Road Show 'Conflicts'—Green

BEN A. GREEN, editor of *Country and Western Jamboree* magazine, last week circulated a letter to country music disc jockeys, and others connected with country music, protesting Philip Morris Co.'s free country music show currently touring the nation. Attached to the letter is a copy of a statement Mr. Green filed with Rep. Emanuel Celler (D-N. Y.), chairman of the House Antitrust Subcommittee. In the statement Mr. Green charges the Philip Morris show with being in "direct conflict with independent operators including artists, promoters, radio station managers, disc jockeys and talent managers."

Daylight Saving Ban Would Cut Hours of Many Stations—Elliot

PASSAGE of legislation providing uniform time zones would cut the operating time of some daytime stations as much as 150 hours a year, Chairman Oren Harris (D-Ark.) of the House Interstate & Foreign Commerce Committee was told by Tim Elliot, president of WICE Providence, R. I., and WCUE Akron, Ohio.

The bills limiting or banning Daylight Saving Time (HR 369, 370, 5771) would deny local communities the chance to decide whether they want daylight time, Mr. Elliot wrote. He sent Chairman Harris a copy of an editorial broadcast on WCUE in which his reasons for the stand were outlined.

Nearly a third of U. S. stations are daytime-only outlets signing off at local sunset, Mr. Elliot reminded. Daylight time gives them an extra evening hour, he said. He wrote NARTB President Harold E. Fellows saying association support for the legislation would react against many broadcasters.

PERSONNEL RELATIONS

'Welk' Telecast Canceled In ABC-TV, NABET Dispute

DISPUTE between ABC-TV and the National Assn. of Broadcast Employes and Technicians last Monday resulted in the cancellation of the *Lawrence Welk Show* and in interruptions of various other programs that day from 3-9:45 p.m., when a settlement was reached.

Technicians in New York, Chicago, Los Angeles and San Francisco were ordered to stop work by NABET in what it called "grievance writing sessions." The dispute stemmed from a program begun by ABC-TV last Monday, *American Bandstand* (see IN REVIEW), which originates from WFIL-TV Philadelphia, manned by members of the International Alliance of Theatrical & Stage Employes.

A NABET spokesman said the union's main concern was that for "the first time in tv," a network had transferred a "sizeable" portion of its afternoon programming (seven and one-half hours per week) from a major production center (New York) to an affiliate. If this started a precedent, he continued, and networks shifted more of their programming service from the so-called major centers to smaller cities "to lower production costs" members in unions such as NABET might lose jobs. The settlement reached was that no lay-offs will result because of origination of *American Bandstand* from WFIL-TV and in the future, ABC-TV will consult with NABET before it moves "a strip program" out of a major center for an affiliate origination.

WGAW Buys Building Lot

WRITERS Guild of America, West, has purchased the northeast corner of Beverly Blvd. and Almont Dr., Los Angeles, for $90,000 as a site for the organization's own building. Total cost of land and building is estimated at about $250,000, to be financed in part by bond subscriptions to the members, plus a $50,000 loan made to the guild by its Screenwriters Branch.

Building committee, headed by Frank Nugent, is aiming at completion of the new building by next March, when the guild's lease for its present quarters on Sunset Boulevard expires, although no architect has been named nor has the guild decided whether the building should house other tenants or be used exclusively for the guild's own quarters.

Movies Stall in Talks With AFM

MAJOR motion picture producers were unsuccessful last week during a series of meetings with officials of the American Federation of Musicians in their efforts to persuade the AFM to reduce fees on films sold to television. Producers have been seeking a reduction in the contribution they make to the Music Performance Trust Funds, amounting to 5% of the gross revenues of films sold to tv. AFM President James C. Petrillo is reported to have told the producers he can make no concession in the current fees unless producers can offer "an acceptable formula" that will not work to the detriment of musicians.

CBS Photo Unit Gets Raise

THE eight employes of the CBS photographic department in Hollywood (still photographers, lab technicians and retouchers) got a $10 a week raise under a new two-year contract between the network and IBEW's Hollywood Local (45). The pact, retroactive to July 1, 1957, is the first to be negotiated for this group which serves both the radio and tv networks.

L.A. TOLL TV PLANS HIT SNAGS

- **City Council postpones action on Skiatron franchise**
- **ITC-Fox bid delayed on question of antitrust violation**

CLOSED-CIRCUIT toll tv ran into official tape in Los Angeles last week as the City Council canceled its proposal to advertise Skiatron's franchise [B•T, July 22] for bids, returnable Aug. 21.

The council postponed all action on toll tv until Sept. 18. The action was a sequel to a ruling handed down the day before by the city's Board of Public Utilities & Transporation. The board had refused to recommend to the council the joint application of International Telemeter Corp. and Fox West Coast Theatres for a second closed-circuit tv franchise.

The board in addition had asked International and Fox to return Aug. 27 when they will be asked to show that a franchise issued to them would not violate antitrust provisions of Justice Dept. consent decrees.

The issue was raised in a telegram sent to the five members of the board by Skiatron Electronics & Tv Corp. reading in part: "We are advised that International Telemeter Inc. is substantially a wholy-owned subsidiary of Paramount Pictures Inc.; that Fox West Coast Theatres Corp. is a wholly-owned subsidiary of National Theatres Corp.; and that both Paramount Pictures Inc. and National Theatres Corp. presently are operating their businesses under decrees of the United States District Court based upon violations of the federal antitrust laws. We are further advised that these court decrees prohibit National Theatres Corp. from in any way engaging in the distribution of motion pictures . . . and in general that said decrees restrain both companies from separately or jointly expanding in the field of motion picture exhibition.

"It would appear therefore that serious legal and economic problems may arise as to the right of Paramount Pictures Inc. or National Theatres Corp. or their subsidiaries, separately or jointly, directly or indirectly, seeking, obtaining or operating under a franchise for a closed-circuit television system for the city of Los Angeles and that the granting of the franchise itself may be in violation of the federal court decrees referred to above. . . ."

(Skiatron Electronics & Tv Corp. developed the toll tv system which its U. S. licensee, Skiatron Tv Inc., proposes to install in Los Angeles homes if it is the "highest acceptable bidder" for the franchise authorized by the City of Los Angeles in response to the Skiatron Tv Inc. application [B•T, July 29].)

Reading of the Skiatron telegram followed a presentation by Lawrence A. Peters, attorney for Fox West Coast Theatres, in support of the joint application, in which Mr. Peters said that motion pictures will comprise the major part of the program fare if the franchise is granted. He protested that the consent decrees dealt solely with the exhibition of motion pictures in theatres, a contention denied by Skiatron attorney Harry B. Swerdlow. Mr. Swerdlow argued that if Fox West Coast Theatres had to get the court's permission to build new theatres with relatively small seating capacity, such permission would certainly be needed for a plan to take motion pictures into millions of homes.

Answering a question from board member Ned Redding as to how the board should proceed, Mr. Swerdlow suggested the U. S. Attorney General be asked whether the proposed franchise would or would not violate the consent decrees. This suggestion brought immediate reactions from Alan Campbell of the Los Angeles city attorney's office as well as from representatives of Telemeter and Fox West Coast, who felt that months, possibly years, would elapse before an answer could be obtained. Mr. Campbell gave his opinion that the city need not consider whether a franchise to the joint applicants would violate the consent decrees they had signed or not, stating that if the courts should subsequently rule that it was a violation there would be no blame on the city.

When the four board members present split two to two on recommending that a franchise be granted to Telemeter-Fox West Coast by the city council, protests that this in effect was granting an exclusive franchise to Skiatron won the joint applicants the chance for a reappearance before the board in three weeks' time.

In postponing its own plans to advertise the Skiatron franchise for sale [B•T, July 29], the City Council members clearly expressed their surprise at the failure of the Board of Public Utilities & Transportation to recommend that Telemeter-Fox West Coast also be given a franchise for a closed-circuit tv system. Resentment also was expressed at Skiatron for a move that several council members described as an attempt to gain a monopoly by turning the non-exclusive franchise approved by the council into an exclusive one.

The council approved an amendment offered by the city attorney in the wording of the time of performance section (2.4) of the franchise to read as follows: "If the installation of a closed-circuit system shall not be commenced within two years after the effective date of this franchise, and extensions and service pursued with due diligence thereafter, failure to so commence and offer service shall be grounds for termination of the rights and privilege of this franchise."

Allows for FCC Action

Approval followed the explanation that the amendment was designed to clarify the language of the section which would relieve the franchise grantee of responsibility for proceeding with the installation of a wired system if in the meantime the FCC approves the broadcast transmission of pay tv program service and so renders a wired service impractical and uneconomic. In such event, the grantee would be allowed to terminate his franchise without forfeiting the $100,000 faithful performance bond the city requires him to post.

In his report to stockholders of National Theatres Inc., E. C. Rhoden, president, included a paragraph of subscription television: "Much publicity is being given currently to proposed television systems involving payments by home viewers through coin boxes or other arrangements. There are many problems involved in so-called pay-tv and its economic feasibility is yet to be demonstrated. However, we are keeping in close touch with developments in this field and are prepared to take definite steps if it appears desirable."

Earnings of National Theatres for the 39 weeks ended June 25 were almost exactly the same as for the like period of 1956, this year's net income of $1,365,820 amounting to 51 cents a share of outstanding stock, the same per share income derived from the $1,378,974 net for the first 39 weeks of 1956. Theatre gross income for the 39 weeks ended June 25, 1957, was $40,909,966 compared with $40,020,250 for the same period of the year before.

SNI to Telecast Browns' Games

SPORTS Network Inc. again will telecast all Cleveland Browns' football games starting this fall on a lineup of stations still uncompleted, it was announced last week by Richard Bailey, president of SNI. Carling Brewing Co. has signed to sponsor the sched-

Among Us Towers



. . . the tower with the SALES power in Oklahoma

ule in 13 markets and Standard Oil Co. of Ohio in about 30 markets, Mr. Bailey reported. The 12-game schedule opens Sept. 29 and runs through Dec. 15. SNI also telecast the Brown's 1956 games.

Tv Guide Creates Eight Regions, Names Managers in Realignment

THE *Tv Guide*, Philadelphia, last week established eight regions and appointed managers to administer 49 editions of the magazine published in this country and Canada.

New regions and executives in charge:

Northeastern region, headquarters, Boston. Thomas J. McDonough, manager of the New England edition, named regional manager. In the region are New England, Connecticut Valley, Lake Ontario, St. Lawrence and New York State editions.

Middle Atlantic, headquarters, New York City. Christopher J. Bodkin Jr., manager of the New York metropolitan edition, appointed regional manager. Editions: New York metropolitan, Philadelphia, Washington-Baltimore, Virginia, Wilkes-Barre-Scranton, Hazleton-Williamsport and Pittsburgh.

Southeastern, headquarters, Atlanta. Benjamin Miller, manager of the Houston-Galveston edition, to regional manager. Editions: Georgia, North Carolina, Gulf Coast, Louisiana, Tennessee, Alabama, South Carolina and Florida.

Midwest, headquarters, Chicago. James Green, manager of the Lake Ontario edition, to regional manager. Editions: Chicago, Michigan, Cleveland and Detroit.

Mid-Central, headquarters, Cincinnati. Charles Pritchett, southern Ohio edition manager, to regional manager. Editions: southern Ohio, Indiana, West Virginia and Kentucky.

South Central, headquarters, Kansas City. Kent Armstrong, Kansas City manager, to regional manager. Editions: Kansas City, St. Louis, Wichita, Missouri, Oklahoma, Dallas-Fort Worth, Colorado and Houston-Galveston.

North Central, headquarters, Davenport, Iowa. Lee Salberg, manager of the Wisconsin edition, to regional manager. Editions: Wisconsin, Illinois, Iowa, Nebraska, Minnesota and Minneapolis-St. Paul.

Pacific Coast, headquarters, Los Angeles. Jack Sullivan, manager of the North Central regional office, Davenport, to regional manager. Editions: southern, central and northern California, Oregon, eastern and western Washington state.

TNT Signs 51 Theatres for Bout

FIFTY-ONE theatres already have signed for the Theatre Network Television closed-circuit telecast of the middleweight championship fight between Ray Robinson and Carmen Basillio on Sept. 23, it was announced last week by Nathan L. Halpern, TNT president. Mr. Halpern said he believes another 100 theatres will be added to the lineup for the bout which will be held at the Yankee Stadium in New York.

Move to S.F. Would Help Giants, Stoneham Tells Stockholders

INDICATIONS that the New York Giants are highly disposed toward transferring the club's franchise to San Francisco were given at a stockholders meeting in Jersey City last week when Horace Stoneham, president, reported that closed-circuit tv guarantees alone "will double our radio and television income."

Although Mr. Stoneham told newsmen after the closed meeting that "nothing definite" has been set on moving to San Francisco, he was reported to have been "very enthusiastic" during the stockholder's session about relocating in the West. One observer said Mr. Stoneham referred to an agreement with Skiatron Tv, providing for closed-circuit telecasting of the Giant games. Mr. Stoneham was said to have repeated what he told the Celler Committee on Capitol Hill several weeks ago [B•T, July 22]—the Giants will receive about double the radio-tv income from closed-circuit tv in San Francisco. He told the Celler Committee the Giants received $730,593 from radio-tv in 1956.

Mr. Stoneham expects to receive "a letter of intent" from San Francisco city officials within a week, he told stockholders. He added that a meeting of the board of directors of the club would be held later this week to decide on any possible transfer.



TV in Fresno --

the big inland California market -- means

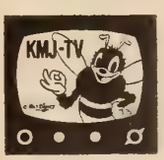
KMJ-TV

Best local programs **Basic NBC-TV affiliate**





Paul H. Raymer Co.,
National Representative



ALL TEN

OF THE

TOP TEN

PLUS

24 of the

TOP 25

ON

WSAZ-TV

In the June 1957 ARB survey of the 110 county area served by Huntington Charleston television . . .

WSAZ-TV PROGRAMS ARE WAY OUT IN FRONT

1 THE FORD SHOW
2 THE PERRY COMO SHOW
3 YOUR HIT PARADE
4 THE LORETTA YOUNG SHOW
5 THE CHEVY SHOW
6 THE PEOPLE'S CHOICE
7 FATHER KNOWS BEST
8 THE STEVE ALLEN SHOW
9 TWENTY ONE
10 THIS IS YOUR LIFE



HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

WGH-FM Announces Meeting Sept. 26-27 on Multiplexing

WGH-FM Norfolk, Va., has announced a two-day meeting on multiplexing for Sept. 26-27 at the Hotel Chamberlin, Old Point Comfort, Va. Sessions are open to representatives of stations, manufacturers, background music and program suppliers, according to Ambert Dail, assistant manager of WGH-FM, who has invited inquiries.

WGH-FM has been multiplexing for a year and a half and has what it considers one of the largest operations in this field in the U. S. The station holds a Muzak franchise for its territory.

Agenda for the meeting still is being formulated, but it will include seminars and speeches on the still-new field of multiplexing, as well as manufacturers' displays and field trips to WGH-FM installations, Mr. Dail said.

Inquiries may be addressed to Mr. Dail at WGH-FM, 739 Boush St., Norfolk, Va.

CTS Sets Up N. Y. Coaxial Cable

A PERMANENT land coaxial cable has been installed between Closedcircuit Telecasting System's New York studios and the New York telephone company's offices, making it possible for agencies and others to arrange big-screen tv tests on short notice, CTS President Fanshawe Lindsley announced last week.

He said the new facilities, installed by CTS at a cost of more than $40,000, permit CTS to take feeds from any of the three tv networks or from remote originations and present a big-screen projection picture in either color or black-and-white in its studio, which seats up to 80 persons.

Capitol Records Sales Up 37%

CAPITOL RECORDS had an all-time high sales figure of $35,108,401 during the fiscal year ended June 30, up 37% over the previous year's sales, the company reported to stockholders last week. Net income, after $3,533,000 Federal and Canadian income taxes, was $3,239,362, or $6.80 per share of common stock, compared to $3.35 per share for the 1955-56 year.

Telemeter to Show C-C Pay Tv

INTERNATIONAL Telemeter Corp., a subsidiary of Paramount Pictures Corp., starts a series of demonstrations of its closed-circuit pay tv system tomorrow (Tuesday) in New York at the Savoy Plaza Hotel. The demonstrations (about four a day) will continue over a two-week period.

Zucker Announces Program Firm

ARNOLD ZUCKER has announced formation of Community Program Assoc., New Brunswick, N. J. The firm, of which Mr. Zucker is president, offers services to radio stations in local news, promotion, public service and commercial shows. CPA headquarters at 238 Upson Lane in New Brunswick.

Parents Restrict Tv Viewing In Evanston, Ill., Study Shows

IN Evanston, Ill., parents apparently are spending more time watching tv but at the same time are supervising viewing by their children more closely, according to findings in the eighth annual television survey conducted by Paul Witty, professor of education at Northwestern U. Parents and teachers can realize tremendous educational possibilities from tv if they learn to utilize it discriminatingly and wisely, he said.

Among his findings:

(1) Evanston parents average about 20 weekly viewing hours in 1957 compared to 17 last year;

(2) Grade school pupils watch 20 hours per week as against 21 in 1956;

(3) Teen-age students average 12 a week (and some even prefer radio and out-of-home listening);

(4) Teachers view tv about 9 hours each week, as against an average of 12 from 1953-56.

Professor Witty indicated children's viewing hours are below those of other communities because of greater parental control.

Other figures: 96% of children in Evanston and Kenosha County have access to at least one tv set; 95% of teachers there have receivers (compared to 25% in 1951).

Earlier fears of tv's alleged detrimental effects on children have evaporated, Prof. Witty claimed, because in Evanston they read more, (save comic books), get as much sleep and outdoor recreation, and their grades don't suffer because of too much tv. Evanston children still rate *Disneyland* their favorite program; parents prefer *I Love Lucy* as in past years, and teachers like *What's My Line*. As to grades, some children managed better in the classroom because of being stimulated by tv programs, Prof. Witty found.

N.Y.U. Sets Radio-Tv Course

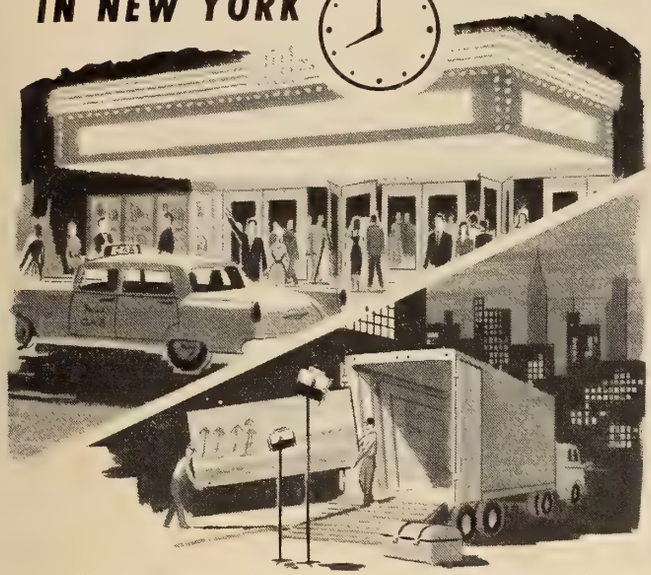
A NEW college course on the operation of a present-day radio station will be offered by the division of general education of New York U. this fall with Sam J. Slate, general manager of WCBS New York, as lecturer. Registration for the course opens Sept. 9 and classwork begins Sept. 30. Mr. Slate will discuss the changing role of the local radio station, covering such areas as programming, management, sales, publicity, promotion and merchandising. He will explore such topics as the FCC, station organization, talent and labor contracts, rate cards and discounts.

Collins Lauds Florida ETC

FLORIDA'S new seven-member Educational Television Commission, formed last month, is part of "one of the most significant steps ever taken by our state," according to Gov. LeRoy Collins, in a statement the week before last. It was further announced that the state legislature has appropriated $600,000 to begin establishment of a state-wide network of educational television stations.

America Relaxes....

IN NEW YORK



"It was a wonderful show"—and motor trucks helped make it so. Scenery, costumes, special lighting and sound equipment — all came by truck . . . *America Relaxes . . .*

IN CHICAGO



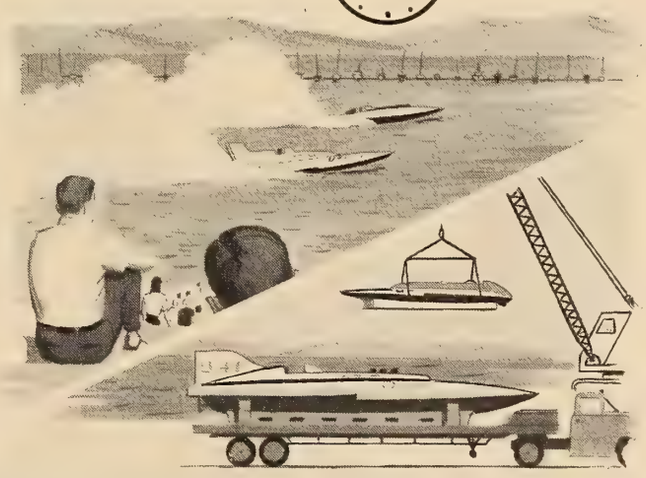
Motor trucks deliver *all* the meats, vegetables, fruits and condiments that go to make up taste-tempting delicacies for discriminating palates . . . *America Relaxes . . .*

IN PHOENIX



"Ride 'Em Cowboy!" is a familiar cry at the colorful Rodeo—and, thanks to trucks and huge livestock vans, there'll be broncos and steers 'a plenty . . . *America Relaxes . . .*

IN SEATTLE

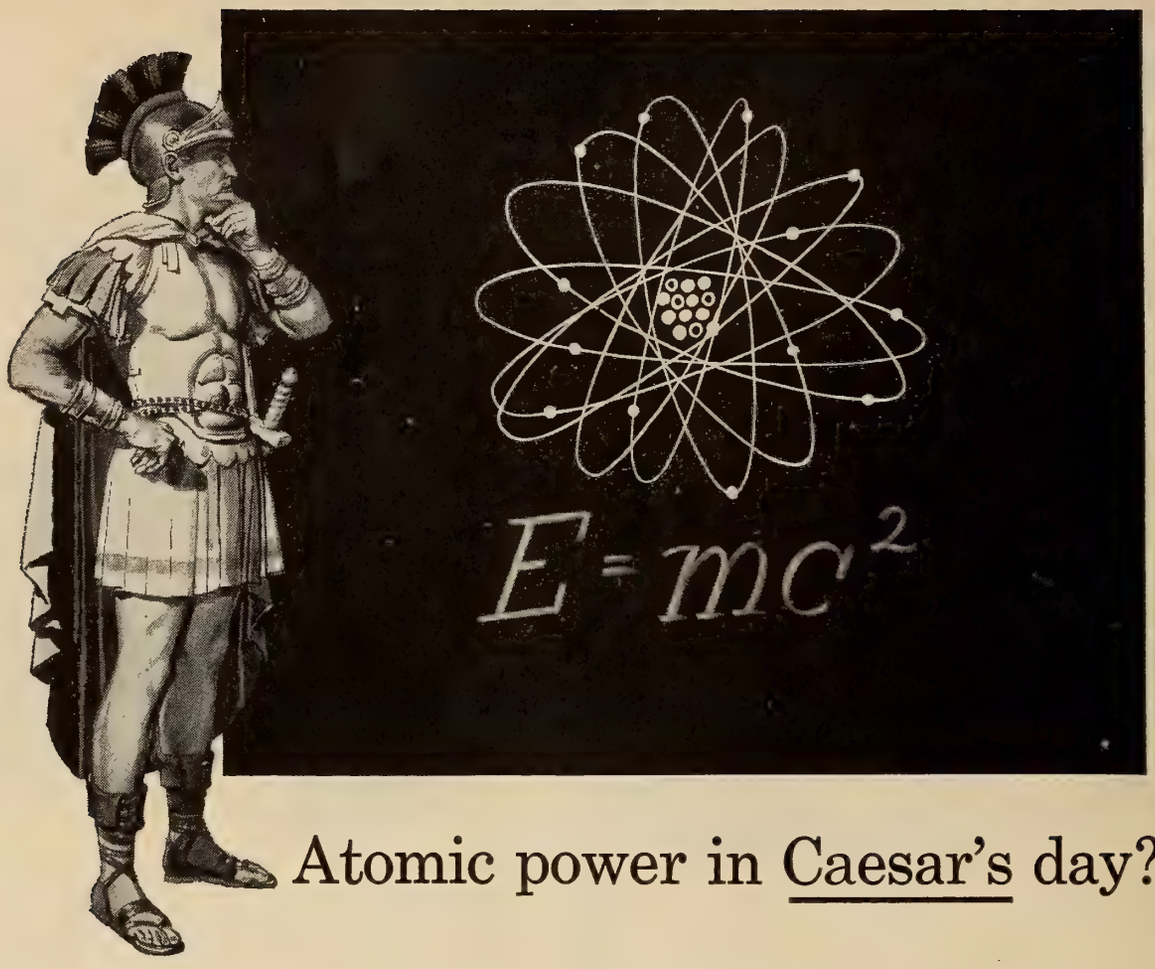


Thousands thrill to the breathtaking speed of cup-winning power boats . . . transported on specially-designed truck-trailers from the four corners of the land . . . *America Relaxes . . .*

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE SHORTEST DISTANCE BETWEEN TWO POINTS IS A TRUCK LINE



Atomic power in Caesar's day?

Certainly!

It was there, in the ground, in the air and water. It always had been. There are no more "raw materials" today than there were when Rome ruled the world.

The only thing new is knowledge . . . knowledge of how to get at and rearrange raw materials. Every invention of modern times was "available" to Rameses, Caesar, Charlemagne.

In this sense, then, we have available *today* in existing raw materials the inventions that can make our lives longer, happier, and inconceivably easier. We need only *knowledge* to bring them into reality.

Could there possibly be a better argument for the strengthening of our *sources* of knowledge—our colleges and universities? Can we possibly deny that the welfare, progress—indeed the very *fate*—of our nation depends on the quality of knowledge generated and transmitted by these institutions of higher learning?

It is almost unbelievable that a society such as ours, which has profited so vastly from an accelerated accumulation of knowledge, should allow anything to threaten the wellsprings of our learning.

Yet this is the case

The crisis that confronts our colleges today threatens to weaken seriously their ability to produce the kind of graduates who can assimilate and carry forward our rich heritage of learning.

The crisis is composed of several elements: a salary scale that is driving away from teaching the kind of mind *most qualified* to teach; overcrowded classrooms; and a mounting pressure for enrollment that will *double* by 1967.

In a very real sense our personal and national progress depends on our colleges. They *must* have our aid.

Help the colleges or universities of your choice. Help them plan for stronger faculties and expansion. The returns will be greater than you think.

If you want to know what the college crisis means to you, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.

HIGHER EDUCATION
KEEP IT BRIGHT

PUBLIC SERVICE ADVERTISING COUNCIL

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BROADCASTING
TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

GE Sets New Checks Of Portable Tv Sets

GENERAL Electric Co. is "proceeding in a positive fashion to eliminate any possibility" of recurring defective portable tv sets, the set manufacturer announced Tuesday.

The statement was issued following a Cook County jury's findings that improper factory assembly led to the accidental electrocution of a six-year-old suburban Chicago boy. It recommended strengthening of safety standards for tv and appliance manufacturers.

The 12-man jury, appointed by Coroner Walter E. McCarron for inquest proceedings, found the receiver "defective in such manner that lethal voltages exist between its cabinet and ground." The youth, Howard Erenstein, of Skokie, Ill., probably died "of electric shock from simultaneous contact with the television set and the grounded metal trim on the kitchen counter top," the jury stated. It continued:

"Since many kinds of portable electrical appliances are being used in the American home in ever increasing numbers, it is highly desirable that safety codes and practices used by the industry be strengthened."

Specifically, there was speculation that "during factory assembly the 135-volt direct current line was accidentally pinched and wedged between the mounting bracket and the vertical holding control."

The GE statement was issued by Herbert Riegelman, general manager of its television receiver department, Syracuse, N. Y., and read:

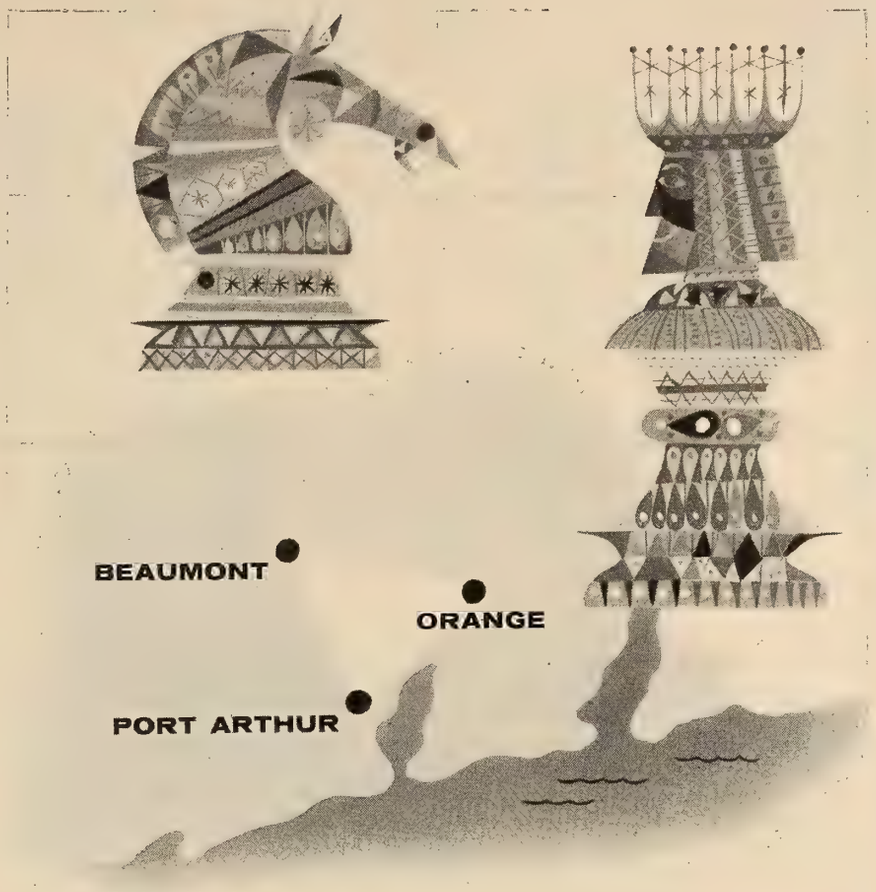
"General Electric has manufactured more than a million portable television receivers and this tragic and regrettable accident is the first of its kind involving one of our sets. . . . We have been unable to determine how this (pinched wire) could have escaped our rigid factory tests. . . ." It also announced its distributors and dealers are prepared to offer free electrical checks to portable tv set owners and urge them to take the opportunity "to assure themselves of the safety of their sets." Tv set usage has increased from a few hundred in 1946 to 46 million in 1957 without any increase in deaths from electrocution in American homes, a GE representative also pointed out.

An Underwriters Labs representative, Louis M. Kline, was questioned closely about the feasibility of "plastic type insulation," methods. He promised Underwriters Labs would "act to consider" any such recommendations by the jurors.

Radio Production, Sales Up But Tv Down in '57—EIA

PRODUCTION and sales of radio receivers in the first half of 1957 ran well ahead of 1956 but tv production and sales figures are under last year, according to Electronic Industries Assn. (formerly RETMA).

Factory output of radios totaled 7,187,294 sets for the first six months of the year



Smartest move in Texas is to use the only facility covering the Beaumont-Port Arthur-Orange area of over 1,000,000 prosperous people.

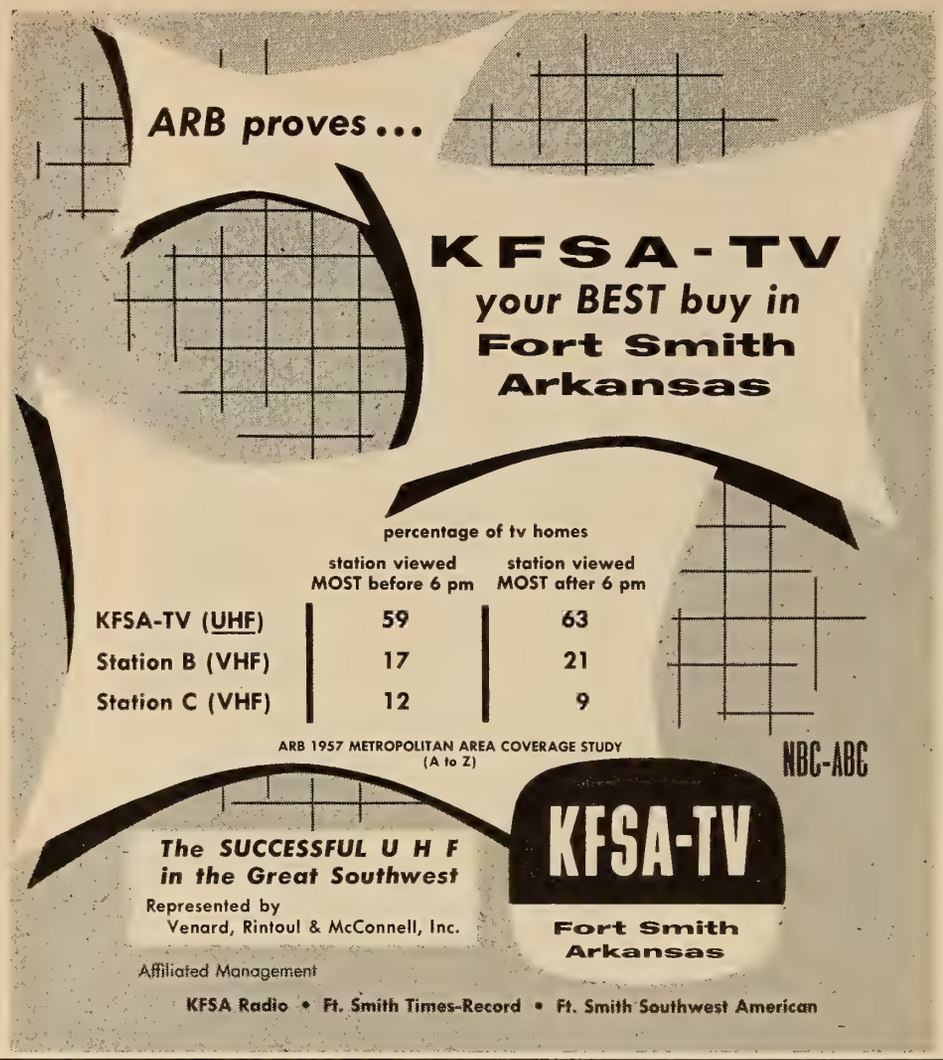
KFDM Beaumont Radio & TV

CBS
ABC



See PETERS-GRIFFIN-WOODWARD, INC.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings



Agency Executive Sold on Audit Bureau of Circulations



CHARLES B. HOFMANN
Media Group Director
Foote, Cone & Belding
New York

"Audited circulation is, of course, fundamental. It establishes the basic definition of circulation distribution that is so essential to sound media evaluation. The exacting standards of the Audit Bureau of Circulations reflect credit to your publication as a member."

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest circulation in its field, is basic for subscribers and advertisers alike.

BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

compared to 6,659,165 sets for the same 1956 period. Of the 1957 output, 2,834,676 were auto radios. June radio output totaled 1,088,343 sets compared to 1,023,771 in May and 1,073,775 in June 1956.

Tv output totaled 2,722,139 for the first half of 1957 compared to 3,415,202 in the same 1956 period. In June factories produced 543,778 tv sets compared to 342,386 in May and 553,025 in June 1956. Of the tv sets produced last June, 72,766 had uhf tuners compared to 78,512 in June 1956.

Retail sales of radio sets totaled 3,638,969 for the first half of 1957 compared to 3,391,102 in the same 1956 period. Retail radio figures do not include auto radios, most of which move directly to auto manufacturers. Sales of radios in June totaled 729,421 compared to 547,480 in May and 839,830 in June 1956.

Sales of tv sets at retail stores totaled 2,810,403 units in the first six months of 1957 compared to 2,868,250 in the same 1956 period. June sales totaled 389,770 tv sets compared to 399,757 in May and 439,362 in June 1956.

Radio and tv set production during the first six months of 1957 follows:

	Television	Auto Radio	Total Radio
Jan.	450,190	521,624	1,085,520
Feb.	464,697	522,859	1,264,765
March	559,842	597,532	1,609,073
April	361,246	380,452	1,115,813
May	342,386	396,151	1,023,771
June	543,778	416,058	1,088,343
TOTAL	2,722,139	2,834,676	7,187,294

Radio and television retail set sales in the first six months of 1957 follow:

	Television Sales	Radio Sales
Jan.	623,359	563,363
Feb.	525,437	525,029
March	534,115	730,584
April	337,965	543,092
May	399,757	547,480
June	389,770	729,421
TOTAL	2,810,403	3,638,969

Sylvania Doubles Tv Dealers In Seven Months of 1957

SYLVANIA Electric Products Inc. has doubled its television dealer roster in the past seven months, Robert L. Shaw, general sales manager of the radio-tv division, told a sales management workshop seminar in New York last week. The workshop was sponsored by the Research Institute of America. Mr. Shaw credits the enlarged dealer interest to product development and marketing and sales promotion methods. "Briefly," he said, "our methods call for less emphasis on prestige and institutional type advertising and more emphasis on a 'buy now' approach to the consumer. The retailer is the key man in that approach."

RCA Victor to Use C-C Color In Pitch to Dealers Sept. 4

FOURTH quarter sales, advertising and promotion plans, as well as a new supplemental line of deluxe color tv receivers, will be unveiled by RCA Victor television division Sept. 4 via a color closed circuit presentation to dealers in more than 80 cities, it was announced Thursday by



LIVING SOUND

captured at last in TV spot news on

SOUNDCRAFT

16mm MAGNA-STRIPE RAW STOCK

You can now get Soundcraft Magna-Stripe (film with pre-applied magnetic sound track) in raw stock form! The availability of Magna-Stripe Raw Stock, and equipment for its use—now enables you easily to convert from optical to magnetic sound track—to achieve living sound for your TV spot news films! Only Soundcraft's Magna-Stripe provides *Oscar-winning oxide formulation!

Because optical developing processes cannot affect sound already recorded on Magna-Stripe, you can develop your films for maximum optical clarity. All the advantages of tape recording are yours with Magna-Stripe! First adopted in CBS-TV Newscasts—Magna-Stripe has won viewer and critic plaudits for "live" sound quality in spot news broadcasts. To learn how easily you can convert to Magna-Stripe Raw Stock ...write Soundcraft today!

*1953 Academy of Motion Picture Arts & Sciences Award

REEVES SOUNDCRAFT CORPORATION

10 E. 52nd St., New York 22, N. Y. • West Coast: 338 N. La Brea, L. A. 36, California

WORLD'S LEADING MANUFACTURER OF RECORDING FILMS

Charles P. Baxter, vice president and general manager, RCA Victor television division. The new deluxe color sets will be in addition to RCA Victor's current line of 11 receivers starting at $495, he said.

RCA Victor distributors throughout the U. S. are arranging for special dealer viewings of the color closed circuit, to be scheduled 5:30-6:30 p.m. Following this, Mr. Baxter said, NBC-TV will preview its color programming plans for the fall season in the period 6:30-7:30 p.m. This portion of the closed circuit also will be received by NBC-TV affiliates, he said.

Motorola Sales, Earnings Up, Except for Tv, Report Says

SALES and earnings for Motorola Inc. during the first half of 1957 measured up to expectations in all fields except television, but the new tv line unveiled July 18 should be reflected in sales from July through September, the company reported in a financial statement released last Monday.

Total sales for the first six months reached $105,666,759 compared to $101,801,234 the same period last year, while earnings after taxes totaled $3,409,778 as against $3,066,207 in 1956—boosts of 3.8% and 11.2%, respectively. Second quarter figures showed sales of $53,384,964 against $48,603,693 and earnings of $1,272,191 compared to $1,053,331.

Merger Ratification Reported By Nems-Clarke, Vitro Corp.

NEMS-CLARKE Inc., Silver Spring, Md., will become an operating division of the Vitro Corp. of America at the end of this month, according to an announcement made last week by Nems-Clarke President Allen S. Clarke and Vitro President J. Carlton Ward Jr. saying stockholders of Nems-Clarke had ratified the merger. The stockholders' ratification had been expected for some weeks [B•T, July 22]. Vitro Corp. is engaged especially in extractive metallurgy, weapon systems and atomics. The company's new Nems-Clarke division will continue its work in the fields of electronics, communications, television and related mechanics.

GE Unveils Camera Attachment To Double Image Orthicon Life

AN electronic device about the size of a cigar box, which hooks on the outside of a television camera, is expected to double the life of costly picture originating tubes according to an announcement last week by the General Electric Co.'s technical products department.

The device is as yet unnamed, but is described by GE as an image-orthicon life extender, preventing "burn-in and sticking of images" on image orthicon tubes. Principle of the new electronic "tube saver" is an electronic deflecting system used to move or "wobble" the tv image inside the image

orthicon tube. Thus, "burn-in" or "stocking" is avoided, GE said. To offset the wobble, a scanning beam inside the tube follows and automatically compensates the wobble, causing the transmitted picture to appear as a normal stationary image on home tv receivers.

The new device will be marketed immediately for about $1,200, according to Paul L. Chamberlain, manager of marketing for the department's broadcast equipment. At present, he said, the new "tube saver" can be used in seven out of eight tv cameras now in service throughout the broadcast industry. Mr. Chamberlain estimates about 1,600 cameras are in service in the nation's more than 500 tv stations.

GE's Sweeney Sees $1 Billion Transistor Volume in 10 Years

ANNUAL sales of transistors and other semiconductors could reach $1 billion in the next 10 years, James H. Sweeney, manager of marketing for GE's semiconductor products department, predicted last week. He said sales of transistors and other electronic components made from semiconductor materials are expected to exceed $140 million this year, or an increase of 82% over 1956.

"The demand of the military for reliable, long life and small electronic components with low power consumption has spurred the industry to great achievements," he explained. He said new devices resulting from these technical achievements are being adapted rapidly to consumer and industrial equipment like portable radios, portable phonographs, computers and control equipment where they are replacing electron tubes.

He pointed out, however, that he did not feel semiconductors would completely replace electron tubes. "We believe that over the long haul, better than 50% of the uses of transistors and other semiconductors will be in equipment not practical or even possible with electron tubes," the executive explained. Mr. Sweeney spoke to a meeting of the Air Force Reserve Officers Assn. in Detroit.

DuMont Reports Loss

ALLEN B. DuMONT Labs showed $997,000 operating loss and $19,850,000 in sales for the first half of this year, the firm has reported. Data compares to last year's corresponding period loss of $1,092,000 (reduced to net loss of $484,000 after tax carry-back credit of $608,000) and sales of $22,471,000.

Hollis Buys Rixon Electronics

RIXON ELECTRONICS Inc., Silver Spring, Md., research and development company, now is owned by James L. Hollis. He is executive vice president and general manager of the firm, and has bought all the common stock previously held by officers of Page Communications Engineers Inc. (Esterly C. Page, Joseph A. Waldschmitt and John Creutz). Mr. Hollis, in return, disposed of his stock in PCE and resigned as an officer and a director. The sales price was not disclosed.

Motorola Transistorizes Switches

TRANSISTORIZATION of switching circuits in two-way radios, described as "the most important advance in power supply design" since its introduction of fm two-way units in 1942, was claimed as a major development by Motorola Inc. last week.

Use of transistors eliminates the conventional dual vibrator assembly, heretofore the most frequently replaced component, according to the company's communications-industrial electronics div. Power supply is one of a three-part basic chassis comprising the complete two-way radio unit, the others being the transmitter and receiver. In the new radios two transistors make up a single switching circuit. New models have 20 and 25 w power output.

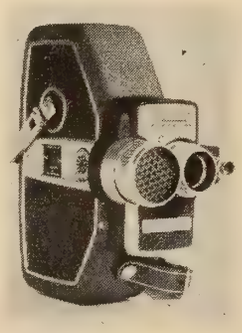
MANUFACTURING SHORTS

International Telephone & Telegraph Corp., components division, announces opening of new plant at 815 S. San Antonio Rd., Palo Alto, Calif. Plant initially will produce hermetic seals and selenium and other semiconductor type rectifiers for use in radio, television industrial and aircraft applications.

RCA, Camden, N. J., reports shipping 12-section superturnstile antenna to WLWI (TV) Indianapolis, 5-kw transmitter to KUED (TV) Salt Lake City, 12-kw transmitter to WRC-TV Washington and 10-kw transmitter to KPAC-TV Port Arthur, Tex.

Magnecord Inc., Chicago, reports winner of contest to name its M-90 professional tape recorder is **William H. Baker,** program director of WMIK Middlesboro, Ky., who selected name "Mighty-Ninety." He will receive attache case as prize in contest which reportedly drew 200 entries.

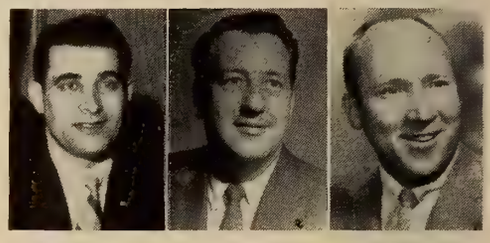
Bell & Howell (tv projection, other equipment), Chicago, announces new spool-loading electric eye 16mm movie camera (Model 240 EE), supplementing model introduced last year. List price: $329.95.



Nems Clarke Inc., Silver Spring, Md., announces new Type TRC-1 tv rebroadcast receiver reportedly designed for long, stable unattended operation. Crystal controlled high frequency oscillator is used in order to eliminate tuning adjustments and fast acting keyed AGC circuit is provided to minimize effects of airplane flutter and maintain constant output. Separate sound channel is provided in order to eliminate its dependence on proper operation of video signal.

Bernard Reveals Organization Of Country Music Broadcasters

FORMATION of Country and Western Music Broadcasters Assn. with headquarters at 730 Fifth Ave., New York, was announced last week by its founder and executive director, Charles Bernard, self-styled "Madison Avenue Hillbilly" whose station representative firm, Charles Bernard Assoc., represents country music stations. CWMBA begins with a nucleus of 19 radio-tv stations,



BERNARD MEER FELDMAN

Mr. Bernard said, and is open to membership for stations that are programming large blocks of country and western music. CWMBA telephone is Columbus 5-3530.

Initial slate of officers for the new station association include Kurt Meer, owner-manager of KCUL Fort Worth-Dallas, president; Jack Feldman, general manager of KRKD Los Angeles, executive vice president; Warren Roberts, general manager of WEAS Atlanta, vice president; Kenneth Firnstahl, general manager of KEVE Minneapolis, secretary and Ron Freeman, general manager of KVVG (TV) Tulare, Calif., treasurer.

Purposes of the new group are mutual sharing of country and western projects, research surveys, merchandising, promotion and programming in an effort to bring savings to the local station which can be passed along to the national advertiser. Association projects will include informing agencies and advertisers of the selling power of country and western music stations.

Mr. Bernard listed the following station members in addition to those represented by officers: WARL Arlington, Va.; WCMS Norfolk, Va.; KCKN Kansas City; WFTC Kinston, N. C.; KLRA Little Rock, Ark.; WTCR Ashland, Ky.; KLAK Lakewood, Colo.; KVSM San Mateo, Calif.; WMIE Miami; KWEM Memphis; KSOP Salt Lake City; WJIV Savannah, Ga.; WSWN Belle Glade, Fla., and WAMO Pittsburgh.

Dean Named to TASO Panel 6

CHARLES E. DEAN, Hazeltine Electronics Labs editor, has been named chairman of Television Allocation Study Organization Panel No. 6—established to determine what constitutes an acceptable tv picture [CLOSED CIRCUIT, July 22]. Mr. Dean edits Hazeltine technical bulletins and is the author of a number of engineering papers on television and tv receiver design going back to 1938. More recently, he was the editor of a special bulletin on color tv. Other members of the panel will be named soon.



Would you call this fair play?

Number 5 has to take the *high* hurdles—number 3 gets by with the *low*. Would you call *this* a fair race?

Hardly—but you and most people face that same kind of unfairness every day as far as your taxes are concerned. Here's how:

Part of every dollar you pay for electricity goes for taxes. But a strange twist in federal laws exempts several million American families and businesses from paying all the taxes in their electric bills that you pay in yours. These are the people who get their electricity from federal government electric systems. Like runner number 3, they enjoy *lower* tax hurdles while you strain over the *high* ones.

This kind of tax favoritism is a far cry from American standards of fair play. That's why we believe it should be made widely known and given critical study.

America's Independent Electric Light and Power Companies*

*Company names on request through this magazine



REVOLUTION

There are all kinds, but in Southern California there's a **viewing revolution** going full blast...

It's those serials...

You remember. Every Saturday you fell into ranks at the neighborhood theatre to see the latest cliff-hanger. Pretty good, huh?

Well, they're back and KTTV has 'em ...406 fast-action episodes. New to Los Angeles, these serials have been clobbering competition in 40 television markets.

Let's look at the marquee...

RED RIDER
GANGBUSTERS
TAILSPIN TOMMY
THE PHANTOM RIDER
LOST CITY OF THE JUNGLE

For depth in the afternoon, KTTV programs an episode from each of **three different serials each day.** Dick Whittinghill, top KTTV sales personality, is on stage to turn your sales story into gold.

Join the revolution. Your Blair agent has complete inflammatory literature.

KTTV
Los Angeles Times-MGM Television
Represented nationally by **BLAIR-TV**



OFFICIALS of the National Academy of Television Arts & Sciences met in Los Angeles last month for the organization's first trustees meeting in an effort to unify east and west coast chapters. Trustees are (standing, l to r) Loren L. Ryder, Ryder Sound Services; Fenton Coe, NBC; Wayne Tiss, BBDO; Sheldon Leonard, producer, *Danny Thomas Show*; Bob Longenecker, artists agent; Thomas Freebairn-Smith, executive secretary, Los Angeles chapter of ATAS, and Virginia Garr, ATAS office secretary; (seated l to r) actor Danny Thomas; actress Jane Wyatt; Harry Ackerman, independent producer; Hubbell Robinson, CBS, and Robert Lewine, NBC. The latter two represented the East. The academy's first national board meeting has been set for this month.

UPCOMING

August

Aug. 11-13: Georgia Assn. of Broadcasters, General Oglethorpe Hotel, Savannah, Ga.

Aug. 15-17: South Carolina Radio & Television Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach, S. C.

Aug. 16-18: Semi-annual meeting, West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 20-23: Western Electronic Show and Convention. San Francisco.

Aug. 24: Mid-year meeting, New Mexico Broadcasters Assn., Desert Sands, Albuquerque, N. M.

Aug. 30-31: Annual meeting of Montana Radio Stations, Florence Hotel, Missoula, Mont.

September

Sept. 3: Annual meeting, North Carolina Associated Press Broadcasters, Sir Walter Hotel, Raleigh, N. C.

Sept. 8-14: National Television Week.

Sept. 10-12: Electronic Industries Assn. (formerly RETMA), Ambassador Hotel, Los Angeles.

Sept. 30-Oct. 1: Illinois Broadcasters Assn. fall meeting, Abraham Lincoln Hotel, Springfield, Ill.

October

Oct. 7-9: 13th Annual National Electronics Conference, Hotel Sherman, Chicago, Ill.

Oct. 7-11: Fall meeting, American Institute of Electrical Engineers, Hotel Morrison, Chicago.

Oct. 9-12: 1957 Convention of the Audio Engineering Society, New York Trade Show Building.

Oct. 20-21: Texas Assn. of Broadcasters, Baker Hotel, Dallas.

November

Nov. 6-9: International convention, Radio Television News Directors Assn., Balmoral Hotel, Miami Beach, Fla.

NARTB CONFERENCES

Region 1 (New England, N. J., N. Y.)	Sept. 16-17	Van Curler Hotel Schenectady, N. Y.
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-20	Statler Hotel Cleveland
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Sept. 23-24	Grove Park Inn Asheville, N. C.
Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Oct. 10-11	Muehlebach Hotel Kansas City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H.	Oct. 14-15	Multnomah Hotel Portland, Ore.
Region 7 (Mountain States)	Oct. 17-18	Brown Palace Hotel Denver
Region 6 (Kan., Okla., Texas)	Oct. 22-23	Baker Hotel Dallas
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 24-25	Peabody Hotel Memphis



"—but according to KRIZ Phoenix, it's always bad when the doctor's in a stew."

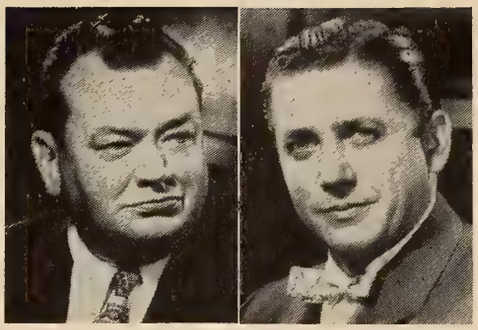
Ray to Retire From Blair & Co.; Barborka Appointed Chicago Head

RETIREMENT of Paul Ray as Chicago manager of John Blair & Co., station representative, and appointment of Clifford J. Barborka Jr., now Chicago sales manager, to succeed Mr. Ray, are being announced today (Monday) by President John Blair.

Mr. Ray's retirement is effective Sept. 1 under the Blair employes' retirement trust. For more than 40 years, Mr. Ray has been in the advertising field, starting in 1916 with the *Kansas City Star*. He was transferred from Kansas City to the *Star's* Chicago office and in 1923 joined the Associated Farm Paper Group, going three years later with the Katz Agency with which he was associated 14 years, first as Detroit manager and then for five years as Chicago manager. He moved to Blair in 1940.

Mr. Barborka, with Blair since 1952, also will become a vice president of the firm Sept. 1. His other associations include Chicago office of NBC Spot Sales; B. F. Bills Co., where he directed a community development program, and several years with Lever Bros.' Pepsodent Division, first as a salesman and later as director of field tests for Pepsodent's merchandising plans.

In announcing the change at Chicago, Mr. Blair noted that the men have "operated as a highly effective battery—and their



MR. RAY MR. BARBORKA

teamwork has produced substantial increases in our Chicago volume." He said the office's volume is up over 200% since 1955, and that in "creative selling of spot radio, Cliff Barborka has a track record equaled by few." He recounted how "men like Paul Ray" of the space selling fraternity "of a generation ago . . . accurately evaluated the selling power" of the new medium, radio.

House Party Buys Into KTKT

HOUSE Party Productions Inc., owned jointly by Art Linkletter, star of the daytime *House Party* program on CBS-TV, and producer John Guedel, has acquired a half-interest in KTKT Tucson, 10 kw daytime station, and KTKT-FM, from Thomas J. Wallace, subject to FCC approval. The price might be put at $90,000 plus other considerations, Mr. Guedel said, adding that it had not yet been figured out exactly, but would be before the application was filed with the FCC. The deal was made directly with Mr. Wallace, who will stay on as general manager of the Tucson stations.

Storer Quarterly Earnings Hit $3.1 Million, $1.27 Per Share

SECOND quarter earnings after taxes for Storer Broadcasting Co. amounted to $3,143,038.69 compared to $1,395,202.92 for the same period in 1956, Storer announced last week. Earnings per share for the second quarter amounted to $1.27 compared to 56 cents last year.

Earnings for the second quarter reflected non-recurring capital gains of $2,621,969.84 before taxes, or $1,966,477.38 after taxes, amounting to 79 cents per share after taxes. These capital gains resulted from the sale of WBRC-AM-TV Birmingham, after deduction of the capital loss on the sale of the company's uhf stations KPTV (TV) Portland, Ore., and WGBS-TV Miami, the company said.

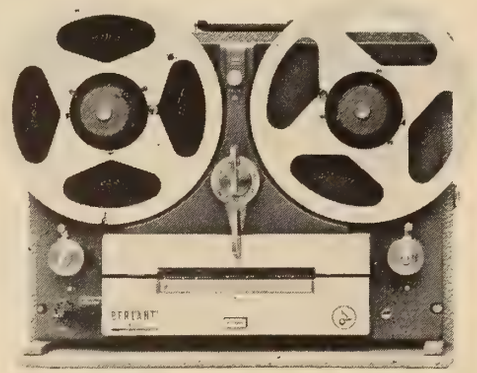
Six-month earnings after taxes amounted to $4,429,484.09 compared to $2,845,445.11 for 1956. Per share earnings for the six-month period amounted to $1.79 compared to $1.15 in 1956. Per share earnings are based on the combined total number of common and class "B" shares outstanding at the end of the period.

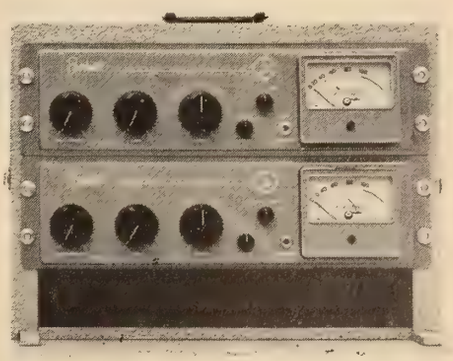
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NEWS GETS TOP PRIORITY AT WBBM

ONE DAY not long ago CBS Chicago News Director William Garry was leafing through a new directory of city government offices. His eyes did an abrupt double-take when he came across a seemingly innocuous listing—but one that would prickle the curiosity of a trained reporter.

Taking the cue from Mr. Garry, WBBM newsman John Callaway injected the question methodically, almost apologetically, at Chicago Mayor Richard J. Daley's news conference. The mayor's first reaction was surprise and an unbelieving look. Then came a chorus of laughter from the mayor and reporters.

The question: "How's your Billiards Commission, Mr. Mayor?"

"The what?"

"The Billiards Commission."

Mayor Daley smiled and professed ignorance.

That started reporter Callaway digging into city ordinances. While neither the mayor nor oldtimers around City Hall knew what it was, research proved the commission did exist and, what's more, was headed by Mr. Daley. The commission was still on the books, to review any license applications, though billiards long had ceased to be a thriving business at Chicago recreation centers.

The incident in the Mayor's office and the story of Chicago's disappearing billiard parlors were reported to CBS Chicago audiences. They typify the community approach to news by one of the largest combined radio and tv news gathering operations among stations today—WBBM and WBBM-TV Chicago. They rank foremost among CBS o & o outlets (WCBS and WCBS-TV New York use network facilities). CBS Chicago facilities are housed in its new near-north-side $6 million building, a reconverted skating arena, to which it moved a few months ago.

Among CBS Chicago's more impressive claims:

• A combined radio and tv staff of 34 reporters, rewrite men, leg men and administrative personnel and including three full camera crews, all under the managerial hand of Mr. Garry, exclusive of "contract" performers, such as newscasters.

• A firm policy whereby all local and national news is written or rewritten in the CBS Chicago newsroom after being developed by its staff.

• A full complement of news programs on both WBBM and WBBM-TV (including weather and sports), all sponsored and commanding highly-favorable ratings.

• Considerable use of film on WBBM-TV (exclusive of that provided by CBS News Film), with on-the-spot interviews of people in the local news.

• Aggressive spot news and special events coverage by Hugh Hill, special events director, with film and tape excerpts used a few hours after a story is covered, and programs providing treatment "in depth."

One significant aspect of CBS Chicago's hold on the local news picture may be the fact its newsroom operates more like that of a newspaper than a radio or tv station; or that it now develops stories along the departmental indexing lines of national news magazines.

Supplementing this setup are the conventional facilities of AP, UP and INS wires, plus the Chicago City News Bureau. CBS Chicago also claims to be the only radio-tv operation, aside from WCBS-AM-TV New York, to have installed the UP's "business and financial" wire.

As the indexing plan progresses, Mr. Garry is assigning newsmen to special beats in addition to their general duties. Specialists are being trained in labor, science, business, education, human relations, sports, local government and other fields.

All WBBM-AM-TV's news corps had intense training in covering Chicago news beats before joining the stations; contacts made in covering the courts, City Hall, the various commissions, police and other beats have paid off in the CBS Chicago newsroom. Each newsman has become established in his own right.



NEWS DIRECTOR WILLIAM GARRY

"As a result," Bill Garry points out, "our newsmen have become regular members of the Chicago press corps and are accepted on the same basis as pencil-and-paper reporters." It's a rare day when a CBS Chicago newsman is ejected from a court or commission meeting (the Chicago City Council excepted) or denied access to government officials or news wherever it breaks.

The WBBM-AM-TV table of organization is less complex than it may sound. Working under Mr. Garry are the radio and tv news editors, special events director and tv assignment editor. All work through a three-man news bureau including Mike Niegoff, bureau chief, John Callaway and Les Crystal, responsible for overall assignments. Aside from a group of news writers—editors under the chief radio and tv news editors—there's the tv assignment editor (Lu Bartlow) under whom fall the three camera crews. Film editor and film courier work through the tv news editor (Hal Fisher). Radio writers under Bill Wolfan, radio news editor, sometimes are used interchangeably for tv, especially on weekend tv newscasts.

Mr. Garry is convinced broadcast media never need take a back seat to newspapers in covering news: "We believe that radio and tv can develop their own stories to inform and entertain listeners and viewers. Radio, in particular, to compete with newspapers, must develop stories like a newspaper would. And reporting news is just as important as writing it. In fact, we stress hard-hitting news gathering instead of just news writing. Too much local news today tends to border on the police blotter. Stories must be developed in depth on the beats and approached from many angles for perspective. That's why contacts are so valuable. Our men know their way around Chicago." As a result, like Mary's lamb, CBS Chicago's microphones, recorders and cameras are sure to be where there's news.

Because of contacts and aggressive legwork, WBBM (and WBBM-TV, too) has claimed its share of exclusives, not only over other stations but the local dailies as well. Among outstanding examples of top coverage were stories involving the slaying of three boys in Robinson Woods in October 1955 and of the two teen-age Grimes sisters last year; Chicago Transit Authority, Chicago, Aurora & Elgin; Chicago School Board hearings, and the local sessions of the Senate Banking & Currency Committee touching on the case of former State Auditor Orville Hodge, convicted for theft of state funds.

A recent example of depth-in-coverage was provided in the case of Nathan Leopold, a state penitentiary convict who sought a pardon after 33 years imprisonment. WBBM radio claimed a scoop on the announcement of Gov. William Stratton's denial in Springfield; WBBM-TV aired interviews with Mr. Leopold, and WBBM followed through with a wrapup (introduction of the case, Mr. Leopold's prepared statement and a tape interview) on its weekend *For the Record* series.

CBS Chicago's news operation has been as profitable in terms of clients and audience loyalty as it has been commendable—despite the expense. H. Leslie Atlass, CBS vice president in charge of the Central Div., explains:

"We have always given news No. 1 priority in radio, and when WBBM-TV began operation, we adopted the same approach. While it's expensive, there are indications our extensive coverage has been successful ratingswise, which may serve as the primary basis for determining the value of this effort.

"In the case of television, film is a true distinctive factor involved. Without film, a tv news program looks like a radio show. Other local stations likewise have been conscious of its value."

Still, WBBM-TV has increased its use of

celluloid footage, despite the expense. Although CBS Chicago officials decline to reveal figures, the combined news operation costs are substantial. One estimate runs roughly $6,000 per week, exclusive of contract help, with about $3,500 of that for film and lab expenses.

The CBC o & o outlets would not be able to sustain this cost were it not for client acceptance of its radio-tv sports, weather and general news programs from several satisfied sponsors. This is particularly true in the case of television where, as one official put it, "we have to be sold out and where we don't have the spread in commercial time as in radio." Actually, there are a few five-minute sustainers available for purchase, but four daily quarter-hours are sold out, or 60 of the 70 minutes.

In radio WBBM programs seven locally-produced 15-minute newscasts daily, plus three 5-minute newscasts, three 15-minute sports shows, two weather programs and six additional five-minute newscasts during American Airlines' *Music Til Dawn* (Mon.-Sat., 11:30 p.m.-5:30 p.m.), exclusive of its weekend "Monitor" type service schedule where news is aired five minutes before every hour and half-hour.

Among CBS Chicago news clients: Standard Oil Co. of Indiana, Chicagoland Dodge Dealers, Ford Dealers of Chicago, Household Finance Corp., Oklahoma Oil, Benson & Rixon, Shell Oil Co., Hill Bros. Coffee, General Motors, Clark Gas & Oil, Jos. Schlitz Brewing Co., Capitol Airlines, United Airlines, Texas Co., International Nickel Co. and Telex Hearing Aid Co.

Of the present crop, Clark Oil & Refining Co. is probably the heaviest saturation user, with its spread on WBBM radio's Saturday and Sunday afternoon *Mal Bellairs Show*.

With the evolution of the weekend music-news-sports format, news has become increasingly important to WBBM radio, particularly the five-minute segments, although it remains no less invaluable on television. For that reason, CBS Chicago feels that such commentators as John Harrington, Fahey Flynn, Julian Bentley, Joe Foss, Maury Magill, Jerry Dunphy, Frank Reynolds, Russ Binsley and others command priceless listener and viewer loyalty that helps sell the news and thus the shows.

Says Bill Garry:

"We want people to believe in our news —anybody can buy wire services. Our newsmen build confidence in our news. The importance of leg men is measured in their first-hand, on-the-scene reports. Their thinking and judgment thus become a part of the news reporting."

CBS Chicago officials agree "the turning point" in raising its news operation's competitive level was the formation of a WBBM radio special events department in 1953 with Hugh Hill as director. A bustling, seasoned reporter with a penchant for asking disarming but crisp questions, Mr. Hill is CBS Chicago's news and special events mobile man. He has been especially effective with the tape recorder and is used for film interviews, too. His greatest asset, however, is his mobility and flexibility.

When he isn't out getting reactions on

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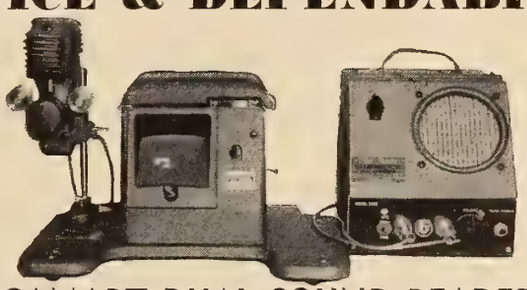
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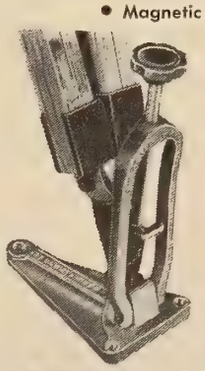
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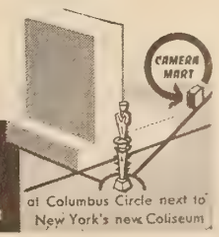
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spot news stories for any of CBS Chicago's radio-tv news programs, Mr. Hill devotes his duties to a half-hour documentary series, *Ear on Chicago*, which he describes as "journalism in sound." The program is a joint effort of WBBM and the Illinois Institute of Technology (producer John Buckstaff), with Herb Grayson, information services director of CBS Chicago, as coordinator.

Through some 100 programs now Mr. Hill has dodged line drives in Chicago's Comiskey Park and Wrigley Field, interviewed FBI agents, talked with dog-catchers, ridden planes, interviewed sports and political figures, visited anti-aircraft defenses and penal institutions and zoos, and otherwise kept on the move.

Whatever the subject, colleagues insist no advance preparation is needed and that Mr. Hill puts together the story in his mind's eye within 10 minutes after walking onto the scene. Mr. Hill himself explains his approach:

"It's not important really what is said but getting the voice on tape. It's simply a matter of self-identification. People are interested in people. With tape we get a more realistic story." Using a technique that often sounds naive or appears to be "curiosity-seeking" in its highest degree, Mr. Hill has managed to get some acknowledged classic interviews from former President Harry Truman strolling on Michigan Avenue, New York Yankees Manager Casey Stengel, Perle Mesta and other personalities. He also managed to get the bum's rush by henchmen of the late mobster Jake Guzik when he tried to jab a microphone in front of the mobster during Chicago City Council Crime Committee hearings. As he explains it: "There was no voice, but the film sequence was graphic."



HUGH HILL *takes to the air for special events coverage*

At a recent dinner panel meeting of the Chicago Headline Club, radio-tv-newspaper representatives were discussing the Grimes sisters' case. Just as Mr. Hill was about to give his views, a latecomer remarked to a friend, "The City Hall's on fire." Word got around to the panel, with the usual knowing nods for what seemed like a tired old gag. Mr. Hill left abruptly, the only member of the panel (comprising newspaper editors) to cover it, taping interviews with Mayor Daley and others. Live, on-the-spot cut-ins and films were used that evening on CBS Chicago news shows.

The local newspapers have a healthy respect for the CBS Chicago news operation, including Mr. Hill. WBBM radio's *Ear on Chicago*, which lets on-the-scene sounds tell the story (a building being torn down, a day at the Chicago Board of Trade, etc.), was enterprising enough to relate how the competing local newspapers get out the news. They told listeners about the editorial side of the *Daily News* and the circulation department of the *Sun-Times*.

Mr. Hill started his career as a sports announcer with KFRU Columbia, Mo., in 1945, moving to WEXI (FM) St. Charles and WMRO Aurora, both Ill., and WJOB Hammond, Ind., handling college and high school basketball and eventually covering all sports events. He joined WBBM in 1953 and still interviews major sports personalities.

Mr. Garry came to WBBM-TV as news picture editor in March 1953 after serving as tv news picture editor for United Press and, earlier, Acme News Pictures, plus editorships on community newspapers. He became general manager of WBBM-AM-TV's news department in May 1953.

Under his supervision, the stations' news operations have gained acclaim for outstanding coverage, among news associations and listeners-viewers alike. Its documentaries (like *Ear on Chicago*) also have won recognition among the trade.

Last April WBBM Radio was cited by the National Headliner Club from among 1,000 radio station entries for "consistently outstanding news reporting by a radio station." It also received a citation for "distinguished achievement for outstanding radio news operation in 1956" from the Radio-Television News Directors Assn. in cooperation with Northwestern U.'s Medill School of Journalism. WBBM also was singled out for five out of six first place citations in the metropolitan division of the Illinois Associated Press Annual Newswriting Competition, and its *Ear on Chicago* won second ranking for best documentary program.

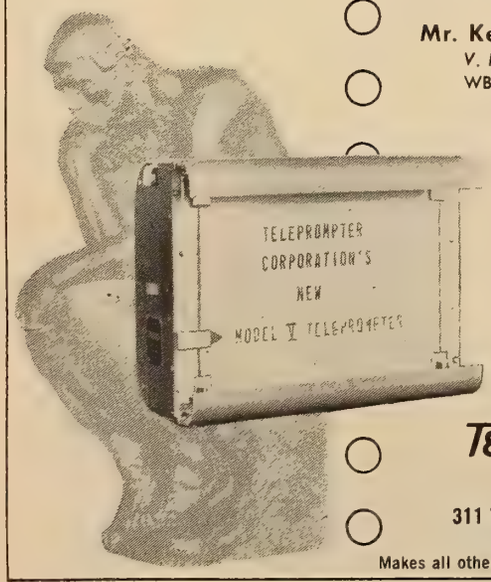
CBS Chicago's success suggests that news is not merely where you find it but what you make of it.

...its words to the wise are sufficient

"TelePrompTer has improved our performance, added to our flexibility, and has also helped us to enhance the believability and impact potential of our performers."



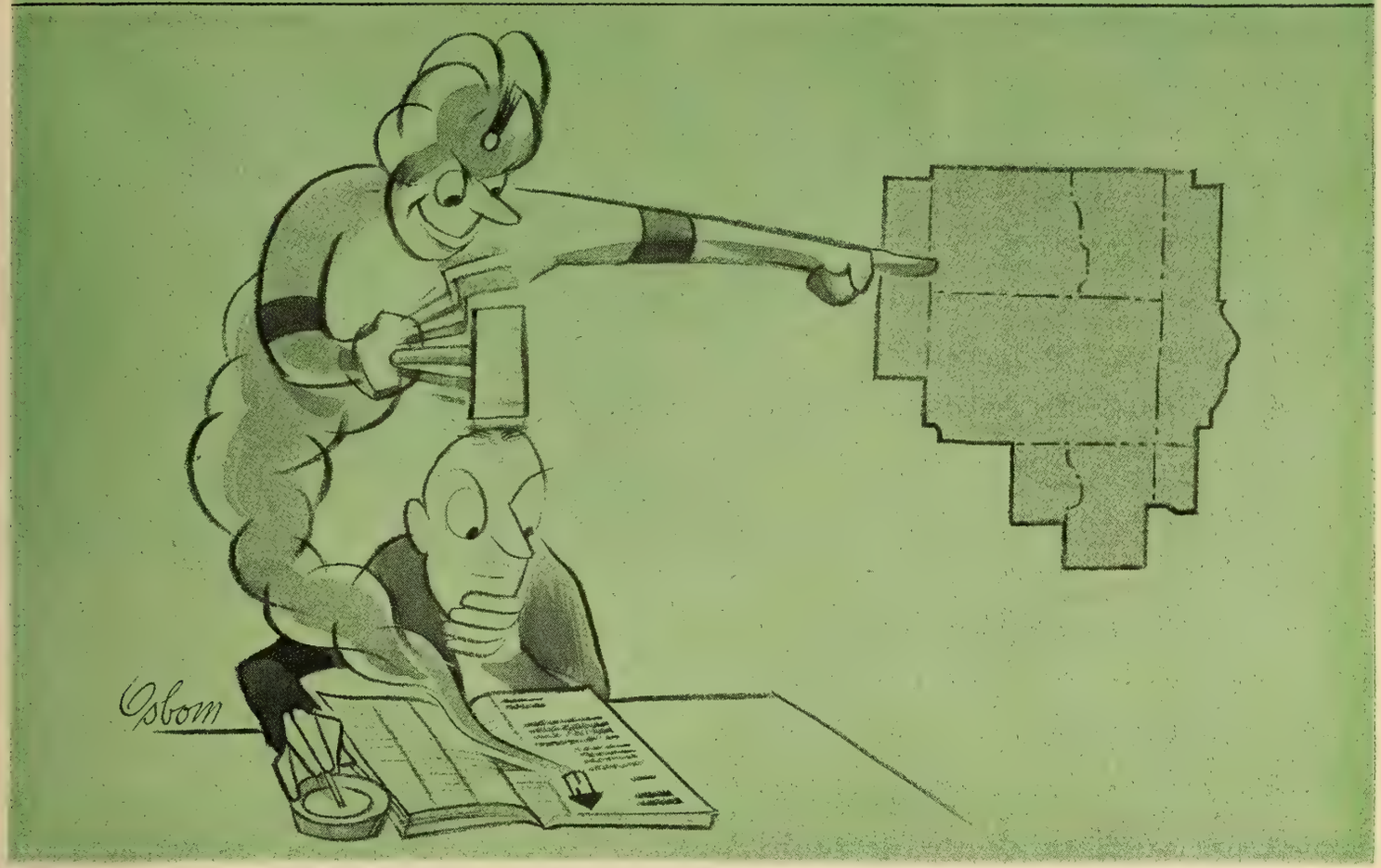
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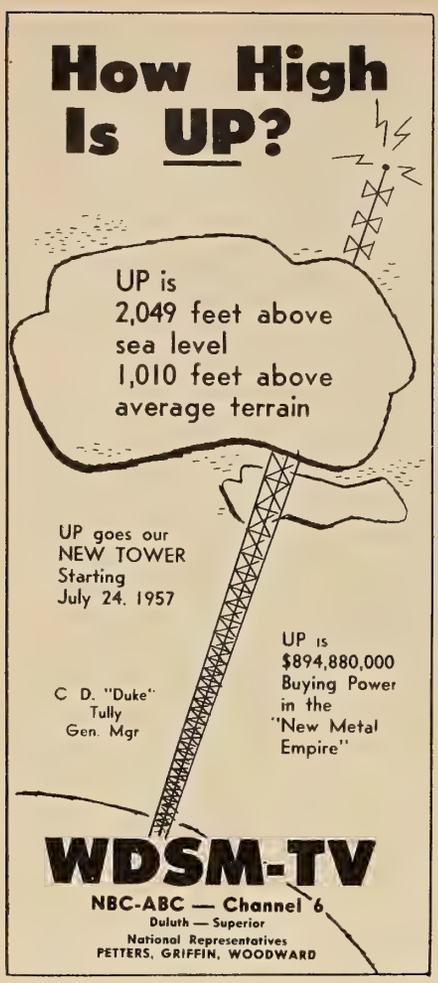
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"CCA grossed $40,950 with 25 new commercial accounts which were established during the campaign," writes Del Lesson, manager of KDYL in Salt Lake City.



Del Lesson

In his letter to John C. Gilmore, Vice President of Community Club Awards, Lesson continues, "CCA unquestionably has been the largest undertaking ever sponsored by a Utah station in helping women's charitable, civic, religious, fraternal and social clubs earn money for their treasuries.

"CCA has given Salt Lake City a vital new awareness of the power of radio. Sponsors have learned that CCA carries a tremendous wallop!"

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PARTICIPATING in the transfer of WAAM (TV) Baltimore to Westinghouse Broadcasting Co. were these executives of WBC and WAAM Inc.: (seated l to r) Ben Cohen, president of WAAM Inc., and Donald H. McGannon, president of WBC; (standing, l to r) Henry Fischer, counsel for WAAM; Norman Kal, executive vice president of WAAM; Herman Cohen, vice president of WAAM, and John Steen, attorney for WBC. The station will change its call letters to WJZ-TV, derived from the identification of Westinghouse's pioneer radio station formerly in Newark.

WRC-TV Offers Advertisers New Special Effects System

WRC-TV Washington last week unveiled for local agency people a new special effects system developed by the station's engineering department for local advertisers.

Developed over two years by Keith Price of the WRC-TV engineering staff, and labeled "Magic Lens" for presentation purposes, the device is a video effects generator, using a system of movable baffles and a flying spot scanner. Effects offered include vertical, horizontal and diagonal wipes as well as the notch wipe, which inserts one live picture into another on any portion of the screen, iris spotlight, moving neon-like designs for pointing out portions of the picture, moving-pattern backgrounds for cut-out designs and random insert shapes, which offer sharper, more mobile images than superimposition.

The system is controlled from the studio board, and so far, 35 effects combinations have been worked out, using studio or remote cameras, film chain, slides or teleopticon. Potentialities of the video effects generator still are being explored. Up to now, the system has been used to silhouette product logotype shapes on live pictures, other special commercial effects and for programs.

Advertisers and agencies are being assisted in use of the video effects generator by the WRC-TV commercial production service, directed by William E. Coyle, director of public relations, promotion and advertising.

WPST-TV Miami Now on Air

MIAMI's third commercial vhf station, WPST-TV, began telecasting with 316 kw on ch. 10 Aug. 2. The new station, operated by Public Service Television Inc., subsidiary of National Airlines, is in temporary quarters at N.E. 21st St. and Biscayne Blvd., while a permanent plant is under construction at that site. Target date for completion of the new building is Nov. 15. Miami's other commercial v's are ch. 4 WTVJ (TV) and ch. 7 WCKT (TV). One other commercial station, WITV (TV), is on uhf ch. 17, and an educational outlet, WTHS-TV, is on ch. 2.

WDSM-TV Constructs New Tower

A NEW "tower of towers" is being built by WDSM-TV Duluth, Minn., which will be one of the highest structures in its viewing area, according to an announcement by C. D. (Duke) Tully, general manager. The tower is expected to be in operation by Sept. 15 of this year, and will be 805 feet above ground and 1,010 feet above average terrain.

Crennan Pays $60,000 for KHUB

KHUB Watsonville, Calif., was sold Thursday to F. T. Crennan of San Francisco. The price was $60,000. Hamilton, Stubblefield, Twining & Assoc. handled the transaction. Sellers were William and Dorothy Morgan, co-owners. KHUB operates 250 w fulltime on 1340 kc.

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Oury Sells WWRI for $109,000 To Green, Lindow and Others

SALE of 250 w WWRI West Warwick, R. I. (on 1450 kc), by Paul Oury to Grelin Broadcasting Inc., for $109,000, was announced last week.

The Grelin company includes Melvin C. Green, 31%; Lester W. Lindow, 31%; Martin Beck, 12%, and others. Mr. Green is an officer of Twin State Broadcasting Inc. (Time Inc. subsidiary), which operates WFBM-AM-TV Indianapolis and WTCN-AM-TV Minneapolis, and previously was treasurer of Consolidated Television & Radio Broadcasters Inc. (Bitner stations). Mr. Lindow is on leave of absence as vice president-general manager of WFDF Flint, Mich. He is now executive director of the Assn. of Maximum Service Telecasters. Mr. Beck is a radio account executive with the Katz Agency, New York. The sales agreement includes a $10,000 consultant's fee for Mr. Oury, running for two years.

WTVJ (TV) Miami News Film Helps To Put Triple-Slayer in Prison

A MIAMI nursery operator was convicted and sentenced to life imprisonment last week for the slaying of his wife and two children after news film shot by WTVJ (TV) Miami cameraman Fred Mooke was introduced in the trial proceedings as direct evidence.

The prosecution reportedly had sought to prove that nursery operator Leslie McClure was calm and composed immediately after the triple-slaying by attempting to introduce still shots of him taken at the scene of the crime. The defense had objected. But Dade County Circuit Judge Ray H. Pearson authorized showing the films, taken on Christmas Day 1956, and screen and projector were set up in the courtroom. The one-minute news film of Mr. McClure being escorted from the death scene by police was projected for judge and jury.

KXLE Sold for $80,000

KXLE Ellensburg, Wash., has been sold by Goodwin Chase Jr., president, to Joseph B. Kendall, Willis R. Harpel and Stephen C. Wray. The price was $80,000, with Hamilton, Stubblefield, Twining & Assoc. as broker. Mr. Kendall, general manager of KXLE for a decade, is expected to continue in that post. Messrs. Harpel and Wray are in Los Angeles radio. The station operates on 1240 kc with 250 w power.

KGLA-FM to Go on Air in L.A.

KGLA-FM Los Angeles, a new fm outlet, is scheduled to go on the air this Thursday, according to an announcement last week by M. D. Buchen, general manager. The station, to operate daily from 7 a.m. to 12 midnight, will broadcast on 103.5 mc with 13 kw.

ADVERTISERS & AGENCIES

William J. Gillilan, vice president, MacLeod & Grove, Pittsburgh and New York, promoted to marketing director.

Clifford Davis, eastern region sales manager, General Foods, N. Y., to Lennen & Newell, same city, as senior vice president and director of merchandising.

Philip H. Schaff Jr., account executive, Leo Burnett Co., N. Y., elected vice president, to be responsible for agency finances.

William M. Russack, creative director of Shaller-Rubin Co., N. Y., elected vice president.

William L. Haddad, assistant secretary, and **Dulany S. Smith,** director of brand managers, Whitehall Pharmacal Co., N. Y., named vice presidents.

John B. McLaughlin, formerly director of advertising and sales at Kraft Foods Co., Chicago, appointed vice president in charge of sales for Purex Corp., South Gate, Calif., effective Oct. 15.

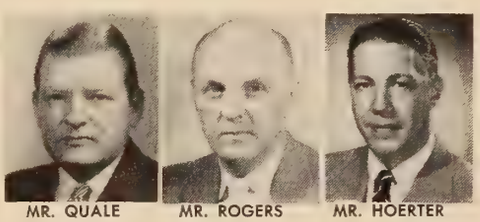
Harold P. Requa Jr., formerly sales promotion vice president of Breast-O'-Chicken Inc., San Diego, to Foote, Cone & Belding, L. A., as account executive.



◄ **Phil Franklin,** formerly advertising manager, Santa Barbara (Calif.) Mutual Bldg. and Loan, to Barnes Chase, San Diego, Calif., as account supervisor. He will supervise Home Federal Savings & Loan Assn. of San Diego and three of agencies industrial clients. Mr. Franklin has had 10 years experience in savings and loan and industrial account supervision in both San Diego and Los Angeles.

Edward F. Krein, formerly division general manager at Massey-Harris-Ferguson Inc. (farming equipment), Racine, Wis., to Aubrey, Finlay, Marley & Hodgson, Chicago, as account executive.

Andrew C. Quale, formerly manager of new product advertising at Kraft Foods Co. and sales-advertising manager of Walter Baker chocolate division of General Foods Co., to Campbell-Mithun, Chicago, as account executive. **Alex Rogers,** advertising manager of Libby, McNeill & Libby for 15 years, and **William W. Hoerter,** formerly account



MR. QUALE MR. ROGERS MR. HOERTER

specialist with McCann-Erickson and Foote, Cone & Belding, also named account executives at Campbell-Mithun.

William F. Taylor Jr., formerly vice president, Goold & Tierney Inc., N. Y., agency to Reach, McClinton & Co. in agency's Newark, N. J., office as account executive and copy writer.

Frederick T. Wehr, radio-tv director, Joseph Katz Co., Baltimore, Md., to H. W. Buddemeier, same city, as account executive and radio-tv director.



◄ **Henry O'Neil,** space advertising manager, American Airlines, N. Y., appointed advertising director. He will be responsible for directing American's radio-tv advertising as well as other media and he will coordinate program with Lennen & Newell, AA agency.



◄ **Meck Howlett,** direct advertising manager for American Airlines, promoted to sales promotion director.

Kenneth Baker, advertising manager, Gerber Baby Foods, Fremont, Mich., promoted to director of advertising.

Louis A. Collier, manager of Scranton (Pa.) sales branch, H. J. Heinz Co., named sales promotion manager for grocery products, marketing division, Pittsburgh.



◄ **William D. Stroben,** formerly account executive at McCann-Erickson Inc. and previously advertising and sales promotion manager for both Sylvania Electric Co. and Thor Corp., to Norge Div. of Borg-Warner Corp., Chicago, as advertising director. He will responsible for national and co-op advertising on Norge home appliances.

Theodore H. Mecke Jr., formerly executive assistant to vice president of public relations, Ford Motor Co., appointed general public relations manager.

George Johnston, Brooke, Smith, French & Dorrance, Detroit, named media director.

William B. Hinman, Lambert & Feasley, N. Y., named media director.

Bernice Gutmann, media director, Dorland Adv., Atlantic City, N. J., to Daniel & Charles Inc., N. Y., in similar capacity.

David P. Lewis, executive film producer for Doherty, Clifford, Steers & Shenfield, N. Y., has resigned effective Aug. 15 to move to Los Angeles to fulfill writing and producing commitments beginning Sept. 1.

Sy Sakin, assistant art director, Young & Rubicam, N. Y., to Grey Adv., same city, as art director in sales promotion department.

Eve Kiely, formerly account executive at Earle Ludgin & Co., Chicago, to Geoffrey Wade Adv., same city. **Robert T. Long,** formerly with Tatham-Laird Inc., also joins Wade.

Nancy Beyer, formerly assistant publicity

director of Catalina swimwear, and **Tony Costanzo,** previously automotive public relations director for Upholstery Leather Group Inc., to Grant Adv., N. Y., public relations staff.

Horace W. Dengler, 66, vice president, Donahue & Coe, N. Y., died Aug. 4 following heart attack.

FILM

Joseph H. Moskowitz, vice president of Twentieth Century-Fox Film Corp., N. Y., and **Harold Kovner,** N. Y. business executive, appointed to board of directors of NTA Film Network, same city.

Ralph Maitland, manager of midwest office, Wilding Picture Productions, N. Y., to Transfilm Inc., same city, as manager of newly-created midwest division, with headquarters in Pittsburgh.

William Boyd, previously budget manager for B. T. Babbitt Inc., N. Y., appointed business manager for Terrytoons, division of CBS Television Film Sales Inc., same city.

John Cuddy, production department, Transfilm Inc., N. Y., named production manager of Transfilm's animation department.

Morrie Roizman, supervisor of short subjects for National Telefilm Assoc., N. Y., appointed director of editorial department of Transfilm Inc., N. Y., effective Aug. 19.

Dave Dash, Cornell Films Inc., N. Y., resigns.

NETWORK

Howard Miller, radio-tv personality on various Chicago radio-tv stations, replaces **Dennis James** as host of NBC-TV Mon.-Fri. *Club 60.* Mr. James returns to New York for fall tv commitments.

Jeril Deane, singer, becomes permanent member of cast of ABN's *Breakfast Club* after being selected from some 300 aspirants for position in talent search.

Bob Crosby, star of daily, afternoon half-hour program on CBS-TV, appointed television chairman of Multiple Sclerosis Hope Chest campaign.

William McCauley, NBC Chicago business manager, father of girl, Mary Elizabeth, July 9.

Gordon Mason, account executive CBS Radio Pacific Network, father of boy, Craig Campbell, July 20.

Larry Elliott, 57, New York television actor and former White House announcer for CBS during mid-1930's, died July 28 at his home in Port Chester, N. Y., following heart attack.

Sol Wagner, turntable operator at NBC for past seven years and former bandleader, died July 30.

STATIONS

Dean Seaton, station manager, KROY Sacramento, Calif., promoted to executive vice president and **Al Richards,** sales manager, takes on additional duties as station manager.



◄ **Sidney Goldstein,** comptroller of WPEN-AM-FM Philadelphia, named secretary.

Peter Theg, station manager, WMTV-AM-TV Madison, Wisc., named general manager.



◄ **Ronald R. Ross,** public service-production director, WOWO Ft. Wayne, Ind., to WPTA (TV) Roanoke, Ind., as general manager. WPTA is scheduled to go on air Sept. 21.

Wayne H. Odell Jr., sales representative, WNIX Springfield, Vt., named station manager.

M. J. (Monte) Guardino, KUIN Grants Pass, Ore., to KPER Gilroy, Calif., as station manager, and **Philip J. Martinez** named sales manager. Station is scheduled to go on air Aug. 31.

W. M. H. (Bill) Smith, formerly sales manager, WBEE Harvey, Ill., to Rollins Broadcasting Inc. (WJWL Georgetown, Del.; WRAP Norfolk, Va.; WNJR Newark, N. J.; WBEE; WAMS Wilmington, Del.; WGEE Indianapolis, Ind., and WPTZ [TV] Plattsburgh, N. Y.) as midwest sales manager.



◄ **Malcolm S. Richards,** salesman-regional account executive, WING Dayton, Ohio, named sales manager.

Ernest Lewis, regional sales manager, WBRE-TV Wilkes-Barre, Pa., promoted to national sales manager. **Phil A. O'Neill,** recently owner of agency bearing his name, and **Joe Gries,** WBRE account executive, named WBRE-TV regional sales manager and WBRE sales manager, respectively.



◄ **Robert C. Burris,** formerly general manager of KSAN San Francisco, to KEYT (TV) Santa Barbara, Calif., as sales manager. Before joining KSAN, he was with KSFO and KJBS San Francisco.



MR. LEWIS



MR. O'NEIL



MR. GRIES

James H. Quello, WJR Detroit, promoted to program manager, succeeding **Ron Gamble,** who resigns to devote full time to his Blue Haven resort at Greenbush, Mich.



◄ **Edward J. Roth Jr.,** program manager, WNDU-TV South Bend, Ind., to WGN-TV Chicago in similar capacity. He succeeds **Jay Faraghan,** who joins WFLA-TV Tampa, Fla.

Harold Wheelahan, commercial manager, WDSU New Orleans, assumes additional duties as assistant station manager and **Jim Dunbar** named production supervisor.



◄ **Robert E. Newsham,** national sales coordinator, WFIL-AM-TV Philadelphia, to KYW-TV Cleveland, Ohio, as assistant sales manager, succeeding **Joseph P. Dougherty,** who joins WAAM Baltimore as sales manager [B•T, Aug. 5].

Roy Meachum, news staff, *Washington* (D. C.) *Post,* to WBAL-AM-TV Baltimore

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as public relations-promotion-advertising manager.

Joseph Kahnke, chief engineer, WTCN-AM-TV Minneapolis-St. Paul, named engineering director. **Warren Fritze,** formerly assistant to Mr. Kahnke, succeeds him as chief engineer.

William Kreitner, sales, WRCA-TV New York, to WRCA as director of sales.



◄ **Holt Gewinner Jr.,** account executive, Day, Harris, Hargrett & Weinstein, Atlanta, to WSB Atlanta as national sales promotion director. Mr. Gewinner served on WSB sales staff in 1951.

Charles W. Brodhead, chief director-production supervisor, CKLW-TV Detroit-Windsor, Ont., to WLWI (TV) Indianapolis, Ind., as program director. WLWI is scheduled to go on air in mid-September.



◄ **Mike Schaffer,** promotion director, WDBJ-TV Roanoke, Va., to WAVY-TV Portsmouth, Va., as promotion-publicity director. WAVY-TV is scheduled to go on air as ABC affiliate Sept. 1.

Robert E. Marshall, former band and act agent, Music Corp. of America, to WBZ-WBZA Boston-Springfield, Mass., as publicity director.

Virgil C. Roberts Jr., WSAI Cincinnati, Ohio, named assistant chief engineer.

Kenn Smith, engineer, WCSH-TV Portland, Maine, to WHDH-TV Boston in similar capacity.

Stan Cohen, formerly with Ziv Programs Inc., to WDSU New Orleans to head research, sales promotion and merchandising operations.

Duane X. Riley, Rochester, N. Y., newspaperman, to WWTV (TV) Cadillac, Mich., as news director.

Jerry Harper named news director of WMTV (TV) Madison, Wisc.

George Hayward, announcer, WABJ Adrian, Mich., to WYSE Lakeland, Fla., as news-sports director.

Sidney Magelof, general manager, WEAM Arlington, Va., to WGMS-AM-FM Washington as account executive.

Lathrop Mack, formerly with NBC Spot Sales in New York and Hollywood, to KLO Ogden, Utah, as account executive.

Robert E. Porter, formerly news editor at WJVA South Bend, Ind., to WLOI LaPorte, Ind., as Sunday news editor.

Roger Sheldon, formerly with KFMU (FM) Glendale, and KGIL San Fernando, both California, to KRHM (FM) Los Angeles sales staff.

Bob Green, WPTV (TV) West Palm Beach, Fla., to WINZ Miami as host of his own show.

Garry Miller, WSRS Cleveland, to WHKK Akron, both Ohio, to host daily *Breakfast Time* and *Melody Roundup.*

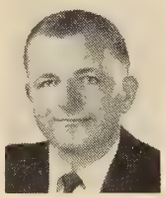
Bob Johnson, program director, KRIZ Phoenix, Ariz., to KHEP Phoenix as host of three-hour afternoon program.

Monte Lang, former disc jockey and announcer at WCAT Orange, Mass., to WPAC Patchogue, N. Y., in similar capacity.

Louis Draughon, president-general manager, WSIX-AM-TV Nashville, Tenn., recuperating in Vanderbilt Hospital, Nashville, after automobile accident.

Reed E. Snyder, 54, chief engineer of WHO-AM-FM-TV Des Moines, Iowa, died Aug. 2 following heart attack.

REPRESENTATIVES



◄ **Ralph Guild,** McGavren-Quinn Co., S. F., moves to N. Y. office of company as manager. He will "specialize in presenting and representing key west coast properties." **Bob Allen,** account executive in L. A. office, succeeds Mr. Guild.

Carroll McKenna, formerly with KABC-AM-TV Los Angeles, and **Paul Kennedy Jr.,** KABC-TV account executive, to Edward Petry & Co., L. A., as radio and tv account executives, respectively.

TRADE ASSOCIATIONS

Michael Keith, Philip Morris Inc., N. Y., re-elected president of Merchandising Executives Club of N. Y. Other officers: **Edward D. Russell,** Commercial Printing Co., executive vice president; **Harry Fraker,** Topics Pub. Co., vice president for programming; **Austin Johnson,** Benton & Bowles, vice president for membership; **Walter Thune,** Cunningham & Walsh, vice president for publicity; **Richard M. Elliott,** *Look* magazine, secretary, and **Roy Harris,** Advertising Distributors of America, treasurer.

Heather Woodward, public service director, WQAM Miami, elected president of American Women in Radio & Television's Gold Coast Chapter (extends from Orlando, Fla., to Key West, Fla.). Other officers: **Lee Waller,** WTVJ (TV) Miami program director, vice president; **Kay Patterson,** United Fund assistant director of public relations, secretary, and **Billy O'Day,** WCKR Miami women's editor, treasurer.

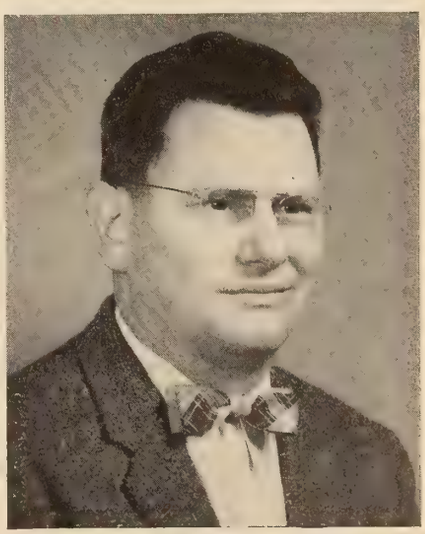
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PROFESSIONAL SERVICES



◄ **John D. Hymes,** research-merchandising director, KGO-AM-TV San Francisco, to Peter J. Gordon & Staff (public relations firm), same city, as partner and vice president. Company changes name to Gordon-Hymes & Staff Inc.

Robert J. Flood, formerly public relations director at Dancer-Fitzgerald-Sample, N. Y., announces opening of his own public relations office at 22 E. 49th St., N. Y. 17. Telephone: Plaza 5-3520.

DeWard Jones, formerly with public relations staffs of ABC, NBC and Radio City Music Hall, named manager of television publicity department of David O. Alber Assoc., N. Y., public relations firm.

Edwin A. Kartman, to editorial staff of Daniel J. Edelman & Assoc., public relations firm, Chicago.

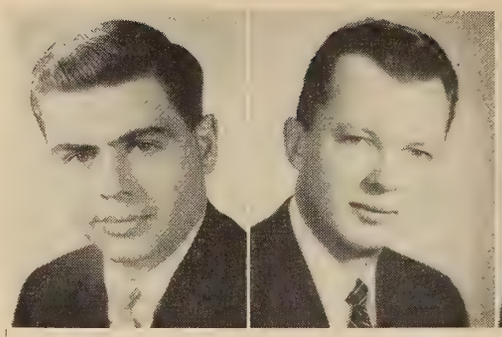
Robert M. Anderson, former New York publicist and radio commercial writer, to Gil Coleman Assoc., S. F., public relations counselors.

Quinn O'Connell, law clerk to Circuit Judge John A. Danaher, to Weaver & Glassie, Washington law firm. Mr. O'Connell was graduated from Georgetown Law School, same city, in 1955.

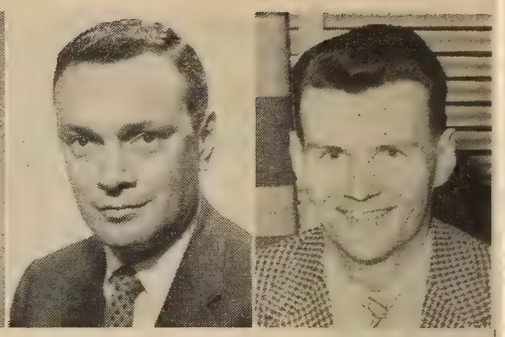
MANUFACTURING

Sidney Sparks, vice president in charge of commercial activities, RCA Communications Inc., N. Y., named vice president of operations and engineering; **Lon A. Cearley,** vice president and controller, named vice president of finance; **Frederick J. Sager,** treasurer, elected vice president and treasurer, and **Edwin W. Peterson,** assistant controller, appointed controller.

Charles A. Daly Jr., purchasing agent, RCA Victor Radio & Victrola Div., named manager of general purchasing for RCA, Camden, N. J. He is succeeded by **William S. Strout,** manager of electrical purchasing.



MR. STORER MR. JOHNSON



MR. KELLY MR. BUCHANAN

STORER Broadcasting Co., Miami, announced four new appointments last week. Peter Storer, who has served in various sales capacities with WJBK Detroit, becomes general sales manager of WJW-TV Cleveland, Ohio. Lewis P. Johnson, formerly with Storer's New York national sales office, joins WPFH (TV) Wilmington, Del., as sales manager. Jack Kelly, managing director of WJW, and Robert Buchanan, formerly with the sales department of WJBK-TV, become New York sales managers for WPFH and WJBK-TV, respectively.



◄ **John R. Suor,** salesman of electronic and consumer electrical products with Sylvania Electric Products, N. Y., appointed product manager of radio and high fidelity.

Marion F. Chetty, formerly plant manager, Sylvania Electric Products' cathode ray plant, appointed manager of television tube manufacturing plant. **P. C. Covich,** electronic products sales representative, appointed mid-eastern distributor sales manager of electronic products and **David G. Cowden,** formerly chief of mask operations, Sylvania's color tv tube department, named manager of special purpose tube operations for company's tv picture tube division in Seneca Falls, N. Y.

Dr. Thomas H. Johnson, research director, Atomic Energy Commission, to Raytheon Mfg. Co., N. Y., as research division manager, effective Oct. 1.

Howard C. Briggs, former vice president of military division, Hoffman Labs Inc., Washington, to Collins Radio Co., same city, as director of government relations.

Jerome G. McCormick, divisional credit manager for receiver division of Allen B. DuMont Labs., N. Y., appointed assistant general credit manager.

INTERNATIONAL

Joan Baxter, women's commentator, CFRA Ottawa, Ont., named president of Ottawa branch of Canadian Women's Press Club.

Clyde H. McDonald, research and development director of Bureau of Broadcast Measurement, Toronto, has opened research firm, McDonald Research Ltd. at Toronto and will make broadcast audience surveys.

EDUCATION

Dr. Keith M. Engar, associate professor of speech and theatre arts, U. of Utah, Salt Lake City, to KUED (TV) Salt Lake City (educational station) as program director.

Profs. C. H. Sandage, Theodore Peterson and **H. V. Cordier,** U. of Ill., Urbana-Champaign, named to head advertising, journalism and radio-tv divisions, respectively.

Dr. James Y. Moultrie named coordinator of Special Education Tv Project for Alabama Educational Tv Network.

GOVERNMENT

Milton H. Biow, former head of his own agency and now consultant, appointed by President Eisenhower to serve on President's Committee on Government Employment Policy, group concerned with preventing discrimination in federal employment practices.





Station Authorizations, Applications
(As Compiled by B•T)

August 1 through August 6

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through August 6

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	282	399	144
Fm	539	519	54	57	0

FCC Commercial Station Authorizations
As of June 30, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,044	519	344
Cps on air	3,079	530	519
Cps not on air	159	31	132
Total authorized	3,238	561	651
Applications in hearing	153	3	87
New station requests	322	24	79
New station bids in hearing	109	0	50
Facilities change requests	185	8	46
Total applications pending	975	134	366
Licenses deleted in June	1	3	0
Cps deleted in June	1	0	0

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through August 6

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	389	88	477[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	362	327	678[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	865	585	1,448[3]
Noncomm. Educ.	67		38	33	68[4]
Total	1,162	337	903	618	1,516[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

Biloxi, Miss.—Radio Assoc. Inc. granted vhf ch. 13 (210-216 mc); ERP 3 kw vis., .25 kw aur.; ant. height above average terrain 303 ft. Estimated construction cost $119,099, first year operating cost $120,000, revenue $180,000. P. O. address Box 152, Biloxi. Studio location Biloxi. Trans. location Jackson County. Geographic coordinates 30° 24′ 00″ N. Lat., 88° 48′ 30″ W. Long. Trans.-ant. RCA. Legal counsel Maurice Barnes, Washington, D. C. Consulting engineer Odes E. **Robinson** (2%). Mr. Robinson owns **WVMI Biloxi** and has interest in **WPTW Piqua, Ohio** and **Robinson** (2%). Mr. Robinson owns **WVMI Biloxi**, and has interest in **WPTW Piqua, Ohio** and **WKOY Bluefield, W. Va.** Mr. McKee has Zenith radio dealership. Announced Aug. 6.

Gulfport, Miss.—I. K. Corkern Jr. d/b as State Telecasting Co. granted uhf ch. 56 (722-728 mc); ERP 21.47 kw vis., 11.59 kw aur.; ant. height above average terrain 320 ft., above ground 340 ft. Estimated construction cost $60,420, first year operating cost $73,000, revenue $85,000. P. O. address 960 East River Oaks Dr., Baton Rouge 6, La. Studio and trans. location Silverdale Addition, Gulfport. Geographic coordinates 30° 22′ 02″ N. Lat., 89° 07′ 26″ W. Long. Trans. and ant. RCA. Legal counsel D'Amico & Curet, Baton Rouge. Mr. Corkern, former owner, **WIKC Bogalusa, La.**, is assistant engineer, **WBRZ (TV) Baton Rouge, La.**, and farmer. Announced Aug. 1.

Hay Spring, Neb.—Duhamel Enterprises Inc. granted vhf ch. 4 (66-72 mc); ERP 100 kw vis., 50 kw aur.; ant. height above average terrain 649 ft., above ground 583 ft. Estimated construction cost $165,000, first year operating cost $18,000. P. O. address Box 1752, 1819 W. St. Joe St., Rapid City, S. D. Studio location Hay Spring. Trans. location Sheridan County. Geographic coordinates 42° 38′ 25″ N. Lat., 102° 42′ 4″ W. Long. Trans.-ant. RCA. Legal counsel Charles V. Wayland, Washington, D. C. Principals include **Helen S. Duhamel** 91% and seven others. Mrs. Duhamel has interest in **KOTA Rapid City.** Announced Aug. 1.

North Platte, Neb.—Goldenrod Tele-Radio Co. granted vhf ch. 2 (54-60 mc); ERP 2.8 kw vis., 1.7 kw aur.; ant. height above average terrain 85 ft., above ground 202 ft. Estimated construction cost $92,050, first year operating cost $135,000, revenue $150,000. P. O. address 400 E. Fourth St., Pueblo, Colo. Studio location North Platte. Trans. location Lincoln County. Geographic coordinates 41° 08′ 14″ N. Lat., 100° 45′ 33″ W. Long. Trans.-ant. RCA. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington, D. C. Consult-

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Excellent community of industry and high income. Station does well . . . can do still better. Terms.	One of the better situations available today from a tax position. High lease possible with low investment. Financing.	We have three excellent Florida properties in small and medium markets all with some financing.	One of the bright spots in US economy forecasts. Illness forces sale. Mostly cash needed.	29% down will handle. Growing market. Five year increasing gross and profit picture.
WASHINGTON, D. C. Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	**CHICAGO, ILL.** Ray V. Hamilton Tribune Tower DE 7-2755	**ATLANTA, GA.** Jack L. Barton 1515 Healey Bldg. JA 3-3431	**DALLAS, TEX.** Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175	**SAN FRANCISCO** W. R. (Ike) Twining 111 Sutter St. EX 2-5671

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ing engineer Vandivere, Cohen & Wearn, Washington, D. C. Equal partners are **Ray J. Williams, Franklin R. Stewart** and **Alvin E. Larsen Jr.** Mr. Williams owns 60% **KRFC Rocky Ford, Colo.** Mr. Stewart is attorney, and Mr. Larsen contractor. Announced Aug. 1.

Amarillo, Tex.—Southwest States Inc. granted vhf ch. 7 (174-180 mc); ERP 46 kw vis., 23 kw aur.; ant. height above average terrain 806 ft., above ground 843 ft. Estimated construction cost $167,500, first year operating cost $388,029, revenue $543,446. P. O. address 1301 Polk St., Amarillo. Studio location 1301 Polk St., Amarillo. Trans. location five miles north of Amarillo. Geographic coordinates 35° 18′ 55.137″ N. Lat., 101° 50′ 3.028″ W. Long. Trans. and ant. RCA. Legal counsel Pierson, Ball & Dowd, Washington. Consulting engineer John Creutz, Washington. Principals are equal owners **Robert D. Houck,** general manager-47% owner, **KAMQ Amarillo;** his brother **Hoyt Houck,** president-47% owner of KAMQ; **Murry Worner,** commercial manager-2.66% owner of KAMQ, and **George A. Oliver,** sales manager-1.33% owner of KAMQ. Announced Aug. 1.

Monahans, Tex.—Tri-Cities Bcstg. Co., co-partnership of J. Ross Rucker, J. B. Walton and Helen Winborne Walton granted vhf ch. 9 (186-192 mc); ERP 27.5 kw vis., 13.8 kw aur.; ant. height above average terrain 619 ft., above ground 637 ft. Estimated construction cost $149,-061, first year operating cost $160,000, revenue $160,000. P. O. address Box 1118, Monahans. Studio and trans. location 2.5 mi. east of Pyote on U. S. Hwy. 80. Geographic coordinates 31° 32′ 44″ N. Lat., 103° 04′ 48″ W. Long. Trans. DuMont, ant. RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Mr. Rucker is 36% owner-pres.-gen. mgr., **KVKM Monahans.** Waltons have oil, ranching and business interests. Announced Aug. 1.

Charleston, S. C.—Atlantic Coast Bcstg. Co. of Charleston granted vhf ch. 4 (66-72 mc); ERP 58 kw vis., 32 kw aur.; ant. height above average terrain 367 ft., above ground 417 ft. Estimated construction cost $222,500, first year operating cost $425,000, revenue $455,000. P. O. address 133 Church St., Charleston. Studio location Charleston. Trans. location Charleston County. Geographic coordinates 32° 49′ 30″ N. Lat., 79° 58′ 45″ W. Long. Trans.-ant. RCA. Legal counsel Cohn & Marks, Washington, D. C. Consulting engineer David W. Jefferies, Charleston. Principals include **Charles E. Smith,** 40% general mgr. **WRMT-AM-FM Charleston, George H. Clinton,** 40% vice pres. **WTMA-AM-FM,** vice pres.-gen. mgr. **WPAR-AM-FM Parkersburg** and **WELK (TV) Clarksburg,** both W. Va. and vice pres. **WCMI-AM-FM Ashland, Ky.** Announced Aug. 1

Kennewick, Wash.—Columbia River Television Co. granted uhf ch. 25 (536-542 mc); ERP 8.22 kw vis., 4.93 kw aur.; ant. height above average terrain 1 ft., above ground 185 ft. Estimated construction cost $76,000, first year operating cost $108,000, revenue $140,000. P. O. address % **Stuart Nathanson,** Black Angus Motel, Kennewick. Studio location Kennewick. Trans. location Benton County. Geographic coordinates 46° 12′ 37″ N. Lat., 119° 09′ 07″ W. Long. Trans.-ant. GE. Legal counsel Saul Levine, Los Angeles, Calif. Consulting engineer Ron Oakley, La Canada, Calif. Principals include Mr. Nathanson (25%), former producer-director with **KEPR Yakima-Pasco, Wash., B. K. Phillipps** (18¾%), auto sales manager, **C. N. Hostkoetter** (18¾%), real estate interests, and four others. Announced Aug. 2.

APPLICATIONS

Delano, Calif.—Pacific Bcstrs. Corp., uhf ch. 37 (608-614 mc); ERP 450 kw vis., 244 kw aur.; ant. height above average terrain 424 ft., above ground 484 ft. Estimated construction cost $242,-809, first year operating cost $300,000, revenue $360,000. P. O. address 1317 Greeley Way, Stockton, Calif. Studio location Delano. Trans. location Kern County. Geographic coordinates 35° 34′ 17″ N. Lat., 119° 11′ 57″ W. Long. Trans.-ant. GE. Legal counsel McKenna & Wilkinson, Washington, D. C. **H. L. Hoffman** (60%) and **Terry H. Lee** (40%) will be owners. Mr. Hoffman has real estate and electronics interests and is stockholder in **KOVR (TV) Stockton, Calif.** Mr. Lee is pres.-gen. mgr. KOVR.

St. Petersburg, Fla.—Florida Gulfcoast Bcstrs. Inc., vhf ch. 10 (192-198 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 997 ft., above ground 1,026 ft. Estimated construction cost $1,118,050, first year operating cost $800,-000, revenue $750,000. P. O. address Times Bldg., St. Petersburg. Studio location St. Petersburg. Trans. location Pasco County. Geographic coordinates 28° 12′ 30″ N. Lat., 82° 44′ 47″ W. Long. Trans.-ant. RCA. Legal counsel Miller & Schroeder, Washington, D. C. Consulting engineer Lohnes & Culver, Washington, D. C. Principals include **Nelson Poynter** (60%), **Henrietta M. Poynter** (20%) and others. The Poynters own Times Publishing Co. and formerly owned **WTSP-AM-FM St. Petersburg.**

Bemidji, Minn.—Central Minnesota Television Co., vhf ch. 13 (210-216 mc); ERP 28 kw vis., 14 kw aur.; ant. height above average terrain 906 ft., above ground 856 ft. Estimated construction cost $287,533, first year operating cost $128,000, revenue $132,000. P. O. address Box 25, Alexandria, Minn. Studio location Bemidji. Trans. location Hubbard County. Geographic coordinates 47° 22′ 22″ N. Lat., 94° 41′ 33″ W. Long. Trans.-ant. RCA. Legal counsel Segal, Smith & Hennesey, Washington, D. C. Consulting engineer Julius M. Hetland, Fargo, N. D. Principals include **Thomas A. Barnstuble** (21%), 10% each **Julius Hetland, Harold W. Bangert, E. C. Reineke, Joseph O. Perino** and **John J. McCarten** and others. The aforelisted stockholders have interest in or are employed by **WDAY-AM-TV Fargo, N. D.**

St. Cloud, Minn.—St. Cloud Television Co., vhf ch. 7 (174-180 mc); ERP 98.4 kw vis., 49.2 kw aur.; ant. height above average terrain 570 ft., above ground 572 ft. Estimated construction cost $287,488, first year operating cost $147,400, revenue $165,000. P. O. address 21 Sixth Ave. N. St. Cloud. Studio location St. Cloud. Trans. location Stearns County. Geographic coordinates 45° 37′ 05″ N. Lat., 94° 33′ 00″ W. Long. Trans.-ant. RCA. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington, D. C. Consulting engineer Vandivere, Cohen & Wearn, Washington, D. C. Equal partners are St. Cloud businessmen **Lawrence M. Hall, Edward L. Stockinger, B. H. Flanagan, Sylvester Fandel** and **George Byers.**

New Am Stations

Escondido, Calif.—Neil W. Owen & Julia C. Owen d/b as Palomar Bcstg. Co. granted 1450 kc, 250 w unl. P. O. address 5901 Buckler Ave., Los Angeles. Estimated construction cost $11,800, first year operating cost $30,000, revenue $35,000. Principals in general partnership include Neil W. Owen (50%), teacher, and his wife Julia C. Owen (50%), college instructor.

Inglewood, Calif. — Albert John Williams granted 1460 kc, 1 kw daytime. P. O. address 1310 Fairfield St., Glendale, Calif. Estimated construction cost $41,000, first year operating cost $36,000, revenue $45,000. Mr. Williams is real estate owner and announcer KXLA Pasadena, Calif.

Waverly, Iowa—Burt N. Murphy and Wilbur L. Schield d/b as Cedar Valley Bcstg. Co. granted 1470 kc, 1 kw DA-D. P. O. address 224 Seventh Ave., S.W., Oelwein, Iowa. Estimated construction cost $32,117, first year operating cost $42,000, revenue $48,000. Mr. Murphy has been chief engineer, **KOEL Oelwein,** and Mr. Schield is 25% owner of Waverly firm manufacturing motor cranes and steam shovels.

Mt. Sterling, Ky.—Mt. Sterling Bcstg. Co. granted 1150 kc, 500 w D. P. O. address 50 Broad-

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way, Mt. Sterling. Estimated construction cost $19,106, first year operating cost $54,500, revenue $63,000. Principals are: Pres. **R. J. Reynolds** (33.3%), Vice Pres. **William C. Clay Jr.** (33.3%), and Treas. **William R. Reynolds** (16.6%), all with concrete pipe firm interests and Secy. **Thomas M. Edwards Jr.** (16.6%), attorney.

Tularosa, N. M.—Max I. Rothman granted 1540 kc, 1 kw D. P. O. address Box 75, High Rolls-Mountain Park, N. M. Estimated construction cost $12,898, first year operating cost $15,000, revenue $28,000. Mr. Rothman owns **KMFM (FM) Mountain Park, N. M.**

Columbia, Pa.—H. Raymond Stadiem, Lester P. Etter and M. Leonard Savage d/b as Radio Columbia granted 1580 kc, 500 w daytime. P. O. address 1649 Krim Court, Lebanon, Pa. Estimated construction cost $33,033, first year operating cost $52,000, revenue $68,000. Mr. Stadiem (45%) is president and 33.3% owner **WLBR Lebanon** and treasurer permittee WLBR-TV Lebanon. Mr. Etter (45%) is sec.-treas. and 33.3% owner WLBR and president of WLBR-TV. Mr. Savage (10%) is WLBR-AM-FM chief engineer and 1.7% stockholder in WLBR-TV.

Elizabethtown, Pa.—Will Groff tr/as Colonial Bcstg. Co. granted 1600 kc, 500 w daytime. P. O. address 651 W. Market St., York, Pa. Estimated construction cost $18,746, first year operating cost $30,000, revenue $30,000. Mr. Groff is announcer-sales employe at **WNOW-TV York.** Filed March 18.

Dayton, Tenn.—Norman A. Thomas granted 1280 kc, 1 kw D. P. O. address Box 428, Chattanooga, Tenn. Estimated construction cost $19,623, first year operating cost $30,000, revenue $36,000. Mr. Thomas, real estate and construction holdings, will be sole owner.

El Paso, Tex.—Robert L. Howsam granted 1590 kc, 1 kw D. P. O. address % Denver Baseball Club, Bears Stadium, W. 20th Ave. at Decatur St., Denver. Estimated construction cost $18,715, first year operating cost $36,000, revenue $45,000. Mr. Howsam holds interest in **KTLN Denver** and owns 30% of Denver Bears.

Ysleta, Tex.—John S. Chavez, Raul G. Amaya, Gaudalupe Caballero, Salvador Villareal and Gabriel S. Chavez, granted 1150 kc, 1 kw D. P. O. address 3408 Pera St., El Paso, Tex. Estimated construction cost $13,444.84, first year operating cost $25,000, revenue $35,000. Mr. Chavez is former producer and was salesman at **WDOV Dover, Del.**

Manassas, Va.—Harold H. Hersch and Edward L. Weaver d/b Prince William Bcstg. Co., granted 1460 kc, 500 w D, remote control trans. P. O. address 202 W. Church St., Manassas. Estimated construction cost $20,250, first year operating cost $36,000, revenue $46,000. Mr. Hersch is attorney. Mr. Weaver is attorney and industrial broker.

Tacoma, Wash.—Adlai C. Ferguson Jr. and Robert E. Hall d/b as Ferguson & Hall, granted 1480 kc, 1 kw unl., DA-2. P. O. address % Mr. Ferguson, Box 262, Paris, Ill. Estimated construction cost $24,917, first year operating cost $66,444, revenue $70,000. Mr. Ferguson is pres.-gen, mgr.-91.24% owner, **WPRS-AM-FM Paris, Ill.** Mr. Hall is sales v.p., U. O. Colson Co., Paris.

Arecibo, P. R.—Manuel A. Cabrera, Jose A. Cabrera and **Felix B. Velez** d/b as **Arecibo Radio Inc.,** granted 1230 kc, 250 w unl. P. O. address Box 483, Arecibo. Estimated construction cost $12,500, first year operating cost $21,600, revenue $30,000. Manuel Cabrera, auto dealer, 33.84%, Jose Cabrera, auto dealer, 33.08%, Mr. Velez, radio-tv management, 33.08%.

APPLICATIONS

Auburn, Calif.—Nevada Placer & Eldorado County Bcstrs., 1030 kc, 10 kw unl. P. O. address Box 992, Auburn. Estimated construction cost $100, first year operating cost $14,000, revenue $48,000. **Charles E. Halstead Jr.** and wife will be owners. Mr. Halstead formerly owned **KDIA Auburn.**

King City, Calif.—Somoco Bcstg. Co., 1570 kc, 250 w D. P. O. address 10814 Encino Ave., Granada Hills, Calif. Estimated construction cost $8,790, first year operating cost $15,600, revenue $24,000. Equal partners are **James H. Rose** and **Howard E. Slagle,** applicants for am in Hollister, Calif. Mr. Rose is electronics engineer and Mr. Slagle former Federal employe.

Santa Barbara, Calif.—Tri-Counties Bcstg. Co., 670 kc, 5 kw D. P. O. address 25 W. Anapamu, Santa Barbara. Estimated construction cost $37,400, first year operating cost $75,000, revenue $100,000. Equal partners are **William H. Buckley** and **Richard B. Cuetara.** The partners own music service company and Mr. Cuetara is promotion mgr.-announcer **KEYT (TV) Santa Barbara.**

Miami-South Miami, Fla.—Louis G. Jacobs, 990 kc, 5 kw unl. P. O. address 540 Altara Ave., Coral Gables, Fla. Estimated construction cost $67,958, first year operating cost $100,000, revenue $150,000. Mr. Jacobs, advertising-public relations interests, will be sole owner.

Millen, Ga.—Jenkins Bcstg. System, 1570 kc, 250 w D. P. O. address **W. Herbert Brannen Sr.,** Millen. Estimated construction cost $11,588, first year operating cost $24,500, revenue $36,000. Mr. Brannen, department store owner, will be sole owner.

Forest City, N. C.—Tri-City Bcstg. Co., 1320 kc, 500 w D. P. O. address Box 253, Forest City. Estimated construction cost $6,501, first year operating cost $24,000, revenue $32,000. Equal partners are **Gerard T. Becknell** and **A. Hoyle Lovelace,** both have appliance and jewelry interests.

Rapid City, S. D.—John L. Breece, 920 kc, 1 kw D. P. O. address Box 2006, Casper, Wyo. Estimated construction cost $22,000, first year operating cost $36,000, revenue $48,000. Mr. Breece, owner **KATI Casper, Wyo.,** and approximately ⅓ owner **KOVE Lander, Wyo.,** will be sole owner.

New Fm Stations

ACTIONS

Fair Lawn, N. J.—Radio Bergen Inc., granted 105.5 mc, 1 kw unl. P. O. address 921 Bergen Ave., Jersey City, N. J. Estimated construction cost $28,460, first year operating cost $10,000, revenue $18,000. **William** and **Ann Maron** will own 99.8% and **Julius Beck** .2%. Mr. Maron and Mr. Beck are New York businessmen and Mrs. Maron is office mgr.

Babylon, N. Y.—Babylon-Bay Shore Bcstg. Corp., granted 102.3 mc, 760 w unl. P. O. address % Sol Horenstein, 16 Fire Island, Babylon. Estimated construction cost, first year operating cost and revenue, included in costs of am application. Principals include **Sol Horenstein, Samuel Herstone** and **Mortimer Katz,** principals in application for new am in Babylon.

APPLICATIONS

San Bernardino, Calif.—Imperial Bcstg. System, 99.9 mc, 30.35 kw unl. P. O. address 6331 Hollywood Blvd., Los Angeles, Calif. Estimated construction cost $28,700, first year operating cost $25,000, revenue $20,000. Principals include **Frank K. Danzig** (18.75%), **A. B. Ross Jr.** (18.75%), **Morris Pfaelzer** (12.5%), **Sherrill C. Corwin** (10.85%) and others. Mr. Danzig and Mr. Ross have tv packaging interests, Mr. Pfaelzer has theatre interests and Mr. Corwin owns **KBAY-TV San Francisco, Calif.,** 65% of cp for 1190 kc at Anaheim-Fullerton, Calif., 15% **KAKE-AM-TV Wichita, Kan.,** and various theatre and real estate holdings.

Miami, Fla.—Rand Bcstg. Co., 99.9 mc, 105.75 kw D. P. O. address Biscayne Terrace Hotel, Miami. Estimated construction cost $25,075, first year operating cost $5,000, revenue indefinite. Rand Bcstg. is majority stockholder in **WINZ Miami** and **WEAT-AM-TV West Palm Beach,** both **Fla. Rex Rand** votes stock.

Ownership Changes

APPLICATIONS

KMOP Tucson, Ariz.—Seeks assignment of cp from partnership to corporation. **A. V. Bamford** and **H. R. Odom** will remain owners. Corporate change. No control change.

WDAX McRae, Ga.—Seeks control of licensee corporation by **Allen M. Woodall** through purchase of stock from executors of estate of **George T. Morris** (25%), deceased, and **W. Newton Morris** (25%), for $1,000. Mr. Woodall, 50% **WDAK Columbus, Ga.,** 20% **WMOG Brunswick, Ga.** and 30% **WGEA Geneva, Ala.,** will own 75% of station.

WJAT Swainsboro, Ga.—Seeks assignment of licensee from **James R. Denny** and **Webb Pierce** to **Radio Station WJAT Inc.** Corporate change. No control change.

WNBS Murray, Ky.—Seeks transfer of control of licensee corporation from **H. T. Waldrop, Delano Waldrop, Edd Griffin** and **Clara Griffin** to **C. H. Hulse Jr.** and **Charles Shuffet** for $61,275. Messrs. Hulse and Shuffet own **WLBN Lebanon, Ky.,** and have filed for the sale of that station.

KMLB-AM-FM Monroe, La.—Seeks transfer of control of license corporation from **Melba L. Gaston** and **J. C. Liner III** to **WSTV Inc.** for $105,000. WSTV Inc. has interest in **WSTV (TV) Steubenville, Ohio, WHTO-TV Atlantic City, N. J., WPIT Pittsburgh, Pa., KODE-AM-TV Joplin, Mo.,** and **WBOY-AM-TV Clarksburg, W. Va.,** and application for assignment of **WPAR-AM-FM Parkersburg, W. Va.** Principals include **Jack N. Berkman, John J. Laux** and others.

WAGM-AM-TV Presque Isle and WABM Houlton, Me.—Seeks transfer of control of licensee corporation from **Harold D. Glidden** to **Northeastern Bcstg. Co.** for $525,000. Northeastern is owned by **Community Bcstg. Service,** licensee of **WABI Bangor, Me.**

WWHG-AM-FM Hornell, N. Y.—Seeks negative control of licensee corporation by **Samuel Dresner** and **Rose Dresner** through purchase of stock (50%) from **Saul Dresner** and **Alfred Dresner** for $4,500. Samuel and Rose Dresner are the parents of Alfred and Saul Dresner.

WTNC-AM-FM Thomasville, N. C.—Seeks transfer of control of licensee corporation from estate of **George W. Lyles Sr.,** deceased, to **George W. Lyles Jr.,** and **R. F. Van Landingham** in accordance with will of deceased. Messrs. Lyles Jr. and Van Landingham will be sole owners.

KRMW The Dalles, Ore.—Seeks transfer of stock from all stockholders to **Oliver B. Earl** for $18,000 loan to corp. Mr. Earl will own 16.66%.

WHOL Allentown, Pa.—Seeks control of licensee corporation by **Victor C. Diehm, Hilda M. Deisroth** and **George M. Chisnell** through purchase of treasury stock for $2,400. The purchasers presently own 44.82% will own 60%.

WDBL Springfield, Tenn.—Seeks assignment of license and cp from **Walter A. Duke, Mrs. Hoyte Bell** and **William N. Locke** to Mrs. Bell and Mr. Locke for $14,000. Mrs. Bell and Mr. Locke will each own 50%.

WCOW Sparta, Wis.—Seeks transfer of control of licensee corporation from **Nicholas** and **Victor J. Tedesco** to **Zel S.** and **Vena H. Rice** for $28,200. The Rices will own 74%. The Rices have banking and real estate interests.

Other Actions

TV RULE MAKING FINALIZED

The FCC finalized rule making and amended its tv table of assignments to add ch. 16 to South Bend, Ind., and substituting ch. 75 for ch. 16 at Aurora, Ill., effective Sept. 6; and ordered mod. of cp of Michiana Telecasting Corp. to specify operation of station **WNDU-TV** in South Bend on ch. 16 instead of ch. 46, conditioned to submission to the Commission of certain information.

TV RULE MAKING PROPOSED

The FCC invites comments by Sept. 6 to proposals by (1) **WSJV (TV)** (ch. 28) **Elkhart, Ind.,** to assign ch. 28 to South Bend-Elkhart by substituting ch. 52 for educational ch. *40 in South Bend, deleting ch. 52 from Elkhart, substituting ch. 83 for ch. 28 in Elgin, and substituting ch. 40 for ch. 42 in Benton Harbor, Mich.; and (2) **WSRT-TV** (ch. 34) **South Bend,** to assign ch. 22 to that city instead of ch. 34, substitute ch. 79 for ch. 22 in Waukegan, Ill., substituting ch. 46 for ch. 36 in Kalamazoo, Mich., and add ch. 34 to Plymouth, Ind.

TV RULE MAKING FINALIZED

The FCC finalized rule making and amended its tv table of assignments to add ch. 16 minus to Ephrata, Wash., by substituting ch. 31 for ch. 25

Continues on page 107

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South Florida. Radio salesman. Give resume. $100.00 against 15%. Box 570A, B•T.

Time salesman. Salary plus commission. Good market. ABC Texas station. Box 614A, B•T.

Young college man needed in St. Louis by top firm, representing many outstanding radio stations. Send information on family status, education, job and sales record, salary required, and snapshot. Box 714A, B•T.

Assistant salesmanager with salesmanager opportunity wanted. Central Illinois network station, city over 100,000. Send full information to Box 763A, B•T.

Salesman, experienced, able to do some announcing. Excellent market. $100.00 weekly plus guaranteed. Tell your complete story. Box 786A, B•T.

Top rated station in Arizona's second largest market has opening for time salesman. Send resume to Box 951, Tucson, Arizona.

Black Hills beckoning. Sales opportunity in open market. Grow with the growing west. Will accept announcer wanting to break into sales. Send all particulars to Roy Marsh, KASL, Newcastle, Wyoming.

Minnesota station needs salesman-announcer. Good salary plus commission. KTOE, Mankato, Minn.

Wanted, radio salesman for WLCR, Torrington, Conn. New management with new ideas. Would like competent salesman.

Experienced top salesman for permanent position in progressive station with tremendous potential. Send full details to Bob Crager, WWCO, Waterbury, Connecticut.

Announcers

South Florida. Sell radio fulltime. Do one hour airwork. Experience necessary sales-announcing. Send tape, resume. $100.00 against 15%. Box 569A, B•T.

Opportunity! A young personality to grow with a leading mid-west independent. Must have first phone, send tape and resume (returned) to Box 595A, B•T.

Illinois kilowatt independent wants announcer with several years general staff experience and proved news writing ability. Liberal pay, many fringe benefits. Personal interview required. List age, education, experience in detail. Box 604A, B•T.

Desire football announcer plus staff duties. Tell all. Texas station. Box 613A, B•T.

Polished DJ wanted—Rapid-fire delivery at a sportscast pace. Glib. Informal lingo. Rhyming intros to records. Wanted by midwest station. $160 a week. Box 669A, B•T.

DJ, with local news-gathering experience. Give full details about yourself, including expected compensation. Box 688A, B•T.

Experienced announcer. Voice quality must be good. Opening for morning man and topflight all-around announcer. Send tape, photo, resume, and references. Box 692A, B•T.

Pennsylvania independent wants announcer with commercial experience. Must have good voice and run control board. Familiar with western and pop music. $75. Box 724A, B•T.

1st phone combo man, good maintenance, able to write copy. Top salary, wonderful living conditions in beautiful midwest lake area. Box 742A, B•T.

Experienced negro announcer-engineer combo, with first class ticket, wanted by leading negro-programmed station in metropolitan area. Send tape and resume to Box 743A, B•T.

Combination announcer and salesman. Well established station, ABC affiliate, and live wire. A good deal for the right man. Tell all in first letter. Box 750A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Florida independent needs top morning man-salesman. Top income for real pro. Complete information. Box 782A, B•T.

Staff announcer able to do play-by-play sports on fulltime network station. Permanent at good pay. Send full information. Box 785A, B•T.

Announcer for pop and country western who can double as copywriter. Box 795A, B•T.

Experienced announcer. Young, ambitious man who wants a permanent position with a future. Chain operates several stations in Pennsylvania. Play-by-play experience an advantage. Car essential. Offer good pay with regular raises. Only experienced men need apply. Send tape, resume and photo. Box 810A, B•T.

1000 watt midwest independent urgently needs good or potentially good combo man with 1st class license. Send tape and resume. Box 815A, B•T.

DJ for pop music-news station. Possible sales, good pay, opportunities good. KLEX, Box 358, Lexington, Missouri.

Announcer-salesman with promotional ability. Some experience required. Write KLFT, Golden Meadow, Louisiana.

Need immediately, ambitious announcer, preferably first ticket. Above average pay. World's best fishing, hunting, living conditions. Paying commission on sales. Rush air mail tape, snapshots KPRK, Livingston, Montana.

Bright, breezy dj needed for Beaumont's top station. Contact Manager, KRIC, Beaumont, Texas.

Experienced announcer, KSYL, Alexandria, La.

Experienced dj familiar with music, news, sports format. Send tape, resume, references to KWOW, Pomona, Calif.

Good, versatile announcer needed for eastern Carolina kilowatt with fulltime fm. Must be experienced. Send tape and resume to Lee Hodges, WCPS, Tarboro, N. C.

Wanted immediately, engineer announcer for one kilowatt station. Must have first class phone license. Heated apartment furnished on premises. WJWG, Conway, N. H.

Need experienced announcer for local Virginia station. Send tape and resume first letter. WLPM, Suffolk, Va.

Florida announcer—Immediate opening, experienced. Will pay for right man. Friendly sea-side community. Rush tape, resume, etc. WNOG, Naples, Florida.

Substantial salary and substantial position for experienced announcer. WPDX, Clarksburg, West Virginia.

Announcer with or without first phone license. WSYB, Rutland, Vermont.

Girls, girls, girls for all girl station in glamorous Florida market. Announcers who can double in sales, copy and office work. Send complete background, tapes and pictures. Tom Carr, Box 407, Ponte Vedra Beach, Florida.

Technical

Florida's finest wants combo man immediately. First ticket, excellent opportunity, top company if ambitious, investigate. Box 523A, B•T.

Chief engineer needed immediately for am, fm and tv. Permanency and future salary increases. Box 701A, B•T.

1st class engineer with announcing ability for progressive 250 Mutual in east North Carolina. Airmail complete data including references, starting salary requirements, date available. Box 728A, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Engineer needed for North Carolina kilowatt remote controlled. Maintenance ability. Car necessary. Box 736A, B•T.

Chief engineer-announcer, limited announcing. Must be strong on maintenance since you're the only engineer. Early morning shift done by noon. Six days. $1.65 to start with guarantee of $73.34. Box 754A, B•T.

Control board operator. No announcing. Established progressive 250 watt Illinois station. Union scale. Box 772A, B•T.

Chief engineer am, fm, maintenance, construction, personal interview. Box 797A, B•T.

Negro engineer, Carolinas station. Fifty-five dollars, 40 hours. Box 801A, B•T.

Wanted engineer, announcer, combo man, heavy on engineering, for north central United States. Salary $100.00 per week. Must be reliable and have good reference. Write Box 817A, B•T.

Engineer with first class license for full-time station in New Jersey. Strong on maintenance, no announcing. $100-plus-per-week depending on experience. Other benefits. Box 824A, B•T.

Need transmitter engineer with first class ticket. $1.60 per hour, guaranteed 40 hour week, no maintenance, no announcing. Paid two weeks vacation. Preference to handicapped person. Phone collect, 1410, Taylorville, Illinois.

Opening for chief engineer-announcer, ideal mountain climate working conditions, starting salary $80.00 weekly plus overtime. Low living costs in single station market. Call collect if interested Lloyd Hawkins, KRTN, Raton, New Mexico.

Engineer with first class license, combo man that can announce or sell preferred. WDBL, Springfield, Tennessee.

1st class engineer, 40 hours a week, must have some experience in maintenance, contact WGSM, Huntington, N. Y.

Production-Programming, Others

Wanted: Continuity writer. Experienced. Position with established station. In business 26 years. Midwest. City 45,000 population. 50 miles from Milwaukee. State salary desired and experience. Box 634A, B•T.

Newsman: Experienced only, to gather, write and broadcast local news for Pennsylvania station. Must be a newshound. No disc jockey. $85 to start. Box 672A, B•T.

Live wire newsman. Background of reporting, editing, with forceful air presentation. Excellent opportunity at north central metropolitan am-tv stations. Send tape, snapshot and full details about previous experience, and advise salary expected. Confidential. Box 687A, B•T.

Program director with experience to work in radio and television on Florida's west coast. Box 768A, B•T.

Program director for Colorado station, medium sized market. Must be able to take care of all phases of programming including sports. Adequate clerical help and reasonably good staff men available to him. Salary open. Personal interview absolutely essential. Give complete resume in first letter. Box 778A, B•T.

Top newsman for expanding news staff on midwestern music-news operation. Should be forceful and type to develop into a local news personality and with capability to editoralize as issues arise. Send photo, tape and salary required at once. Box 819A, B•T.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Experienced newsman with copywriting ability. Ideal resort area. Send tape and resume to KBHS, Hot Springs, Arkansas.

In three years we have moved into the number 1 spot in a highly competitive market. We are a fulltime independent radio station and very much alive. Now we need a spark-plug to help us keep that number 1 spot. Must be able to do everything, news, music, special events, etc. We have a fine salary to offer the right man, and a share of the profit plan too. Many other benefits. If you want a good long lasting job with a good radio station, contact Val Carter, WDOT or telephone UN 2-5776, Burlington, Vermont. Prove yourself and become PD of an alert operation.

British Broadcasting Corporation requires a woman for promotional and research work, preferably with radio news room or newspaper background. Write stating salary required to B.B.C., 630 Fifth Avenue, New York 20.

RADIO

Situations Wanted

Management

General manager-salesman: Experienced, married, top references, permanent, BA Degree. Box 685A, B•T.

Commercial manager-salesman experienced indie and network operation. College degree in advertising; married and a proven record of success in sales. Box 762A, B•T.

Manager, 10 years experience all phases. Prefer indie operation to lease or manage, middle west. Want clean operation that needs to make money. Married, college grad, topnotch public relations and sales. Several thousand 45's and L.P.'s go too. Box 770A, B•T.

Are you fed up with inexperience, screwball ideas, gimmicks and experimenting with your money? I really have experience in medium markets, know what to do to get solid results. Hard worker, not a chair warmer. Prefer one station market, 10,000 or more. If interested, address manager Box 773A, B•T.

RADIO

Situations Wanted—(Cont'd)

Management

Sales manager, in one of largest markets, wishes to relocate as manager or sales manager, New England, New York. Best references. Box 788A, B•T.

Mature, reliable, presently asst. manager and program director in southwest market looking for advancement to manager, experienced in all phases of radio including operational, technical, sales and public relations. Box 789A, B•T.

Somewhere in the west there's a station that needs competent management, new ideas to build sales, ratings. I'm ready to put 10 years radio-tv-agency experience to work for that station on a profit sharing basis. Currently employed sales manager California medium market. I'm willing to gamble my future against a 120 day trial period I'm confident will lead to permanent affiliation. If interested, write Box 792A, B•T.

Manager. Nine years experience in all phases smaller market operations. Desire small or medium market. Box 806A, B•T.

Sales

Prominent radio-tv personality, with own highly successful sales organization and established agency contacts, now able to represent limited number of quality stations or groups. Box 812A, B•T.

Announcers

Announcer, short on experience, long on ambition. Strong music, Basie to Beethoven. News, commercials, write continuity, can operate board. Box 107A, B•T.

Announcer, young, ambitious, employed. Seeking job with future. Will relocate. Box 697A, B•T.

Good announcer, trapped in juke box with tape, wants out. Big city, 5-day week only. Top newsman, first ticket. Midwest now, will go long way for good music station. Box 698A, B•T.

Sports announcer-veteran, married, college degree—one year experience, very strong on play-by-play. Box 7333A, B•T.

Announcer-veteran, married, college degree-one years experience, strong on sports and news. Experienced in newswriting and copywriting. Box 734A, B•T.

Major market announcer, family, five years experience, some tv, employed 1000 watt independent, interested commercial tv or good radio deal. Box 745A, B•T.

ANNOUNCERS

Radio stations throughout the country are rapidly converting to "combo operation". Keep pace with the trend—protect your security—get your first class F.C.C. license without delay. Put yourself on the preferred list for better, higher-paid positions. A first class F.C.C. license gives you the advantage over otherwise equally qualified applicants. We have trained thousands and can prepare you, too, for a first class F.C.C. license in a minimum of time. Our 32 page booklet, Opportunities in Electronics, explains how you can prepare for this all-important license quickly, through home study or in resident classes. This booklet is free. Write for it today.

Our Guarantee
If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

FCC-Type Exams
FCC-type tests are used throughout the Grantham course. Constant practice with these FCC-type tests helps you prepare for the actual FCC examination.

MAIL COUPON TO SCHOOL NEAREST YOU

GRANTHAM SCHOOLS, Dept. 12-V

821 19th St., N.W., Washington 6, D. C. OR 1505 N. Western Ave., Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name_____

Address_____ City_____ State_____

I am interested in: ☐ Home Study ☐ Resident Classes

RADIO

Situations Wanted—(Cont'd)

Announcers

Sportscaster, knows and calls all sports, doubles on dj and news, tapes available. Box 752A, B•T.

Top sports announcer in south ready to go anywhere, ownership change here. Two stations 18 years excellent record radio and television. Must guarantee five figure income. Excel all sports. Brochure or personal interview. Box 753A, B•T.

Girl personality, dj run own board, eager to please. Free to travel. Gimmicks and sales. Box 756A, B•T.

DJ beginner, capable, eager to please, salary second to opportunity. Grad N. Y. radio school. Tape and resume immediate on request. Box 757A, B•T.

Personality dj. Strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 758A, B•T.

Personality dj for competitive market. Experienced, will travel. Tape, resume. I'll help us both make money. Box 760A, B•T.

Announcer, experienced in all phases of staff work. News a specialty. Western U. S. preferred, but will accept other area. Box 761A, B•T.

Personality dj, salesman. Eight years, same morning show, fully sponsored. Also remotes and special events. Selling radio time in PM, average monthly sales in small market $1,500. Reason for change, desire larger market, more money. Mature, married with family. Will send tape and resume, personal interview if desired. Box 766A, B•T.

Announcer-salesman. Experienced. College graduate. Copywriter. Prefer midwest. Married. Ambitious. Box 769A, B•T.

Staff announcer desires position in Illinois, Wisconsin, or Iowa. Reliable. Box 779A, B•T.

Top announcer seeks top pay job. Extremely versatile. Thoroughly experienced. Box 781A, B•T.

Deejay with four years experience looking for opportunity in large market. First class ticket. Experience in all phases of radio—salary open, tape on request. Box 790A, B•T.

Experience dj-announcer desires position with music news station. Prefer Delaware, Maryland or Virginia. All offers considered. Dependable, versatile. Excellent references. Presently employed. No sales experience. But interested in learning. Box 798A, B•T.

Deep resonant voiced announcer with working knowledge of the business. Serious, getting married in December. Prefer news, commercials, dj. Available immediately. Box 799A, B•T.

Announcer-dj, two years experience. Wants to settle in the southwest. Box 800A, B•T.

Fast paced dj, 3 years experience, good commercial, family. Box 802A, B•T.

Announcer. 2 years staff experience, car, will travel. 3 class ticket. Box 803A, B•T.

Announcer, college trained. Two years experience. Prefer east or southeast. Tapes available. Box 805A, B•T.

2 years, wants Florida or Maryland station, or station you can be proud of, intends staying. Box 811A, B•T.

Combo announcer-engineer holding first class license with 7 years experience in radio broadcasting. Experienced all phases of radio-music-news-sports-special events. Presently employed, desire new location. Box 818A, B•T.

I am your man. Top flight R & B jock. Reference. Box 821A, B•T.

Steady, dependable, sober family man desires permanent job with opportunity to advance. Not hot shot dj, but steady listenable style wears well. Done morning shows and news three years. Familiar with all fields of radio. Want to locate in medium sized city with Lutheran church. Salary $400.00 month to start. Box 822A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer—recent SRT graduate. Need experience, appreciate offers. Vet, 27, white, single, will travel. Don Dunning, 201 Walnut St., Athens, Pa. Phone TU 2-9152.

Professional announcer available immediately. Five years experience news, sports, dj (can sell). Desires permanency. College graduate, 31, family. Excellent references. Fritz Van Duyse, 642 North Fifth Avenue, Sturgeon Bay, Wisconsin. Phone 946.

Looking for a recent broadcasting school graduate who can produce? Then write Parker Gronwold, 1338 Marengo Ave., Forest Park, Illinois.

100 miles raduis New York. 4½ months experience, work hard. Gene Tully, Box 122, Manasquan, N. J., Castle 3-1540.

Technical

Studio transmitter engineer-maintenance, two years experience, seeking position with vhf station on east coast. Box 787A, B•T.

Chief engineer, eastern states, experienced am, fm, directional, construction. Best references including present employer. Lyle Lincoln, 113 Wilson, Harve de Grace, Maryland. Phone 749-J.

First phone operator with 4 years in radio and tv. Last two years at tv transmitter. Also some studio and color experience. $75.00 per week minimum. Ben Louie, P. O. Box 78, Cloverdale, Indiana.

Production-Programming, Others

6½ years, radio-tv. All phases. Play-by-play, news, dj. Presently employed as afternoon dj in one of the top 5 major markets. Looking to move up to PD or other executive capacity. Will invest, if right. Young, aggressive. Will do air work. Tape, and resume on request. Box 693A, B•T.

Traffic-billing two years experience small station operation. Gal Friday, single, prefer midwest or west. Available September 1st. References. Box 694A, B•T.

Outstanding newsman wants job preferably southwest, California, Colorado or Blue Ridges. No announcing. Long experience, finest references. Now averaging 60 local stories daily. Available September. Personal interview preferred, Box 751A, B•T.

Director. Two years experience. "Can give high quality productions with low cost know how, can handle local commercial spots with variety and care, a very good imagination with the ability to put it to good use." Box 804A, B•T.

Girl Friday, copywriter, creative imagination and high IQ; experience in business world previous to radio. Box 813A, B•T.

TELEVISION

Help Wanted

Management

Commercial manager for vhf station in important Texas market. Box 775A, B•T.

Do you want to live in California? Office manager needed for replacement of long time employee who has just married. Must have working knowledge of accounting, budgets, purchasing, personnel selection and all phases of accounting as well as supervision of accounting and other office personnel. The right person could be a mature responsible executive secretary with bookkeeping knowledge. Excellent opportunity for some desiring permanent, secure employment in central California. Excellent climate and working conditions. Write Manager, KSBW-TV, Box 1651, Salinas, California.

TELEVISION

Help Wanted—(Cont'd)

Sales

Energetic salesman who can produce for large Texas market vhf. Box 776A, B•T.

Need top flight experienced tv salesman for ABC affiliate in fast growing southwest market. Salary and commission open, write KELP-TV, Box 105, El Paso, Texas.

Announcers

Sportscaster, tv and radio, large midwestern market; rush tapes, S.O.F., resume; state salary expected. Contact: RO, Box 626, Fargo, N. Dak.

Technical

Wanted by midwest tv station, two transmitter and maintenance engineers. Starting salary higher than average for men with experience. Excellent living conditions. Resume and photo in first letter. Box 780A, B•T.

Expanding schedule need first class engineer. Good salary based on experience. Paid vacations, insurance benefits. WDAY-TV, Fargo, N. D.

Video engineer for maintenance, educational tv. Must have two years station experience. Pay $5,200, annual contract with school system, five day week. Immediate vacancy. Phone collect: FR-1-6870, 1-4 PM, Herb Evans, Miami, Florida.

Production-Programming, Others

Television executive wants girl Friday with knowledge of television and radio business, shorthand and typing. Free to travel in or out of the United States and able to handle travel details, appointments, etc. Apply Box 696A, B•T.

Newspaper owned, newsminded vhf in good market needs news director who knows news and is strong air personality. Please send photo and tape or audition film, resume, expected starting salary to Box 740A, B•T.

Wanted immediately. TV news-writers for top western Pennsylvania station. Also part-time news-film photographers in area. Box 791A, B•T.

TELEVISION

Help Wanted—(Cont'd)

Programs-Production, Others

Are you, the experienced, inventive, personable, permanent young woman we need in our television continuity department? Above average salary, best working conditions with a pioneer tv station. Address resume and snapshot to Continuity Director, WOC-TV, Davenport, Iowa.

TELEVISION

Situations Wanted

Announcers

Announcer—now doing radio and tv in major market. Desire tv only opportunity. Experienced. Age 26, college graduate, highest character and professional references. Box 755A, B•T.

Television-radio-stage background outstanding "On camera". Sell, excellent voice and appearance. Age 28. Stable. Box 794A, B•T.

Production-Programming, Others

Director-producer, 4 years experience all phases production. Seven years radio-tv announcing. University degree. Congenial, 31; versatile, creative, reliable. Relocate. Box 507A, B•T.

Assistant director-cameraman. Married, presently employed. Creative, imaninative. Desires more opportunity; personal interview. Box 759A, B•T.

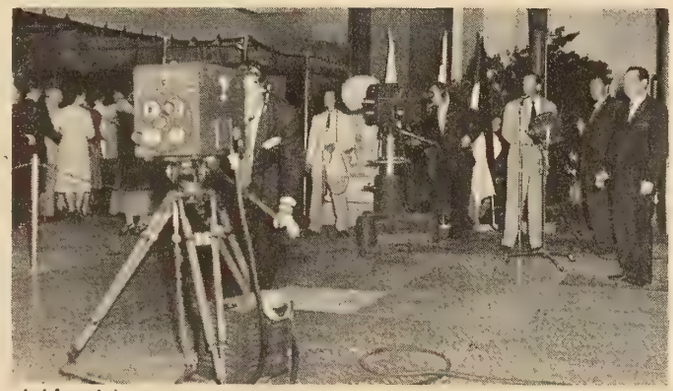
Wanted, fulltime employment. Experienced scenic artist in tv art department. Set designing, tv, mural background work, theatrical one sheet work and lettering. Reference and picture on request. Box 765A, B•T.

Director. Employed. No mere "button-puncher". Desire larger market. References. Box 783A, B•T.

Working tv newsman with guts, will travel. 6 years radio-tv, three with top news net. Now west coast. 2-year minimum, prefer radio-tv combo. Box 784A, B•T.

12 years with mike and ike, news, promotion-production-programming. Box 796A, B•T.

EXAMPLE——PRACTICAL TV TRAINING



This is a typical example of the practicality of ALL Northwest training. These students are actually doing a live remote from a recent movie premiere.

All Northwest classes are trained using methods like these—letting students work in a practical manner with everyday Telecasting problems. For *top* TV people call John Birrel.



NORTHWEST
Television–Radio Division
SCHOOLS

HOME OFFICE:
1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA
1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS . . . . .
540 N. Michigan Avenue
DE 7-4504

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Chief film editor, tv film experienced. Presently employed, desires permanent position with larger responsibilities. Box 547A, B•T.

Producer: 12 years in tv, 4 years in radio. Know all phases thoroughly, except engineering. Have references and proof of ability. Looking for a good future in other media. Will give your salesmen material they can sell, your audiences programs they can enjoy. Creative, reliable, want to work with people who would like to drive their competition crazy. Schooled in big and small markets. 35 years old—married—location no object if you're "in gear". Interviews at my expense. If you're going places, let's exchange success stories. Box 814A, B•T.

FOR SALE

Stations

Central Ohio. 500 w daytimer in county seat city of 25,000. Station covers prosperous manufacturing-agricultural area of 160,000. Grossing at better than $60,000 rate. $25,000 payment will handle this property. Box 820A, B•T.

Carolina daytime, profitable, includes land and building, $65,000. Half down. Connecticut valley vicinity, monopoly market. $70,000 total price, 29% down. Alabama, single station market, $29,500 total price, $12,000 financed. Paul H. Chapman Company, 17 East 48th Street, New York 17, N. Y. or 84 Peachtree, Atlanta 3, Georgia.

Private, conservative service to qualified principals only. Ralph Erwin, Broker, 1443 South Trenton. Tulsa.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

1—250 watt Collins transmitter 10 years old in first class condition only $1,000.00. 1 complete emergency power unit first class condition only $500.00. Box 767A, B•T.

Texas radio station will sell 60 watt vhf mobile news unit, including station transmitter and receiver, and mobile unit in 1956 station wagon. Will sell with or without the car. Best offer takes it. Reply to Box 771A, B•T.

Western programs — ¼ hour transcribed open-end musical programs, Riders Purple Sage, etc. 400 programs, 25¢ a program. WAND, Canton, Ohio.

Standard transcription library, 75% never used. Will sell for ½ of cost. WAYE, Baltimore 1, Maryland.

Attention prospective microwave licensees, available immediately three 8x12 foot passive reflectors used less than one year, like new condition. Available at a very reasonable cost. For information write to WDAM-TV, Box 1649, Hattiesburg, Mississippi.

General Radio type 25A frequency monitor, completely reconditioned by the General Radio Company. Write or call WSTC, Stamford, Conn.

WANTED TO BUY

Wanted — station break Jingles at low cost. Also singing commercals, "skit" commercials individually prepared for local sponsors. WAND, Canton, Ohio.

Stations

Wisconsin-Minnesota station wanted. Consider partial ownership. Fourteen years experience. Confidential. Other midwesterns considered. Box 774A, B•T.

Principal interested in medium size station in good market, need not show huge net. Prefer eastern seaboard. Write in strict confidence. Box 793A, B•T.

WANTED TO BUY

Stations

Want to invest in existing or proposed station and participate actively. Background covers every phase of radio and tv. Box 807A, B•T.

Responsible party desires one kilowatt or less. Midwest location. Box 816A, B•T.

Stations wanted. New Mexico, Colorado, Texas, Arkansas, Louisiana, Missouri, Kansas. Ralph Erwin, Broker, Tulsa.

Equipment

Used 500 watt transmitter, am monitors and console. If in southwest near Texas, I'll come after it. No crating. Box 777A, B•T.

Will buy used 2 or 4 bay Andrew fm antenna. KJML-FM, 2830 Auburn Blvd., Sacramento, California.

Wanted: RCA BQ-1A turntables (2), which play only 33 and 45 microgroove. Chief Engineer, WFBR, Baltimore 2, Md.

RCA, Gates, or comparable audio control panel. No major modification. Ampex recorder. RCA mikes. G. B. Gordon, (personal), WICS, Springfield, Ill.

10 kw fm transmitter or 3 kw fm transmitter. Prefer G.E., REL or Westinghouse. Will consider other makes. Contact The Concert Network Inc., 171 Newbury Street, Boston, Mass. Phone Copley 7-6020.

Used small studio console, two CB-11 Gates tables, one PT6-A Magnecorder amplifier. Contact Gil Hanzlicek, Box 757, Great Bend, Kansas.

INSTRUCTIONS

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

EMPLOYMENT SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 FOURTEENTH STREET, N. W.
WASHINGTON 5, D. C.

RADIO

Help Wanted

Sales

RADIO SALES

Multiple station operation needs one outstanding radio salesman. Right man can progress to Sales Manager within one year. Write in confidence to

BOX 809A, B•T

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

TOP JOB FOR A TOP
Program Director

The man we want is a successful program director who wants to grow.

We'll pay this man well and build him into an Operations Manager in our organization.

Commercial music and programming knowledge is a must.

Call

Harvey Hudson, General Manager

WLEE

Richmond, Va. 88-2835

RADIO

Situations Wanted

Production-Programming, Others

Attention Station Owners
Increase your monthly billing
25% — 50% — 100%
by
New effective programming
with
Soft, but Solid Salesmanship
No Gimmicks, No Hi Pressure.
Box 823A, B•T

TELEVISION

Help Wanted

Management

DO YOU WANT TO LIVE IN CALIFORNIA

Office manager needed for replacement of long time employee who has just married. Must have working knowledge of accounting, budgets, purchasing, personnel selection and all phases of accouning as well as supervision of accounting and other office personnel. The right person could be a mature responsible executive secretary with bookkeeping knowledge. Excellent opportunity for some desiring permanent, secure employment in central California. Excellent climate and working conditions. Write Manager, KSBW-TV, Box 1651, Salinas, Calif.

Announcer

TV ANNOUNCER

Have immediate opening for top-flight television announcer in Alabama's largest market. Must be experienced. Please forward recent photo and tape to M. D. Smith, c/o WBRC-TV, Birmingham 9, Alabama.

TELEVISION

Help Wanted—(Cont'd)

Sales

TV SALES

Exceptional opportunity for experienced television salesman with large Eastern VHF operation. Incentive plan. Write or wire, giving brief resume and educational background.

BOX 808A, B•T

FOR SALE

Equipment

1 Complete DuMont Cinecon with dual light sources 2 projectors, 2 automatic slides and dual opaque.

$20,000.00

1 GPD Live Cam Chain with following lense compliment:

2", 4", 6" @ Fl. 9 and 12" & 24" @ F 3.8 complete with tripod, dolly and pan head

$6,000.00

1 GPL Varifocal Lense

$5,000.00

Prices quoted above FOB Portland. Contact Gene Phelps, Chief Engineer, Station KPTV, 735 S. W. 20th Place, Portland, Oregon. Phone Capitol 2-9921.

FOR SALE

Two second hand guyed Stainless, Inc. AM towers.

One Truscon self-supporting AM tower.

ACE-HIGH TOWER COMPANY

BOX 55, GREENVILLE, S. C.

FOR SALE

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories

STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2713
America's Tape Recorder Specialists

FOR SALE

RCA TF-5A 5 bay antenna for channels 4, 5 or 6. 800′ of 3⅛″ transmission line. 350′ self supporting tower. Any and all available 9/1/57 when we switch to 1300′ tower. Will sell at low price as we have no further use for this equipment. Contact: J. B. Fuqua, Pres., WJBF-TV Augusta, Georgia.

NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel.

FOR THE RECORD CONTINUED

Continues from page 102

in Kennewick, substituting ch. 25 for ch. 31 in Richland, and changing offset carrier on ch. 16 in Port Angeles from minus to plus. Effective Sept. 6.

PETITIONS

KHOL-TV and **KHPL-TV Kearney** and **Hayes Center, Neb.**—Petition requesting amendment of Sec. 3.606 by the issuance of rule making so as to add ch. 3 (non-offset) to Sterling, Colo., and delete the same from Cheyenne, Wyo. In the event grant is not made of the Bi-States petition filed this date for reconsideration of the memorandum opinion and order of July 11, 1957, petitioner further requests that said notice of proposed rule making also include deletion of ch. 8- from Ainsworth, Nebr., and the substitution of ch. 8- for ch. 3+ in McCook, Neb.

The FCC granted a petition by **Jefferson County Bcstg. Co., Pine Bluff, Ark.**, and enlarged issues in proceeding on its application for new am station and that of **Kermit F. Tracy, Fordyce, Ark.**, to determine (1) whether latter application was filed in good faith and (2) availability of Tracy's proposed trans. site.

The FCC granted petition by **Noble-De-Kalb Bcstg. Co.** and enlarged issues in proceeding on its application to change operation of **WKTL Kendallville, Ind.** (1570 kc, 250 w D) from directional to nondirectional, to include program service issues.

PETITIONS FOR RULE MAKING DENIED

I. K. Corkern Jr., State Telecasting Co., Gulfport, Miss.—Petition requesting amendment of Sec. 3.606(b) by instituting rule making so as to make ch. 13 in Biloxi, Miss., available for use only by noncommercial educational broadcast station and ch. 44 available for commercial broadcast use.

NARBA

List of changes, proposed changes and corrections in assignments of Mexican broadcast stations modifying the appendix containing assignments of Mexican broadcast stations (Mimeograph 47214-6) attached to the recommendations of the North American Regional Broadcasting Agreement engineering meeting Jan. 30, 1941.

Mexican List No. 203 **March 12, 1957**

630 kc

XETK Mazatlan, Sinaloa—1 kw D, 250 w N. Unl. Class IV. 9-20-57 (change in frequency).

810 kc

XERI Reynosa, Tamaulipas—250 w D. D Class II. 6-20-57 (change call letters from XERU).

1310 kc

XERU Chihuahua, Chihuahua—1 kw. D Class III. 6-20-57 (change call letters from XEKV).

1390 kc

XETK Mazatlan, Sinaloa—1 kw D, 0.5 kw N. Unl. Class IV. 9-20-57 (delete assignment—vide 630 kc).

1420 kc

Chihuahua, Chihuahua—5000 w D, 500 w N. Unl. Class III. 12-20-57.

Notification of new Cuban radio stations, and of changes, modification and deletions of existing stations in accordance with Part III, Section F of the North American Regional Broadcasting Agreement, Washington, D. C., 1950.

Cuban Change List No. 3 **June 21, 1957**

800 kc

CMJS Ciego de Avila, Camaguey—1 kw ND. Unl. Class II.

1280 kc

CMDP Victoria de las Tunas, Oriente—250 w ND. Unl. Class IV.

COMMISSION INSTRUCTIONS

The FCC on Aug. 1 directed preparation of document looking toward denying petition by **KIVA-TV** (ch. 11) **Yuma, Ariz.**, for rehearing opinion and order to Commission's memorandum opinion and order of Oct. 11, 1956 striking Valley's exceptions, as untimely filed and giving notice that the initial decision of Aug. 6 confirming Commission's Jan. 25 grant of cp to Wrather-Alvarez Bcstg. Inc., for new tv (**KYAT [TV]**) to operate on ch. 13 in Yuma, became effective Sept. 17.

Routine Roundup

BROADCAST ACTIONS BY THE COMMISSION

WCPM Cumberland, Ky.—Granted change of operation from 1490 kc, 250 w unl. to 1280 kc, 1 kw D.

KACT Andrews, Tex.—Granted change of operation on 1360 kc from 500 w D to 1 kw D.

KOKY Little Rock, Ark.—Granted change of operation on 1440 kc from 1 kw D to 5 kw D; trans. remote control.

WWTB Tampa, Fla.—Granted change of operation on 1300 kc from 1 kw DA-D to 5 kw DA-D.

WCAS Gadsden, Ala.—Granted change of operation on 570 kc from 1 kw D to 5 kw D.

KATZ St. Louis, Mo.—Granted mod. of cp

(1600 kc, 5 kw unl.) to change from DA-2 to DA-N.

WJCM Sebring, Fla.—Granted change of operation on 960 kc from 500 w D to 1 kw D.

BROADCAST ACTIONS
By the Broadcast Bureau

Actions of August 2

WKEN Dover, Del.—Granted license for am station.

WRUS Russellville, Ky.—Granted license covering change in facilities and ant. system.

WDEH Sweetwater, Tenn.—Granted license covering increase of power to 1 kw; conditions.

WKOV Wellston, Ohio—Granted license covering change in facilities and change type trans.

KWPM-FM West Plains, Mo.—Granted license covering changes in fm station.

WFAN (FM) Washington, D. C.—Granted license covering changes in fm station; ERP 9.4 kw, ant. 320 ft.

WHLM-FM Bloomsburg, Pa.—Granted license for fm.

KPCS (FM) Pasadena, Calif.—Granted license for fm.

WXPN (FM) Philadelphia, Pa.—Granted license for fm.

WPST-TV Miami, Fla.—Granted mod. of cp to make changes in ant. system and ant. height, ant. height 930 ft.

KWJB-FM Globe, Ariz.—Granted extension of completion date to Sept. 30.

KDOO Ridgecrest, Calif.—Granted extension of completion date to Dec. 11.

KQIK Lakeview, Ore.—Granted extension of special temporary authority to sign-off at 7:00 p.m., due to economic conditions.

KRUN Ballinger, Tex.—Granted extension of permission to sign-off at 7:00 p.m. (local time) daily except during special events, for an additional period ending midnight Nov. 30, 1957, to allow time for preparation and filing of a formal application for specified hours.

Actions of August 1

KWWL-TV Waterloo, Iowa—Granted mod. of license to change studio location.

WILK-TV Wilkes-Barre, Pa.—Granted cp to change ERP to vis. 591.25 kw, aur. 595.75 kw, ant. height 1100 ft., change type trans. and ant. and make other equipment changes.

KATT Pittsburg, Calif.—Granted extension of completion date to Aug. 21.

Actions of July 30

Granted licenses for the following am stations: **WKTS Brooksville, Fla.; WDOL Athens, Ga.; WNYS Salamanca, N. Y.; KSTR Grand Junction, Colo.; WTHR Panama City Beach, Fla.; KHFH Sierra Vista, Ariz.**

Actions of July 29

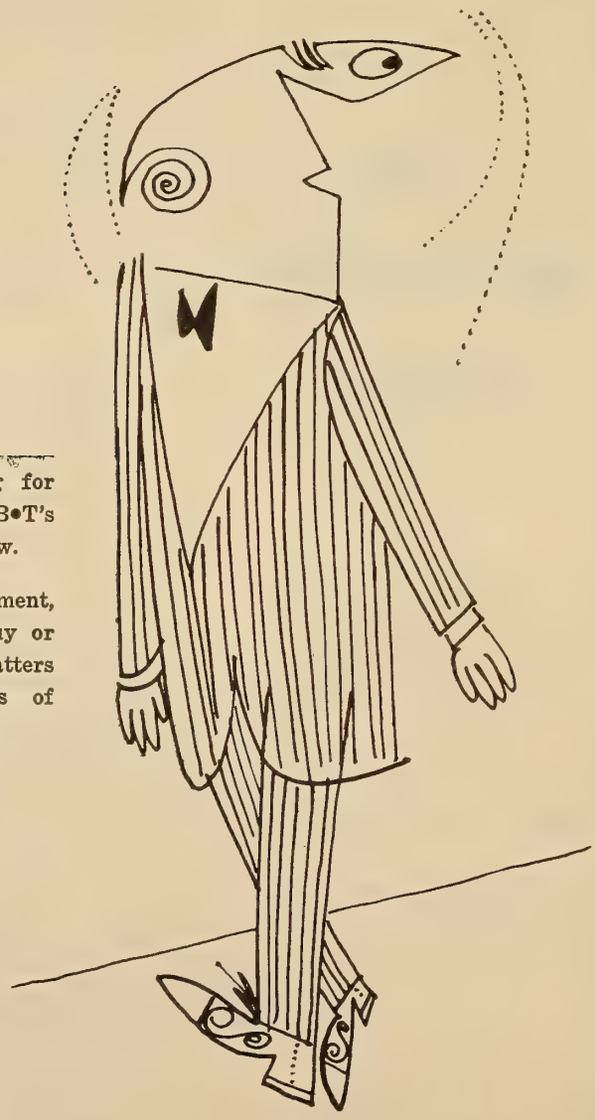
WWLP (TV) Springfield, Mass.—Granted mod. of cp to change ERP to vis. 219 kw, aur. 107 kw, ant. 750 ft., make changes in ant. system and other equipment.

KROC-TV Rochester, Minn.—Granted mod. of cp to change ERP to vis. 240 kw, aur. 126 kw, change type of trans. and make other equipment changes.

KFKF Bellevue, Wash.—Granted mod. of cp to change ant.-trans. location.

WITT Lewisburg, Pa.—Granted mod. of cp to change ant.-trans. location to East Buffalo Township, Pa., and change type trans.

The following were granted extension of completion dates as shown: **KUED Salt Lake City, Utah,** to 2-12-58; **WHYS Ocala, Fla.,** to 12-31-57; **WAJR Morgantown, W. Va.,** to 10-2-57, conditions; **WCWC Ripon, Wis.,** to 9-15-57, **WKJG Fort Wayne, Ind.,** to 11-10-57; **WHYL Carlisle, Pa.,** to 12-31-57; **WAGE Leesburg, Va.,** to 12-31-57; **WOUB Athens, Ohio,** to 9-14-57; **WBHB Fitzgerald, Ga.,** to 1-1-58; **WDMG Douglas, Ga.,** to 10-15-57.



Look Back!

The man* you're looking for may be advertised in B•T's *Classified* section right now.

For personnel, jobs, equipment, services or stations to buy or sell, tell everyone that matters via the *Classified* pages of Broadcasting • Telecasting.

* *or job.*

AWARDS



FRED BERTHELSON, general manager of WTIX New Orleans, accepts an Americanism plaque from American Legionnaires, marking Storz Stations' New Orleans facility as the first station to receive the local post's award. Representing Gentilly Post 203 of the legion are (l to r) Harold Dittmann, Post Commander Eddie Grimsall and Festus J. Brown, chairman of the First District Americanism Committee of the American Legion. The award recognized WTIX's contribution in carrying a 15-minute weekly legion show and publicizing legion services.

Air Group Honors Mickelson

SIG MICKELSON, CBS vice president in charge of news and public affairs, was honored guest at the Air Force Assn.'s annual convention in Washington Aug. 2, where he received an AFA award for CBS-TV's 26-part *Air Power* documentary series. Mr. Mickelson accepted the award on behalf of CBS public affairs producer Perry Wolff, now in Europe on a one-year sabbatical leave, and for CBS for "great public service rendered in presenting a penetrating analysis of the growth of American airpower during the last fifty years." *Air Power* was sponsored by Prudential Insurance Co.

AWARD SHORTS

Paul Coates, KTTV (TV) Los Angeles personality and host of *Confidential File,* received award from Board Supervisors in recognition of his "valued contributions to the varied agencies of the county government."

Bob Siegrist, commentator, commended in resolution adopted by Illinois Dept., American Legion, for current series involving alleged "exposure" of certain "policy planners" in U. S. State Dept. Mr. Siegrist's series is heard on WLS Chicago, Mon.-Fri., 6:45-7 p.m. CDT.

KYW-TV Cleveland, Ohio, received award from Cleveland Museum of Natural History for its *Jungle* series and its contribution to "a better understanding of animal behavior in their natural habitat."

WAFB-TV Baton Rouge, La., received award from local Advertising Club for *Dateline Baton Rouge,* which was chosen "best community service advertising program."

Philco Contests to Promote Its Sponsorship of 'Miss America'

IN connection with its sponsorship of the Miss America Pageant on CBS-TV Sept. 7, the Philco Corp., Philadelphia, is going to hold a "Guess Who Will Be Miss America" contest. The company reports that plans include the participation of more than 1,500 dealers throughout the country. The contest is scheduled to run from Aug. 19-Sept. 6.

The dealers will feature pictures of all the contestants in this year's pageant and the public will be invited to guess who will win the title, as well as the first and second runners-up. They also will be asked to tell in 25 words why they would like to own a "Miss America" television set. Each dealer will hold his own contest and will award five individual prizes: a Philco transistor radio as first prize and four official "Miss America" dolls.

Window displays will be used to inform viewers about the telecast and will name the channel and time it can be seen locally. Philco also will sponsor a contest for all CBS stations. Prizes will be awarded to four stations for the best local promotions of the telecast. The stations will be divided into large and small categories and two stations from each group will receive television prizes for their outstanding promotions of the show. "Big City" winners will be given Philco "Miss America" 24-inch consoles and "Small City" winners will receive "Miss America" 21-inch consoles.

KTIV (TV) Adds Summer Audience

UP to 500 people a night, both children and adults, are reportedly watching cartoon films lent to the Sioux City Parks & Recreation Department by KTIV (TV) Sioux City. Two projectors are kept busy five nights a week at the city's 20 playgrounds. The films will be shown throughout seven weeks of the summer season.

Offer Foreign Programs to U.S.

FOREIGN produced programs, such as BBC drama and music series and Austrian-made Salzburg music festivals, are being offered to U. S. stations by the Broadcasting Foundation of America, New York, as part of its "International Conversation" project of program exchange.

Other programs and series are being offered by the non-profit foundation from France, Italy, India, Greece, Turkey, Korea, Japan, Israel and Norway. A small service charge is involved. Stations will receive the programs on an exclusive basis in their respective markets but will be expected to carry them on a continuing basis, according to Chloe Fox, acting executive director who has just returned from Europe.

Foundation trustees include Richard Pack, Westinghouse Broadcasting Co.; Seymour N. Siegel, WNYC New York; George E. Probst, Thomas Alva Edison Foundation; Frank N. Freeman, U. of California; Robert Redfield and Calvin W. Stillman, U. of Chicago, and Howard Thurman, Boston U.

WRCA-TV 'Delinquency Report'

WRCA-TV New York cancelled its regular programming Aug. 4 when several major crimes erupted in New York involving juveniles and substituted a program titled *Special Report on Juvenile Delinquency* (1-1:15 p.m.). Gabe Pressman, WRCA-AM-TV newscaster, interviewed Walter Arm, director of community relations for the New York Police Dept., and gained from Mr. Arm the admission that the Police Dept. is "virtually helpless" in fighting juvenile delinquency. This comment was spotlighted in many New York newspapers the next day, some using the information revealed on the program for front page articles.

KJOY Stockton Sponsors $25,000 Treasure Hunt

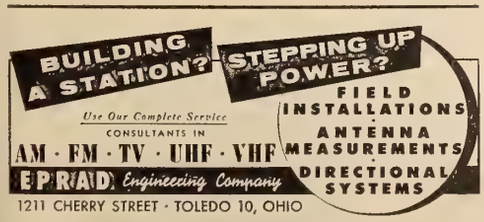
TO promote its $25,000 treasure hunt last month, KJOY Stockton, Calif., broadcast clues every hour from 7 a.m. until 9:30 p.m. The prize, a check made payable to the finder, had dwindled to $500 when it was found because it hadn't been discovered within 10 days after the contest started.

The station reports that the California Hiway Patrol estimated at one point that 5,000 persons were in the area at the same time and that 2,500 cars were counted within one hour.

The *Stockton Record* carried a story of the treasure hunt and reported that local farmers complained because the "hunters" were destroying their property and picking their fruit crops. Local police were called upon by the residents to keep the treasure seekers off their property. One farmer was quoted as saying that people had climbed his fruit trees and that some had set fire to grass in a lot. Other residents reportedly complained because cars were parked throughout their orchards.

First Aid Kit for Timebuyers

A FIRST aid kit for tv timebuyers is being distributed by KTVX (TV) Tulsa with a brochure giving its fall lineup. Among the things to be found in the kit are Alka Seltzers "for interior pains—to alleviate sorrows of mornings after, pre-emptions and slow confirmations"; Nytol tablets "to overcome the insomnious effect of impending deadlines, unanswered mail and nasty news from the boss"; a spare fingernail "to be chewed when your own are ground to the elbow," and a Dr. Scholl's corn pad to "cushion painful corns commonly resulting



Calling all hedonists

You don't know what fun is until you've bought time in Eastern Iowa.

WMT-TV
CBS Television for Eastern Iowa
Mail Address: *Cedar Rapids*
National Reps: *The Katz Agency*





KMYR Denver sales staff and executives set a fashion trend, reports Ken Hildebrandt, KMYR general manager, by wearing Bermuda shorts on these summer days. Left to right: Lucian Long, Tom White, Wally Baehler, Mr. Hildebrandt, Len Kehl (sales manager) and George Myers.

from playing footsie with reluctant clients." The "sure cure" for all ailments of the timebuyers, says the promotion piece, is the complete KTVX fall program schedule which is included for "painless timebuying, without unpleasant after effects, to be used liberally and generally."

DJs Stage Stock Car Race

TWO WBZ-WBZA Boston-Springfield disc jockeys challenged each other to a stock car race this month at the local Norwood Arena and the stations report a record attendance of 15,000. The two men, Norm Prescott and Alan Dary, were insured for $500,000 each by the American Life Casualty Co. They raced five laps around the track with Mr. Prescott being declared the winner.

WBRZ (TV) Artist Covers Trial

WHEN newspaper and television cameramen were banned from covering the trial of two teenagers accused of murder, WBRZ (TV) Baton Rouge, La., came up with a solution to the problem. The station's staff artist, Paul Gentile, was assigned to make drawings of the trial and they were used on WBRZ's *Your Esso Reporter*. Mr. Gentile drew sketches of the general courtroom scene and of the people playing major parts in the trial. The drawings also were used on the front page of the local Sunday paper, the *Morning Advocate*.

WMIL Holds Grand Opening

WMIL Milwaukee conducted a grand opening tour of its new building for public officials, agency, radio and press representatives last month and reports that over 200 guests attended. The tour was conducted during broadcast hours and the visitors later were entertained on the parking area to the rear of the building. A tent enclosure which covered a buffet service and refreshments, a barbecue grill, portable dance floor and orchestra were set up in the parking lot for the special occasion.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

IN PUBLIC INTEREST

Governor Records Safety Spots

CONNECTICUT Gov. Abraham A. Ribicoff recorded a series of highway safety spots, as part of an anti-speeding drive. The spots began July 25 on WRDC Hartford and will be offered to other Connecticut stations.

WSAZ Offers Reward

A REWARD of $500 was offered by WSAZ Huntington, W. Va., for information leading to the arrest and conviction of persons responsible for an attempt on the life of Huntington's mayor. Lawrence H. Rogers II, president and general manager of WSAZ Inc., made the announcement offering the cash reward over the station's *Turnabout* program.

WAKE Expands Public Service

BARTELL Group station WAKE Atlanta is expanding its public service by closing each of its 48 daily newscasts with a single sentence salute to a different public service organization weekly. "This is in addition to our hundreds of specially scheduled announcements each week," said Morton J. Wagner, group executive vice president-general manager.

WJAR-TV Campaigns For SPCA Funds

WJAR-TV Providence joined forces with the Providence Dept. of Recreation in a fund-raising drive for the Rhode Island Society for the Prevention of Cruelty to Animals, as part of WJAR-TV's "Community Service Plan." The campaign featured on-the-air spots from the city's 40 playgrounds, with children making individual appeals for contributions.



THOMAS F. O'NEIL, board chairman of RKO Teleradio Pictures, has been decorated by Lt. Gen. William E. Hall, commander of the Continental Air Command, with the Air Force's highest civilian honor, the Exceptional Service Award. The citation recognizes nearly $2 million worth of radio time "patriotically donated" on MBS facilities for AF recruitment and public service campaigns. Mr. O'Neil's firm relinquished control of the network last week, as new owners took over its management [B•T, Aug. 5].

Some British Tv Ads Objectionable—Gaunt

BRITISH restrictions on commercial television, particularly insistence that the advertising and entertainment portions of the telecast be completely divorced, have led to advertising practices that would be considered objectionable by both advertiser and public in this country, according to John Gaunt, radio-tv vice president of the Los Angeles office of Grant Advertising Inc.

Just returned from a short visit to the agency's London office to brief the staff on American techniques of tv commercial production, Mr. Gaunt said that in England advertisers are unable to sponsor programs but must confine their tv advertising to spots of 1-minute, 30-second or 15-second duration, broadcast in bunches of five or six between programs or at breaks during the program.

"So many spots, with no connection either with the program or each other, make it difficult for the advertiser to make a very strong or a very lasting impression on the viewers at home," Mr. Gaunt said. "The producer, under those circumstances does his best to create an attention-getting gimmick for his commercial. The result is a lot of screaming on the audio side and a lot of animated cartoon commercials on the video.

"Of course, it's hardly fair to compare what the English advertisers and agencies are doing after less than two years of commercial tv experience with the situation in the U. S., where we've had 10 years or more to learn what to do and what not to do. It would be fairer to compare British commercial tv with the way it was here in, say, 1947 or 1948. When you recall some of the things we did then, what they're doing now doesn't seem too bad."

Not only the agencies but the film producers are finding difficulties in turning out tv commercials, Mr. Gaunt commented. "They haven't learned yet how to work for the small tv screen—and in England the average set has a smaller screen than in the U. S. The low, mood lighting that is so effective in the British mystery movies all too often reduces the people in tv commercials to muddy blurs and then when the product is shown under bright lights the contrast is too much. However, their animation is as good as ours and they use a lot of it." Tv films are a problem for the film processers as well as for the producers he noted, with too many perfect projection prints that are too grainy for tv. And the lower technical standards, with 405 lines to the picture compared to the U. S. image of 525 lines, means that inherently the British tv picture has much less resolution and clarity than ours.

Experience will correct most of the faults there as they have here, Mr. Gaunt predicted, and the process will be expedited by an exchange of personnel between the American and British offices of advertising agencies which is rapidly becoming standard procedure, he said. He also believes that the technical picture standards may be raised in the near future, probably to the European standard of 625 lines, provided that this can be done without too great expense to present set-owners.

On his recommendation, two of Grant's British accounts—Jensen & Nicholson (Robialac Colorizer paints) and Clayton's Orange Crush—have increased the length of their tv spots from 15 to 30 seconds, Mr. Gaunt reported. "Most British advertisers use the 15-second spots," he said, "but it seemed to me that the longer commercials would be more than twice as effective and that they could do a more effective job by providing greater impact, even at the sacrifice of frequency."

Swedes Reject Commercial Tv For Second Time in Two Years

THE Swedish government has turned down a proposal to introduce tv advertising on the Swedish Broadcasting Service, citing what legislators feel is the "obtrusive character" of television advertising, which "the Swedish people don't want," they say.

This is the second time commercial tv has been rejected by Sweden since a bill to set up a separate, free enterprise system was offered in 1956. This year's report proposed the alternative of integrating commercial shows into the government's regular sustaining schedule. This plan is in use in West Germany and Italy, and observers report it may be adopted by other countries.

Sweden's television service may operate at a deficit for eight to ten years as presently constituted, some experts fear. A $20 annual set license fee supports the tv system.

Schwerin Research Announces Expansion Plans in Europe

SCHWERIN RESEARCH Corp., New York, which tests tv commercials and programs, is expanding its overseas operation in London. Plans, subject to approval by the Bank of England, will place Schwerin on the continent of Europe to add to its servicing in England.

Schwerin Research Ltd., London, is two years old. Its managing director, Eric Boden, has been upgraded to director of European operations, and an executive to fill Mr. Boden's former post will be announced shortly. The London firm's board includes Horace A. Schwerin and Leonard Kudisch (respectively president and executive vice president of the U. S. firm), Mr. Boden and W. Robert Carr, a partner in E. F. Turner & Sons, solicitors.

INTERNATIONAL SHORTS

CHUM Toronto, has appointed Stephens & Towndrow Ltd., Toronto and Montreal.

CKMR Newcastle, N. B., appoints Radio Times Sales, Toronto.



Slugging Sam forgot to duck. But he did remember to use Western New England's WWLP - WRLP, Springfield-Holyoke, Mass.

In Western New England Nearly Everyone Watches

WWLP Channel 22 Springfield-Holyoke, Mass.

WRLP Channel 32 Greenfield, Mass.

"THE SQUARES"



MOM POP

(Adults who can buy)

LISTEN TO

KiTE

"Cool Cats" Get Their Kicks Elsewhere

More San Antonio Mommies and Papas Listen Daily to KiTE Than To Any Other Station*

NCS #2

Call Avery-Knodel, Inc.

HOOPER — PULSE — NIELSEN

KOSI DENVER

NUMBER ONE RADIO BUY

SAN FRANCISCO KOBY

KOSI See Forjoe KOBY See Petry



Why N.W. Ayer Timebuyer Selects Crosley WLW Stations for Philip Morris

"One of the things I look for when selecting stations is service. That's why I always consider WLW Stations for Philip Morris Cigarettes. The Crosley Stations give their full cooperation and personal attention to each advertiser . . . to constantly improve time availabilities . . . to really leave a 'call for Philip Morris' across the board."

Isabel Ziegler

Isabel Ziegler, N.W. Ayer Timebuyer.

Like N.W. Ayer's Isabel Ziegler, you'll get full cooperation—availabilities, talent, promotion and merchandising. So before you buy, check with your Crosley WLW Representative. You'll be glad you did!

WLW-T *Cincinnati* **WLW-C** *Columbus* **WLW-D** *Dayton* **WLW-A** *Atlanta* **WLW** *Radio*

Sales Offices: New York, Cincinnati, Chicago

Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO Manufacturing Corporation

from **RAYMOND R. MORGAN,** *president, Raymond R. Morgan Co.*

ALL THAT HURRAH AND RAZZLE-DAZZLE WON'T GET YOUR TV MESSAGE ACROSS

THERE used to be a theatre in New York called the Hippodrome. It produced no ordinary attractions. Not this theatre. Everything was gigantic, stupendous, colossal. There were regiments of chorus girls. Battalions of elephants. Phalanxes of diving horses. Oceans of water in plate glass tanks with schools of shimmering mermaids that appeared and disappeared at the command of a stoogey Father Neptune, complete with beard and trident. Bands blared. Incense arose. Gongs boomed throughout the cavernous depths of the house.

Nobody knew what a Hippodrome show was all about at the time. Nor can anyone now remember, except that it was supposed to be gigantic, stupendous and colossal. It was a strutting, raucous, dowdy, brazen, overstuffed, underbrained combination of a Roman holiday, Barnum & Bailey circus and Mexican bullfight.

Diamond Jim Brady would have loved it, particularly the curtain. Because the curtain wasn't asbestos. It was live steam. And on it jetting misty vapors flashed myriad colors that clashed and screamed and thundered with their garish intensity. The idea was to make everything gargantuan, and thus coax dollars from the safety-pinned pockets of gawking yokels.

Fortunately the Hippodrome idea has passed from the theatre. But unfortunately it has entered the portals of television. And it's a damn shame!

Imagine a medium so personal, so human as to be the invited guest each day in countless homes where people sit to view. And you think you've got to dazzle them. Well, you're crazy. You think you've got to "hippodrome" your way across the hearthstones into human hearts. Well, you don't. You think that by flashing dollars you can finagle dialers, and thereby coins will be traded for your cans. Never! Well, hardly ever. You think that by scrambling a cornucopia of entertainment tops, you'll be tops in sales. Well, you're wrong.

Your competitor hires a theatre from which to broadcast third rate vaudeville. All right. You hire the Yale Bowl and clutter up the ether with first rate hoofers, plus a big band leader, plus a sister act, plus somebody bigger than Kate Smith, funnier than Red Skelton, with a couple of movie stars and an amateur act or two thrown in. God knows, such a program ought to steal the air. And if you stay, Cecil B. DeMille will probably be offering you his "12 Commandments" for a blackout.

Well, if you want to hippodrome, hop to it. But remember, nobody steals the air—nobody. And remember, there's nothing human about a hippodrome. And human beings make up your audience and your customers. Human beings who had to learn how to read, but who were born with the ability to see and hear. You don't have to stage a Florida hurricane, San Francisco earthquake and St. Mihiel bombardment to make them look or listen. Maybe these humans would even think more about your product if you weren't so noisy. And that's what you want them to think about —your product—isn't it? And people, though they may be dull, dumb, drab and dirty, don't dazzle worth a damn.

You go ahead and put the big acts on the big networks. I'll take my chances on pumping big ideas into Birmingham, Bellingham and Binghamton. And Boston, Biloxi, Butte, Bryn Mawr and Bridgeport. You take the high road of the Hippodrome. Dazzle 'em. Knock 'em cold. Then, with songs *she* used to sing and with drama *he* and *she* can fit into the simple patterns of their minds, I'll come along. And with these simple, homely, unobtrusive things, I'll spin a halo of love and affection around my product that will last as long as life itself. Because it is life itself. See?



Raymond R. Morgan; b. Sept. 2, 1895, Knights Ferry, Calif. Sold Saturday Evening Post *as boy "for inducement" and worked way through high school and U. of California selling Fords and Packards, respectively, receiving degree in mailing tube in Paris after joining Navy in 1917. Left Navy in 1921 and came to San Francisco. Went to work for an ad agency at $100 a month wrapping electrotypes. Stayed five years. Became sales manager of Macmillan Petroleum Co. and boosted sales by giving away two-gallon coupons. Got fired. Started again in agency business. "Millions of hours of our stuff on the air." Claims first soap opera on air* (Chandu the Magician, *White King soap and Beech Nut foods*), *first radio offer, first five-a-week "whodunit"* (Detectives Black and Blue, *Folger's coffee*), *first full length grand operas on radio, first "big show for the gals"* (Breakfast in Hollywood), *first "big giveaway show"* (Queen for a Day). *Credo: Best way to get something is to give something—you "gotta have a gimmick."*

Out of Focus

WITH radio regaining face as one of the dominant advertising media—a restoration whose progress has been well documented in this journal—there is a growing danger that both radio and television may succumb to the short-sighted expedient of selling perniciously against each other.

We have come across no better example of this than a "news" release put out last week by the Television Bureau of Advertising, based on an analysis of A. C. Nielsen Co. figures. It "shows," in the words of its own headline, that while tv is gaining, "radio [is] still losing audience." And the figures relied upon do indeed bear out that shoddy claim.

The only thing wrong with the comparison is that TvB failed to take into account approximately 35 million automobile radio sets that are being heard day and night throughout the land. That's 35 million locations that even television hasn't penetrated yet. So, even discounting other out-of-home listening, TvB was measuring radio with a yardstick that was at least 25% longer than it ought to be.

This is the sort of "research" that both radio and television can do without.

It is not enough that TvB's report dealt explicitly with "home" listening and viewing, one month in 1957 against the same month in 1956. The non-initiate will interpret this as total listening versus total viewing. It is too much to believe that TvB did not know this.

Coming from the American Newspaper Publishers Assn., or even from less biased sources unacquainted with the complexities of radio-tv research, such an "analysis" would not have been unexpected. Coming from an organization where radio-tv research is a basic commodity, it is something else again. Television—and radio—are both too big to have to resort to such tactics.

We do not wish to create the impression that TvB is the only culprit. For one, its radio counterpart, Radio Advertising Bureau, has been heard to mutter publicly about shortcomings in "visual advertising." There have been others, and we fear—this is the whole point of these paragraphs—that there will be more as radio's share of the advertising dollar increases.

The broadcast media are competitors, certainly, and as such they cannot avoid selling against each other as well as against all other advertising forms, from print to skywriting. But it would be folly for them not to keep it clean, or to become so engrossed in intra-family squabbling that they lose sight of their other targets. Selling can be done positively and constructively—when you have the medium for it. ANPA please copy.

THE IMPLICATION that radio's in-home audience constitutes its total audience (see above) points up a research need that becomes more evident every day. The simple fact is that nowhere in existence is there an adequate measurement of radio's nationwide out-of-home audience.

With radio sets becoming virtually standard equipment in automobiles and with portables being carried around like handbags, out-of-home listening obviously is high and going higher. Most experts seem agreed that pin pointing it at a reasonable cost will be difficult. But there should be no let-up in efforts to devise a means. Until this vast, literally unseen audience can be counted adequately, radio will be lacking an important sales tool and advertisers a guide to better use of the medium.

Of Cabarets & Taxes

UHF operators ought to be cheered by the House vote last week to reduce the cabaret tax by 50%.

This is not to suggest that uhf operators are inveterate nightclubbers. Indeed many of them haven't had the price of a cabaret meal since they went into the uhf business.

But there is hope that if the House can be persuaded to pass tax relief for cabarets it can also be persuaded to make a tax adjustment that would be of significant help to uhf television. Approximately the same arguments that moved the House to cut the cabaret tax from 20% to 10% can be used in support of the proposal to eliminate the 10% excise tax on uhf receivers.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Take out one of those roses . . . they may think we're giving someone a free plug!"

Advocates of the cabaret tax reduction argued that it was needed to help an ailing business. The 20% tax, they said, was keeping patrons out of cabarets. To cut the tax would be to assure the stimulation of cabaret business and the expansion of employment. Resulting increases in corporate and personal income taxes would offset the loss of $21 million a year in cabaret tax revenue.

The case for elimination of the 10% excise tax on uhf receivers is even stronger. If that tax were killed, the price of taxed vhf-only sets and untaxed all-band receivers would be equalized. The incentive for manufacturers to make all-band sets would be powerful.

If, as anticipated, it became as cheap to buy an all-band set as a vhf-only set, the stimulation to uhf broadcasting would also be powerful. At the very least, the equalization of prices on vhf-only and all-band sets is a necessary first step in the resuscitation of uhf television.

The Treasury Dept., in arguing against the uhf tax cut, has deplored the potential loss of all excise taxes on television sets, its theory being that if manufacturers make nothing but all-band sets, there will be no excise revenue. What the Treasury forgets is that past history of the tv set tax yield is based upon a fantastically expanding industry which now is in the transition toward stability.

There is now just about all the television there is going to be—unless something comes along to assist the development of uhf television. The current market for television sets is a replacement and a second-set market. That is not a market that promises the volume of past years.

The Treasury would be more realistic if it based its estimates of revenue loss only on revenues it had received in the past from taxes on sets capable of tuning uhf channels. No figures are available, but it is safe to say that the tax yield on uhf receivers has been inconsequential.

Assuming that uhf were revitalized, the government would be in a position to collect greatly increased revenues from corporate income taxes of uhf broadcasters. There are few uhf operators today who pay Uncle Sam anything in that category.

There would also be an increase in employment if the number of stations increased, and with that would come an increase in personal income taxes.

On a strictly monetary basis the government stands to gain more tax yield than it would lose if the excise tax on all-band sets were eliminated. Beyond that, the tax relief would result in giving the U. S. public a wider program choice than it now receives.

All in all, the arguments for uhf tax relief add up to a project for both economic and cultural progress. As such they certainly should carry more weight than the plea for a reduction in the tax on nightclub checks.

For A LION'S SHARE of the Houston television audience

KPRC-TV

offers the great

M-G-M

FILM PACKAGE



To start nightly
10:35 p.m.
until conclusion
October 1, 1957

For Availabilities,

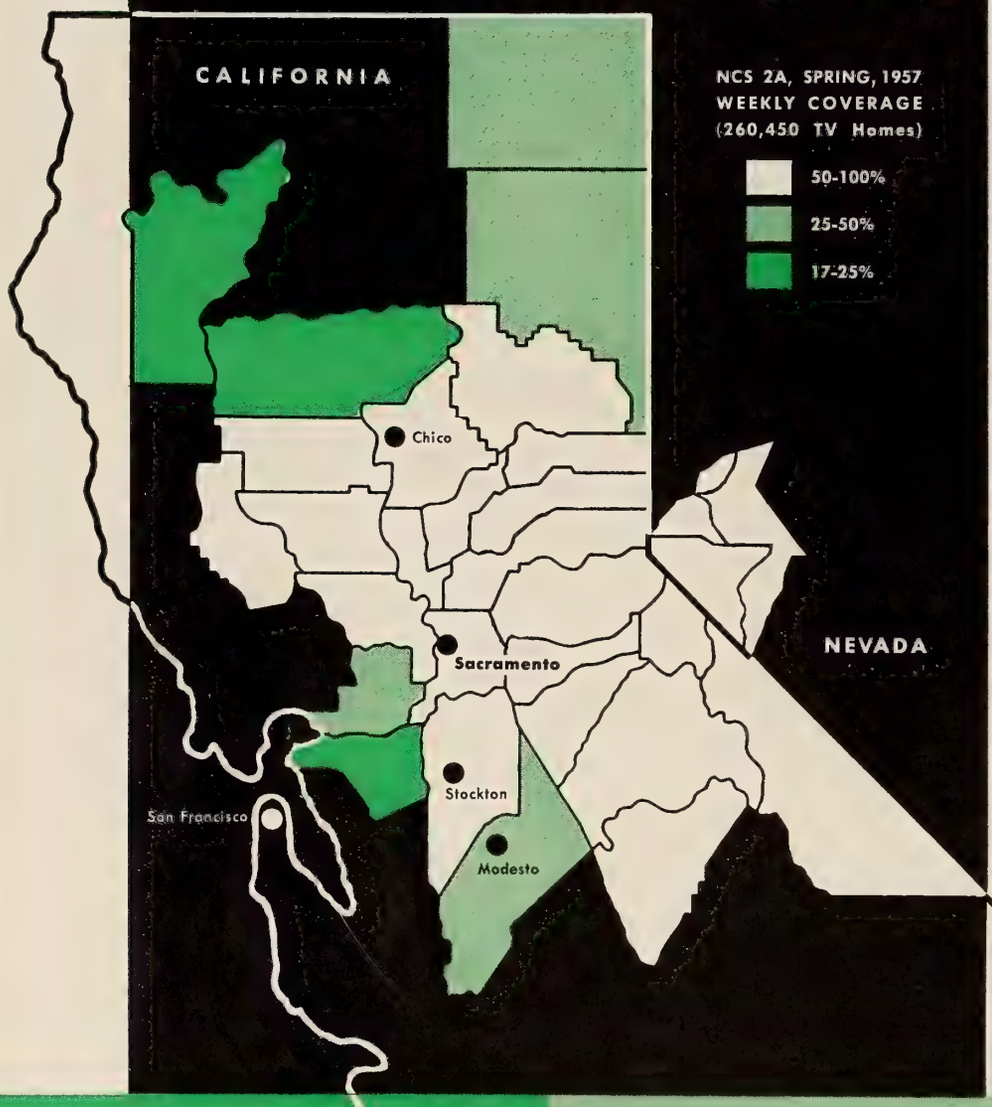
EDWARD PETRY & CO.

JACK HARRIS
Vice President and General Manager

JACK McGREW
Station Manager

New! 1957 Nielsen Coverage Study...

Two Billion Dollars Worth of Coverage in The Big Sacramento Valley 31 County Market



Television coverage figures are now up-to-date in the Big Sacramento Valley of Northern California, the **fourth** largest Television Market in the West.

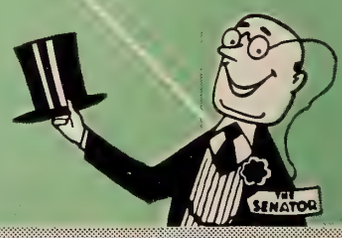
This Spring, 1957, Nielsen remeasurement is based upon homes in the 31-county area as of January 1, 1957.

These new Nielsen figures show KCRA-TV delivers more homes in all categories: monthly, weekly and day and night parts.

31-COUNTY MARKET DATA

VHF Sets	411,700
population	1,262,675
households	506,200
consumer spendable income	$2,252,189,000
retail sales	$1,615,710,000
food sales	$ 421,393,000
drug sales	$ 45,812,000
home furnishings	$ 102,503,000
general merchandise	$ 142,944,000
automotive sales	$ 278,277,000
farm population	134,215
farm income	$ 624,524,000

night and day KCRA·TV



solidly dominates the rich Sacramento Valley

... the *highest rated* NBC station in the West!

NIGHT-TIME DOMINANCE
At night, KCRA-TV reaches 13 more counties than the second Sacramento station which reaches only 10 counties.
(Nighttime Weekly, 50-100% Penetration)

DAYTIME DOMINANCE
In the daytime, KCRA-TV reaches 10 more counties than the second Sacramento station which reaches only 2 counties.
(Daytime Daily, 50-100% Penetration)

KCRA·TV
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
Basic NBC Affiliate
Represented by
Edward Petry & Co.

CLEAR 3 CHANNEL

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION AUGUST 19, 1957 35¢ PER COPY

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New front against networks

Making money from memories

A tv signal jumps the sea

"I have it much easier . . . when I buy Storz Station cities."



In each of these major markets, it isn't even close: More radios are tuned to the Storz Station than to any other.

MINNEAPOLIS-ST. PAUL
WDGY #1
Hooper, Trendex, Pulse — all day. See Blair or GM Jack Thayer.

KANSAS CITY
WHB #1
Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. See Blair or GM George W. Armstrong.

NEW ORLEANS
WTIX #1
Hooper, Pulse. See Adam Young or GM Fred Berthelson.

MIAMI
WQAM #1
Hooper, Pulse, Trendex. See Blair or GM Jack Sandler.

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WTVR

CHANNEL 6

RICHMOND
VIRGINIA

DOMINATES

FOR 10 STRAIGHT MONTHS

THE LATEST MAY-JUNE PULSE PROVES IT AGAIN.

STATION		SHARE OF AUDIENCE
WTVR Mon.-Fri.: 6 PM-12 Mid.	=	**37**
STATION "B" Mon.-Fri.: 6 PM-12 Mid.	=	33
STATION "C" Mon.-Fri.: 6 PM-12 Mid.	=	30

AND WTVR HAS 5 OUT OF THE 15 TOP WEEKLY PROGRAMS
PLUS 4 OUT OF THE 10 MULTI-WEEKLY PROGRAMS

DOMINANT IN HOMES REACHED

MONTHLY, WEEKLY AND DAILY—DAY AND NIGHT
SEE NIELSEN COVERAGE SURVEY #2

DOMINATE IN RESULTS

BY CALLING ANY BLAIR TV OFFICE
OR WILBUR M. HAVENS 5-8611
WTVR—RICHMOND, VA.



Flint sees the Best with us

WJIM-TV

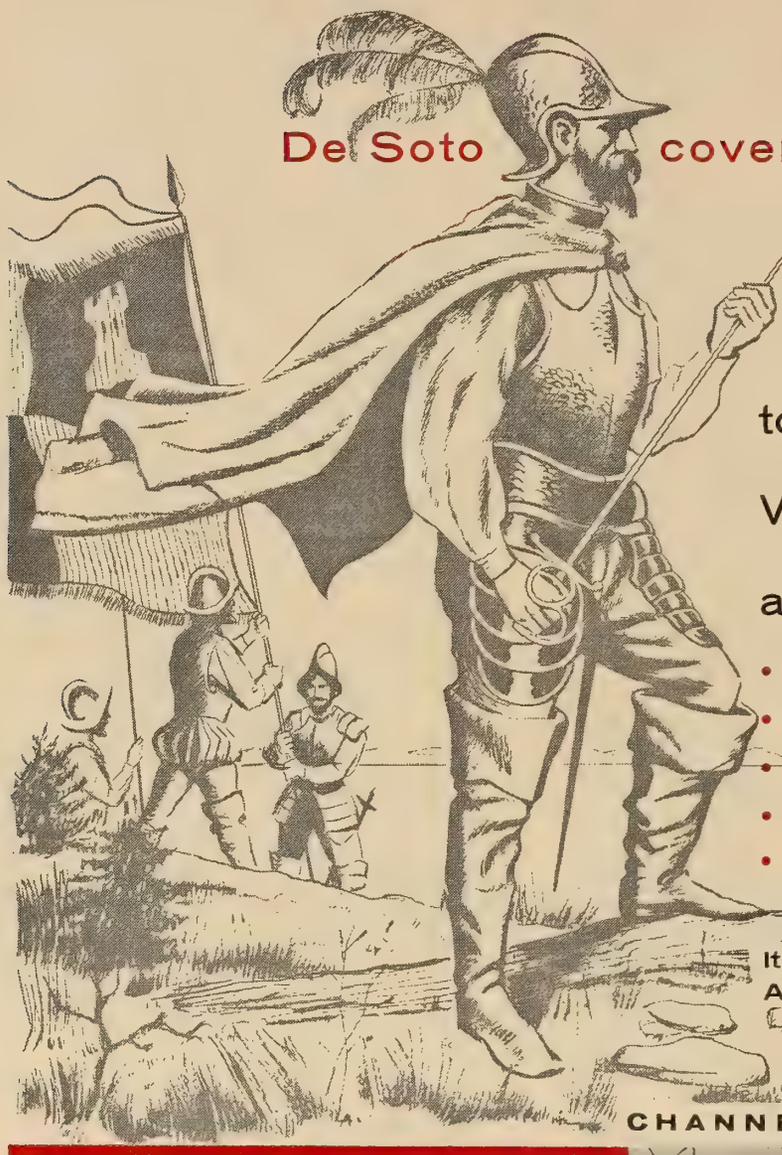
Photo by Henry Ries

Michigan's Area Station . . . Proudly announces the inauguration of the First Local Live TV Service for the FLINT area . . . from its new FLINT studios Opening Sept. 15.

WJIM-TV now serves Lansing, FLINT and Jackson with a Dominant 100,000 watt signal from its new 1023' tower located between Lansing and FLINT.

Represented by Peters, Griffin, Woodward, Inc.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



De Soto covered a vast territory . . .

Four centuries ago ***Hernando De Soto*** *and his hardy soldiers of fortune—on horseback, afoot and afloat—roved over thousands of miles of unbroken American wilderness in their ill-fated quest for gold.*

today

WGAL-TV covers

a vast MARKET territory

- 3½ million people
- in 1,015,655 families
- owning 917,320 TV sets
- earning $6¼ billion annually
- buying consumer goods that add up to $3¾ billion annually in retail sales

It's the coverage that makes WGAL-TV America's 10th TV Market!

CHANNEL 8 MULTI-CITY MARKET

WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION

Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

closed circuit®

ON-AIR TOLL DELAY? • Senate Commerce Committee last week secretly discussed what, if anything, it should do about toll tv and what FCC planned to do in that highly controversial field. At least two committee members were said to have stated they had received "informal assurances" from FCC Chairman John C. Doerfer that FCC would not authorize on-air toll tv before Congress reconvenes next January. On House side, Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, said he had "no knowledge" of such assurances.

B•T

SENATE committee now is taking a wait-and-see attitude while FCC plans special meeting on pay tv Sept. 17. Observers feel that even if Commission agrees to accept applications for toll tv tests, it will be January before they can be granted. And by then, Sen. Strom Thurmond (D - S. C.) hopes to line up enough strength for passage of his bill (S 2268) outlawing toll tv. He plans to push for early action on measure soon after Congress reconvenes.

B•T

WIRED TOLL BEGINNING • Bartlesville, Okla., closed-circuit pay tv project kicks off Sept. 3 when system begins actual Tele-Movies operation on test basis. Two-channel operation scheduled initially, one for first runs and other for reruns. "Hard sell" sales campaign to sign up subscribers began Aug. 11, and by last Tuesday more than 250 applications filed. Although system will run through month of September, subscribers won't receive first bill until Oct. 1 for month of October.

B•T

ONE Tele-Movies sales pitch (see above) has had to be revised. Emphasized originally was fact that with Tele-Movies subscriber won't have to worry about getting baby-sitter, driving downtown, parking car, etc., etc., to see latest movies. All can be seen in comfort of home was theme. Ladies of house reacted strongly and adversely to this. "But I want to get out of the house," said most. Point now has been relegated to secondary status.

B•T

TV RATES QUESTIONED • Executives at major advertising agency are beginning to agitate for down-grading of tv networks' Monday-Friday 7:30-8 p.m. time classification. It's now Class A, but these executives contend sets-in-use drop off heavily during that half-hour and that accordingly it should be less expensive. They also suggest networks program less expensive shows in that period (quiz shows, for example), giving advertisers better break on both time and production.

INDICATIONS are that Rep. Morgan Moulder's (D-Mo.) House Subcommittee on Legislative Oversight will not be ready to hold hearings on its investigation of FCC before next year. Rep. Moulder earlier had targeted hearings for October [B•T, July 8], *but committee's staff was completed only fortnight ago with naming of Dr. Bernard Schwartz as chief counsel. Committee feels it would be unwise to begin hearings on one agency before doing preliminary investigation of others under its jurisdiction.*

B•T

MEASURING ON THE MOVE • NBC researchers reportedly are working on new approach to thorny problem of getting effective measurement of radio's vast (and getting vaster) out-of-home audience, in addition to total in-home listening. They feel it's still much too early to predict whether it'll be both successful and practical, but they've done some testing that offers encouragement.

B•T

IN ADDITION to NBC work (see above), Radio Advertising Bureau plans to conduct "saturation" measurement in test project this fall. It'll be done in medium-sized community and will employ personal coincidental technique. Aim is to get "total listening," but exact measurement of listening to secondary sets in homes is primary target. RAB will decide its next step after seeing results of this pilot.

B•T

PRIVATE AFFAIR • Tv Trade Practices Committee of Station Representatives Assn. has been pondering questions raised by unique spot "partnership" deal between General Foods and Bristol-Myers—under which B-M has been taking over prime spot positions from GF during summertime [B•T, July 29]—and has just about reached policy decision. Committee feels this particular case does not involve either time brokerage or granting hiatus to General Foods, and does not represent station confirmation of orders more than 30 days in advance of starting date. Basis for this view is that orders are firm. But committee also feels acceptance of such orders is matter for decision by stations individually.

B•T

EUGENE BURR, account supervisor at Young & Rubicam, New York, on such accounts as Goodyear Tire & Rubber Co., and Procter & Gamble, will resign to join CBS-TV in production executive capacity.

B•T

TV SCATTER • Opening of AT&T-IT&T scatter link across Straits of Florida, linking U. S. to Cuba, seen in many quarters (mainly consumer press) as heralding trans-Atlantic tv. What is not explained is that there isn't any way foreseeable at present for single 3,000-mile jump (even with ionospheric vhf scatter). Best forecast is that Atlantic will be bridged via series of tropospheric uhf links running up North American continent to Greenland, Iceland, with terminal in the United Kingdom. Also foreseen is continuation of Caribbean link, via Haiti, Dominican Republic, Puerto Rico, Virgin Islands, and down Leeward and Windward Islands to Trinidad and into Venezuela for hookup with South American land lines (or microwave relays).

B•T

ALTHOUGH AT&T engineers were cautious in evaluating clarity of tv picture in test scatter transmission from Florida to Cuba (see page 52), Miami tv station operations executive who was present said it was fine picture. He attributed AT&T's moderation in claims to Bell system's predeliction for perfection.

B•T

SALOONS REVISITED • Skiatron hopes to start closed-circuit subscription television in Los Angeles and San Francisco by next April, but not in service to homes. Initial installations would be in public places, *i.e.*, taverns, barber shops, etc., emulating tv's beginning decade back.

B•T

BEFORE Skiatron, or other closed-circuit toll tv operations can get under way license clearances on public performance with such groups as ASCAP and BMI must be arranged, along with commitments on federal, state and city excises.

B•T

WHOSE BABY? • Young & Rubicam, New York, is in middle of baby food dilemma. Agency, which has handled Beechnut-Lifesaver for many years—except for baby food division—is now being asked to handle Beechnut baby food, which has been serviced by Kenyon & Eckhardt. Y&R naturally would like to accept account, but has been handling competitive Duffy Mott's Clapp's baby foods for several years. Y&R may resign Clapp's and take on Beechnut, but reportedly no one at agency has made definite decision. K&E has been notified that it would no longer be agency for Beechnut baby food.

B•T

IN TOP-LEVEL exchange of functions, Harry Tenenbaum, heretofore executive vice president of Signal Hill Telecasting Corp., operating ch. 2 KTVI (TV) St. Louis, becomes president. Paul E. Peltason, president, succeeds Mr. Tenenbaum as executive vice president. Vice president and general manager of ABC outlet is J. Joseph Bernard, who was re-elected.

PHONE HA 2-0277

WHEN

MEREDITH
SYRACUSE
RADIO CORP.

LOEW BUILDING, SYRACUSE 2, NEW YORK

Inflation certainly poses its problems.

Just as we are getting adjusted to a 54¢ dollar some of us are being asked to accept a 23-inch yardstick.

For instance, two surveys are made to determine the audience of Syracuse radio stations. One includes the five counties that make up the Syracuse trading area; the other barely covers metropolitan Syracuse, little more than 60% of the total retail sales of our immediate audience.

If you use a 23-inch yardstick isn't it likely that you will end up with the short end of the stick?

If you use the full size measure (latest available Pulse, April 1957) you will find WHEN Radio in first place from sign-on until 6 p.m.

For 100 percent results with your advertising dollar call either the Katz Agency or Bill Bell, station manager. Their yardsticks are full size but they both accept the 54¢ dollar as legal tender.

Cordially,

Paul Adanti

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix

WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

THE WEEK IN BRIEF

LEAD STORY

ANA Hits 52-Week Tv Contracts—Advertiser association's survey shows some advertisers were "obliged" to sign for 52 weeks firm while others signed for shorter periods. Network authorities, while not commenting formally until they've had chance to study ANA move, feel study overlooks fact that different circumstances involve different handling. Page **31.**

ADVERTISERS & AGENCIES

Helen Launched a Thousand Ships—And Ideal Toy Corp. thinks Shirley Black, nee Temple, can move another million dolls. Ideal details story behind its $500,000 investment in new Shirley Temple doll to be advertised via NTA Film Network this fall—a sponsorship that began with a long-distance phone call by the star. Page **33.**

Ford 'Roadshow' to Roll—CBS Radio officials claim clearances for Ford Div.'s $5.5 million, 52-week schedule that starts Sept. 2. Along with the package: merchandising to dealers touting radio programs as Ford 'Roadshows.' Page **35.**

Dancing in the Clouds—New Procter & Gamble tv commercials for Dash, low sudser detergent, is previewed. To get a point across, advertiser has Dash users dance in the clouds via a production stint at MGM studios requiring special, elaborate staging. Page **36.**

Hicks & Greist Revamps—New York and Los Angeles agency, shifts into second as young management team takes over where founders left off. Page **34.**

MANUFACTURING

Tv Signals to Cuba—Scatter link to Cuba opens vistas of new areas for tv networks, although use will be strictly limited in beginning to occasional programs, like World Series and prize fights. System, opening Sept. 12, will handle 200 telephone messages or one tv program plus 100 voice channels. Page **52.**

GOVERNMENT

Hyde Rebukes Daytimers—FCC commissioner discusses DBA's opposition to the 1950 NARBA and the U. S.-Mexican agreement at Southern California Broadcasters Assn. session. Page **62.**

Philco Tiffs With RCA—Says RCA is using its WRCV-AM-TV Philadelphia to promote its own name, requests FCC to hold hearing on July 18 renewal. Page **64.**

NETWORKS

Mutual Sets Its Sights—New owners report progress toward profits after one week. President Paul Roberts discloses $400,000 plus in sales, realigns station relations department, adds salesmen and introduces incentive plan, outlines plans for strengthening network service. Page **72.**

Good Old Days Back in Network Radio?—Not quite, but CBS Radio thinks the trend may be toward full program sponsorship by advertisers reminiscent of the plush years in network radio. Latest evidence: Home Insurance Co. to sponsor Jack Benny on Sunday nights. Page **32.**

STATIONS

Radio-Tv Serves Newspaperless Boston—With local presses stopped by union strike, broadcasters take over with expanded services. Page **78.**

A Pioneer Reviews 35 Years—WSB's veteran John M. Outler, who retires next January, traces broadcasting's evolution at Georgia Assn. of Broadcasters meeting. Page **84.**

Seven More Am's Sold—Largest transfer in last 10 days involves WTMV East St. Louis, Ill. Price: $212,500. Page **82.**

OPINION



MR. TENDRICH

Little Guys CAN Compete in Tv—Max Tendrich of Weiss & Geller offers a rebuttal to the contention that the little advertisers can't buy tv time on an equal footing with the big clients. Page **121.**

Get Your Slide Rules Ready—Station representative Edward Petry analyzes the wholesale changes in tv programming this fall and says it means a drastic revision of formulas and standards for spot tv buying. Page **118.**

FILM

A Barometer on Syndicated Film—ARB releases the top 10 such programs in 10 major markets during July. Page **50.**

PROGRAM SERVICES

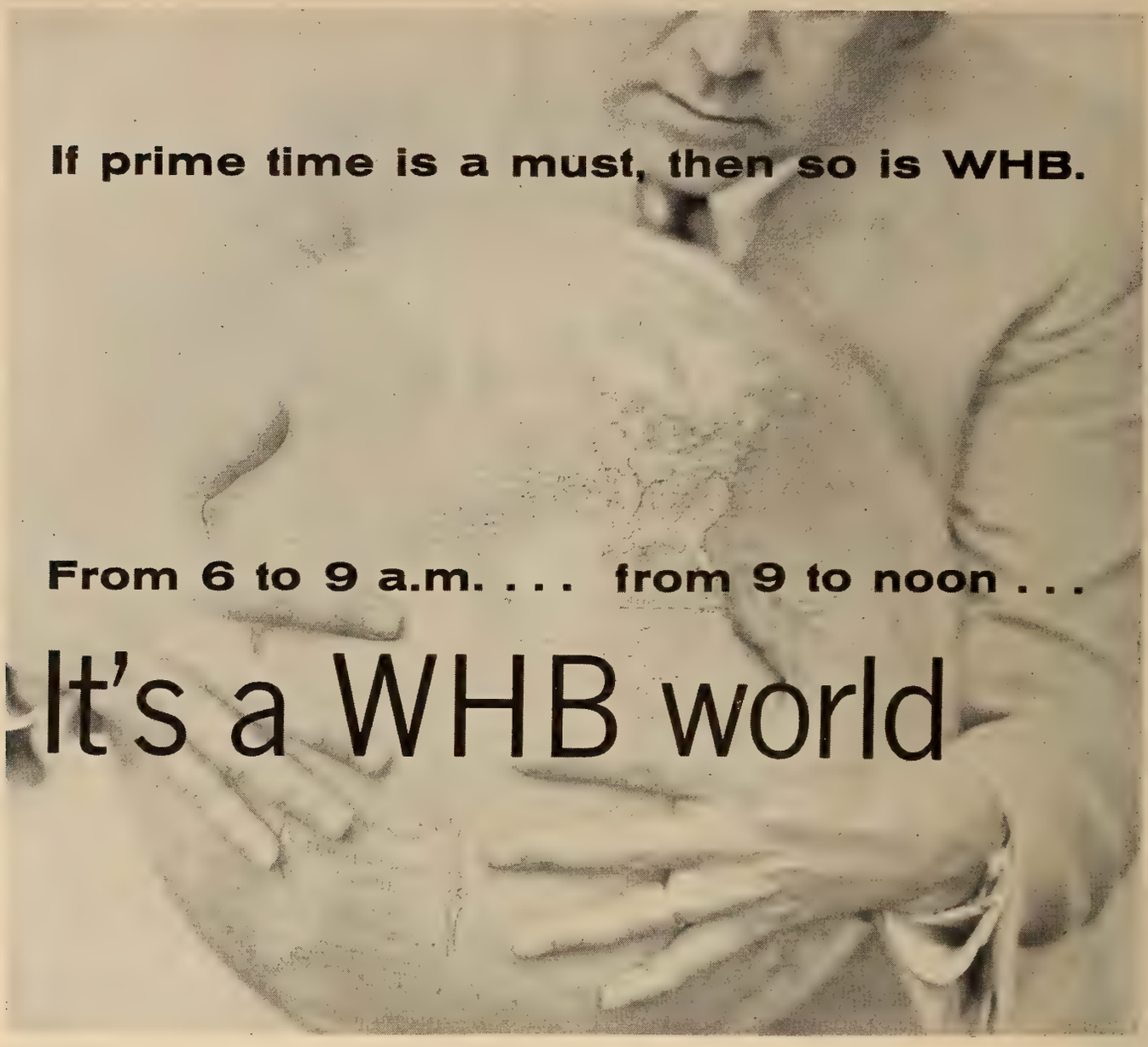
Wired For Coins—Telemeter demonstrates its closed circuit toll tv system in New York. At week's first showing, officials admit program suppliers could outbid commercial tv interests for rights to program material such as World Series. Telemeter would not dictate to franchise holders (local program originators) on slipping commercials into toll shows. Wired system could become "open" immediately upon FCC approval of broadcast channels. Page **92.**

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP



54.1% Nielsen—(6 a.m.-noon) more than all other Kansas City radio stations combined.

It's a WHB world all day, too!

Latest NIELSEN: WHB first with 47.0%, 6 a.m.-midnight.
Latest PULSE: WHB first every quarter hour.
Latest HOOPER: WHB first with 42.4% all-day average.
Latest TRENDEX: WHB first with 42.1% all-day average.

Whether it's prime . . . or any time . . . talk to Blair or WHB GM George W. Armstrong

WHB
10,000 watts on 710 kc
KANSAS CITY, MISSOURI

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

NBC Answers ANA Charge On Required 52-Week Contracts

NBC's position on 52-week contracts for television advertisers was given in statement released by network Friday. It followed Assn. of National Advertisers' assertion that some advertisers had thought 52-week firm contracts were required by all networks (early story, page 31). NBC stated:

"Fifty-two-week contracts are normally desired both by advertiser and network for prime time periods and programs. Apart from this, such contracts are often mandatory by reason of the long-term commitment required by key talent of network and/or advertiser. Naturally, all networks have certain time periods and programs which need not have a 52-week contract."

West Coast Agencies Join

RAYMOND R. MORGAN Co. and Harrington-Richards Div. of Fletcher D. Richards Inc. consolidate Sept. 1 into wholly-owned west coast division, Harrington, Richards & Morgan, with offices in Los Angeles and San Francisco. Raymond B. Morgan will be operating head with Alfred E. Smith, Fletcher D. Richards vice president, continuing in charge of San Francisco office and Robert Temple, former executive vice president of Morgan, as Los Angeles manager. Mr. Temple has been named Richards vice president.

More Business for Mutual

BUSINESS signed by Mutual's new management pushed past $500,000 mark Friday (early story, page 72) with announcement that Ex-Lax Inc., New York, had ordered participations in Mutual's multi-message plan week-night block of mystery-adventure programs, plus ten 20-second announcements per week adjacent to morning and afternoon news shows. Contract, placed through Warwick & Legler, N. Y., is said to represent more than $100,000 in net billing and becomes effective today (Monday).

Surles Named to New Post

APPOINTMENT of Larry Surles to newly-created post of manager of new business for NBC Spot Sales being announced today (Monday) by Jack Reber, director. Mr. Surles, who has been eastern manager for radio spot sales at NBC, will concentrate on creating new spot tv business. He reports to Ed Jameson, NBC Tv Spot Sales director.

Dr. Langmuir Dies at 76

DR. IRVING LANGMUIR, 76, Nobel prize winner and General Electric research scientist, died Friday in Falmouth, Mass., hospital, following heart attack. Dr. Langmuir was noted for his work on electron tubes. He was also pioneer in artificial rain-making.

Anahist Ups Broadcast Budget, Will Include Network Tv, Radio

ANAHIST Co. (anti-histamine nasal sprays, cold tablets, cough syrups), Yonkers, N. Y., reportedly will spend over 85% of projected 1957-58 ad budget of $6 million in broadcast media, making first use of network tv in two years, and will test radio.

With $2.8 million in spot tv in 1956 (TvB estimates), Anahist said to have allocated excess of $4 million to tv spot for 1957-58 season (September to May). Increase due to wider distribution (spot campaign in 150 markets) and three new cold products said to be planned for fall exposure effective Sept. 16. Parent Warner-Lambert Pharmaceutical Co. has authorized Anahist to spend $500,000 in W-L's network programs.

Anahist already has lined up estimated 15 New England markets for initial 13-week radio test effective Sept. 16, and is banking heavily on success there before enlarging use of radio. Anahist's total $6 million ad budget is understood to be 100% increase over 1954 budget of $3 million. Eight percent reportedly will go to print media. Agency: Ted Bates & Co., New York.

TvB Sets West Coast Showings

INITIAL showings of new Cellomatic sales presentation developed by Television Bureau of Advertising scheduled this week on West Coast for agencies and advertisers. Titled "The Vision of Television—1957," presentation is set tomorrow (Tues.) in L. A. at Ambassador Hotel and Weds. in San Francisco at Fairmont Hotel. TvB will be represented by President Norman E. Cash and Western Division Director Walter McNiff.

TASO to Query Tv Service Men

TELEVISION Allocations Study Organization announced Friday it is preparing to questionnaire nation's service men to determine types of tv receiver installation and performance of receivers throughout country as contrasted with performance of receiving sets in manufacturers' laboratories. Information is for use of Panel 3, Field Tests.

TOP AGENCY MERGER PENDS

DISCUSSIONS on possible merger of Ruthrauff & Ryan and Erwin, Wasey & Co., both New York, were reported continuing Friday but spokesman for each agency claimed no decision has been reached. Each of agencies billed estimated $40 million last year and each is 45 years old. Behind consolidation proposal is belief that very large agencies can reduce costs by offering clients all marketing services they require.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

A NEW FACE IN TV • Cadbury-Fry Chocolates, London, reportedly has set aside over $60,000 for four-market tv test campaign—first use of any broadcast media—starting early October. Campaign is understood to be for 26 weeks. Charles W. Hoyt Co., N. Y., is agency.

SANDURA SEEKS • Sandura Co. (Sandran vinyl floor coverings), Phila., now one week, 15 minute participant in NBC-Tv's *Queen for a Day*, understood to be looking for other quarter-hour daytime network participation. Agency: Hicks & Greist, N. Y.

ADDS SPOT TV • Weston Biscuit Co. (Weston cookies), Passaic, N. J., understood to be planning spot tv campaign to break in about 10 eastern markets next month. Company, currently using spot radio in East, is also considering extension of this but no decision has been made. Agency: Peck Adv., N. Y.

MINUTES FOR MUELLER • C. F. Mueller & Co., (macaroni products and sauces), Jersey City, entering 28 markets Sept. 9 with 33-week campaign consisting of minute announcements on three tv stations and 50 radio stations. Agency: Calkins & Holden, N. Y.

ANOTHER HAPPY CLIENT • C. A. Briggs Co.'s H-B Sales Div., Boston, for H-B cough drops, increasing broadcast media allocations 10% over last year, intends to spend approximately $75,000 in radio only (50% of total budget)—its biggest broadcast buy to date. H-B will enter 20 eastern markets (65 radio stations) Nov. 4 with 13-week spot drive, using morning announcements Three week-long hiatuses are planned for weeks of Nov. 25, Dec. 23 and Dec. 30. Agency: Fred Gardner Co., N. Y.

PLANS FOR GLIM • B. T. Babbitt's Glim liquid detergent, recently-assigned account at Doyle Dane Bernbach, N. Y. [B•T, July 22], understood setting up initial drive out of that agency. Reports have Glim entering roughly 35 markets at end of August for short-term radio drive lasting over two months.

RADIO IN 150 MARKETS • Lydia E. Pinkham Medicine Co., Lynn, Mass., placing extensive spot radio campaign in about 150 markets, starting in first week of September. Cohen & Aleshire, N. Y., is agency.

Continues on Page 10

at deadline

RAB's Management Conferences Get Underway Today at Palo Alto

RADIO Advertising Bureau opens first series of annual Regional Management Conferences today (Monday) at Palo Alto, Calif., where about 60 Pacific coast executives will meet with bureau officials for two days. Other RMC meetings are set for Aug. 22-23 at Estes Park, Colo.; Sept. 5-6 at Upper Saranac Lake, N. Y.; Sept. 9-10 at White Sulphur Springs, W. Va.; Sept. 12-13 at Rockton, Ill., and Sept. 16-17 at Edgewater, Miss.

Topics to be explored at Pacific coast meetings will be general management, covering automation and status of radio billings today; program planning, including nighttime programming and concepts of weather broadcasts; promotion, with emphasis on motivational research and do-it-yourself research projects; sales management, touching on special study reflecting current national spot buying pattern and discussion of effective methods for Saturday and Sunday time sales. RAB executives at the conferences will include Kevin Sweeney, president; John Hardesty, vice president and general manager; Sherril Taylor, vice president and director of promotion; Warren J. Boorom, promotion manager; John T. Curry, manager of station services and James J. Shoemaker, manager of membership.

RAB also is announcing today it is offering agencies and advertisers opportunity to hear outstanding radio commercials relating to their respective fields of interest. Presentations of these commercials, assembled on magnetic tape, are not available on loan, but arrangements to hear them can be made through request to RAB's sales department, 460 Park Ave., New York 22. RAB has built library of commercials from those selected as outstanding at its annual National Radio Advertising Clinic.

Hinlein Fights Network Refusals

APPEAL made Friday to Dept. of Justice in Washington by Milton J. Hinlein, president, ch. 6 KDRO-TV Sedalia, Mo., against networks' refusal to affiliate. Mr. Hinlein was accompanied by Miss Lee Chapman, KDRO-TV general manager, and William Brown, Sedalia city counselor, was armed with Sedalia city council backing. Complaint on grounds of monopoly and restraint of trade stemmed, it is understood, from refusal of networks to affiliate ch. 6 station, because Kansas City affiliates claim coverage. Kansas City is 75 miles from Sedalia.

KSLM Power Boost Stayed

FCC Friday set aside July 18 grant without hearing of increase in power of KSLM Salem, Ore. (1 kw daytime on 1390 kc) and wrote station hearing seems necessary because of interference from proposed operation to KBCH Oceanlake, Ore. (250 w on 1400 kc).

Rounsaville Sells Fla. Daytimer, Buys Another Am in New Orleans

SALE of two Negro-programmed daytimers —one of them bringing $500,000—announced Friday.

WOBS Jacksonville, Fla. (5 kw daytime on 1360 kc) sold by Robert W. Rounsaville, group station operator, to three Jacksonville businessmen—Simpson R. Walker Jr. and Harry C. Powell Jr., real estate, and Lawrence R. Picus, local announcer-salesman—for $500,000. Three buyers recently acquired WSTN St. Augustine, Fla.

Having sold WOBS, Mr. Rounsaville promptly bought WMRY New Orleans (1 kw daytime on 600 kc) for $250,000 from Lester Kamin, principal owner. Involved in WOBS deal was long term payment plan.

Mr. Rounsaville bought WOBS in March 1956, paying $50,000 plus WWOK Charlotte, N. C. (1 kw daytime on 1480 kc), which he had put on air in 1955. He is owner of WQXI Atlanta, WLOU Louisville, WCIN Cincinnati, WMBM Miami Beach, WIOK Tampa and WSOK Nashville. All but WQXI are Negro-programmed. He also holds uhf tv permits for Atlanta, Louisville and Cincinnati.

One of top prices for daytimer was $830,000 in sale of WHIM Providence by Frank Miller Jr. to Richard Buckley and John Jaeger [B•T, July 1].

Hot Springs V Permit Dropped

DELETION of ch. 9 KSPS (TV) Hot Springs, Ark., and cancellation of cp, at request of permittee Video Independent Theatres Inc., announced Friday by FCC. Video "concluded that there is no practical possibility of the successful operation of a [tv] station at this locality." Video owns KVIT (TV) Santa Fe, N. M., 12% of KWTV (TV) Oklahoma City and a closed-circuit tv system to start Oct. 1 in Bartlesville, Okla. Cancellation brings number of vhfs deleted since 1952 to 35. There have been 140 uhfs deleted.

Cowen Heads C&W S. F. Office

APPOINTMENT of Jerome J. Cowen, senior vice president, Cunningham & Walsh, as general manager of C&W's San Francisco office being announced today (Monday) by John P. Cunningham, agency president. Francis C. Wheeler continues as executive vice president and member of C&W board. Mr. Cunningham said move of top executive from agency's New York office to direct affairs of San Francisco office would consolidate agency's activities in "these two important markets." Mr. Cowen has been with C&W for 16 years. San Francisco office at one time was Brisacher, Wheeler & Staff until it merged with C&W early this year.

PEOPLE

JOHN P. TAYLOR promoted to newly-created post of manager, marketing plans and services, RCA Industrial Electronic Products. **HERMAN R. HENKEN,** for three years advertising and sales promotion manager of RCA Theatre and Industrial Products, succeeds Mr. Taylor as manager, advertising and sales promotion, RCA Industrial Electronic Products.

RUSS SEVERIN joins NARTB Aug. 26 as field representative covering South. He succeeds **BARNEY OGLE,** who resigned to join station brokerage firm of Hamilton, Stubblefield, Twining & Assoc. Mr. Severin formerly was with KRCA (TV) Hollywood, WTAR-TV Norfolk, Va., and KWTV (TV) Oklahoma City.

JOHN BRADY, formerly director of advertising services at General Foods, to grocery products division of Donahue & Coe, N. Y., as account executive.

FRED A. MORRISEY, Kudner Adv. representative and general manager for Buick stage presentations, transferred from N. Y. office of agency to become Detroit account manager for Buick Motor Div.

ROBERT SCHULTZ, formerly sales manager, Shamus Culhane Productions, N. Y., tv commercial film producer, being named today (Mon.) as film service sales supervisor for Calnatron, electronic sight and sound system developed by California National Productions, NBC subsidiary.

J. ENGLISH SMITH, assistant to James T. Aubrey, ABC-TV vice president in charge of programming and talent, joins General Films Labs, Hollywood, as assistant sales director.

• BUSINESS BRIEFLY

Continues from page 9

TARGETING ON KIDDIES • Joint toy campaign on behalf of American Character Doll Corp., N. Y., and Remco Electronic Industries, Newark, in 85 markets [B•T, July 15], utilizing children's programming to appeal to 4-10 year age bracket will kick off Sept. 16 and run through Dec. 13. Agency: Webb Assoc., N. Y.

BBDO LANDS ACCOUNT • W. A. Sheaffer Pen Co., Chicago, has appointed BBDO, N. Y., to handle advertising of new ball-point pen to be introduced this fall. Rest of account will be continued to be serviced by Russel M. Seeds Co., Chicago.

Four Star Elects Powell

DICK POWELL has been elected president of Four Star Films, tv production company which he owns with David Niven, Charles Boyer and William Cruikshank. Mr. Cruikshank, company attorney and president for past two years, has resigned presidency to devote more time to his law practice. He will continue as Four Star attorney and member of board of directors.

WPEN

IN PHILADELPHIA MORE PEOPLE LISTEN TO WPEN THAN TO ANY OTHER RADIO STATION*

WE DID IT AGAIN!

FIRST!

SEE MAY-JUNE PULSE

WPEN was years ahead in establishing itself as Philadelphia's Music and News station.

We are an independent station, free to program to local tastes. We offer Entertainers — not platter spinners. And we program them in long blocks of time to give the audience an opportunity to form lasting listening habits.

We are dedicated to the proposition that only top calibre entertainers provide top flight entertainment. And the music they play is selected with loving care.

Commercial messages are not delivered between network shows by nameless announcers. Our clients' sales are managed by Star Entertainers whose names inspire loyalty and confidence in the products they sell.

We are first. There is no other place to go— so we intend to stay right here.

The Best In Radio Entertainment
24 Hours a Day—7 Days a Week

The Station of Personalities WPEN

*Pulse March-April 1957
6 A. M. to Midnight Monday thru Saturday

REPRESENTED NATIONALLY BY GILL PERNA, INC. *New York, Chicago, Los Angeles, San Francisco and Boston*

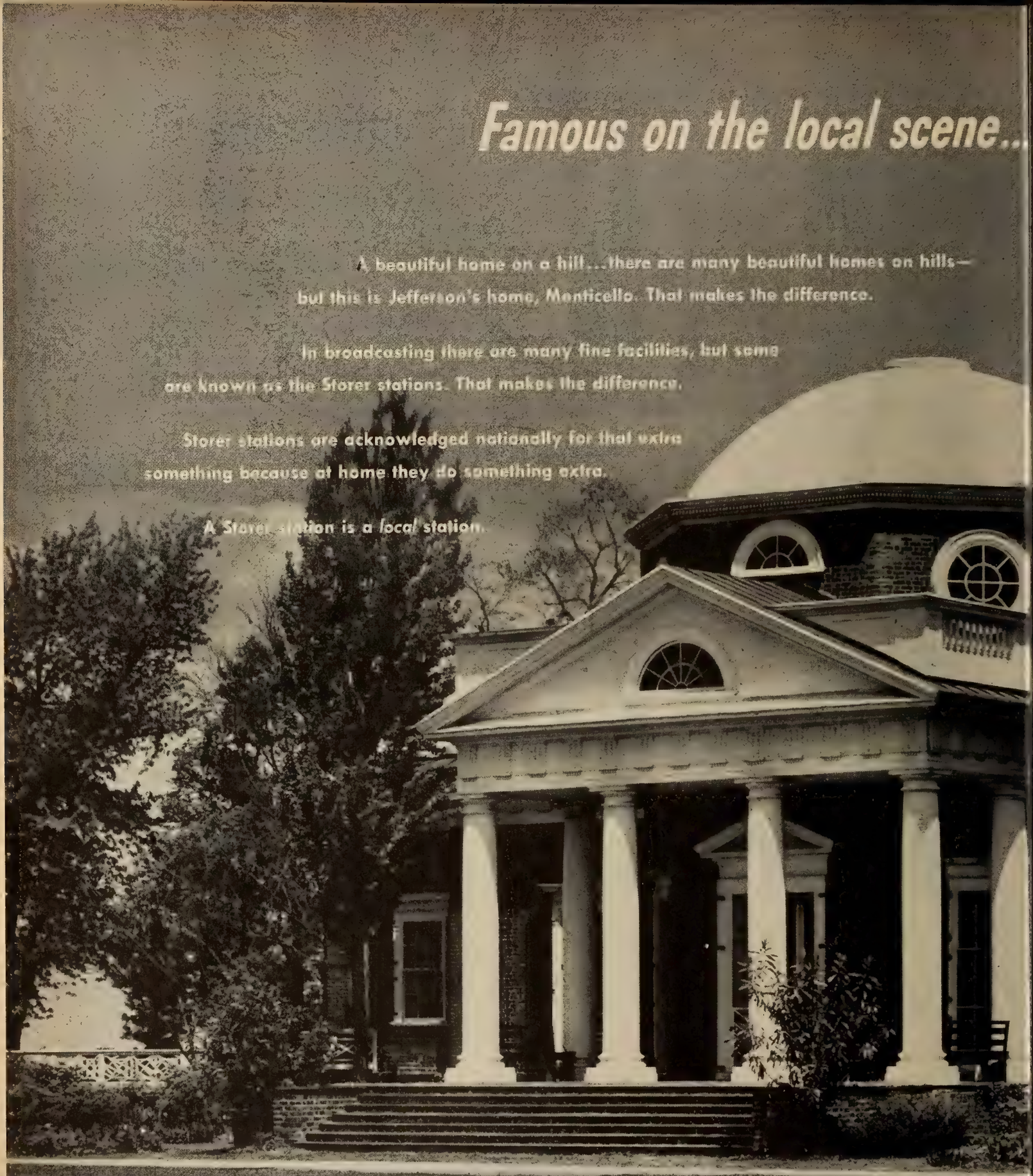
Famous on the local scene...

A beautiful home on a hill...there are many beautiful homes on hills—
but this is Jefferson's home, Monticello. That makes the difference.

In broadcasting there are many fine facilities, but some
are known as the Storer stations. That makes the difference.

Storer stations are acknowledged nationally for that extra
something because at home they do something extra.

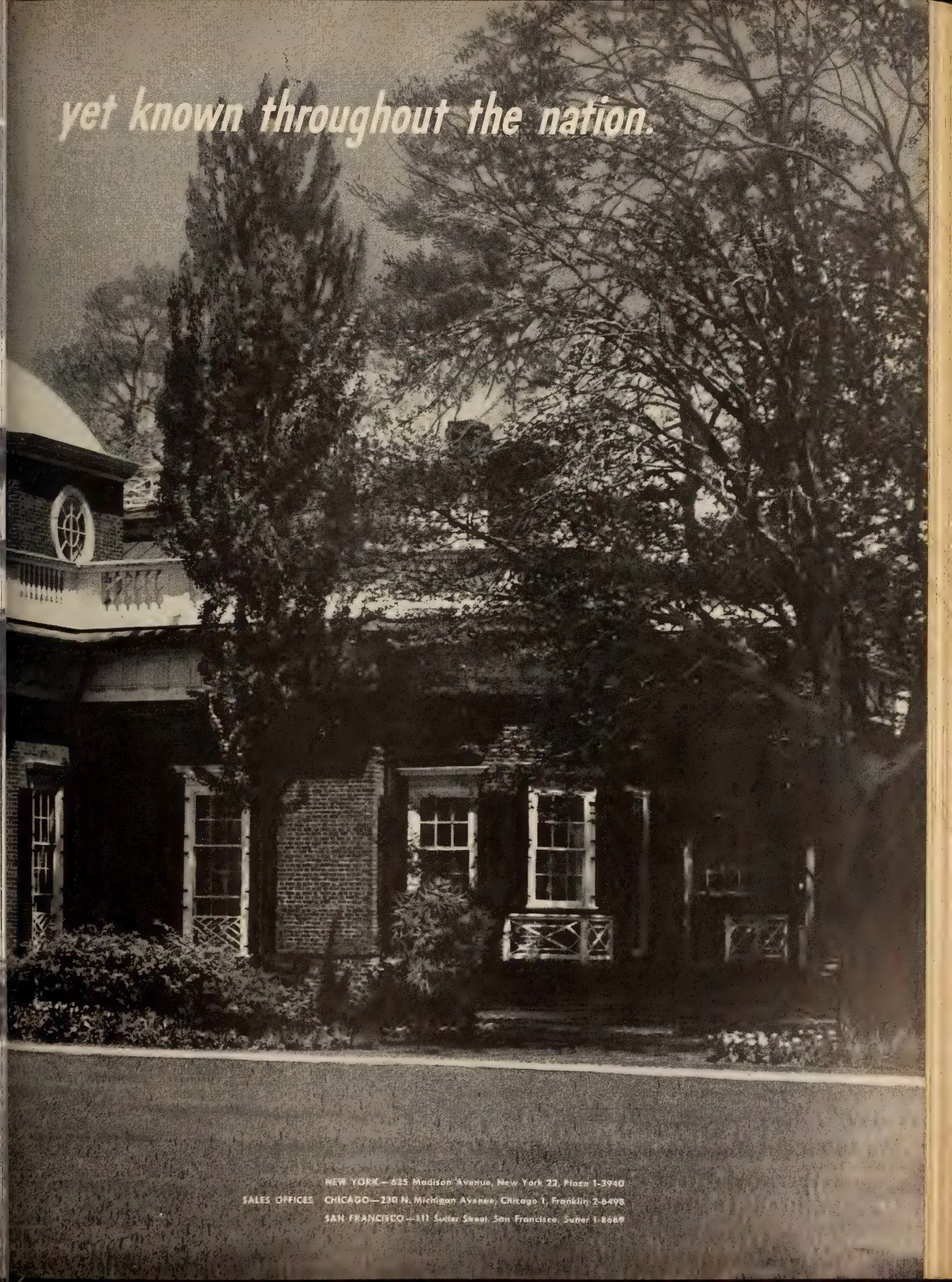
A Storer station is a *local* station.



STORER BROADCASTING COMPANY

30 YEARS BROADCASTING IN THE PUBLIC INTEREST 1927 & 1957

WSPD-TV Toledo, Ohio	WJW-TV Cleveland, Ohio	WJBK-TV Detroit, Mich.	WAGA-TV Atlanta, Ga.	WPFH-TV Wilmington, Del.	
WSPD Toledo, Ohio	WJW Cleveland, Ohio	WJBK Detroit, Mich.	WAGA Atlanta, Ga.	WIBG Philadelphia, Pa.	WWVA Wheeling, W. Va.	WGBS Miami, Fla.

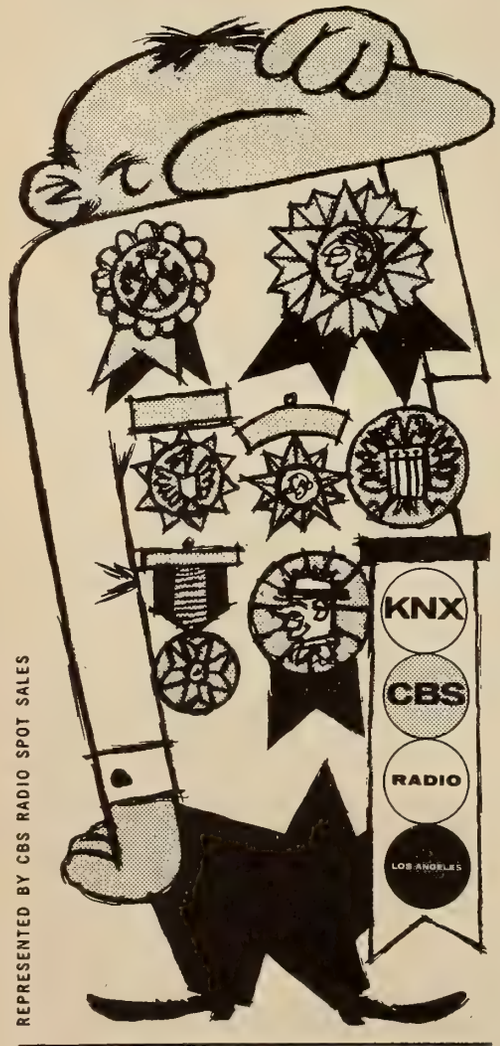


NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940
SALES OFFICES CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Suter 1-8689

Nothing succeeds like . . .

An advertiser puts his money where he gets results—obviously! Well, 15 of the most famous, successful and respected advertisers in So. Calif. and the nation have advertised on KNX for 3 to 8 years—continuously, consistently. The proof is in the putting. Knowledgeable advertisers, as always, are putting their chips on Southern California's #1 radio station, the CBS 50,000 watt

KNX · LOS ANGELES



REPRESENTED BY CBS RADIO SPOT SALES

OPEN MIKE

It's Not NBC's Session

EDITOR:

Please be advised that to the best of my knowledge the National Broadcasting Co. is not holding an annual convention of its radio and television affiliates at the Waldorf Sept. 11-13 [CLOSED CIRCUIT, Aug. 5].

Sept. 11-13 is the period of the annual meeting of the NBC Television Affiliates, which is an independent organization of NBC television stations and does not hold its meetings at the call of NBC.

After the above dates were set by the NBC Television Affiliates, the radio affiliates (it is my understanding) also decided to have their annual meeting on the day prior because most of the television affiliates are also radio affiliates.

To the best of my knowledge there was no official meeting of all NBC affiliates at the Miami Beach celebration last December. One day was set aside for the annual meeting of the NBC Television Affiliates for the conduct of their regular business.

Walter J. Damm
Chairman, NBC Television Affiliates
(Vice President, WTMJ-AM-TV
Milwaukee)

Wants Radio-Tv Newsmen Added

EDITOR:

On behalf of radio and tv stations that have made *Meet the Press* a successful program, I believe a representative of the broadcast media should be represented on the panel each week. Radio and tv stations play important roles in covering and reporting the news. Why shouldn't they be integral parts of the weekly panels? Appearance of a broadcast newsman would add interest to the program and provide promotional material.

Dallas Wyant
Promotion Manager
KOB-AM-TV Albuquerque, N. M.

Silence Is Not Golden

EDITOR:

The one gimmick (and I use this word for lack of a more appropriate one) that does radio no good is the use of a period of silence in place of a commercial. Of all the ridiculous ideas, this is it. How much more of an admission can a radio station make that its commercials are presented in an unfavorable manner. It says, in effect, "We realize our commercials must be irritating, boring, obnoxious and blatant. Therefore, we are going to give a measure of relief by not doing anything but providing you with a moment of soothing silence." No other interpretation is possible.

If commercials are written intelligently and read pleasantly, how can they be annoying? Everyone in radio knows that a few seconds of silence preceding a commercial is an attention-getter. For a moment the listener, unaccustomed to silence, is startled into thinking that his electricity has been cut off or his radio has gone dead and listens intently for some sound to come through.

Then the commercial starts taking advan-



1957 PULSE PROVES WPTF is

A Better Buy Than Ever!

1. First in every period measured

2. Over six times the night audience and almost six times the audience during most of the day than next nearest station.

3. Two and one-half times the morning audience and over three times the afternoon and night audience than a 10-station local network.

Share of Audience
Monday through Friday

	6 a.m.-6 p.m.	6 p.m.-Midnight
WPTF	35.4	39
Station B	6.1	6
Station C	5.2	5
Local Net	12.6	11
All Others*	40.7	39

*None of which has more than 4% share

Tune-In: Morning, 25.2; Afternoon, 26.5; Night, 25.7

*Source: Standard Rate and Data



WPTF

50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives



"No Fare, Lady"...

The SRO sign is out on KING's new road show—No Fare, Lady. Each Friday, shoppers ride downtown Seattle shuttle busses for free—courtesy of KING.

Downtown merchants, department stores, and banks all join with KING in this community relation promotion—another way that KING maintains its dominant place in the Seattle market.

If you have a product problem in the Pacific Northwest—why don't you ride along with KING? See your ticket broker right away—the friendly man from Blair.

50,000 WATTS—1090 KC
ABC—BLAIR, INC.

FIRST IN SEATTLE

Radio KiNG

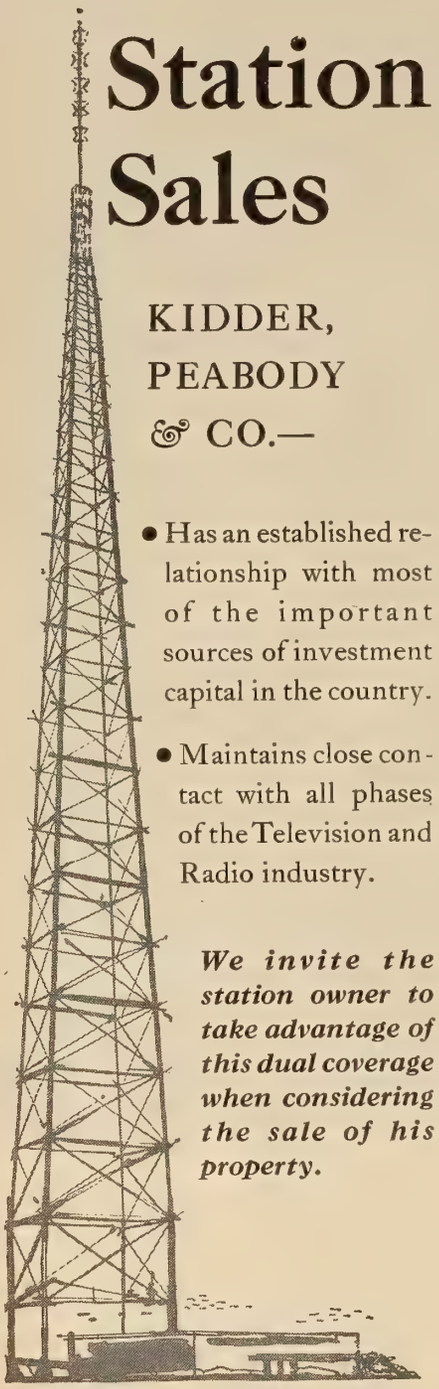
ASSOCIATED WITH KING-TV, SEATTLE, AND KGW-TV AND KGW RADIO, PORTLAND, OREGON

Station Sales

KIDDER, PEABODY & CO.—

- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

We invite the station owner to take advantage of this dual coverage when considering the sale of his property.



KIDDER, PEABODY & CO.
FOUNDED 1865

NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

tage of this attention. That's an old, tried and proven gimmick, but can't be used too often. But to "sell" silence and explain it in such a way does nothing but make the station appear puerile. If the listener really wanted silence, a flick of a switch would accomplish this.

A gimmick does have a place in broadcasting. Some gimmicks are good, some are bad—the sponsored period of silence is one of the latter.

John T. Clayton
Director, Public Affairs
WHLI-AM-FM Hempstead, L. I.

Another Cox Report

EDITOR:

I have just read with a great deal of interest your latest study of the "Tv Broadcast Week" [B•T, July 29]. While this provides, as always, an interesting insight into the makeup of the program schedules of stations in the different categories with which you deal, I think that it does not quite meet some of the points which we tried to make in our report on network practices. In the first place, there is nothing in your study to indicate the times at which non-network film programming was shown, and certainly our report points out that this has a very important bearing upon the chance of recovering production costs through syndication.

Perhaps even more important than this, however, there is nothing in your figures to indicate how much of this filmed programming is new first run product offered for syndication without previous network exposure. As I tried to point out in the report, it seems to me that the effect of option time and the must-buy requirement has been to make it more and more difficult for syndicators to operate, and that as a result their new product has tended to decline.

The figures which you cite are simply those for total film programming, and therefore, obviously include a great many reruns—either of syndicated film being reshown in the same market, or of network film programming now being shown on a syndicated basis. While this no doubt has a place in television programming, it cannot, of course, serve the needs of independent stations which must compete during peak hours with the offerings of the networks.

As always, I think your staff has done an excellent job on this study. However, I thought I would just drop you a line to say that I don't think you have completely answered the points which are sought to be made in the report. But then, of course, perhaps you didn't intend to.

Kenneth A. Cox
Seattle

[EDITOR'S NOTE: Mr. Cox, now back in private law practice, was special counsel to the Senate Commerce Committee and author of the Committee's report urging antitrust investigation of tv networks (B•T, July 1).]

Putting the Record Straight

EDITOR:

Your article relative to the proposed acquisition of WGR-AM-TV [Buffalo] by

ALL TEN
OF THE
TOP TEN
PLUS
24 of the
TOP 25
ON
WSAZ-TV

In the June 1957 ARB survey of the 110 county area served by Huntington Charleston television . . .

WSAZ-TV PROGRAMS ARE WAY OUT IN FRONT

1 THE FORD SHOW
2 THE PERRY COMO SHOW
3 YOUR HIT PARADE
4 THE LORETTA YOUNG SHOW
5 THE CHEVY SHOW
6 THE PEOPLE'S CHOICE
7 FATHER KNOWS BEST
8 THE STEVE ALLEN SHOW
9 TWENTY ONE
10 THIS IS YOUR LIFE



HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

26 MEN

thundering out of the West



. . . The 26 daring Arizona Rangers tamed America's last wild territory . . . rounded up over 4,000 rustlers, desperadoes, gunmen and swindlers at the turn of the century. All the flavor of the historical conflict between law and outlaw is in 26 MEN . . . filmed for TV on scenic Arizona locations capturing the impact and excitement of the last frontier. Producer — Russell Hayden.

new! ADULT *action!* WESTERN

SOLD, within first two weeks of release in over 60 markets, to such advertisers as:

- Brylcreem
- A & P
- Kroger Co.
- Coca Cola
- Fritos
- Bardahl
- H. P. Hood & Sons
- Standard Oil of Texas
- Friehofer Baking
- Max Russer Meats
- Nic-L-Silver Battery
- Mrs. Smith's Pies
- Humpty-Dumpty Stores

CONTACT:

ABC FILM SYNDICATION

1501 Broadway, N.Y.C.
LAckawanna 4-5050

WSPA-TV
SERVING THE
SPARTANBURG-GREENVILLE
SUPERMARKET

1,788,361 PEOPLE *
WITHIN THE WSPA-TV 75 MILE AREA



75 Mi.
1,557,764
PEOPLE

BIGGER
THAN
ATLANTA!

BIGGER
THAN
NEW
ORLEANS!

75 Mi.
1,260,360
PEOPLE

* Counted Population
A. D. Ring and Assoc.
1950 Census

CBS

CHANNEL 7 IS THE
ONLY CBS, VHF
STATION IN THIS
SUPERMARKET

WSPA-TV's COVERAGE
EXTENDS
BEYOND THE
75 MILE AREA

CHANNEL
7

WSPA-TV
SPARTANBURG, S. C.

GEO. P. HOLLINGBERY
NATIONAL REPRESENTATIVES

Transcontinent Television Corp. . . . was not entirely correct in that it omitted the names of Seymour H. Knox and Northrup R. Knox from the Schoellkopf group [B•T, July 22].

It further erroneously stated that Mrs. Alonzo C. Deuel will hold 6% of the Transcontinent stock subsequent to the acquisition. Mrs. Alanson C. Deuel is not presently a WGR stockholder, however, Miss Virginia Deuel and Mrs. Norma Deuel Lutz, nieces of the late Alanson Deuel, each will hold 6% of the Transcontinent stock after the acquisition and are presently WGR stockholders.

C. M. Kirtland
Treasurer
Transcontinent Television Corp.
Buffalo, N. Y.

Huntley's New Powers

EDITOR:

The following is a teletype communications received this morning from NBC-TV. The underlines have been supplied by us. Years ago the reference was to "the power of the press." Obviously, the old order changeth and today it is the power of television, or more properly the power of Mr. Huntley.

"HV SPECIAL OUT LOOK PGM. AUG. 18 OTO 500-600 PMNYT. THE ENTIRE PGM WILL BE DEVOTED TO THE FIRST EXCLUSIVE TELEVISION INTERVIEW WITH BABIB BOURGUIBA, FIRST PRESIDENT OF TUNISIA. THIS INTERVIEW WAS FILMED IN TUNIS LAST WEEK, IMMEDIATELY AFTER BOURGUIBAS DESIGNATION AS PRESIDENT OF TUNISIA BY CHET HUNTLEY, NBC NEWS COMMENTATOR. THIS PGM WILL BE AVIL ON DELAY BASIS UPON SUFFICIENT NUMBER OF REQUESTS AT REG TV SUST KINE CHARGE."

Name Withheld
(An NBC-TV Affiliate)

Goes Them One Better

EDITOR:

This switch on the telephone connection gimmicks of RAB and KWG Stockton [OPEN MIKE, Aug. 12] may be usable by another station with a well-identified theme song. Instead of cutting into the telephone itself with a connection to our broadcasting, we merely place next to each phone a mechanical music box, made of plastic in the shape of the telephone base. When we have to ask a caller to wait while we check a file or transfer the call within the office, we place the instrument on the plastic base. Its weight upon two little spring cylinders starts the box playing our theme, "Avalon." No matter what the caller's original mood, this invariably gets a chuckle.

Robert J. McAndrews
Vice President
KBIG Hollywood, Calif.

THE ARLENE FRANCIS SHOW

THE new *Arlene Francis Show* is a smoothly produced showcase for NBC-TV's "first lady of television." She's the whole show, even to the program's visual motif. The heart-shaped diamond pendant, which has become Miss Francis' trademark on television, frames the show's opening and closing shots and themes proceedings in between.

Although it boasts more workmanlike production than some of its daytime compeers (superior design, music), the new half-hour, nevertheless, has the daytime family features: participating audience, games and prizes for the studio contenders. In addition, the format offers latitude for the star to chat with the viewer, plug the current Shakespeare production at Stratford, Conn., and read congratulatory telegrams from Robert Sarnoff, Gov. Averell Harriman, Cecil B. DeMille, Dorothy Kilgallen, Bob Hope and others of her crowd.

The lady who practically pioneered audience participation shows handles her new vehicle with maximum wit and charm.

The show also benefits from imaginative audience games and a storytelling feature by Miss Francis.

But the viewer inevitably is going to compare *The Arlene Francis Show* with its hour-long predecessor in the 10 a.m. period, *The Home Show*. And perhaps the newcomer will suffer from such a comparison. *The Home Show* was instructive as well as entertaining, worth holding up a morning's work for. *The Arlene Francis Show* is only mildly entertaining.

Production costs: Approximately $3,000.

Telecast on NBC-TV, Mon.-Fri., 10-10:30 a.m. Started Aug. 12.

Sponsors: (Participating) Owens-Corning Fiberglas (through McCann-Erickson), House of Westmore Inc. (Ehrlich, Neuwirth & Sobo), Aladdin Industries (William Hart Allen Inc.), Bourjois (Lawrence C. Gumbinner Adv. Agency), Cooper Inc. (Henri, Hurst & McDonald) and Minnesota Mining & Manufacturing (BBDO).

Producer: Alan Beaumont.

Director: Ted Nathanson.

Associate director: Larry Owens.

Writers: George Kirco, Mike Morris.

BOOKS

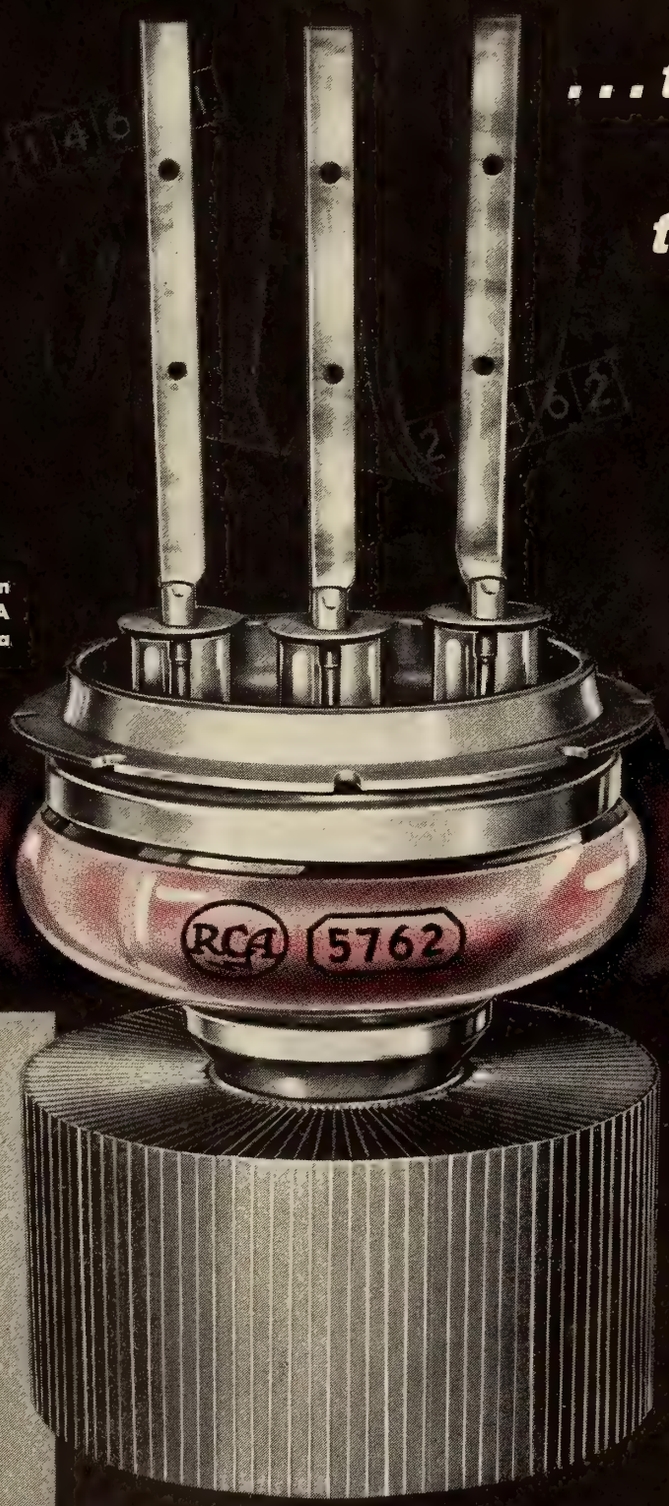
GENERAL SPEECH: AN INTRODUCTION (second edition) by A. Craig Baird and Franklin H. Knower; 395 pp.; McGraw Hill Book Co., 330 West 42nd St., New York 36. $4.50.

DESIGNED as an introduction to college speech, this text emphasizes objectives which are functional in the everyday living of college students. Speech fundamentals which bear directly on these objectives are stressed: the speaker's personality, attitudes and audience adjustment; voice; articulation and pronunciation; ideas; language, and speech organization.

One of the book's chapters is devoted exclusively to radio and television speaking techniques.

LONG-TERM POWER DELIVERY

. . . through "proved-in" tube design



Using grid-flange design—an RCA development—this RCA power triode contributed to a new era in VHF operation.

HOW TO GET MORE HOURS FROM AN RCA-5762

- Hold filament voltage at 12.6 volts—right at tube terminals
- Operate each new tube as soon as you receive it
- Keep air-cooling system clean. It helps prevent tube and circuit damage caused by overheating
- Always operate tube within RCA ratings. Follow instructions packed with tube
- Handle tube carefully—to avoid mechanical damage
- Operate spare tubes periodically

Incorporated within this well-known air-cooled triode are some of the most unique technical advancements in the history of power-tube design. Many of these RCA techniques have evolved from experience gained over years of actual tube operation on the air. All of them contribute substantially to the remarkable endurance of this tube in day-in, day-out transmitter service—over many thousands of hours.

Backed by more than a quarter century of specialized experience in designing and building world-famous high-power tubes, RCA-5762's are paying dividends for broadcasters—continually—in lower tube costs per hour of operation, and in stable performance of the transmitter.

Your RCA Tube Distributor can handle your order for Type 5762's—promptly. Call him.

RCA

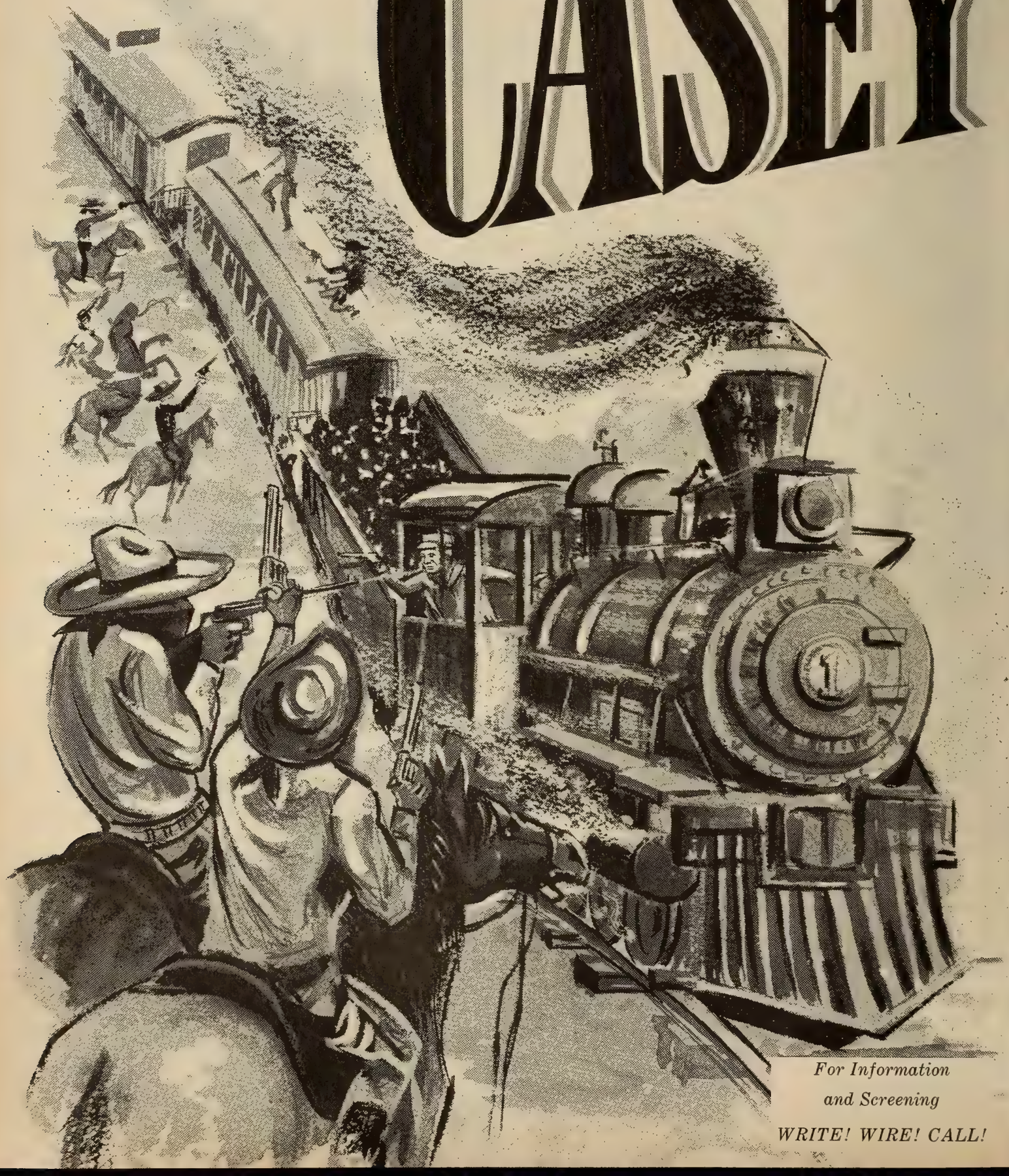
TUBES FOR BROADCASTING

Radio Corporation of America Harrison, N. J.

ALL ABOARD . . . for TV's new

CASEY

SCREEN

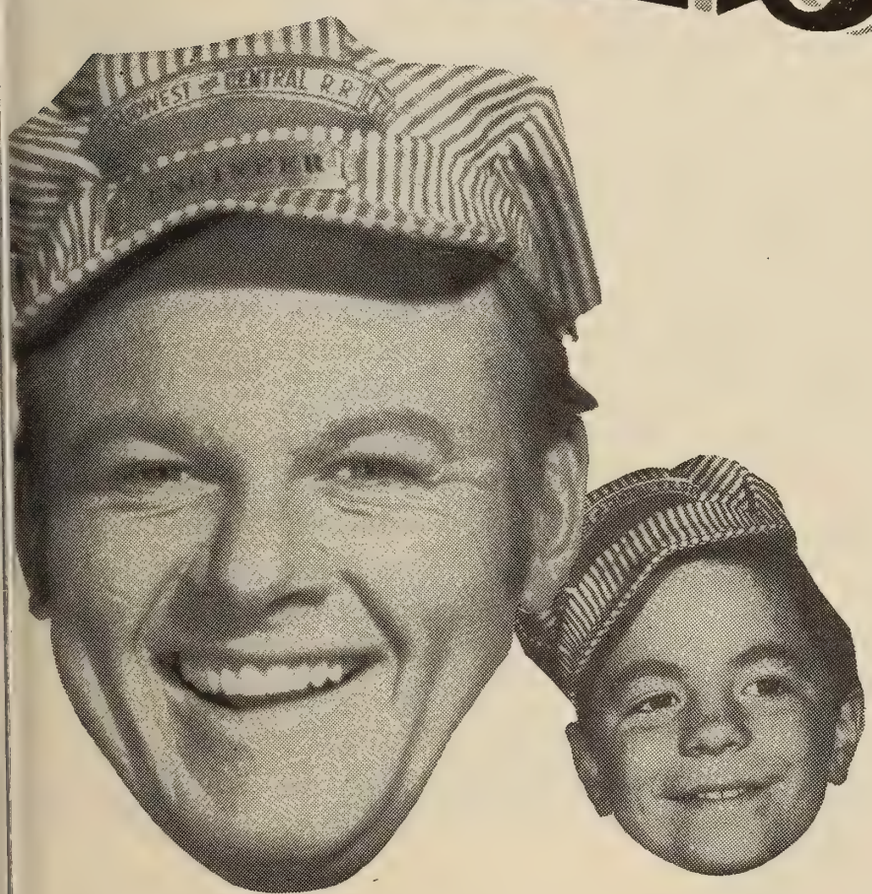


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Starring **ALAN HALE** *as* **CASEY**

BOBBY CLARK *as* **CASEY, JR.**

. . . with a top supporting cast including the **"CANNONBALL EXPRESS!"**

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WGN-TV	*Chicago, Ill.*
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TELECASTING

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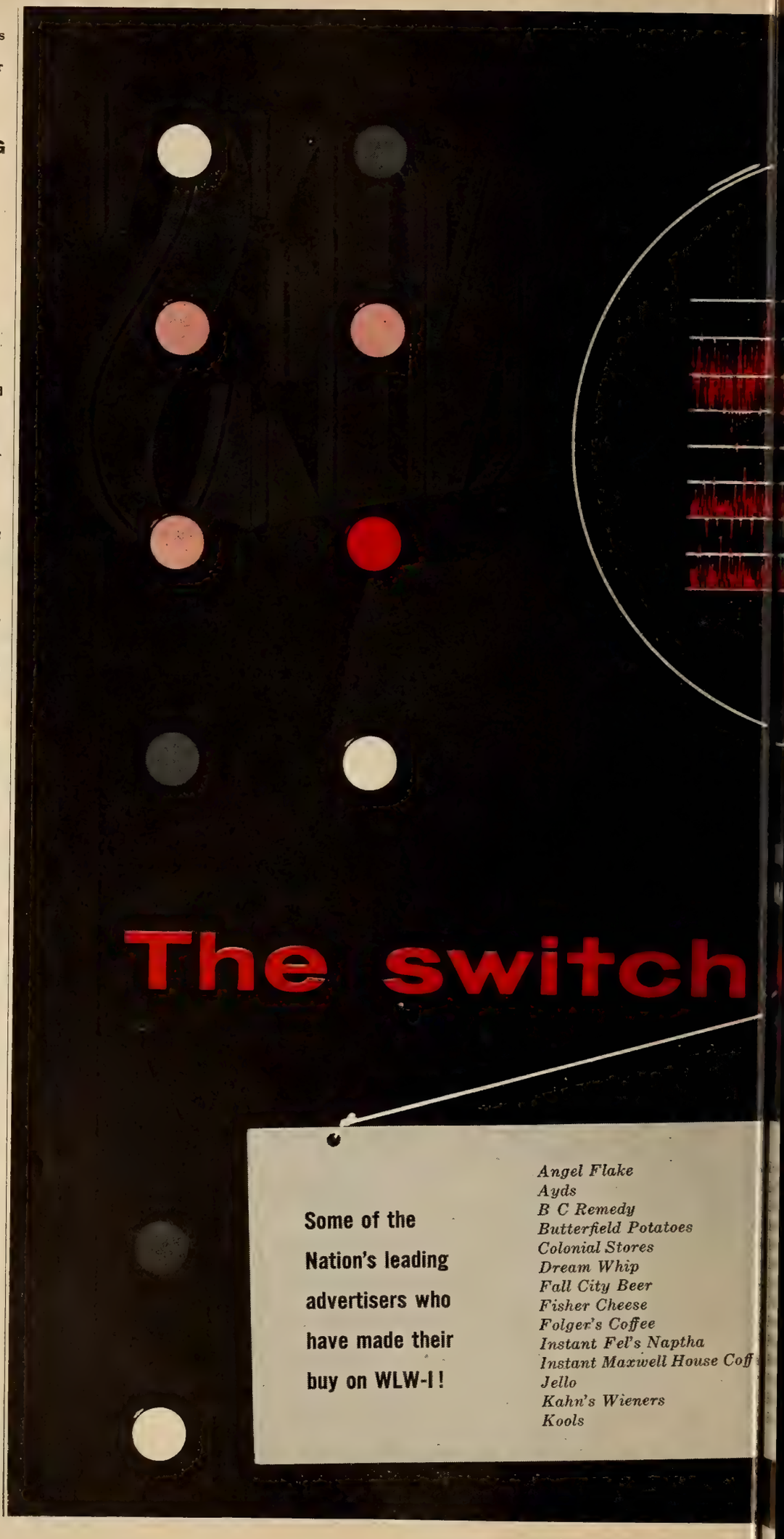
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Stand By! WLW-I . . . live-wire new member of the famous Crosley Group is ready to throw the switch and go on the air in Indianapolis! And, already, many sponsors have signed up on WLW-I for these good reasons:

WLW-I Top Programs — Full ABC Network affiliation with the finest programs. PLUS Crosley originating programs like the one-and-only Ruth Lyons 50-50 Club and the famous "Midwestern Hayride," both televised in COLOR!

WLW-I Top Audience — Top programs mean top audience. So WLW-I will be packing in a full house of TV audience to really bring home the business for sponsors — like the other Crosley Stations.

WLW-I Top Promotion — Crosley's exclusive promotion department is turning on the current all over to cover the trade fronts with mighty unmatched merchandising — tying in products, programs, personalities.

So it's no wonder a long list of sponsors has already signed up on WLW-I in Indianapolis. Get **your** products on WLW-I . . . NOW! For your best buy . . . best buy WLW-I!

newest member
of the famous
Crosley Group

WLW-I

indianapolis

MAXIMUM POWER/ MAXIMUM TOWER

channel 13

Full ABC Network Affiliation
Sales Offices: New York, Cincinnati, Chicago
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco • Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas

Crosley Broadcasting Corporation, a division of Avco

114% MORE audience
than Station B ALL DAY!*

WILS

Mar.-Apr. '57 Hooper In Lansing Shows
MONDAY THRU FRIDAY

	WILS	Station B
7:00 a.m.-12 noon	61.4	23.5
12 noon-6:00 p.m.	53.7	30.1

5000
LIVELY WATTS

MORE listeners than
all other stations
heard in Lansing
combined.*

* Mar. thru Apr. average
C. E. Hooper, Inc.

LANSING

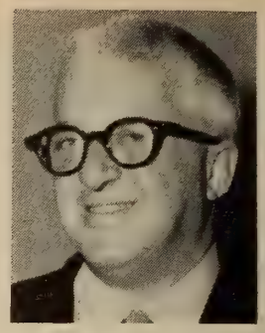
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WILS
music news sports

OUR RESPECTS

to Robert Jay Burton



THE FIELD of copyright is complex and, understandably, uninteresting to most laymen. But if broadcasters and advertising agency executives are blasé about the subject, the chances are they have not been exposed to the missionary zeal of Robert J. Burton, vice president in charge of domestic performing rights administration for Broadcast Music Inc.

The odds are that unless the executive is a comparative newcomer, he has heard Mr. Burton's exhortations on copyright. For more than 10 years, he has criss-crossed the country as a speaker on his favorite subject before BMI clinics and various advertising and broadcasting association gatherings.

He believes that all businessmen should have a knowledge of copyright, pointing out that the laws governing this activity were set up to protect the public as well as the creative artist. During his 16-year association with BMI, he has enunciated this philosophy of public protection everywhere he has preached.

Robert Jay Burton, born in New York City on Sept. 21, 1914, set his sights on a career in law when a youngster. He was raised in Larchmont, N. Y., and educated in Larchmont public schools and in a private school in France, the Chateau de Beurs. He was graduated from Columbia U. in 1935 with a B.S. degree and distinguished himself on the college debating team. He received his law degree from the Columbia Law School in 1937.

Mr. Burton then joined the New York law firm headed by Arthur Garfield Hays, regarded as one of America's outstanding attorneys. Mr. Burton's assignment at the Hays firm represents an ironic coincidence: Among other duties, he performed work for the Songwriters Protective Assn., some of whose members have sued BMI for damages amounting to $150 million. He also handled the Artists' Guild, an association of many of the best known painters and illustrators.

Mr. Burton's curiosity about the intricacies of copyright law prompted him to attend many seminars on the subject before various legal groups in New York. It was at one of these seminars that Mr. Burton became acquainted with Sydney M. Kaye, now chairman of the board and general counsel of BMI. Late in 1940, Mr. Burton asked Mr. Kaye for a job with BMI and was hired.

Mr. Burton's initial assignment at BMI, in January 1941, was that of resident attorney, responsible for internal legal matters. During his first years with the organization, BMI was starting to spread its wings. He was in the forefront of BMI's legal battles for recognition during the early forties. His advancement at the organization paralleled the growth of BMI and its emergence as a significant force in its field. Mr. Burton was appointed director of publisher and writer relations in 1943; vice president in charge of publisher and writer relations in 1947, and vice president in charge of domestic performing rights administration last June.

MR. BURTON's post at BMI essentially is two-fold: In addition to his duties as resident counsel, it is his job to win friends for BMI among composers and publishers. The stature of the organization today indicates Mr. Burton has made a substantial contribution.

Over the 14 years Mr. Burton has worked hand in hand with publishers and composers. He is most pleased with one of the changes that has evolved in the United States whereby Tin Pan Alley has become "Main Street, U.S.A." He explained that before the emergence of BMI, composers and publishers were concentrated largely in New York and Hollywood. Today, with BMI's encouragement, according to Mr. Burton, they are distributed throughout the country and Canada.

"We are proud to have played an important part in the development of several hundred professional publishing companies and several hundred professional composers," Mr. Burton commented.

Mr. Burton married the former Linda Patterman of Youngstown, Ohio, in 1942. They have three children—Theodore David, 11; Cathy Elizabeth, 9, and William Michael, 5. The Burtons live in New Rochelle, N. Y., where Mr. Burton is active in community and political affairs. He is a member of the board of education there and has participated in Republican Party affairs.

It's no wonder Mr. Burton is acknowledged a specialist on copyright law. He has served on various copyright committees of such organizations as the Assn. of the Bar of the City of New York, American Bar Assn., and the American Patent Law Assn. He was a two-time president of the Radio & Television Executives Society of New York and is remembered as a gifted toastmaster.

Mr. Burton's hobby is "sun-bathing and Palm Springs." He has rented a home in the California desert resort this summer and relaxes in the sun when away from his duties at BMI

IN

ROCHESTER

WBBF

LIVELY SALESMEN who have

been welcome in Rochester's

246,140 radio homes for

35 combined years . . .

whose live enthusiasm is

catching . . . consistent sales.

HAS THE "DRAW" POWER . . .

That's why they are

BIG BUY features on the

brightest station

in town.



MORT NUSBAUM
(daily 7:00-10:00 a.m.)
Rochester's best known, most effective broadcasting salesman



JOE DEANE
(daily 12:15-3:00 p.m.; 6:15-8:00 p.m.)
(Sundays 12:15-5:00 p.m.)
Tops all competing disc jockeys



NICK NICKSON
(daily 3:00-6:00 p.m.)
(Sundays 5:00-7:30 p.m.)
Unchallenged king of the afternoon airwaves

The shining details? . . . call

VENARD, RINTOUL & McCONNELL

WBBF, Rochester, N. Y.

a star broadcasting station

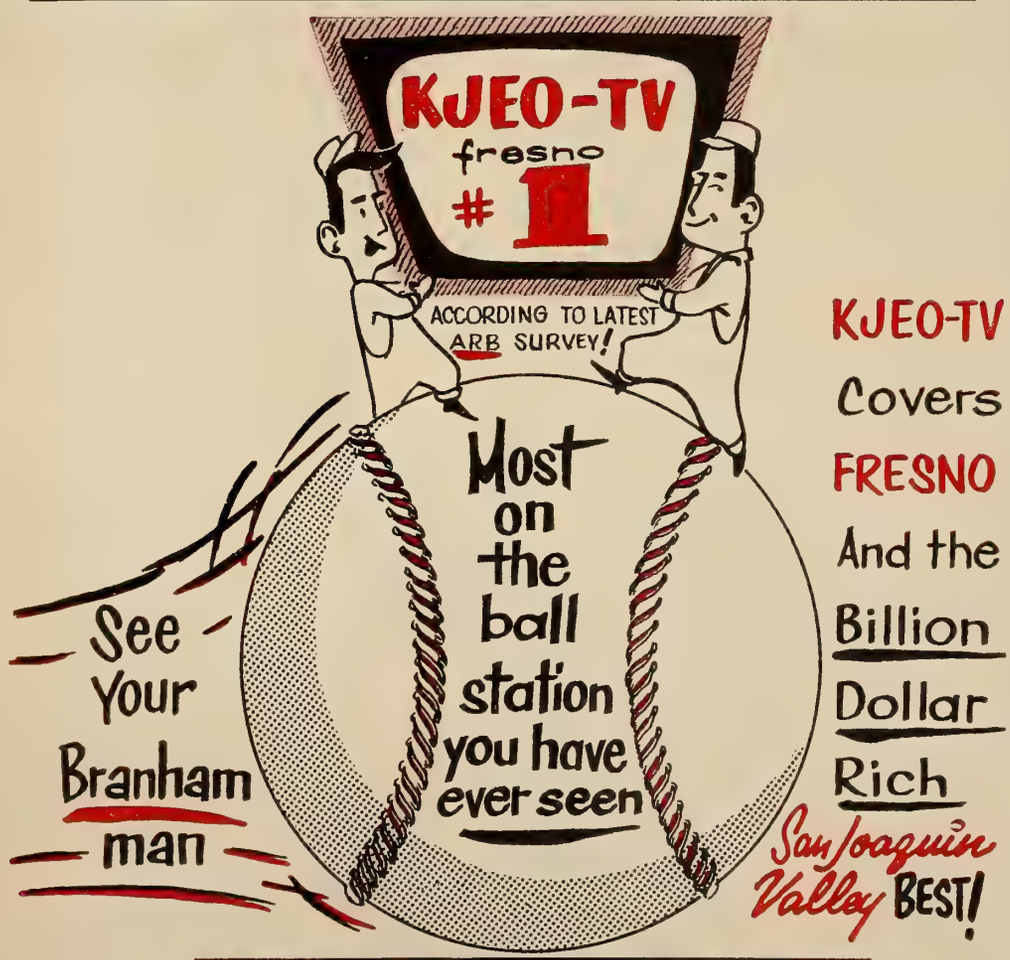
WTLB, Utica · **WGVA,** Geneva



There's plenty of moss on us!

If you want your pitch to gather moss when you throw it down and walk around it, there's $2,739,749,000.00 rolling around in the WBNS Radio area. If you want to be sure of top Pulse ratings any quarter hour, Monday through Friday, day and/or night — you want WBNS Radio. Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO



O'Neill Broadcasting Company
P.O. BOX 1708, FRESNO, CALIFORNIA

IN PUBLIC INTEREST

KBIG Helps Locate Vacationers

GOOD radio habits provided a solution when relatives of a California couple vacationing in Mexico were unable to reach the pair to inform them of a death in the family. Knowing that they were regular listeners of KBIG Catalina and failing to contact them by ordinary communications, relatives got in touch with Los Angeles police, who asked the station to broadcast a request for the couple to contact their family. The vacationers heard the broadcast in Ensenada, Mexico, and called their home.

WAMO DJ Goes to Jail

A THOUSAND orders for circus tickets made "bail" for WAMO Homestead-Pittsburgh disc jockey Carl Stuart, who moved into Pittsburgh's Central Jail and vowed to stay there until his listeners had called in that many ticket orders. The response enabled Mr. Stuart to get out within five hours, the station said. The circus was sponsored by the Pittsburgh Police Dept. for the benefit of a pension fund for widows of policemen.

WCAU Reports on Asiatic Flu

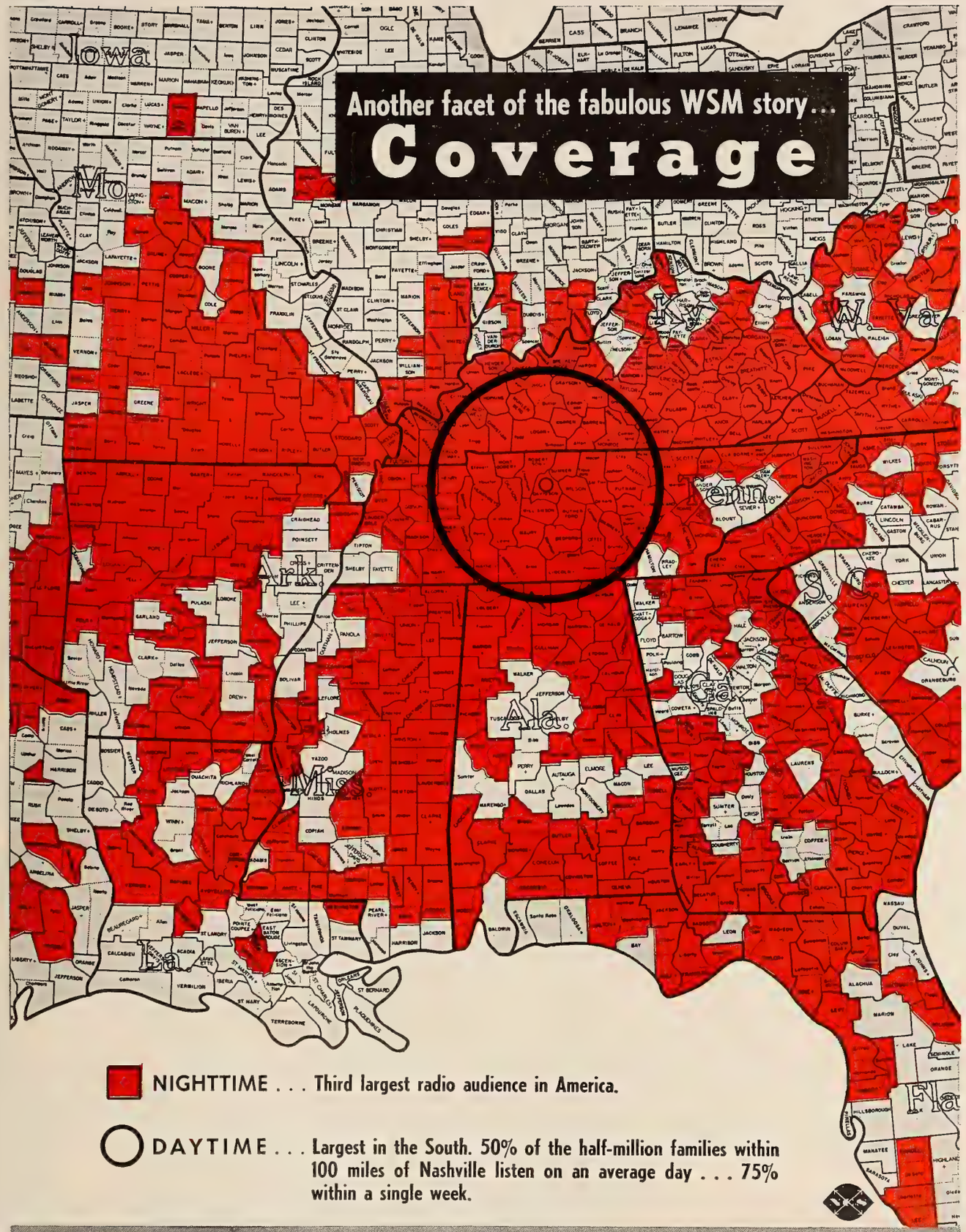
THE FIRST of a series of 15-minute film programs on Asiatic flu was presented by WCAU Philadelphia Aug. 17. Designed to inform the public about all aspects of the disease, the program, titled *Invasion '57*, was prepared by station staff members who worked with public health officials and the American Medical Assn. Points to be dealt with in the series include the history of the disease, how it will be fought in the Philadelphia area should it strike there and a taped interview with the Surgeon General from Washington, D. C.

WBZ-TV Warns of Stray Blast Caps

NO ONE was injured when a dynamite shack on a Boston housing project exploded, but a serious hazard was created by the thousands of detonating caps which the blast sprayed over a large part of the city. Since the caps are themselves potential small bombs, there was danger for persons handling them who might be unfamiliar with their use. WBZ-TV Boston, after hearing about the mishap, contacted Boston police, who appeared on the station's live shows during the day, demonstrated what a cap looked like, and issued warnings of the dangers involved. City officials felt many casualties were avoided through these constant warnings, the station said.

WSB-TV Films Program in Prison

AS PART of a proposed public service series, the staff of WSB-TV Atlanta has filmed *The Road Back* at the Atlanta Federal Penitentiary. The film, according to Station Manager Marcus Bartlett, deals with "the why of imprisonment, rehabilitation work inside the walls, and the problems of continued rehabilitation outside." The program was presented as a public service feature Aug. 4. WSB-TV will initiate series on alcoholism, juvenile problems and other such topics if the first program proves successful, the station said.



There is a difference...it's WSM radio

50,000 WATTS, CLEAR CHANNEL, NASHVILLE • BLAIR REPRESENTED • BOB COOPER, GENERAL MANAGER

39 BIG, BLAZING HALF HOURS of THRILL-PACKED

"OFFICIAL ...with

Starring
Everett Sloane







It's Action-Packed ... with some of the most exciting, most suspenseful episodes ever filmed.

It's Authentic ... being based on the actual files of "Official Detective" Magazine, the No. 1 favorite of detective story readers.

It Moves!
One week, it's about a State Trooper in Maine; the next about a patrolman in Seattle.

-HOURS EPISODES from...

"DETECTIVE"

all the Impact of the FRONT PAGE of your LOCAL NEWSPAPER!

It's Available Now for Local and Regional Sponsorship!

If you'll see it, you'll buy it. Ask us to show you the print *now*...see the show so hot NTA wrote a check for more than a million dollars to bring it to you!



There's just no substitute for the skill and experience of Desilu—the lot that produced such other big winners as

"I Love Lucy" **"Wyatt Earp"**
"The Line-Up" **"The Sheriff of Cochise"**

Today, phone, wire or write: Harold Goldman, vice president in charge of sales

NTA

NATIONAL TELEFILM ASSOCIATES INC.

60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100

CHICAGO • HOLLYWOOD • MONTREAL • MEMPHIS • BOSTON • MINNEAPOLIS • TORONTO • ATLANTA • DALLAS

Sometimes

IMMODESTY

is most becoming!

And you've every right to exult with us over the proven size of WBTV's television market measured in terms of population . . . because it means a massive market for you.

CITY	POPULATION
1. New York	16,788,700
2. Los Angeles	7,699,900
3. Chicago	7,552,500
4. Philadelphia	6,675,100
5. Detroit	5,219,700
6. Boston	5,118,600
7. Wilmington, Del.	5,045,400
8. Pittsburgh	4,774,300
9. San Francisco	4,262,400
10. Cleveland	4,233,700
11. Johnstown, Pa.	4,145,600
12. Steubenville, Ohio	3,935,100
13. Manchester, N. H.	3,606,800

Sales Power IN THE CAROLINAS

14. CHARLOTTE	3,348,800

15. New Haven	3,290,200
16. Washington	3,135,900
17. Minneapolis-St. Paul	2,932,600
18. St. Louis	2,830,900
19. Providence	2,771,000
20. Memphis	2,731,500
21. Indianapolis	2,717,300
22. Milwaukee	2,698,600
23. Baltimore	2,661,700
24. Bloomington, Ind.	2,640,400
25. Atlanta	2,611,600

Source: Television Magazine 1957 Data Book

Moreover our clients are prone to boast about our superior Sales Power. Reach our people with your products through the pioneer in the Carolinas, and we warrant that you'll soon be gloating, too. For WBTV's Sales Power, contact CBS-TV Spot Sales.

WBTV CHARLOTTE

Channel 3 Top Power

JEFFERSON STANDARD BROADCASTING COMPANY

BROADCASTING
TELECASTING

Vol. 53, No. 8 **AUGUST 19, 1957**

ANA AIMS AXE AT THE 52-WEEK BUY

- **Ad association that forced network radio rate cuts now after tv**
- **1957 goal: Making tv networks sell time in shorter schedules**

TWICE in the television era the powerful Assn. of National Advertisers has conducted organized campaigns to twist broadcasting into a shape more pleasing to ANA members.

The first ANA campaign, launched in 1950, forced radio networks into a price war that sent rates skidding to fractions of their pre-television levels.

The second, begun last week, was a drive against the television network practice of trying to sell 52-week schedules. In many ways it resembled the anti-radio campaign of 1950-51.

Like the radio putsch of the early 50s, the ANA's new campaign was planned and is being executed by its radio-tv specialist group which is now called the Radio & Tv Service Committee. In 1950 it was called the Radio & Tv Steering Committee.

As its predecessor did in 1950, the current committee used research as a basis for its arguments. In 1950 the committee made an exhaustive interpretation of A. C. Nielsen figures "proving" that the nighttime radio audience would disappear entirely in the advance of tv. The research released by the committee last week was a survey of 69 ANA members who are network television advertisers.

Network officials declined formal comment immediately, but generally pointed out that the study released by ANA failed to point up different circumstances under which they do or do not insist that contracts cover a full 52-week period—and authorities of at least one network maintained they do not insist on firm 52-week commitments at all.

The survey was initiated by the ANA Radio and Tv Service Committee because, ANA said, some members thought 52-week contracts were an "inalterable requirement" while other members knew from their own individual experience that shorter contracts could be negotiated.

George Abrams, vice president of Revlon Products and chairman of the ANA committee, was quoted by ANA as saying:

"For some time, a number of ANA members have protested being forced to sign 52-week television facilities agreements with the three major networks. Failure to sign such an agreement meant the relinquishment of the time period to another advertiser willing to take on the full year's commitment."

The ANA release also said:

"A number of advertisers individually negotiate television network facilities agreements with ABC, CBS, and NBC for fewer than 52 weeks . . .

"The 69 advertisers responding to the ANA questionnaire reported 17 cases of facilities agreements for periods of 26, 35, or 39 weeks. The advertisers reported, however, that in 67 other cases they were obliged to make a firm commitment for facilities on a 52-week basis.

"At a recent meeting of the ANA Radio and Tv Service Committee, it became apparent that some advertisers were under the impression that a 52-week facilities agreement with any one of the three television networks was an inalterable requirement of the networks for all advertisers. Since several members of the committee had individually negotiated facilities agreements for a fewer number of weeks, the committee decided to poll members of the ANA radio and tv group to determine their experiences in this matter."

The questionnaire also solicited members'

HOW 69 BOUGHT—AND WOULD LIKE TO

The ANA Radio and Tv Service Committee asked ANA members what their experiences had been in buying tv network schedules of 52 weeks or less and how those experiences matched the advertisers' desires. Here are the results based on returns from 69 advertisers. (Not all answered all questions, and some have more than one network show.)

		ABC	CBS	NBC
For how many weeks were you obliged to make a firm commitment on your present tv network facilities contract?	52 WEEKS	26	20	21
	39 WEEKS	1	—	1
	35 WEEKS	1	—	—
	26 WEEKS	5	5	4
2. Did you attempt to negotiate for fewer weeks?		14	10	10
a. If "yes," how many?	39 WEEKS	6	2	1
	26 WEEKS	2	2	4
	13 WEEKS	6	5	4
	NOT SPECIFIED	—	1	1

3. Do you favor less than the 52-week facilities contract?	YES	61	NO	3
a. If "yes," how many weeks?	45 WEEKS	1		
	39 WEEKS	7		
	26 WEEKS	23		
	13 WEEKS	27		
	NOT SPECIFIED	3		

views on whether contracts should be for less than 52 weeks. The result: 61 voted for shorter terms (most for 13- or 26-week contracts) as against three who favored the 52-week period.

CBS-TV officials said they were nonplussed by the ANA move, asserting that they do not require 52-week firm contracts and would be "very much surprised" if CBS even considered such a policy.

They said actually a "very small percentage"—perhaps 3%—of their contracts were for 52 weeks firm, while around 75% were for 52 weeks but permitted prior termination by one means or another. The rest, they said, were for periods shorter than a year.

These sources also noted that while advertisers who sign up talent or film shows on a 52-week firm basis are definitely committed for a full year on the programming, CBS-TV does not insist that they make firm commitments for the facilities for the full period.

An ABC-TV spokesman said ABC-TV has no policy requiring firm 52-week contracts, but that in the case of filmed programs where the network must commit itself for 52 weeks, including re-runs, the network of necessity must insist upon firm 52-week contracts from the advertiser. Since ABC-TV is a large user of filmed shows, he added, it was understandable that the network insisted on a 52-week agreement in many cases (26 were cited by ANA).

In the case of live programs, the spokesman said, ABC-TV does not insist upon a commitment of this length. But he noted that from the advertiser's standpoint a 52-week contract is advantageous because of the discount structure.

An NBC-TV spokesman said that network would have no comment before Friday.

ICNA-Sponsored 'Salute to Security' To Be Special on NBC 'Nightline'

INSURANCE Cos. of North America will sponsor "Salute to Security" Sept. 4 as a special one-time feature on NBC's *Night line* (Mon.-Thurs. 8:30-10 p.m.), according to Matthew J. Culligan, vice president in charge of NBC. "Salute to Security" will be presented in the 8:30-9 p.m. segment. It will be the first *Nightline* "special" to be broadcast and is a new feature of the show to be based on a variety of themes, according to Mr. Culligan.

"Salute to Security" will mark the 150th anniversary of the appointment of the first agent in the U. S. authorized to do business in a location away from the home office of an insurance company. The program will originate from the auditorium of Transylvania College, Lexington, Ky.

Mr. Culligan said the ICNA purchase "is the harbinger of many programs which large companies will sponsor to celebrate anniversaries, the openings of new plants and other activities in the public relations field. A special radio show has the flexibility, intimacy and economy for most effectively communicating to the public." Agency for Insurance Cos. is N. W. Ayer & Son.

Home Insurance Buys Benny on CBS Radio

AN insurance advertiser has bought a full half-hour program on CBS Radio Sunday night, bringing Jack Benny back to the radio audience in the familiar 7-7:30 period for 52 weeks.

CBS Radio officials last week saw the contract signing of Home Insurance Co. (all types of insurance), New York, effective Sept. 29, as another example of a trend "back" to full program sponsorship (half hours and hours) on network radio.

John Karol, vice president in charge of network sales for CBS Radio, noted that the insurance buy, handled through Albert Frank-Guenther Law, New York, could be considered part of a trend which would "put network radio back where it belongs, with sales concepts that reach beyond slide-rule selling on a strict cost-per-thousand basis. Radio has turned the corner. It has reasserted its tremendous importance as a truly national advertising medium."

The Home Insurance contract, reportedly involving an estimated $750,000 (gross) investment, returns the nighttime Jack Benny program to single-sponsor status for the first time since September 1955 when the sole sponsor of the show was American Tobacco Co. (the firm first sponsored the program in January 1949). Since last fall until early in July, the network has presented recordings of better previous Benny shows but no full-time sponsor bought the series.

The Home Insurance series also will consist of repeat performances of some of "the outstanding Benny material."

CBS Radio now is thinking in terms of possibly building up its Sunday program block with big name shows similarly associated with past years of network radio. In the talking stage is a Bing Crosby show that would be placed in the Sunday night period.

Other full sponsorships of recent sales vintage on CBS Radio cited by Mr. Karol: Miles Labs buying an hour a week of Mon.-Fri. news strips starting Sept. 2; William Wrigley Jr. Co. with two programs, *Howard Miller Show* in the mornings and *Just Entertainment* in the afternoon; Chevrolet Motor Div. of General Motors Corp. (14 weekly five-minute news programs featuring newsmen Robert Trout and Allan Jackson); Chesebrough-Pond's and R. J. Reynolds Tobacco Co. (alternate-day sponsors of *Sports Time*); Philip Morris Inc. (half-hour, Friday night *Country Music Show*) and United Motors Div. of General Motors (*Lowell Thomas and the News*, 15 minutes daily, five days per week.

Much of this trend was traced by Mr. Karol to the Ford Div. $5.5 million package deal made last May [B•T, May 13] and for which clearances are said to be progressing satisfactorily (see story, page 35). That sale, according to Mr. Karol, triggered "the full sponsorship buy that may well mark a high point in network radio's upsurge."

CBS Radio also is making a special sales effort for a contemplated Mon.-Sat. two-hour (8-10 p.m.) block of youth programming for nighttime [B•T, Aug. 12]. The network wants to sell the show to three big-name advertisers for an estimated total of $5-6 million at gross rates.

Other new buys announced by Mr. Karol:

Vick Chemical Co., New York, for 132 "Impact" segments to begin Nov. 15, via Morse International; Dodge Div. of Chrysler Corp. renewal for six additional weeks of the firm's weekly five "Impact" segments, effective Aug. 30, through Grant Adv.; Standard Brands Inc. renewal of a weekly quarter-hour simulcast of *Arthur Godfrey Time*, effective for 52 weeks in September, with an extra quarter-hour every fourth week, through Ted Bates.

Mr. Karol reported that between July 8 and last Thursday, CBS Radio had signed up about $6.2 million (gross) worth of business. He also said that *Arthur Godfrey Time* now is 97% sold and that the remaining alternate-week quarter hour still available soon would be sold to an advertiser.

For the last quarter of the year, CBS Radio expects its business to be 35% ahead of the like period a year ago. Since July 8, 487 new "Impact" segments and 450 daytime serial units have been sold.

Said Mr. Karol: A program sponsor is "entitled to good will generated by top performers and prestige programs, virtues that cannot be bought through purchase of 30-second spot announcements with no program association."

ONE HURDLE CLEARED

NEIL H. McELROY was approved unanimously for confirmation as Secretary of Defense Thursday by the Senate Armed Services Committee. The nomination was sent to the Senate floor where quick confirmation was expected.

Mr. McElroy told the committee he would resign as president of Procter & Gamble Co. after confirmation, receiving a lump-sum payment for past services but retaining stock in the company. He will make stock-ownership adjustments involving conflict of interest. He insisted there was no conspiracy by P&G, Colgate and Lever to control the soap market as alleged in a government anti-trust suit. The government lost in district court but has appealed.



Courtesy Gib Crockett & Washington Star

"I'm clean as a hound's tooth."

IDEAL TOY CORP. ANTES $350,000 IN SHIRLEY TEMPLE-NTA FILM DEAL

- **Toymaker will try repeat of Temple doll after 20-odd years**
- **Lacking: two more co-sponsors of film, station clearances**

TEMPLE TOT TOUTED • *Ideal Toy Corp., N. Y., has signed for one-third sponsorship of four pre-1948 Shirley Temple feature films over NTA Film Network this fall and winter. Agency: Grey Adv., N. Y.* ——*B•T, July 29*

WHAT might otherwise have been dismissed as just another purchase of tv films by a pre-Christmas advertiser now turns out to be an unusual sponsorship. Reasons:

• It represents by far the largest (in excess of $350,000) outlay for tv in U. S. toy industry history.

• It has necessitated a complete upheaval in an advertiser's manufacturing, marketing and merchandising plans.

• It was triggered by the star of the films who personally solicited advertiser interest.

Last March 13, Benjamin F. Michtom, board chairman of Ideal Toy Corp., received a long-distance telephone call from a Mrs. Charles Alden Black of Atherton, Calif. Mrs. Black, wife of a Stanford Research Institute executive and mother of three, is better known as Shirley Temple, former child movie star. Mrs. Black's original query to Mr. Michtom: Did he remember her?

He did. In fact, Mr. Michtom asked her whether she recalled having sat on the lap of his father, Ideal's founder, Morris Michtom, as he handed her a royalty check for $70,000 (see picture). Mrs. Black hadn't forgotten. "For $70,000," she said, "I'd be most happy to sit on *your* lap, Ben."

Ideal's Mr. Michtom had other reasons for remembering little Rebecca of Sunnybrook Farm. Singlehandedly, one might say, "The Dimple" had saved Ideal from financial ruin in the depression of the thirties. When rival toy companies were folding, she launched several million dolls, personally earned $150,000 royalties and propelled Ideal to the "big time."

But now, Mrs. Black wasn't calling to reminisce. Retired from filmdom since Dec. 16, 1950, she only recently had been convinced after some three years, by lawyer-producer Henry Jaffe, to make what is euphemistically called "a comeback" via a series of NBC-TV fairy tale spectaculars. What's more, National Telefilm Assoc. had just purchased (estimated price: $2 million) a package of 20 old Temple films from 20th Century-Fox. Would it not, mused Mrs. Black, be beneficial to Ideal (not to say Mrs. Black, herself) to revive the Temple doll after some 15 years?

Mr. Michtom replied it most certainly would be. Though sentiment had something to do with it, Ideal was prompted more by cold logic.

Ben Michtom said last week that, at the outset, Ideal merely intended to capitalize on the doll's revival, but as weeks went by, pondered the possibilities of going beyond mere merchandising and into sponsorship.

Earlier this year, Ideal planned to enter 50 top markets with local tv participations, spending at the most $150,000. (It bases its ad budget on 3% of gross sales, last year pegged at $20 million.) Considering the expense of retooling its operations to accommodate manufacture of the new doll —estimated at $100,000 for dies, wigs, boxes, clothing and miscellaneous machinery —it was deemed important enough to warrant sponsorship. Ideal canceled the 50-market spot campaign and instead ordered 63 markets out of NTA's 110-station lineup.

The four films (chosen by NTA out of 20 possible movies) will cost Ideal a total of $172,000 time and product (predicated on $43,000 per one-third sponsorship per film). Promotion (media and in-store selling aids) will take another $11,000. Commercials to be produced by Grey Adv. probably will cost more than $30,000. Another $12,000 has been allocated for local station breaks; $50,000 will be spent on a 62-station NBC-TV lineup for the annual Macy's Thanksgiving Day parade (which Ideal will co-sponsor Nov. 28 with Sweets Co. of America). Local retailer-co-op promotions (broadcasting and print media) probably will account for another $75,000. NTA reportedly has set aside a station promotion budget of $10,000 per sponsor (it is seeking three, has signed one), and the stations themselves expect to reap additional funds —undetermined at this time—from local dealer adjacencies.

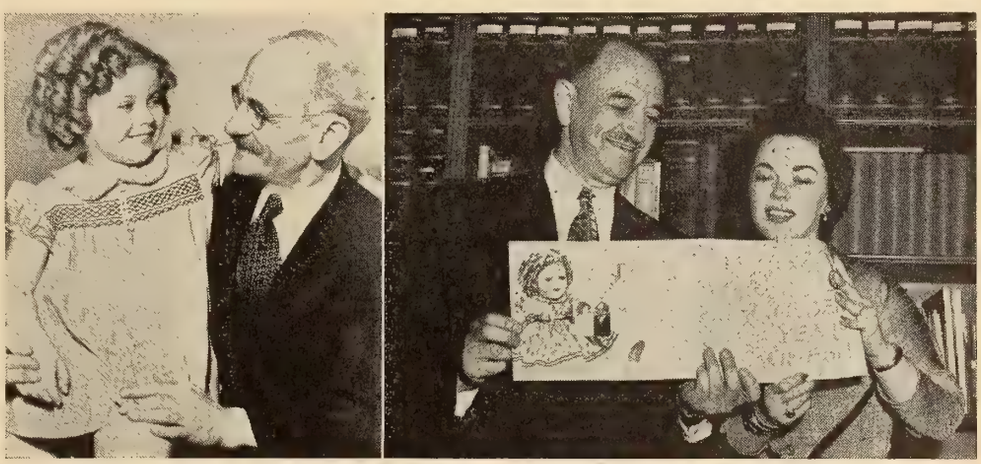
Ideal, number two toy manufacturer in the industry, thus is prepared to spend well over half a million dollars just on one doll. (Louis Marx & Co., the nation's leading toy manufacturer, said Thursday it does no advertising.) According to Ideal's advertising director, Melvin Helitzer, "We're putting an awful lot of eggs in one basket." But Ideal expects to hatch a golden chick. (It has had good practice at this sort of hatching. In 1902, it successfully solicited Pres. Theodore Roosevelt's blessings and for the next 50 years, reaped a gold mine from the Teddy Bear. Tv merchandising tie-ins, made Little Miss Revlon, Howdy Doody, Capt. Kangaroo, Rin Tin Tin, Mighty Mouse and even *Dragnet's* Joe Friday names to be reckoned with in the romper room. It expects to do the same with 1957's Shirley Temple Doll, to be made out of unbreakable vinyl, saran and nylon —all names unheard of in 1933.)

Mr. Michtom isn't the only one who hopes to hatch a golden egg. So does Mrs. Black, who stands to earn 5% of the gross on Temple doll sales, a possible $125,000 in royalties.

Ideal's exposure will occur just about every other week starting Oct. 20. That day, "Rebecca of Sunnybrook Farm" will launch the series, to be followed Nov. 3 with "Capt. January," Nov. 17 with "Wee Willie Winkie," Nov. 28 with the Macy parade, and Dec. 8 with "Heidi." Ideal will get additional mileage out of the Jaffe-Temple-Screen Gems NBC-TV series in 1958, although these fairy tales are to be sponsored by Sealtest ice cream, Breck shampoos and Hill Bros. coffee.

Although Grey's supervisor on the Ideal account, David L. Rand, estimates a 12 million audience per film ("more people in one showing than saw each film during its entire record breaking years in the movies"), and although NTA Network's vice president and general manager, Raymond E. Nelson (a former TvB executive), looks for a good rating, all is not "peaches and cream."

For one, NTA hasn't sold the other two one-third sponsorships. Secondly, the network apparently is having trouble clearing time on the 63 stations. NTA has been look-



TWENTY YEARS AGO *Shirley Temple sat on the knee of Morris Michtom, founder of Ideal Toy Corp., after he had given her a $70,000 royalty check for the Shirley Temple Doll. She now is looking forward to more royalties, this time dealing with Benjamin F. Michtom (above), son of the founder and now Ideal board chairman.*

ing for other advertisers for over a month and would prefer sponsors whose peak selling seasons occur in the last quarter of the year. NTA has alerted "practically all" advertisers and agencies to this "hot property" and declared that the July 25 San Francisco press conference where Mrs. Black popped out of retirement "was second only in attendance to Ike's the last time he was out this way."

Should NTA attract one or two advertisers to share the Temple shows with Ideal —advertisers who might want to go "all the way," namely, 110 markets, or at least beyond Ideal's 63—there's a good chance Ideal will increase its lineup to go as high as 80. This would mean stretching Ideal's budget farther than it would like to. Conversely, should NTA not succeed in finding co-sponsors, the stations might be inclined to turn a cold shoulder, passing up their share of $172,000 (as against $516,000 for three advertisers) in favor of a thicker slice of NBC-CBS-ABC revenue.

This, in turn, leads to another complication—that of clearances.

A substantial number of the NTA stations ordered hold other affiliations, and have expressed the desire to pick off the fruits of Sunday afternoon network programming between 4 and 6:30 p.m., for example, NBC-TV's *Wide Wide World* and *Omnibus* or CBS-TV's *Seven Lively Arts*. Ideal has agreed to let some of the stations air the package earlier in the afternoon, but is somewhat unhappy over the plans of some stations to show the films after the Saturday afternoon football games. Mr. Helitzer would not comment: "We are very hopeful of getting what we want when we want it."

Ideal also is hopeful of proving Miss Temple wrong. She stoutly maintains at the age of 29 that America doesn't want—or need—another child star ("I feel I was a Depression baby. . . . It was the right time for a child. People were looking for something to put their faith in, me and Rin Tin Tin.") Ideal is not just promoting old films and new dolls; it also is searching for talent. Ideal shortly will launch a nationwide talent contest, looking for a youngster who most resembles the old Shirley Temple. The winner will be flown out to Hollywood with family, courtesy of TWA, to receive a screen test and whatever other riches the sponsors and film colony can come up with.

On another front, Ideal is contemplating effecting a contract with a recording firm which would produce one of two types of albums: (a) film soundtrack featuring the old Shirley Temple singing songs from the films she made famous or (b) the new Shirley Temple singing the same songs to her three children, 9-year-old Susan, 5-year-old Charlie and 3-year-old Lori.

Greist H&G Chairman; Others Also Promoted

A REALIGNMENT of top-level executives at Hicks & Greist, New York and Los Angeles, was revealed late Thursday by Harold Greist, agency president who now becomes board chairman. The internal reorganization affects the following:

• Charles V. Skoog Jr., 10-year H&G veteran, who assumes the agency's presidency from Mr. Greist.

• Harry L. Hicks Jr., son of co-founder H. Leslie Hicks (retired two years ago and now vice chairman of the board), who moves up from account supervisor to executive vice president.

• Kenneth A. Hamilton, group supervisor and director of the agency's industrial division, who becomes vice president and treasurer.

Harold Breitner, an account executive and group supervisor, continues as vice president and secretary and Theodore J. Grunewald continues as a vice president and radio-tv director.

Mr. Greist, in a staff memorandum circulated within the agency a fortnight ago, indicated that the stewardship would now rest "entirely in the hands of its younger men. The election of a new president is implicit recognition of a transition that Mr. Hicks and I have planned over the past several years. For it is only proper that authority and responsibility be given to you who are building for the years to come."

Mr. Skoog, 40, has been with H&G since 1947. He began as a copywriter, moving up to copy supervisor, account executive, merchandising director and group supervisor. He has been concerned principally the past year or two with the Taylor-Reed Corp. Sweets account. Mr. Hicks has been with the agency 11 years serving in all departments; Mr. Breitner for three years; Mr. Hamilton for 12, and Mr. Grunewald four. Mr. Grunewald had served for seven years previously with the William Esty Co. and Doyle Dane Bernbach, both New York.

The agency, incorporated in 1942 by Messrs. Hicks and Greist, for 10 years previously existed as the New York office of Moser & Cotins Inc., Utica, N. Y., which recently has been merged with the Rumrill Co., Rochester, N. Y. Hicks & Greist presently bills approximately $7 million annually, with radio-tv accounting for $2.4 million. Staffed by 60 people, the agency is split into two distinct sections, general clientele and industrial. Broadcast advertisers include Walter H. Johnson Candy Co. (Powerhouse, etc.); Sandura Co. floor coverings, Stahl-Meyer Inc. meats, and Taylor-Reed. The industrial division lists, among others, ACF Industries, Lewyt Mfg. Co. and General Cable Co.

TAIL WAGS DOG

A WELL-KNOWN advertiser which recently signed for a television program in the Midwest has narrowly avoided advertising a product that hadn't been distributed in that market. The advertiser: Taylor-Reed Corp., manufacturer of Cocoa-Marsh and other sweets. The program: Dr. Frances Horwich's *Ding Dong School*, the first to be aired via the facilities of Sylvester L. Weaver Jr.'s Program Service organization—and on WGN-TV in Chicago.

According to reports received in New York last week, the name of Miss Frances, whose show formerly was on NBC-TV, is causing a considerable stir in Chicago—so much so, in fact, that it saved the day for Taylor-Reed. It was reported that after Hicks & Greist, New York, Taylor-Reed's agency, had signed for four participations a week on *Ding Dong*, someone discovered Cocoa-Marsh had no distribution in Chicago.

Over a period of 10 days that ended last Wednesday, the agency teamed up with the client to do some fast selling. But it wasn't necessary. Word was that Miss Frances' name opens up doors left and right, with the result that now Cocoa-Marsh claims it has up to 70% distribution in Chicago.

3 Clients Buy $2.3 Million In NBC-TV Daytime Periods

DAYTIME sales at NBC-TV continued to climb last week as Lanolin Plus Inc. and Pharmaco Inc. ordered new advertising schedules and Chesebrough-Pond's Inc. ordered additional periods, all totaling $2.3 million in gross billings, according to William R. Goodheart Jr., vice president of television network sales for NBC.

Lanolin Plus has ordered seven alternate Monday and six alternate Wednesday 11:15-30 a.m. segments of *The Price is Right* (Mon.-Fri. 11-11:30 p.m.); seven alternate Monday 4-4:15 p.m. segments of *Queen for a Day* (Mon.-Fri. 4-4:45 p.m.) and six alternate Wednesday 2:45-3 p.m. segments of *Bride and Groom* (Mon.-Fri., 2:30-3 p.m.). The Monday sponsorships will start Sept. 9 and the Wednesday sponsorships will start Sept. 18. Agency is Kastor, Farrell, Chesley & Clifford, New York.

Pharmaco has ordered the first quarter-hour segment of *It Could Be You* (Mon.-Fri. 12:30-1 p.m.) and the second quarter-hour segment of *Comedy Time* (Mon.-Fri. 5-5:30 p.m.) both on alternate Mondays over a 26-week period starting Oct. 7. Agency is Doherty, Clifford, Steers & Shenfield, New York.

Chesebrough-Pond's Inc. for its Pond's products has ordered 13 alternate Tuesday segments of the following programs starting Oct. 29: *The Price is Right* from 11:15-11:30 a.m.; *It Could Be You* from 12:30-12:45 p.m.; participations in *NBC Matinee Theatre* (Mon.-Fri. 3-4 p.m.) and *Comedy Time* from 5-5:15 p.m. Agency is J. Walter Thompson Co., New York.

CBS Radio Clearances High for Ford Package

FORD Div.'s $5.5 million package buy on CBS Radio that starts Sept. 2 [B•T, May 13 *et seq.*] is ready to roll, according to network officials.

CBS Radio executives claim that percentages of station clearances are "up in the nineties" for the package that will program 4 hours, 40 minutes per week for 52 weeks.

In addition, the network, along with J. Walter Thompson Co., agency for the Ford Div., has been preparing a merchandising drive that will promote the Ford programs to dealers throughout the U. S. Theme will be built around "Ford Roadshows."

Reports have varied as to the purported ease of station clearances for the Ford buy. Only a few weeks ago top executives at CBS Radio, including President Arthur Hull Hayes and Sales Vice President John Karol and JWT Media Director Arthur Porter among others were reported to have been pressed into "missionary" service in a move to bolster clearances [CLOSED CIRCUIT, Aug. 5].

But last week, while CBS Radio officials narrowed clearance percentages to the 90% level, it was admitted that in certain markets portions of the Ford schedule were placed with non-CBS affiliated stations. These were cases in which network affiliates could not clear time for the whole package. About a "half-dozen" stations were said to have been involved.

It also was revealed that the Arthur Godfrey portion (Monday-Friday, 5:05-5:30 p.m. on weekdays) will start later in the month (Sept. 16) to accommodate Mr. Godfrey's vacation plans. All of the other programming, however, which includes Bing Crosby and Rosemary Clooney for five minutes daily in the early morning on weekdays and six five-minute programs at various times on weekends (two on Saturday and four on Sunday); *Murrow With The News* 7:45-8 p.m., Monday-Friday and the 8-8:05 a.m. segment of the 15-minute *World News Roundup* also weekdays, is set for Sept. 2.

Still undecided is a "Voice of Ford" for the Ford Div.'s year-long radio programming. This spot would be filled by a well-known and authorative radio voice who would act as Ford's personal radio salesman.

Aldrich Signs FTC Consent Order

ALDRICH Manufacturing Co., Great Neck, N. Y., has signed a Federal Trade Commission consent order agreeing not to represent that its attachment for television sets simulates color tv.

Aldrich was one of three cited in FTC complaints last spring [B•T, April 22] and others subsequently were named. The Long Island firm also has said it will not claim its product eliminates glare and "snow" from the tv picture, eliminates eyestrain and headaches and that it will not burn. The consent agreement does not constitute an admission by Aldrich that it has violated the law.

LATEST RATINGS

TRENDEX

TOP 10 NETWORK PROGRAMS

Tv Report for August 1-7

Rank		Rating
1.	*What's My Line?*	26.3
2.	*G.E. Theatre*	18.1
3.	*Alfred Hitchcock*	18.0
4.	*Gunsmoke*	17.6
5.	*Twenty-One*	17.6
6.	*Richard Diamond*	17.5
7.	*Studio One*	17.4
8.	*$64,000 Challenge*	17.3
9.	*Arthur Murray Party*	17.2
10.	*$64,000 Question*	16.4

NOTE: The above ratings are based on one live broadcast during week of Aug. 1-7, 1957.

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

G.E. Theatre (CBS-154): General Electric (BBDO), Sun. 9-9:30 p.m.

Gunsmoke (CBS-162): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

Alfred Hitchcock (CBS-144): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

Arthur Murray Party (NBC-103): Bristol-Myers (Y&R), Mon. 9:30-10 p.m.

Richard Diamond (CBS-184): General Foods (Benton & Bowles), Mon. 9:30-10 p.m.

$64,000 Challenge (CBS-117): P. Lorillard (Y&R), Revlon (BBDO), Sun. 10-10:30 p.m.

$64,000 Question (CBS-180): Revlon (BBDO), Tues. 10-10:30 p.m.

Studio One Summer Theatre (CBS-100): Westinghouse Electric Corp. (M-E), Mon. 10-11 p.m.

Twenty-One (NBC-144): Pharmaceuticals Inc. (Kletter), Mon. 9-9:30 p.m.

What's My Line? (CBS-104): Helene Curtis (Ludgin), Remington Rand (Y&R), Sun. 10:30-11 p.m.

NIELSEN

TOP NETWORK RADIO PROGRAMS

Radio Report for July 1-13

TOTAL AUDIENCE

Number of Homes (000)*

Rank		Rating
Evening, Once-A-Week (Average)		(337)
1.	*Jack Benny*	1,011
2.	*Great Gildersleeve*	915
3.	*Gunsmoke* (Gen. Mills—Sun.)	915
4.	*Gunsmoke* (Dodge—Sun.)	867
5.	*Robert Trout—News*	867
6.	*FBI in Peace & War*	819
7.	*Monitor*	722
8.	*People Are Funny*	674
9.	*Gunsmoke* (Sterling)	674
10.	*Cavalcade of Sports*	626
Evening, Multi-Weekly (Average)		(482)
1.	*One Man's Family*	1,011
2.	*News Of The World*	867
3.	*Amos 'n' Andy*	770
Weekday (Average)		(819)
1.	*All Star Baseball Game*	1,974
2.	*Helen Trent*—(2nd Half)	1,204
3.	*Ma Perkins*—(1st Half)	1,204
4.	*Our Gal Sunday*—(2nd Half)	1,204
5.	*Wendy Warren*	1,156
6.	*Young Dr. Malone* (2nd Half)	1,156
7.	*2nd Mrs. Burton*—(1st Half)	1,156
8.	*Ma Perkins*—(2nd Half)	1,156
9.	*Nora Drake*	1,156
10.	*Young Dr. Malone* (1st Half)	1,156
Day, Sunday (Average)		(337)
1.	*Woolworth Hour*	915
2.	*Johnny Dollar*	867
3.	*Robert Trout—News*	722
Day, Saturday (Average)		(433)
1.	*Gunsmoke* (Gen. Mills)	963
2.	*Farm News*	915
3.	*Gunsmoke* (Dodge)	867

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 15-minute duration, homes listening 1 minute or more are included.

NOTE: Number of homes is based on 48,150,000, the estimated July 1, 1957, total United States radio homes.

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BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T radio ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

All Star Baseball Game (NBC-191): Gillette (Maxon), July 9, 2:15 p.m. to conclusion.

Amos 'n' Andy Music Hall (CBS-174): Cowles (M-E) and others, Mon.-Fri. 7-7:45 p.m., Sat. 12:05-12:30 p.m.

Jack Benny (CBS-200): Cowles (M-E) and sustaining, Sun. 7-7:30 p.m.

Cavalcade of Sports (NBC-186): Gillette (Maxon), Fri. 10 p.m.—conclusion.

Farm News (CBS-199): P. Lorillard (Y&R), Sat. 9:30-9:45 a.m.

FBI In Peace and War (CBS-183): sustaining, Sun. 6:10-6:30 p.m.

Great Gildersleeve (NBC-148): participating sponsors, Tues. 8:05-8:30 p.m.

Gunsmoke (CBS-200): Dodge (Grant), General Mills (D-F-S) and others, Sat. 12:30 p.m., Sun. 6:30 p.m.

Helen Trent (CBS-193): Lever Bros. (K&E), Scott (JWT) and others. Mon.-Fri. 12:30-12:45 p.m.

Johnny Dollar (CBS-166): P. Lorillard (Y&R), Sun. 5:30 p.m.

Ma Perkins (CBS-194): Lever Bros. (K&E), Lipton (Y&R) and others, Mon.-Fri. 1:15-1:30 p.m.

Monitor (NBC-186): participating sponsors, NBC weekend service.

News of the World (NBC-169): participating sponsors, Mon.-Fri. 7:30-7:45 p.m.

Nora Drake (CBS-183): Scott (JWT) and others, Mon.-Fri. 1-1:15 p.m.

One Man's Family (NBC-186): participating sponsors, Mon.-Fri. 2:30-2:45 p.m.

Our Gal Sunday (CBS-194): Scott (JWT) and others, Mon.-Fri. 12:45-1 p.m.

People Are Funny (NBC-154): participating sponsors, Wed. 8:05-8:30 p.m.

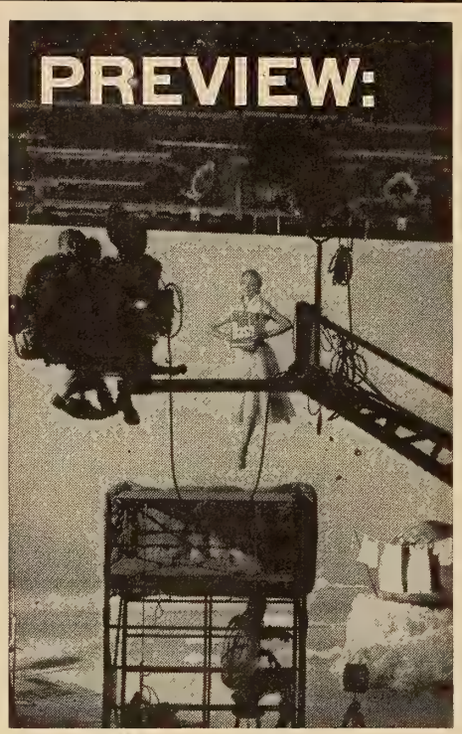
Second Mrs. Burton (CBS-197): participating sponsors, Mon.-Fri. 2:15-2:30 p.m.

Robert Trout (CBS-193): General Motors (C-E), Sun. 5 p.m. & 6:55 p.m.

Wendy Warren (CBS-172): participating sponsors, Mon.-Fri. 12 noon-12:15 p.m.

Woolworth Hour (CBS-198): Woolworth (Lynn Baker), Sun. 1-2 p.m.

Young Dr. Malone (CBS-190): Scott (JWT), Lever Bros. (K&E) and others, Mon.-Fri. 1:30-1:45 p.m



P&G GOES INTO CLOUDS FOR NEW DASH COMMERCIALS

PROCTER & GAMBLE's low sudser, Dash, on the market since July 1, 1955, literally will be up in the clouds on tv beginning next Sunday. A set of three filmed commercials (production cost for all three estimated to be under $25,000) will receive its first air exposure on P&G network tv shows (daytime programs) which feature Dash, among other products.

The commercials later will be trimmed in length and used also for spot tv. P&G billed an estimated $1,693,880 in spot tv for the Dash brand among its product family in 1956, according to Television Bureau of Advertising's data, computed before discounts of any kind.

The films were shot in one day in early July at MGM-TV's huge Culver City, Calif., studios. Three days were used in setting up the sound stage, assembling crews, rehearsal, etc. Production was supervised by Executive Producer Russell Ford of the Compton Adv. agency (New York), which handles Dash.

Each commercial runs 1 minute 15 seconds. Before the action was filmed, jingles prepared by Compton's New York office were recorded and the subsequent filming synchronized. In the audio portion, a 19-piece orchestra, four singers and an announcer took part.

In the commercials, the client and agency attempted to achieve an impressionistic view of the actresses, washing machines (the low sudser Dash is for automatic washers), clotheslines and the package itself without cluttering up the picture with unnecessary scenery.

Result: the producers "floated" the commercial by having the actress "fly" around the 75-foot stage by wires, a la Peter Pan. The commercials are labeled, "Nancy," "Clouds" and "Tale of Two Women." All use the basic theme of Dash coming to the rescue for bogged-down automatic washers, providing fewer suds but turning out cleaner and whiter clothes.

Network shows in which the Dash commercials will participate: *Queen for a Day* (NBC-TV), *As the World Turns* (CBS-TV) and *Guiding Light* (CBS-TV).

In the "Clouds" commercial, dancer Larri Thomas seems to dance in space (or walk on air) as she receives her new automatic washer. But, as the sound effects tell plainly, the washer breaks down and clothes come out rather dingy-looking. The commercial then switches to a similar sequence in which the girl uses Dash and stays up in the "clouds."

In the "Nancy" commercial, the young lady sits cross-legged on top of a "world." Actually used was an inflated balloon painted to look like a globe. When her automatic breaks down, the "world" deflates. Again Dash to the rescue.

The third version, "Tale of Two Women," tells about two women who receive automatic washers, one using a product that chokes up the machine, the other, of course, happy and "carefree" with Dash. In this commercial, the two housewives are seen in light limbo with line wipe outlining the separate houses in which they live. All of the commercials make liberal use of luminous effects with halo lights around the word "Dash," on clothes (to show cleanliness), to outline the sides and bottom of the automatic's agitator and to wipe on the low suds line.



"NANCY": Dash in hand, she leaps on top of the world.



"CLOUDS": High in the sky, she holds a box of Dash.



"TALE OF TWO WOMEN": One happy, one dejected.

Radio Credited with Beer Success

IRVING TRACHTENBERG, Radio Advertising Bureau national account executive, told some 500 sales representatives at the annual Rheingold sales convention in New York that "upwards of 100 million radio impressions weekly . . . scheduled on a saturation basis of 52 weeks annually constitutes a fundamental reason for the current sales success of Liebmann Breweries' Rheingold beer."

Rheingold's emphasis on saturation and repetition in its radio campaign through use of a steady flow of spot announcements and programs, is a major factor in the product's popularity, he reiterated. As a result of this repetition, "each sightless radio message conjures in the minds of the listeners the total Rheingold advertising campaign," he explained.

Barbasol Boosts 'Sal' Campaign

BARBASOL Co., Indianapolis, reported the success of its "Singing Sal" campaign in radio-tv and in print media over the past three months has resulted in an increase in its budget to $500,000 for the coming season, starting this fall. The company, which flourished with its "Singing Sam" commercials on radio years ago, decided to resurrect its approach to sell shaving cream by having "Singin' Sal, the Barbasol Gal" describe the benefit, rather than the painful necessity, of shaving.

A spokesman for Erwin, Wasey & Co., New York, Barbasol's agency, said the budget would be divided about equally between print media and radio-tv, with broadcast media used in 18 to 20 major markets on an in-out basis.

Speaking of COSTS . . .



Results considered, WHO costs less than any possible "economy package" in Iowa:
More Iowa families listen to WHO regularly, daytime, than to all the 56 other Iowa stations COMBINED!*

**Source: 1956 Iowa Radio Audience Survey*

WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



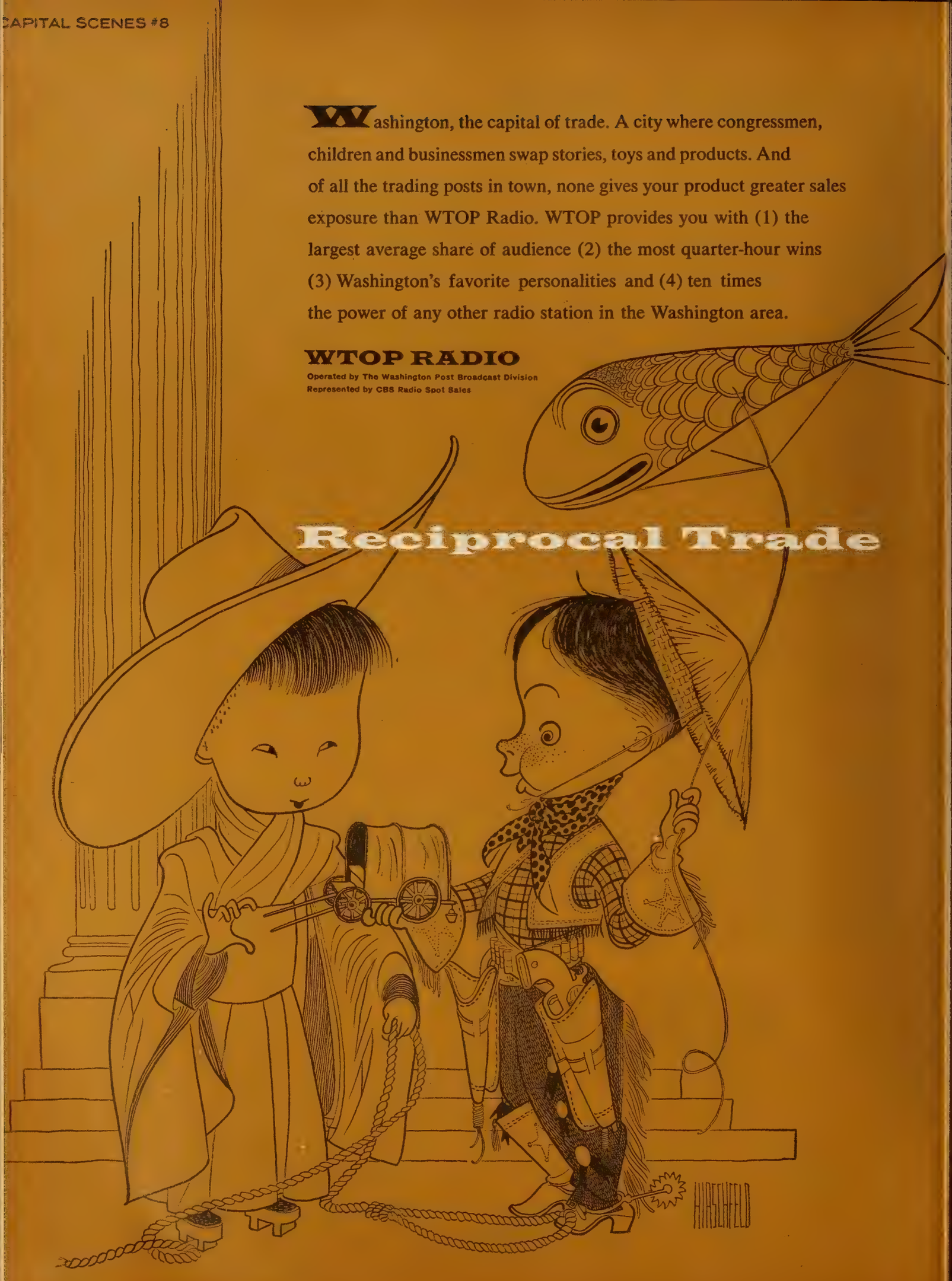
Peters, Griffin, Woodward, Inc.,
National Representatives

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport

Washington, the capital of trade. A city where congressmen, children and businessmen swap stories, toys and products. And of all the trading posts in town, none gives your product greater sales exposure than WTOP Radio. WTOP provides you with (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's favorite personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Operated by The Washington Post Broadcast Division
Represented by CBS Radio Spot Sales



SOURCE: PULSE AVERAGE RATING (6 AM-12 MIDNIGHT, SUN.-SAT.) MAY-JUNE 1962 THROUGH MAR. 1963.

Daytime Schedule on NBC Radio Added to Hotpoint's CBS Buys

HOTPOINT Co., Chicago, is supplementing its major CBS Radio serial and other daytime program buys with a similar schedule on NBC Radio, according to plans announced last week by P. L. Crittenden, national advertising manager.

Radio was chosen for a new 13-week "spot saturation" campaign because the medium is enjoying its "best year," with nearly 126 million receivers in use today, or three times as many as tv sets, Mr. Crittenden emphasized.

Aside from the CBS package of daytime serials, plus the *Robert Q. Lewis* and *Strike It Rich* programs [B•T, Aug. 12], Hotpoint bought NBC Radio's *Monitor* and *Bandstand,* along with *One Man's Family, Pepper Young's Family* and *Five Star Matinee.* (The CBS strip includes *Helen Trent, Our Gal Sunday, Nora Drake, Ma Perkins, Young Dr. Malone* and *The Second Mrs. Burton.* The NBC *Monitor* gives Hotpoint complete weekend coverage.

The overall network radio campaign starts Aug. 19 and is built around the slogan, "Look for that Hotpoint difference," with 60 and 30-second commercials composed and orchestrated by Raymond Scott. They will be staggered between 10 a.m. and 4 p.m., seven days weekly.

A complete line of kitchen, home laundry and tv receiver products will be promoted during the network radio drive, beamed at the women's daytime audience. Hotpoint agencies are Maxon Inc. for white goods and Needham, Louis & Brorby Inc. for television receivers.

Motivation Research Use Gains Almost 100% Among ARF Clients

NO other new advertising technique has come in for as much comment in recent years as "motivation research" or "depth-probing."

Last week, Advertising Research Foundation Inc. made public the results of an ARF survey on MR titled "Status and Opinions of 105 ARF Subscribers on Motivation Research." Its prime conclusion: over the past three years, ARF subscribers turning to MR have increased almost 100%.

Though the respondents (numbering 46 agencies, 32 advertisers and 27 media organizations)—half of those initially queried—feel in the main that MR is useful to them, a number of them indicate that there are "important questions" to be asked in the "areas of validation." Three years ago, ARF says, 30 of the 105 engaged in MR. Over the next two years, 41 had entered the field. Over the last 12 months, this figure came to 57. Agencies, ARF continues, have more MR personnel than both advertisers and media firms combined. The 46 agencies replying maintain 123 MR personnel as against a total of 63 shared almost equally by the advertisers and media groups.

Among the respondents' reservations: (1) clarification is needed between hypotheses and conclusions; (2) enlarge the audience to which MR reports are restricted; (3) simplify MR in techniques and interpretation; (4) to be successful, MR must first be validated in such a way as to "eliminate management skepticism."

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 123,110,000 people in the U. S. over 12 years of age during the week Aug. 4-10. This is how they spent their time: *

57.1%	(70,296,000) spent	1,353.2 million hours	..... WATCHING TELEVISION
56.2%	(69,188,000) spent	1,033.0 million hours	..... LISTENING TO RADIO
81.8%	(100,704,000) spent	422.9 million hours	..... READING NEWSPAPERS
28.1%	(34,594,000) spent	164.7 million hours	..... READING MAGAZINES
22.4%	(27,577,000) spent	360.3 million hours	..... WATCHING MOVIES ON TV
49.3%	(60,747,000) spent	256.1 million hours	..... ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

Canada Dry Tv Enthusiasm May Mean Increased Use

CANADA DRY Inc. still is bubbling with enthusiasm for television—commercial and closed circuit. Despite the fact it hasn't been represented on network tv for a considerable time (having been "in network" as far back as 1948, but having concentrated the past few years on spot and syndicated film sponsorship), the firm is thinking of increasing its tv allocations.

Just by how much no one will say at this stage, least of all its agency, J. M. Mathes Inc., New York. It has not yet reached the stage of setting up budgets, but apparently the sponsor is pretty clear about what it would like to purchase in 1958: another syndicated film series in a number of major metropolitan markets. The firm at one time sponsored *Terry and the Pirates* and *Annie Oakley,* but dropped these on a corporate basis (some of its local dealers still carry *Oakley* locally) after it adopted a new copy platform, "a flavor for every taste."

A Mathes official explained that "for years we were known primarily for Canada Dry ginger ale and club soda . . . . Now we have a myriad of flavors: grape, orange, Tom Collins, etc." He said that since "tastes vary from market to market" (Buffalo may be "hot" for grape, Omaha for lemon-lime), spot announcements fitted Canada Dry's strategy better than "reeling off a whole list of flavors in one fell swoop."

Canada Dry, which nine years ago turned to closed circuit tv (then in its very infancy) to announce to its sales force that it would sponsor a network program (ABC-TV's *Super Circus)* last week also made known its intention to stage—via TelePrompTer Corp. facilities—a 60-minute closed circuit tv "sales meeting" in 14 cities next month. The hour-long presentations, which will kick off two-day meetings, will be beamed into hotel rooms and will "star" the company's president, Roy W. Moore Jr., as well as four other top officials.

According to Ralph Nims, Canada Dry's marketing vice president, the company felt the "high cost" of closed circuit tv was "outweighed" by its advantages. "For one," he explained, "it will give each of our bottlers in the U. S. the opportunity to hear directly and live the talks of our management and marketing executives who might not otherwise be able to leave their desks for a three-week round of regional meetings. Also, we believe that a dramatic presentation of our advertising and promotional plans from New York will contribute materially . . . to give force to our marketing program in each market."

LAA Sets Training Program For Junior Agency Executives

A JUNIOR executive training program, limited in attendance to persons currently employed in advertising agencies and designed to train personnel in media, production and other agency functions, will begin Oct. 10, according to Lester Harrison, president of League of Advertising Agencies. The courses, to be offered at the Hotel Roosevelt, New York, will be conducted by agency executives and will concentrate on the mechanics of the agency business. Three courses under the supervision of Max Pearlman, chairman of the league, will be offered. They are in production, media and "Bookkeeping in the Advertising Agency." A fee of $25 will be charged.

MIDWEST AGENCIES HIT BY BLAIR 'BLITZ'

SOME 75 advertising agencies have been bombed with John Blair & Co.'s "Spot Radio Blitz" in Chicago the past fortnight —and the results seem to be paying off for spot radio generally as well as the station representative.

The blitz was a followup of Blair's New York campaign—but with important variations deriving from the nature of the midwest market itself and methods of utilizing similar tools [B•T, July 1].

The objective remains the same—emphasizing radio's creative aspects, including commercials, and the three Ps—programming, personalities and promotion. Another objective: to introduce a new sales tool for selling radio—the 45 rpm record player-radio.

Blair's Chicago office, long recognized for its development of new business, decided to blanket as many major agencies as possible during a given week with a special record encompassing personalities and sounds of its station clients. According to Clifford J. Barborka Jr., Blair radio vice president, "we wanted to lay the foundation for future entree at agencies where we felt a creative pitch ultimately would bear fruit for spot radio."

The key weapon of the blitz was a transistor record player which, Blair suggests, is a "tremendous replacement for the tear sheet" because it gives a client's salesman a tool "to pre-sell." It's suggested that all radio stations on any major campaign would furnish a 45 rpm record using each personality on the account. Agency media buyers, on whom Blair-Chicago salesmen concentrate (rather than advertisers themselves), are being supplied with transistor record players.

Says Mr. Barborka: "This is a new weapon in the hands of agencies which definitely advances the selling of radio." Another weapon, from Blair-Chicago's mounting arsenal, is tape for giving the "sounds" of its stations—how commercials are handled, station promotion with jingles, handling of shows and stars.

John Blair & Co. has been using a comprehensive slide presentation integrated with sound to dramatize spot radio. In Chicago, the emphasis has been on sound. "Radio is a sound medium and since we are selling sound, our company is using sound," Mr. Barborka said.



AMONG 75 AGENCIES *hit by Blair's Chicago blitz was McCann-Erickson. Seated (l to r) Howard A. Heller, M-E vice president-media director; Esther Anderson, agency's timebuyer, and George Rapp, Blair radio salesman; standing, Robert J. Brewster (l), M-E vice president, radio-tv chief, and John Cole, chief timebuyer.*

How effective was the Chicago blitz? Very successful, according to Mr. Barborka. In specifics, Blair-Chicago was largely responsible for swinging the Flako Product division of Quaker Oats Co. from print to broadcast media—spot radio. Flako bought the Group Plan, representing about half of an estimated $750,000 outlet [AT DEADLINE, July 29] after Clinton E. Frank heard Blair's presentation.

Five major agencies, including McCann-Erickson Inc., have invited Blair-Chicago back for presentations which, if they bear fruit, would mean about $5 million worth of new business in an area not particularly recognized for its legions of "blue chip" advertisers.

The combination buys of Flako with Tea Council and Marlboro cigarettes (Philip Morris Co.), stemming from this type of sell, have brought $3 million worth of new business to spot radio and enriched the Blair coffers by about $1.3 million for its Group Plan in recent months [CLOSED CIRCUIT, Aug. 5]. Other representative firms also cut in on the Flako melon. Additionally, it's pointed out, groundwork is now laid for swinging other accounts over to spot radio in the months ahead. Mr. Barborka adds:

"I think the success of our efforts here in Chicago is reflected in the fact that we are not only some 80% ahead of last year in billing, but are doing over one-third of John Blair & Co.'s New York billing. . . . The success of our creative efforts here and in our company has produced not only an all-time record billing, but also a volume of sales well above the industry average."

An industry average for combined national radio-tv spot advertising, as compiled by Station Representatives Assn. a couple of years ago, showed generally that New York places 60% and Chicago 16% among all representatives in a composite total.

Mr. Barborka predicts the Chicago office's share of Blair's New York radio billing will project well beyond the present third by fall or early next year because of its creative efforts.

AGENCY APPOINTMENTS

Schenley Import Corp., N. Y., appoints BBDO and Peck Adv Agency, both N. Y., for Dubonnet red and blonde aperitif wines. BBDO will develop radio and tv advertising for both products and Peck will handle Dubonnet advertising in other media.

Knickerbocker Plastics Co. (toy manufacturer), North Hollywood, Calif., names Hixson & Jorgensen, L. A. Heavy fall and pre-Christmas campaign of one-minute tv spots aimed at adult-selling in 19 major markets is planned. Advertising will concentrate initially on electronic vibraphone and electronic bell organ, Knickerbocker's two newest items in toy musical instrument field.

Chance Vought Aircraft Inc., Dallas, appoints Tracy-Locke Co., same city, for its corporate advertising.

Mister Softee (produces and franchises mobile soft ice cream trucks), Philadelphia, appoints Feigenbaum & Wermen, same city. Distribution of Mister Softee ice cream is planned for 26 states east of Mississippi by end of year.

Burry Biscuit Corp., Elizabeth, N. J., appoints Weightman Inc., Philadelphia.

Levering Coffee Co., Baltimore, appoints Applestein, Levinstein & Golnick, same city, to handle advertising for Lord Calvert roasted and instant coffees, Lady Calvert teas and Vesper coffees and teas.

Gooch Food Products, Lincoln, Neb., names Galen E. Broyles Co., Denver and Lincoln.

Aids Inc. (toys and moving picture viewers) appoints Raymond E. Wallace Agency, Palos Verdes, Calif.

THIS IS ALBUQUERQUE

The nation's 90TH MARKET in total retail sales!*



In case you hadn't noticed, Albuquerque, New Mexico is now a *billion dollar market!* It's the fastest-growing major market in the surging Southwest, and ranks 90th in the nation in total retail sales.

Look at these figures: In the metropolitan area alone, population is up to 218,800 (61,400 families) with a spendable income of more than *$372 million.*

In the last year, food sales have increased 64%, drug sales 74% and total retail sales an amazing 62% to a new high of $290,276,000!

And this is just the beginning! Today, business activity in Albuquerque is increasing at a rate *three times above the national average!*

KOB Radio and KOB-TV are the unchallenged, leading media in this young, active-buying market. Powerful KOB, the Southwest's 50,000-watt pioneer station commands the Pulse ratings just as KOB-TV Channel 4, is tops in ARB ratings.

Now under the progressive management of KSTP, Inc., broadcast leaders in Minneapolis-St. Paul, KOB and KOB-TV are your *best buys* in atomic Albuquerque!

*SALES MANAGEMENT "Survey of Buying Power," May 10, 1957

RADIO
770 K.C.
50,000 WATTS
NBC

KOB

TELEVISION
Channel 4

ALBUQUERQUE, NEW MEXICO
"Serving and Selling the Surging Southwest"
Represented by Edward Petry & Co., Inc.


IT'S
A HELLUVA
WAY
TO RUN A
RAILROAD!

To us, there's only one way to operate a train, and that's to get all the bugs out, *ourselves*,
place it squarely on the tracks, turn on the lights
and let 'er rip on a pre-established course.

Others seem to prefer starting out by putting a blueprint of a caboose before a hypothetical
iron horse,

Then calling in a lot of potential ticket-buyers to suggest ways and means.

But the trouble is, what if some of them insist on square wheels and outside latrines?

That's why, even though our new syndicated series, "Boots and Saddles—the Story of the
Fifth Cavalry," is just now released for sale, we're
already deep into the production of "Union Pacific."*

It's not that we're ambitious to be flamboyantly prolific.

It's simply that "Union Pacific" passed all our own home-grown tests of what makes a fine
show (and show is what we're in the business of)
so we're makin' it.

And mind you, we not only don't have a customer for it, we don't even know when we'll go
looking for one to purchase a stake in it.

The CNP method of running a railroad is to create entertainment and produce it on film at a
pace that's at least steady,

And have it ready to go when the market is ready.

We like to think that over the long haul our ticket-buyers enjoy a ride with all lights showing;

That is, they have a reasonably accurate idea of what they're riding in and also of where
they're going.

**with apologies to Ogden (Utah)*

NBC TELEVISION FILMS A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

CAVALCADE CONTINUES • Gillette Safety Razor Co., Boston, has renewed its sponsorship of *Gillette Cavalcade of Sports* boxing programs (NBC-TV, NBC Radio Fri. 10 p.m.-conclusion). Contract is for 52 weeks, effective Sept. 6. New contract marks 14th year of Gillette sponsorship of telecasts, covering boxing and other sports during year. Agency: Maxon Inc., N. Y.

MAKING ITS BOW • Ruberoid Co. (building materials), N. Y., makes its broadcasting debut next month with specially designed Ripley *Believe It or Not* set within NBC Radio weekend *Monitor* service. Firm which will spend roughly $50,000 on series, hopes that local dealers will pick up one-minute cut-ins on NBC affiliates to follow *Monitor* segment. Agency: Fuller & Smith & Ross, N. Y.

ROUND-UP • General Mills, Minneapolis, has signed to sponsor world's championship rodeo from Pendleton, Ore., on CBS-TV Sat., Sept. 14, 8-9 p.m. EDT. Agency for General Mills is Tatham-Laird, N. Y.

FIVE A WEEK • Colgate Palmolive Co. (Colgate dental cream), N. Y., preparing television spot announcement campaign using half-dozen midwest markets, starting Sept. 4 for 19 weeks with five spots per week on each station. Agency: Ted Bates & Co., N. Y.

SWEET TALK • American Sugar Refining Co. (Domino sugar), N. Y., planning spot television campaign starting mid-September and running 15 weeks, using daytime minutes and chain breaks. Ted Bates & Co., N. Y., is agency.

HARTZ ON ABC-TV • Hartz Mountain Products (bird and pet products), N. Y., to sponsor *Paul Winchell and Jerry Mahoney* on ABC-TV (Sun. 4:30-5 p.m.). Agency: George H. Hartman Co., N. Y.

TRAIN RIDE • Drackett Co. (Drano, Windex), Cincinnati, Ohio, understood to be considering sponsoring part of *Wagon Train* on NBC-TV in fall (Wed., 7:30-8:30 p.m.). Agency, Young & Rubicam, N. Y., and network are reportedly continuing negotiations this week.

SEARCH STILL ON • J. H. Filbert Inc., Baltimore, for Mrs. Filbert's margarine, reportedly is still looking at availabilities to complete 40-market radio schedule that will coincide with 40-market tv campaign starting Aug. 20 both running 10 weeks. Tv run will utilize filmed 20-second and one-minute spots and ID's both day and night. Radio primarily will be in form of daytime ET's. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

KESSAMIN CONSIDERING • McKesson & Robbins, Bridgeport, Conn., for Kessamin weight reducing agent, understood to be considering 10-week tv spot campaign in unspecified number of markets effective Sept. 16. Though no buying has been done yet, it's learned that minutes in daytime periods are being considered. Agency is Dancer-Fitzgerald-Sample, N. Y.

BREAKFAST CLUBBERS • Ekco Products Co. (aluminum ware), Chicago, has bought four weekly five-minute segments on ABN's *Breakfast Club* effective Sept. 30. Participations on network's serial strip *(My True Story, When A Girl Marries* and *Whispering Streets),* being dropped at end of month. New contract is for 13 weeks. Agency: Dancer-Fitzgerald-Sample Inc., Chicago. International Minerals & Chemicals Corp. (Ac'cent flavor-enhancing product), Chicago, has signed for one five-minute segment per week for four weeks on *Breakfast Club.* Agency (newly appointed), Needham, Louis & Brorby Inc., Chicago.

COMMERCIAL TIME • General Time Corp. (Westclox), through BBDO, has contracted for a schedule of one-minute participation in *Panorama Pacific's* nine-station CBS Television Pacific Network hookup, starting Sept. 5 and continuing for 16 weeks.

MUSIC, NEWS, WEATHER • Chicago Federal Savings & Loan Assn., through Critchfield & Co., Chicago, has signed for programs on three Chicago stations: *Franklyn McCormack Show* (Sun. midnight to 3 a.m.), on WBBM; *Len O'Connor and the News* (daily 7:55-8 a.m.) on WNBQ (TV), and *Harry Campbell and the Weather* (Tues.-Thurs. 6:30-6:35 a.m.) on WLS. All are for 52 weeks.

DEALERS' CHOICE • Forty De Soto dealers of Los Angeles and Orange counties have set up special advertising fund and elected advertising committee whose first action was to invite five agencies to make presentations, from which BBDO L. A., was chosen to handle group's account.

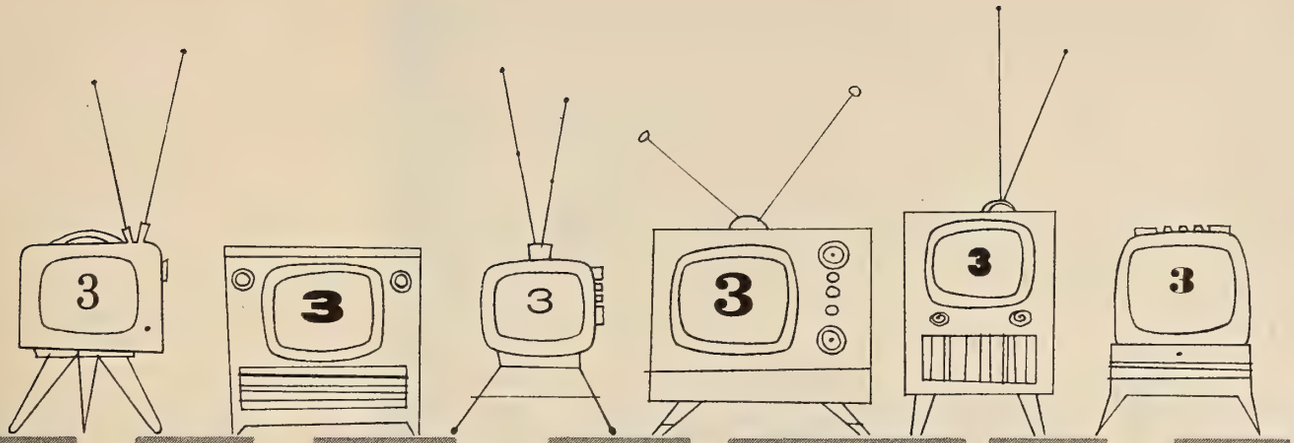
CANDY CAMPAIGN • Peter Paul Inc. (Mounds), through Dancer-Fitzgerald-Sample, N. Y., planning 32-week nighttime tv spot campaign via station breaks. Agency declines to specify number of markets.

CANADIAN BUY • G. T. Fulford Co. (children's medicines), Toronto, understood to be launching spot radio campaign beginning in October, using more than 20 Canadian stations. Agency: Street & Finney, N. Y.

ADDS MORE POWER • Chas. B. Knox Gelatine Co., Johnstown, N. Y., will supplement its purchase of CBS Radio daytime serial participations with 13-week daytime tv spot campaign beginning Sept. 9. Four to six markets are understood to be involved. Agency: Charles W. Hoyt Co., N. Y.



WAITING to board planes at LaGuardia Field for an on-the-scene look at the tv coverage of WFBG-TV Altoona-Johnstown, Pa., are research executives of several New York firms. A three-plane convoy was used to transport the participants from New York to Johnstown. Passengers are (l to r) William Fallon, N. W. Ayer & Son; Warren Stewart, McCann-Erickson; Mrs. Betty Leckner, Benton & Bowles; Mrs. Betty Hoder, Dancer-Fitzgerald-Sample; Lucien Chimene, J. Walter Thompson; Marvin Antonowsky, Kenyon & Eckhardt; Don Ross, Sullivan, Stauffer, Colwell & Bayles; Carolyn Posa, BBDO; Ward Dorrell, Blair-Tv; Roger W. Clipp, Triangle Radio-Tv; Otto Ohland, Blair-Tv; Bob Gruskay, Ted Bates & Co.; Jim Ducey, Cunningham & Walsh; Bill Vernon, Blair-Tv; Edward Benedict and John D. Scheuer Jr., Triangle Radio-Tv.



KMTV

OMAHA

SERVES MORE TELEVISION HOMES

*than any other station in Nebraska, Iowa and Kansas**

Powerful programming, live and film, network and local . . . creative promotion and merchandising support . . . low Channel 3, flat terrain . . . all make KMTV the "BUY-word" in 84 counties in four states . . . a market of over $2½ billion. Schedule KMTV OMAHA, the station with a reputation for results. Call your Petry man now!

** 1956 N.C.S. No. 2*

COLOR TELEVISION CENTER

NBC-TV

OMAHA • CHANNEL 3

Represented by
EDWARD PETRY & CO., INC.



JUDD L. POLLOCK *(seated, l), president of MPO Television Films Inc., adds his name to that of Mickey Schwarz (seated, r) on the contract which merges MPO and ATV Film Productions, of which Mr. Schwarz was president. Partners in the consolidated firm, which goes by the MPO name, are (standing, l to r) Gerald Kleppel, supervisor of editing services; Gerald Hirschfeld, vice president and director of photography; Marvin Rothenberg, vice president and producer-director, and Arnold Kaiser, secretary-treasurer.*

ATV Film Productions Merges With MPO Television Films

MERGER of MPO Television Films Inc. and ATV Film Productions Inc., both New York, was announced jointly last week by Judd L. Pollock, MPO president, and Mickey Schwarz, ATV president. The company will assume the name of MPO Television Films Inc.

Both companies specialized in the production of tv film commercials and industrial films. An executive of MPO Television said that with ATV's business, MPO expects to bill $3 million in 1957. An undisclosed amount of billings accruing from ATV should place MPO Television Films as "the largest producer" of its kind in the country, he claimed.

The consolidation gives MPO a total of five exclusively owned and operating shooting stages. The MPO production center in Manhattan houses three stages and the former ATV production center in Long Island City, N. Y., contains two.

Mr. Schwarz, who founded ATV in 1953, will continue his activities as a producer-director for MPO. It is expected that virtually all of ATV's personnel will be employed by MPO.

Kraike to Produce 'Trader Horn'

NEW tv film series based on the book *Trader Horn* will be filmed during the next few months in Africa and London for release to tv in the fall of 1958. The series will be produced by Michael Kraike, motion picture producer who holds the tv rights to *Trader Horn,* in association with Gross-Krasne Ltd., English subsidiary of Gross-Krasne Inc., Hollywood tv film production-distribution company. A former producer of feature motion pictures for RKO, Columbia and Universal-International, Mr. Kraike entered tv as producer of the *Ford Theatre* half-hour filmed programs. He organized TCF Television Productions, 20th Century-Fox subsidiary, and was executive producer of the initial TCF series, *My Friend Flicka.*

Caravel Films Sets $1 Million For Mid-Manhattan Film Center

CARAVEL FILMS Inc., New York, has earmarked $1 million for the construction of a new film production center in mid-town Manhattan, which will open next month, it was announced last week by David I. Pincus, president. The company has been a producer of industrial and government films 37 years and in recent years has produced tv film commercials.

The center will be located at 20 West End Ave. at 60th St., adjacent to the Lincoln Square development. The 75 feet by 100 feet main stage will be "the largest owned by an independent company in the midtown area," according to Mr. Pincus. The building is planned for expansion, Mr. Pincus said, and the initial investment of about $400,000 will be augmented by at least $600,000 more as additions are erected over a period of years. He said Caravel's current studios in Long Island will be retained until its midtown facilities are able to accommodate its entire client roster.

Mr. Pincus is a past president of the Film Producers Assn. of New York, which currently is engaged in a campaign to keep the film industry in the East. He noted that Caravel's plans to invest $1 million in New York facilities is "an endorsement of New York's special qualifications for producing films that sell, train or convey some other business or public relations message."

KTTV (TV) Wins in NTA Contest; Eleven Other Stations Honored

KTTV (TV) LOS ANGELES last Wednesday was named the first prize winner in the NTA Film Network's "$10,000 Showmanship Contest" for overall promotion of the *Premiere Performance* series of 20th Century-Fox feature films shown on 134 stations.

The contest covered the first 13-week cycle of the series, ending June 30. The winning entry was submitted by Jack O'Mara, director of advertising and promotion for KTTV and Reavis Winckler, director of publicity. Their prize will be a trip to Paris for Mr. and Mrs. Winckler and a trip to Bermuda for Mr. and Mrs. O'Mara.

KLFY-TV Lafayette, La., was given a special award for promotion of a single program in the network series. Avis Moore, promotion manager, will receive a color tv set as her prize. Portable tv sets will be awarded to the promotion managers of the five stations designated as second-place winners. The stations are KPHO-TV Phoenix; KJEO-TV Fresno, Calif.; WTVN-TV Columbus, Ohio; WGLV-TV Easton, Pa., and WREX-TV Rockford, Ill. Polaroid cameras will be given to promotion managers of the five third-place stations: WDSU-TV New Orleans; KOLN-TV Lincoln, Neb.; WJAR-TV Providence; KPIX-TV San Francisco and KSL-TV Salt Lake City.

CBS Tv Film Sales Sells 'Brooks' Series in 5 Cities

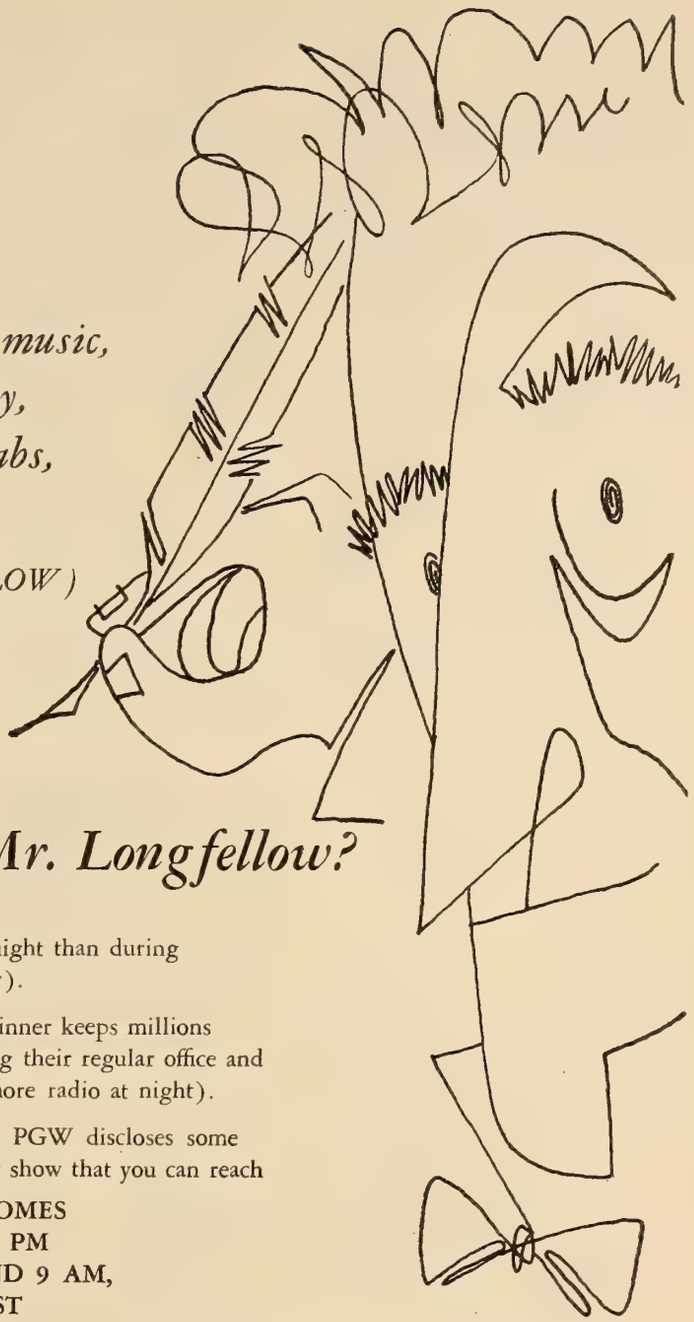
CBS Television Film Sales last week completed the sale in five cities of 130 episodes of *Our Miss Brooks,* just released for syndication, according to Thomas W. Moore, general sales manager. The five markets—WCBS-TV New York, WJBK-TV Detroit, WPFH (TV) Wilmington, KNXT (TV) Los Angeles and WDAU-TV Scranton—represent 28.76% of the total number of sets in the nation. They bought the series 48 hours after it was put on the market, according to Mr. Moore.

Meanwhile, CBS Television Film Sales reported the sale of 12 properties in five foreign countries last week, according to Fred J. Mahlstedt, director of operation and production. Radio Tokyo will be programming *Mighty Mouse, Heckle & Jeckle* and *Whirleybirds.* The Australian Broadcasting Commission will show *The Phil Silvers Show* in Melbourne and Sydney. The Australian Consolidated Press has bought *Airpower* and *Navy Log* for Sydney and *The Melbourne Herald & Weekly Times* has bought these two shows for Melbourne. Hato Rey has bought *See It Now, Under the Sun* and *Terrytoons* for Puerto Rico. Hixpanex, Madrid, has bought *The Whistler* for theatrical distribution in Spain. Radio Caracas, Venezuela, will show *Assignment Foreign Legion,* and Corpa Publicidad, Caracas, has bought *I Love Lucy.* Foreign sales now account for more than 20% of CBS Film Sales gross business, according to Mr. Mahlstedt.

The Gray Ghost, CBS Television Film Sales' Civil War adventure series, has been

"And the night shall be filled with music,
and the cares that infest the day,
shall fold their tents like the Arabs,
and as silently steal away."

(LONGFELLOW)



Were you speaking of Nighttime Spot Radio, *Mr. Longfellow?*

It may be that people are more receptive at night than during the day (as thousands of salesmen will testify).

It may be that preparation of breakfast and dinner keeps millions of women just as busy at those times as during their regular office and factory hours (and that they therefore hear more radio at night).

But *forgetting* such intangibles—a survey by PGW discloses some *tangible* figures that may jar you a little. They show that you can reach

9.6% MORE RADIO HOMES
BETWEEN 6 AND 10 PM
THAN BETWEEN 6:30 AND 9 AM,
AT THE SAME COST

Or, to put it another way, that you may reach

1000 HOMES (6 to 10 PM) FOR .....73 CENTS

1000 HOMES (6:30 to 9 AM) FOR .....80 CENTS

These challenging facts are worthy of your intense interest. Want a copy of the report?



PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK
250 Park Avenue
Yukon 6-7900

CHICAGO
Prudential Plaza
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Building
Murray 8-5667

FORT WORTH
406 W. Seventh St.
Edison 6-3349

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

SAN FRANCISCO
Russ Building
Sutter 1-3798

sold in 61 markets including major regions of the North, Mr. Moore announced Tuesday.

Sold in first-run syndication, the sales bulk of the series starting on WBZ-TV Boston Oct. 10, is in such regional buys as Habitant soups for New England; Loblaws, a grocery chain, for Buffalo, Syracuse, Rochester, all New York, and Erie, Pa.; Blue Plate mayonnaise for Louisiana; Foley Dept. Stores for parts of Texas; Colonial Stores for Virginia, North and South Carolina, Alabama and Georgia.

Roach Productions to Offer 375,000 Common Shares at $3

HAL ROACH Productions Inc., Culver City, Calif., plans to sell 375,000 shares of common stock of the company for $3 per share, it was announced last week by Hal Roach Jr., president. The company filed a registration statement with the Securities & Exchange Commission Aug. 8.

When the proposal is approved, Mr. Roach said, Hal Roach Studios becomes the last of the one-man-owned motion picture studios to enter a stock issue. The issuance of stock at this time, Mr. Roach added, will afford his production company "added capital necessary for an accelerated production schedule of new tv film series and the near-capacity activity of the Roach Studios' commercial division, which produces film commercials." S. D. Fuller & Co., New York, heads the underwriting group.

Hal Roach Studios was formed in 1921 as a producer of motion pictures but since 1947 has concentrated exclusively on tv film production. It has produced 37 tv film series over the past 10 years and also has been active in the tv film commercial field. Its tv productions have included *Racket Squad, Public Defender, My Little Margie, Passport to Danger, The Charlie Farrell Show* and *Code 3*. The company has produced four new film programs for the 1957-58 season—*Jacques and Jill, Ben Blue's Brother* and two drama series, still untitled.

TPA Chalks Up More for 'Chan' Sells Four Other Shows Abroad

SALES of Television Programs of America Inc. packages in multiple markets here and abroad were announced Thursday by Michael M. Sillerman, TPA executive vice president. TPA's newest syndicated property, *New Adventures of Charlie Chan,* has been sold in 78 U. S. markets in less than six weeks, he said.

Williams Drug Co. (Prescription 1500 salve), Washington, Ind., though Wallace C. Bruner Inc., Terre Haute, Ind., has bought *Chan* for Cincinnati, Peoria, Kansas City, Toledo, Memphis, Louisville, Fort Wayne, Evansville and Champaign, Ill. Other sponsors newly signed for *Chan* include Coca-Cola Co. for its home market of Atlanta, through McCann-Erickson; Regal Beer in New Orleans through Tracy-Locke Co.; Bowman Biscuit Co. in Denver through Ball & Davidson; Atkinson & Co. (real estate), direct, in Indianapolis. Stations buying series include WCAU-TV Philadelphia, KRCA (TV) Los Angeles, WNAC-TV Boston, WWL-TV New Orleans, WWJ-TV Cleveland, KWK-TV St. Louis and WTVJ (TV) Miami.

TPA's *Mystery Is My Business* was sold to Associated Rediffusion for use throughout Britain, and the French dubbing of Fury has been sold for the French-language network of Canada of CBC-TV starting Nov. 1. Count of Monte Cristo was sold to General Electric Co. for rerun in Puerto Rico through Brown Agency, San Juan. In San Salvador the Spanish version of *Stage 7* will be sponsored by Banco Salvadora and in Venezuela by Corp. Publicitaria.

FILM SALES

ABC Film Syndication, N. Y., reports gross sales on *26 Men,* western tv film series, are nearing $1 million mark, with latest sale to August Wagner Breweries, Columbus, Ohio, for five markets in Ohio and West Virginia.

Guild Films Co., N. Y., reports sale of its *Kingdom of The Seas* underwater series to Arabian American Oil Co. for showing on TVD-TV Dharan, Saudi Arabia, station built by oil company, primarily for entertainment of its personnel.

California National Productions reports first sale of new series, *Boots and Saddles—The Story of the Fifth Cavalry.* WNAC-TV Boston purchased it and may schedule series next month.

Trans-Lux Television Corp., N. Y., reports sale of its Encyclopaedia Britannica Film library to WTAR-TV Norfolk, Va.

RANDOM SHOTS

United Artists Corp. N. Y., declares regular quarterly dividend of 35 cents per common share payable Sept. 27 to stockholders of record Sept. 13.

Sandy Howard Productions, N. Y., tv and film packager, announces purchase of tv and motion picture rights to "What Is a Boy?" and "What Is a Girl?" essays from New England Mutual Life Insurance Co. Production of motion picture short subject is planned for early fall. Contest for typical boy and girl for lead roles is currently being planned with national television show, not yet announced.

STATION VIEWS ON FILM PROMOTION

WHAT kind of promotion do tv stations give syndicated film programs on their telecast schedules? What kind of help do they need—or would they like—from the producer of the program?

To get the answers to those questions and to get them in particular for *O. Henry Playhouse,* Gross-Krasne Inc., Hollywood producer-syndicator of that series, sent a simple questionnaire to the promotion managers of 110 stations which carry those programs. Replies were received from more than half of the stations, although no prizes were offered.

These replies revealed that for syndicated show promotion:

All stations use: On the air promotion spots; local newspaper log-listings (day of show).

Most stations use: Ads in local editions of *TV Guide*; ads in other local tv consumer magazines.

Some stations use: Local newspaper display advertising; gang-up display ads covering top-viewing evening hours; point-of-sale displays, window streamers, counter cards (at sponsor's retail outlets).

Few stations use: Direct mail stuffers (in sponsor's mailings); outdoor advertising; car or bus cards (inside and outside).

Some unusual promotion ideas reported by individual stations include:

Elevator cards and menu ads (WOR-TV New York); bulletins to schools (KTVT [TV] Salt Lake City); on the air "Mystery Man Contest" to identify Thomas Mitchell, star of the series (WBAP-TV Fort Worth); closed-circuit telecast for employes of series' sponsor (KFEQ-TV St. Joseph, Mo.); random telephone calls to several hundred people to invite them to watch the first telecast of the series (KLFY-TV Lafayette, La.); out-size postcard mailing (WFBM-TV Indianapolis, WLOS-TV Asheville, N. C.).

Chief needs of station promotion people from the program producers-distributors, according to the analysis of the replies, are:

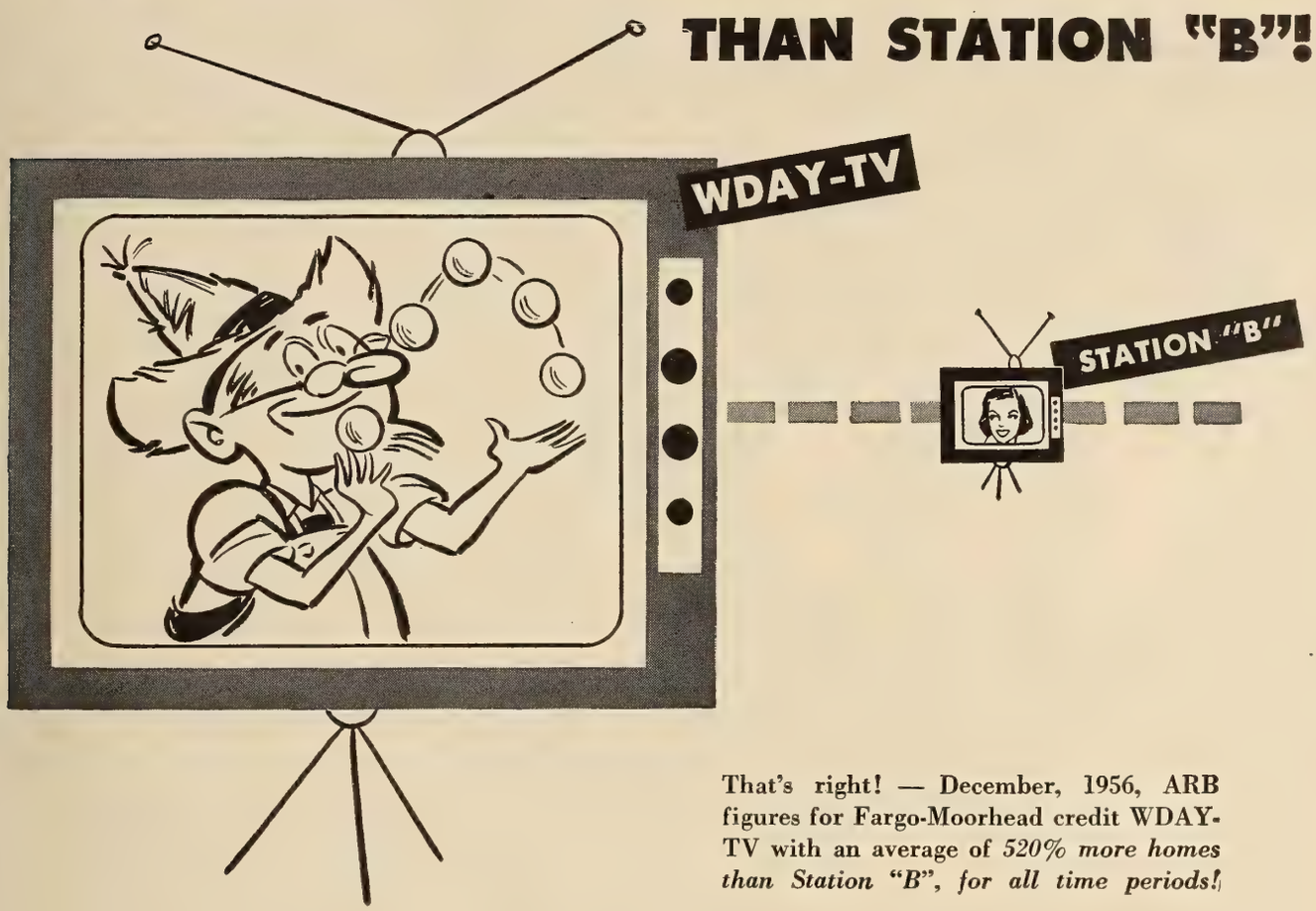
1. 8 x 10 still pictures.
2. Log-listing information, cast lists and short synopses of the programs in the series.
3. Ads ready for use in *TV Guide* with addition of station logo.
4. Stills for use in making slides for use in on the air promotion.
5. Special display materials; counter and window pieces for point-of-sale use by sponsor's retail outlets.

Reading between the lines of a number of the replies, Gross-Krasne gleaned at least one "don't": If the sponsorship of the program on a station is placed through an advertising agency, the producer-distributor should provide the essential information for program promotion to the agency but should not send it completely prepared ads.

Mel Schlank, Gross-Krasne vice president in charge of sales, summed up his company's conclusions this way:

"In our estimation, after a sale has been accomplished, and after the basic sales-aid materials have been forwarded to a station, it is more than just important—it is imperative that a close working relationship be set up between our advertising-promotion people and the station promotion director. The relationship that we are striving for is not unlike the relationship that used to exist in the field of motion picture distribution-exhibition whereby film distributors maintained field representatives whose sole job was to assist threatremen in every way with the exploitation and promotion of a picture."

WDAY-TV DELIVERS 520% MORE FARGO-MOORHEAD HOMES THAN STATION "B"!



That's right! — December, 1956, ARB figures for Fargo-Moorhead credit WDAY-TV with an average of *520% more homes than Station "B", for all time periods!*

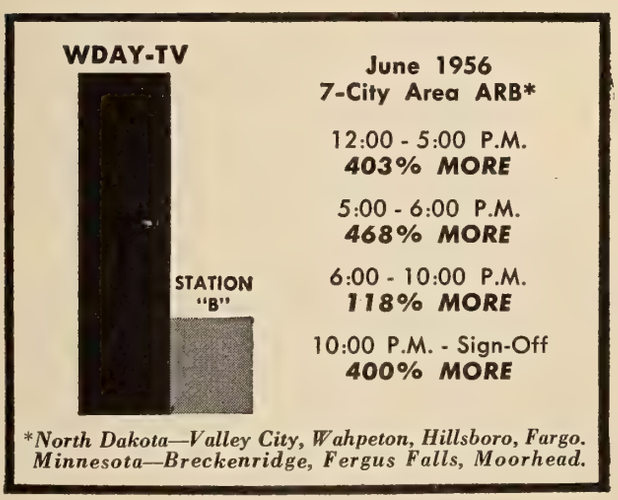
WDAY-TV gets—

760% More—12 Noon to 5:00 P.M.!
872% More—5:00 P.M. to 6:00 P.M.!
181% More—6:00 P.M. to 10:00 P.M.!
270% More—10:00 P.M. to Sign-Off!

That's just the Fargo-Moorhead picture. June, 1956 ARB figures (left) prove that WDAY-TV is almost as popular in five other Red River Valley cities — *each between 40 and 60 miles away!*

Your Peters, Griffin, Woodward Colonel has all the facts.

P. S. *Average ARB Rating, 6:00 - 10:30 P.M., WDAY-TV—43.6. Station "B"—11.9.*



**North Dakota—Valley City, Wahpeton, Hillsboro, Fargo. Minnesota—Breckenridge, Fergus Falls, Moorhead.*

WDAY-TV

FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC
PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN JULY

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Mon. 7:00	WRCA-TV	15.2
2.	*Men of Annapolis*	(Ziv)	Tues. 10:30	WABC-TV	10.6
3.	*Top Plays of '57*	(Scr. Gems)	Tues. 10:30	WRCA-TV	9.9
4.	*Death Valley Days*	(McC-E)	Wed. 7:00	WRCA-TV	8.6
5.	*If You Had a Million*	(MCA-TV)	Sat. 7:00	WCBS-TV	8.0
6.	*Guy Lombardo*	(MCA-TV)	Thurs. 7:00	WRCA-TV	7.4
7.	*Racket Squad*	(ABC Film)	Mon. 9:00	WABD	7.2
8.	*Dr. Christian*	(Ziv)	Mon. 10:30	WABC-TV	6.4
9.	*My Little Margie*	(Official)	Sat. 6:30	WCBS-TV	6.0
9.	*Silent Service*	(NBC Film)	Fri. 7:00	WRCA-TV	6.0

LOS ANGELES *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*San Fran. Beat*	(CBS Film)	Sat. 9:30	KTTV	16.3
2.	*Life of Riley*	(NBC Film)	Mon. 8:30	KTTV	13.4
3.	*Whirlybirds*	(CBS Film)	Mon. 7:30	KHJ-TV	12.2
4.	*Death Valley Days*	(McC-E)	Sat. 7:00	KRCA	12.0
5.	*Highway Patrol*	(Ziv)	Mon. 9:00	KTTV	11.7
6.	*State Trooper*	(MCA-TV)	Mon. 8:00	KHJ-TV	10.6
7.	*David Niven*	(Official)	Mon. 10:00	KNXT	10.2
8.	*Sheriff of Cochise*	(NTA)	Tues. 9:30	KTTV	9.4
9.	*Confidential File*	(Guild)	Mon. 9:30	KTTV	9.3
10.	*Men of Annapolis*	(Ziv)	Thurs. 7:30	KNXT	9.1
10.	*Search For Adven.*	(Bagnall)	Thurs. 7:00	KCOP	9.1

CHICAGO *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Superman*	(Flamingo)	Fri. 6:00	WGN-TV	14.0
2.	*State Trooper*	(MCA-TV)	Wed. 9:30	WNBQ	13.5
3.	*Silent Service*	(NBC Film)	Tues. 9:30	WNBQ	12.8
4.	*Racket Squad*	(ABC Film)	Tues. 8:30	WGN-TV	11.0
5.	*Highway Patrol*	(Ziv)	Fri. 8:00	WGN-TV	10.9
6.	*City Detective*	(MCA-TV)	Fri. 9:30	WGN-TV	10.7
7.	*Don Ameche*	(TPA)	Tues. 9:30	WGN-TV	10.4
8.	*Secret Journal*	(MCA-TV)	Sat. 10:00	WNBQ	10.3
9.	*Sheriff of Cochise*	(NTA)	Sat. 7:30	WBBM-TV	10.1
10.	*Men of Annapolis*	(Ziv)	Mon. 9:30	WGN-TV	9.8

WASHINGTON *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Sat. 7:00	WTOP-TV	16.0
2.	*Silent Service*	(NBC Film)	Tues. 10:30	WTOP-TV	14.4
3.	*Science Fict. Theatre*	(Ziv)	Sun. 6:00	WMAL-TV	13.4
4.	*Golden Playhouse*	(Official)	Sun. 10:30	WRC-TV	10.9
5.	*Lone Wolf*	(MCA-TV)	Tues. 10:30	WRC-TV	10.4
6.	*Men of Annapolis*	(Ziv)	Tues. 7:00	WTOP-TV	9.7
7.	*Sheriff of Cochise*	(NTA)	Mon. 10:30	WRC-TV	9.5
8.	*My Little Margie*	(Official)	Sun. 4:00	WTOP-TV	8.8
9.	*Superman*	(Flamingo)	Tues. 7:00	WRC-TV	8.6
10.	*Victory At Sea*	(NBC Film)	Sun. 10:30	WMAL-TV	8.3

MINNEAPOLIS-ST. PAUL *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Sheriff of Cochise*	(NTA)	Sat. 9:30	WCCO-TV	23.6
2.	*State Trooper*	(MCA-TV)	Tues. 9:30	KSTP-TV	16.6
3.	*Highway Patrol*	(Ziv)	Thurs. 10:30	KSTP-TV	14.3
4.	*City Detective*	(MCA-TV)	Fri. 10:30	KSTP-TV	14.0
5.	*O. Henry Playhouse*	(Gross-Krasne)	Sun. 9:30	KSTP-TV	13.8
6.	*Soldiers of Fort.*	(MCA-TV)	Sun. 5:00	WCCO-TV	12.6
7.	*Racket Squad*	(ABC Film)	Sat. 10:30	KSTP-TV	12.2
8.	*Secret Journal*	(MCA-TV)	Fri. 7:30	KSTP-TV	11.5
9.	*Studio 57*	(MCA-TV)	Wed. 9:30	KSTP-TV	10.3
10.	*Superman*	(Flamingo)	Sun. 4:30	WCCO-TV	10.1

SEATTLE-TACOMA *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Search For Adven.*	(Bagnall)	Wed. 7:00	KING-TV	32.9
2.	*Death Valley Days*	(McC-E)	Thurs. 8:00	KOMO-TV	25.5
3.	*Sheriff of Cochise*	(NTA)	Mon. 7:00	KING-TV	25.4
4.	*Silent Service*	(NBC Film)	Wed. 7:30	KING-TV	23.7
5.	*Whirlybirds*	(CBS Film)	Thurs. 8:30	KING-TV	21.4
6.	*Highway Patrol*	(Ziv)	Thurs. 7:00	KOMO-TV	21.0
7.	*Superman*	(Flamingo)	Tues. 6:00	KING-TV	17.8
8.	*Code 3*	(ABC Film)	Sun. 10:00	KING-TV	17.7
9.	*Men of Annapolis*	(Ziv)	Fri. 9:00	KOMO-TV	16.9
10.	*Waterfront*	(MCA-TV)	Fri. 9:00	KTNT	16.7

CLEVELAND *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Tues. 10:30	WJW-TV	24.8
2.	*Mr. D. A.*	(Ziv)	Tues. 10:00	KYW-TV	21.0
3.	*Silent Service*	(NBC Film)	Sat. 10:30	WJW-TV	19.9
4.	*Sheriff of Cochise*	(NTA)	Sun. 10:30	KYW-TV	19.4
5.	*Men of Annapolis*	(Ziv)	Wed. 10:30	KYW-TV	17.2
6.	*State Trooper*	(MCA-TV)	Mon. 10:30	KYW-TV	12.6
7.	*Frontier Doctor*	(H-TV)	Mon. 7:00	KYW-TV	12.3
8.	*Martin Kane*	(Ziv)	Sun. 7:00	KYW-TV	10.9
9.	*Flamingo Theatre*	(Flamingo)	Mon. 9:00	WEWS	10.6
9.	*Soldiers of Fort.*	(MCA-TV)	Tues. 10:30	KYW-TV	10.6
10.	Annie Oakley	(CBS Film)	Sat. 6:30	WJW-TV	9.4

ATLANTA *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Fri. 10:00	WAGA-TV	16.8
2.	*Ellery Queen*	(TPA)	Sat. 9:30	WAGA-TV	15.8
3.	*O. Henry Playhouse*	(Gross-Krasne)	Tues. 9:30	WSB-TV	14.5
3.	*Sheriff of Cochise*	(NTA)	Wed. 10:00	WSB-TV	14.5
4.	*Dr. Christian*	(Ziv)	Wed. 9:30	WSB-TV	14.2
5.	*State Trooper*	(MCA-TV)	Wed. 10:00	WAGA-TV	14.0
6.	*Men of Annapolis*	(Ziv)	Thurs. 10:00	WAGA-TV	13.0
7.	*Code 3*	(ABC Film)	Tues. 10:00	WAGA-TV	13.0
8.	*Badge 714*	(NBC Film)	Mon. 9:30	WSB-TV	12.7
8.	*Soldiers of Fort.*	(MCA-TV)	Mon. 10:00	WAGA-TV	12.7
9.	*Science Fict. Theatre*	(Ziv)	Tues. 9:30	WAGA-TV	12.0
9.	*Waterfront*	(MCA-TV)	Wed. 10:30 & Thurs.	WAGA-TV	12.0
10.	*Martin Kane*	(Ziv)	Mon. 10:30	WAGA-TV	11.2
10.	*Secret Journal*	(MCA-TV)	Fri. 10:00	WSB-TV	11.2

COLUMBUS *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Tues. 9:30	WBNS-TV	39.9
2.	*Last of Mohicans*	(TPA)	Sat. 9:30	WBNS-TV	31.2
3.	*Sheriff of Cochise*	(NTA)	Sat. 10:00	WBNS-TV	29.5
4.	*Frontier Doctor*	(H-TV)	Fri. 9:30	WTVN-TV	27.8
5.	*Death Valley Days*	(McC-E)	Sun. 8:30	WBNS-TV	26.5
6.	*State Trooper*	(MCA-TV)	Mon. 9:30	WTVN-TV	24.6
7.	*Code 3*	(ABC Film)	Mon. 10:00	WLWC	21.9
8.	*Man Behind Badge*	(MCA-TV)	Tues. 10:00	WLWC	15.7
9.	*Federal Men*	(MCA-TV)	Thurs. 10:00	WLWC	15.5
9.	*Martin Kane*	(Ziv)	Wed. 10:15	WBNS-TV	15.5
10.	*Waterfront*	(MCA-TV)	Fri. 10:30	WBNS-TV	14.7

BOSTON *two-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Death Valley Days*	(McC-E)	Fri. 10:30	WNAC-TV	23.7
2.	*Studio 57*	(MCA-TV)	Tues. 10:30	WBZ-TV	17.1
3.	*Federal Men*	(MCA-TV)	Tues. 7:30	WBZ-TV	16.0
3.	*Secret Journal*	(MCA-TV)	Tues. 10:30	WNAC-TV	16.0
3.	*Star Performance*	(Official)	Sun. 10:30	WBZ-TV	16.0
4.	*State Trooper*	(MCA-TV)	Sun. 10:30	WNAC-TV	15.7
5.	*Whirlybirds*	(CBS Film)	Tues. 7:00	WBZ-TV	15.4
6.	*Waterfront*	(MCA-TV)	Sun. 7:00	WNAC-TV	14.6
7.	*Combat Sergeant*	(NTA)	Sat. 8:30	WNAC-TV	14.3
8.	*Highway Patrol*	(Ziv)	Wed. 10:30	WBZ-TV	13.7
9.	*Count of Monte Cristo*	(TPA)	Tues. 8:30	WNAC-TV	12.8
10.	*Superman*	(Flamingo)	Fri. 6:30	WNAC-TV	12.7

sales soar

because you reach more

on Detroit's channel



WJBK-TV

the station that saturates

where buying power concentrates

Channel 2 is the No. 1 choice in the 1,700,000 TV homes in Southeastern Michigan, including the big buying power of Metropolitan Detroit and the heavily populated Flint and Port Huron areas. Help yourself to a 9 billion dollar sales potential in the nation's fifth market! Reach 'em best on WJBK-TV.

MOST VIEWERS! No. 1 (Pulse and ARB) in 1,700,000 Detroit and outstate TV homes.

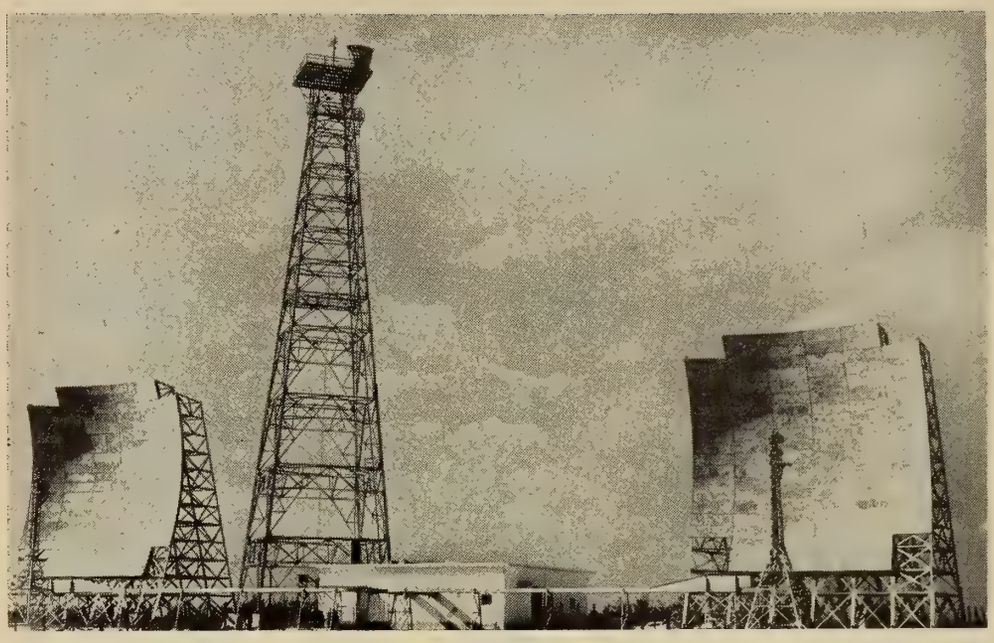
MAXIMUM POWER! 100,000 watts, 1,057-foot tower

TOP CBS AND LOCAL PROGRAMS

A STORER STATION

Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y.
230 N. Michigan, Chicago 1, Ill., 111 Sutter, San Francisco, Cal.



THESE TWO *60 sq. ft. reflectors at Florida City, Fla., make it possible for AT&T to bounce tv signals off the troposphere and furnish live programs between the U. S. and Cuba. The system, to become operative by Sept. 12, uses the scatter mode of radio transmission.*

AT&T LINKS U. S. TV WITH CUBA

- **Giant reflectors bounce signals off troposphere**
- **System to span 185 miles of ocean by Sept. 12**

U. S. television network coverage—encompassing virtually all of the United States, and the border segments of Mexico—is on the verge of including its first Latin American country, Cuba.

A 185-mile, over-the-horizon, over water transmission circuit, capable of handling tv programs, was unveiled last Monday in Miami, Fla., by AT&T. The $3 million tropospheric scatter circuit runs from 12 miles south of Florida City, Fla., to Guanabo, Cuba. The system is completed except for a 14 mile microwave link from Guanabo to Havana. This will be finished by Sept. 12, at which time the whole system will become operative.

The system is the first in commercial use in the U. S. It uses the scatter mode of radio transmission, which as recently as five years ago was considered nothing but a useless, propagation phenomenon. In this method, high powered, highly directionalized, vhf and uhf radio waves are aimed at the horizon and minute signals are captured at varying distances through large antennas, amplified to be fed into extremely sensitive receivers.

There are two methods of forward scatter. One uses uhf frequencies, aiming at the troposphere. This gives ranges up to 200-300 miles. The other uses vhf frequencies, aimed at the ionosphere, with working distances up to 1,200-1,500 miles distance.

The AT&T circuit—which links to an IT&T terminal in Cuba—is tropospheric scatter. Two circuits will be in operation—one on 840 mc and the other on 880 mc. At the Florida end of the circuit, a 10 kw Federal transmitter is used, with two 60-ft. square antennas. This radiates 100,000 kw in a narrow directional beam across the Straits of Florida. Each circuit has a potential capable of handling more than 100 telephone voice channels or one video channel. The 300-acre Florida City station is connected to Miami via a one-hop microwave relay. The station is 37 miles south of Miami.

Under AT&T tariff amendments, filed last Monday, the charge for a video transmission from the U. S. to Cuba will be $600 per hour plus $150 for each extra quarter hour—in addition to the regular intercity connections from the originating point to Homestead, Fla. This is based on occasional use, according to AT&T officials, since there is little likelihood that a regular monthly schedule will use this service.

Scatter circuits are being put into use throughout the world, with a number already a year or more old. These, however, are mostly used for narrow band (20 kc) voice and teleprinter circuits.

The video test took place several weeks ago, AT&T officials revealed. A tv program was sent across the water and instantaneously retransmitted back to the Florida station. The test was successful in that the picture was clearly received back in Florida, according to AT&T General Methods Engineer Fred Hollins. But he warned that at the present stage of development, the video picture is adversely affected for short intervals by atmospheric conditions. This takes the form of "rolling" and/or "tearing," it was explained.

Although no orders have been received for tv transmissions, NBC sources indicated that it may pipe the World Series to Cuban stations. CBS officials said they had no firm plans at this time for using the link. ABC executives also said they had no definite plans to use it at this time. A Theatre Network Television spokesman said that it might relay the Sept. 23 Carmen Basilio-Sugar Ray Robinson fight if it can make arrangements with a theatre owner in Havana.

In 1954, NBC and Goar Mestre, Cuban tv broadcaster, teamed up to bring the World Series to the island on an instantaneous basis. An airplane was hired to fly circles midway over the Straits, picking up transmissions from ch. 4 WTVJ (TV) Miami and relaying them to CMQ-TV Havana. During the last three years, kinescopes have been made of the baseball classic at WTVJ (TV) and as each reel was processed, it was flown to Havana for immediate showing over CMQ-TV. It is understood that Cuban viewers saw the baseball games about an hour later than U. S. viewers watching the "live" transmissions.

AT&T made the first move to use scatter for its Florida-Cuba transmissions late in 1954 when it requested permission from the FCC to experiment with this system. Since 1921 it has had cables from the mainland to Cuba, each capable of handling 36 voice circuits. Last June the FCC authorized commercial scatter operation not only to AT&T but also to a private company named Florida Microwave Communications Inc. The grants were conditioned on no interference to tv stations. The frequencies being used are in the upper end of the uhf tv band. There are no stations operating on these bands near the scatter installation.

RCA Names First Executives To Industrial Products Unit

THE first executive posts in RCA's newly formed Industrial Electronic Products organization have been announced by Theodore A. Smith, executive vice president, RCA Industrial Electronic Products. Thompson H. Mitchell, president, RCA Communications Inc. (who continues in this post), was appointed general manager of the new telecommunications division of IEP "which will bring together communications and broadcasting activities of the former RCA commercial electronic products organization with RCA Communications Inc." A. R. Hopkins, formerly manager, commercial electronic marketing department, was advanced to manager, Industrial Electronic Marketing department. IEP was established in June and has responsibility for RCA computer systems, telecommunications systems including RCA Communications Inc., industrial control systems and other commercial products.

Westinghouse Silicon on Market

WESTINGHOUSE Electric Corp. last week announced it now is making available to other manufacturers "the world's purest silicon," for use in solid-state electronic devices including radio-tv equipment. Westinghouse will license other companies to manufacture the new "ultrapure silicon, which now permits large volume production of solid-state devices having two to four times the voltage

In Louisville -

the more you compare balanced programming, audience ratings, coverage, or costs per thousand— or trustworthy operation—the more you'll prefer

WAVE Radio
WAVE-TV

LOUISVILLE
NBC AFFILIATES
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES

WFIE-TV, Channel 14, the NBC affiliate in Evansville, is now owned and operated by WAVE, Inc.

RICH *potential...*

RICH — Little Rock, Arkansas
RICH — a MILLION people
RICH — a BILLION spendable income
a 300% increase in retail trade since 1938

RICH *penetration...*

RICH — 253,879 TV homes*
RICH — 6 of the top 10 once-weekly evening shows**
RICH — 8 of the top 10 multi-weekly evening shows**
4 local shows listed in the top 10 multi-weekly network and local shows

en*RICH*ed Sales...

RICH — when you use the only station that covers the *entire* Little Rock regional market, the only station that gives you the *major* share of audience in a *30-county area all 7 days* of the week. . .

Get the facts from Petry.

ONCE-WEEKLY SHOWS		MULTI-WEEKLY SHOWS	
Perry Como	39.9	6:00 News/Weather	19.9
Highway Patrol	37.4	10:00 News/Weather	19.8
George Gobel	34.5	Tennessee Ernie	15.9
The Ford Show	33.7	Autry-Rogers	15.6
You Bet Your Life	33.6	Melody Boys	15.5
Hit Parade	33.4	Queen For A Day	13.0
		Price Is Right	11.5
		It Could Be You	11.5

KARK·TV
CHANNEL 4 NBC Affiliate

Represented by
Edward Petry & Co., Inc.
NEW YORK · CHICAGO · ATLANTA · DETROIT · BOSTON
LOS ANGELES · SAN FRANCISCO · ST. LOUIS

* Television Magazine—August 1957
** ARB Survey—May 1957
30-County Area

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

and power handling capacities of those presently in use." Impurity is less than one part in six billion, Westinghouse said. Developments and inventions leading to the production technique were the work of two firms in Germany, supplemented by Westinghouse research.

Paramount Names Hansen-Moller To Board; Heads Chromatic Unit

PARAMOUNT Pictures Corp. last week announced that a well-known Los Angeles investment banker has been added to the board and made chairman of the executive committee of its subsidiary firm, Chromatic Television Labs Inc. Purpose: to "supervise the planning and organizing of Chromatic's facilities to prepare for the impending introduction to the communications field and the public of the Lawrence color television tube."

The selection is Borge Hansen-Moller, member of William R. Staats & Co., Los Angeles investment banking firm, who for the past year has been retained as financial and management advisor for Chromatic. Joining Mr. Hansen-Moller as a member of the Chromatic board is Paramount Pres. Barney Balaban. They bring the subsidiary's board strength to seven. Others on the board include Dr. Ernest O. Lawrence, color tube inventor; H. Rowan Gaither Jr., chairman of the board of the Ford Foundation; Paul Raibourn, vice president of Paramount; Randy Wood, president of Dot Records, and Arthur Israel Jr., Paramount executive.

Mr. Raibourn said, "The widespread acceptance of the Lawrence color system at demonstrations before both domestic and foreign manufacturers and its applicability to highly classified military systems led to the decision to strengthen and augment the company's management and organization."

Magnecord Moves to Tulsa

MOVE of Magnecord Div. of Midwestern Instruments Inc., including management and technical personnel, from Chicago to Tulsa has been announced by E. J. Handley, Midwestern senior vice president and Magnecord acting general manager. The company (tape recorders, other products) will maintain a sales office in Chicago. Mr. Handley attributed consolidation in Tulsa to the need to eliminate duplications in factory costs and in engineering, research and development, with prospect of greater earnings.

Midwestern reported a net sales volume of $3,474,000 for the first six months of 1957 compared with $1,691,000 for the same half in 1956. Of the $3.4-million-plus net sales, Magnecord accounted for $488,000. As a result of the Midwestern-Magnecord merger, the new parent firm had a net operating loss carry-over of about $2.5 million available for federal income tax purposes.

The financial report, issued after a Midwestern board of directors meeting in Tulsa Aug. 8, also showed first-half earnings of $474,377.12, or 50 cents per share, compared with $154,659 for the first six months of 1956, or 16 cents a share on the 947,555 shares now outstanding.

BATON ROUGE..America's great new industrial empire!

No. 1 of a series



for example . . .

Kaiser Aluminum produces 30% of America's alumina in Baton Rouge

2,350 workers share a $13 million payroll at Kaiser's Baton Rouge and Gramercy plants, which represent an investment of $140,000,000!

Many of the greatest names in American industry have invested hundreds of millions for new plants in this "empire area" and others are moving in . . . with $254,800,000 in additional plants already scheduled.

Twelve oil refineries and chemical plants in the city of Baton Rouge *alone* provide a payroll of more than $100 million a year!

Spend more—where there's more to spend

The banks of the Mississippi, above and below Baton Rouge, are the center of today's fabulous petroleum and petrochemical industries. Payrolls are at an all-time high.

Here is spendable income for advertised products . . . and WBRZ is the key to *more* sales at *lower* cost because . . .

"Only Sunshine reaches more homes in this BILLION DOLLAR MARKET!"



WBRZ Channel **2**

BATON ROUGE, LOUISIANA

Tower: 1001 ft. Power: 100,000 watts

NBC-ABC

Represented by Hollingbery

Radio Needs More Aggressiveness In News, McLendon Tells GAB

RADIO "in 38 years of golden opportunity" has refused to meet the challenge of newspapers, allowing "its shining future to drain away into a jukebox," Gordon McLendon, president of the McLendon station group, told the Georgia Assn. of Broadcasters at Savannah last Monday.

Mr. McLendon called on stations to assert their right to editorialize and said aggressive news coverage would pay off in audience and advertising.

The three-day association meeting included guest speakers from station, magazine and agency groups. John W. Jacobs, WDUN Gainesville, was elected president.

FCC Comr. Robert E. Lee spoke at the Monday luncheon. Sol Taishoff, B•T editor and publisher, talked on "Georgia Revisited." John M. Outler Jr., WSB-AM-TV Atlanta, reviewed 35 years of broadcast experience (see excerpts of speech, page 84). Speakers from the advertising field included John B. Simpson, radio-tv vice president of Foote, Cone & Belding, Chicago; Frank Hoell, media director of D'Arcy Adv. Co., Chicago, and George Boyd, of Gordy Tire Co., who presented awards for the Deathless Weekend promotion. J. Frank Jarman, WDNC Durham, N. C., discussed station promotion.

Mr. McLendon said KLIF Dallas once ran an editorial criticizing the *Dallas Morning News* 18 times in one day. He urged stations to exploit the timeliness of radio news by inserting frequent references to this trait in newscasts, citing "tomorrow's newspaper today" and "another example of how far radio news is ahead of newspapers" as samples.

Radio must seize the news leadership of the nation, he said, adding that radio has proved "there are sounds worth a thousand pictures."

RTES Listening Post Expands Its Service to Job Seekers

TO EXPAND the service of the Radio & Television Executive Society of New York's "Listening Post" to industry, a new RTES committee under Albert B. Shepard, Select Stations Representatives, was organized Thursday to encourage employers to notify the Listening Post when they have job vacancies. The Listening Post screens qualified applicants and helps them find work in advertising, production and sales.

Other job procurement committee representatives include Peter Affe, NBC; Peter Bardoch, Foote, Cone & Belding; Clifford Botway, Dancer-Fitzgarald-Sample; Steve Davis, Young & Rubicam; Maggie Eaton, Radio Reports Inc.; John W. Esau, N. W. Ayer & Son; George Foley, Theodore Productions Inc.; Lee Francis, ABC-TV Film Syndication; Jack Gross, American Research Bureau; Albert D. Hect, Bill Sturm Studios; Jack Keenver, California National Productions; Francis Kish, *Tv-Radio Mirror;* Bill McCrae, TvB; Harold Mers, American Assn. of Advertising Agencies; Robert Schultz, NBC Film Services Sales; Larry Webb, Station Representatives Assn. and Ann Janowicz, Ogilvy, Benson & Mather.



NEW OFFICERS elected by Georgia Assn. of Broadcasters greeted John M. Outler Jr., retiring general manager of WSB-AM-TV Atlanta, at a meeting held last week in Savannah. Seated (l to r): Ralph Edwards, WWGS Tifton, Ga., second vice president; John W. Jacobs, WDUN Gainesville, president; Mr. Outler; Frank Gaither, WSB, first vice president. Standing, George Patton, WBML Macon, director; L. H. Christian, WRFC Athens, director and past president; Miles Ferguson, WDAK Columbus, director. Not in photo, Ben Williams, WTOC Savannah, director.

NARTB Counsel to Enter WDAY-TV Political Libel Case

NARTB will enter litigation involving the liability of broadcasters for broadcast remarks by political candidates. The association announced Friday that Douglas A. Anello, chief attorney, will file a brief by mid-September in the North Dakota Supreme Court. The case involves the constitutionality of Sec. 315 of the Communications Act, requiring broadcasters to give equal time to all political candidates and forbidding editing of what they say on the air.

Farmers Educational & Cooperative Union has appealed the North Dakota district court decision [B•T, May 27] which dismissed a libel suit against WDAY-TV Fargo. The suit was based on broadcast remarks by A. C. Townley, independent splinter candidate who charged that the union was communistic after refusing to heed the station's plea that he revise his text.

The lower court held Sec. 315 creates legal privilege for the station, with the state libel statute limiting liability of broadcasters adjudged unconstitutional. If the union wins this appeal, WDAY-TV has indicated it will take the controversial political broadcast problem to the U. S. Supreme Court. The state court is to hear the appeal early in October.

Mississippi Group Sets Meet

THE SECOND annual Mississippi Broadcasters Sales Management Conference will be held at University, Miss., October 25-26. The conference is a co-op effort of the U. of Mississippi and the Mississippi Broadcasters Assn. Included in the program are: an automatic radio demonstration (by Gates Radio Co., Quincy, Ill.); a description of how local radio gears with General Motors' advertising program (Campbell-Ewald Co., Detroit, Mich.); a rundown of the factors of success in selling small market radio (Bob Rounsaville, WQXI Atlanta, Ga.) and the value of the station to the advertiser (Ray V. Hamilton, Hamilton, Stubblefield, Twining & Assoc.).

Organizational Problems Gain Station Management's Attention

THE complexity of station operations, particularly am-tv combinations, is "forcing broadcast management for the first time to give serious attention to basic organizational problems," Charles H. Tower, NARTB employer-employe relations manager, said Friday in an address before the South Carolina Assn. of Radio & Television Broadcasters at Myrtle Beach.

Mr. Tower recalled that radio stations grew slowly over a long period of time. "The trial and error process and the settled ways of doing business slowly molded the organizations structure," he said. "Television has introduced both confusion and complexity. Basic problems of organizational conflict still have to be resolved."

Mr. Tower said that "in effect the radio station manager is trying to decide whether he should stop making Fords and start making Cadillacs, or vice versa.

"The basic product decision has become crucial for two reasons—the greatly increased competition for the advertiser's radio dollars, a competition directly resulting from the tripling of the number of radio stations over the past 11 years and indirectly from the use of television, and equalization of the availability of program material of general public acceptance, caused in part by the change in network programming and in part by the use of records and transcriptions."

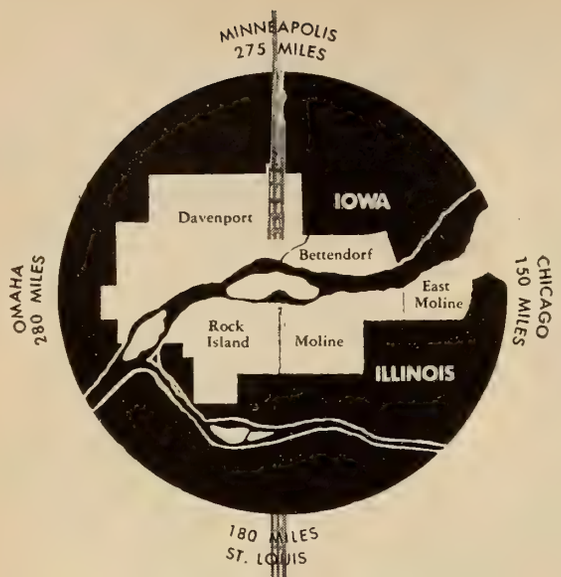
NEW

CHARLIE CHAN SELLS!



See the NEW Charlie Chan—you'll share critics' acclaim: "fresh and entertaining"—"crisp scripting and sharp direction." J. Carrol Naish "the best ever to do the role." The Coca-Cola Company (McCann-Erickson, Inc.) has signed up the new Chan for its world-wide home market! Regal Beer (Tracy-Locke Company, Inc.)! Bowman Biscuit (Ball & Davidson, Inc.)! KRCA-TV, NBC's O-&-O in Los Angeles! WCAU-TV, CBS in Philadelphia! Other sponsors have already snapped up 78 key markets! North! South! East! West! Cleveland! New Orleans! Detroit! St. Louis! Denver! Dallas-Ft. Worth! Southern markets like Miami, Atlanta, Jacksonville, Tampa-St. Petersburg, Mobile, etc. Pittsburgh, Columbus, Wilkes-Barre-Scranton, Youngstown, etc., in the East! Albuquerque, Oklahoma City, Tulsa-Muskogee, Little Rock, Pine Bluff, etc., in the West! Indianapolis, Madison, Wichita-Hutchinson, Hannibal-Quincy, etc., in the Mid-West! For a private showing of "The Case of the Profit-Building Program," wire or phone Michael M. Sillerman at 488 Madison Avenue, New York 22, Plaza 5-2100.

tpa



WOC-TV

Covers the Quint-Cities Plus 39 Surrounding Iowa and Illinois Counties.

Population — 1,583,800*

Families — 489,700*

Effective Buying Income — $2,686,413,000*

*Source: Sales Management "Survey of Buying Power," 1957

The WOC-TV tower is 220 feet higher than the tower of neighboring TV station, assuring satisfactory signal throughout this Big Area of 317,902 TV homes.
Ask your P.G.W. Man to show you NCS Coverage Report.

WOC-TV

On-the-Air since October, 1949 . . . First in the Quint Cities and First in Iowa . . . Serving the largest market between Chicago and Omaha . . . between Minneapolis and St. Louis.



WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines

The Quint-Cities Station—Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

WOC TV
Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger, Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES



Bitter Access Fight Necessary, Fellows Tells West Virginians

THE campaign to remove legal bans against broadcast coverage of court trials "will be won state by state" and require full support of the public, NARTB President Harold E. Fellows said Friday in an address to the West Virginia Broadcasters Assn., meeting at White Sulphur Springs.

He urged West Virginians to work aggressively to remove the State Supreme Court's obstacle to court coverage. The court has adopted Canon 35 of the American Bar Assn., which forbids broadcast coverage of court proceedings. He noted progress made in the state through coverage of proceedings of the state legislature.

Mr. Fellows told broadcasters "wholehearted support on the community level is the industry's best protection against any attempts to curb its freedom," advising them to become an integral part of community life. Discussing areas of community service for broadcast stations, he said, "You serve when your station broadcasts the news; when it editorializes in behalf of worthy community projects; when it picks up the local high school baseball game; when it reports the weather and the market—and, further, when it simply entertains, transporting viewers and listeners into a land of fantasy and music and scientific wonder."

In a review of the subscription television problem, he said that if broadcast pay tv were authorized, some heretofore free channels would be blacked out during part of a station's operating time for all unwilling or unable to pay subscription tv promoters to see their programs.

New ATAS Chapter Planned

FIRST steps to form a Baltimore-Philadelphia-Washington chapter of the Academy of Television Arts & Sciences were taken Wednesday at a luncheon meeting at WBAL Baltimore. Tex McCrary, membership chairman of the New York chapter, outlined steps to be taken, including a membership. Membership will cover all members of tv station staffs and personnel in related fields.

Top D. C. Engineers Organize

ENGINEERS in the Washington, D. C., area have formed the Association of Broadcast Executive Engineers, with membership on the management level. The group plans to promote exchange of ideas and progress in the engineering profession, with monthly lunches to be held. Officers are Allan T. Powley, WMAL-AM-FM-TV, president; Ross Beville, WWDC-AM-FM, vice president, and Granville Klink, WTOP-AM-FM-TV, secretary-treasurer.

Montana Group Sets Meeting

COPYRIGHT, engineering, business and programming problems of radio and tv stations will be discussed by speakers at the annual meeting of Montana Radio Stations Inc., to be held Aug. 30-Sept. 2 at the Florence Hotel, Missoula.

At last! Another "V" in

PITTSBURGH!

WIIC

CHANNEL 11 NBC-TV

goes on the air September 1

represented by

BLAIR-TV

These other 24 major market stations represented by Blair-TV say "Welcome Aboard" to Station WIIC

WABC-TV	New York
WBKB-TV	Chicago
KTTV	Los Angeles
WFIL-TV	Philadelphia
WXYZ-TV	Detroit
KGO-TV	San Francisco
WHDH-TV	Boston
KTVI	St. Louis
WEWS	Cleveland
WJZ-TV	Baltimore
KFJZ-TV	Dallas-Ft. Worth
KING-TV	Seattle-Tacoma
WPRO-TV	Providence
WCPO-TV	Cincinnati
KGW-TV	Portland
WDSU-TV	New Orleans
WFLA-TV	Tampa
WBNS-TV	Columbus
WMCT	Memphis
KFRE-TV	Fresno
WOW-TV	Omaha
WTVR	Richmond
WNBF-TV	Binghamton
WFBG-TV	Altoona

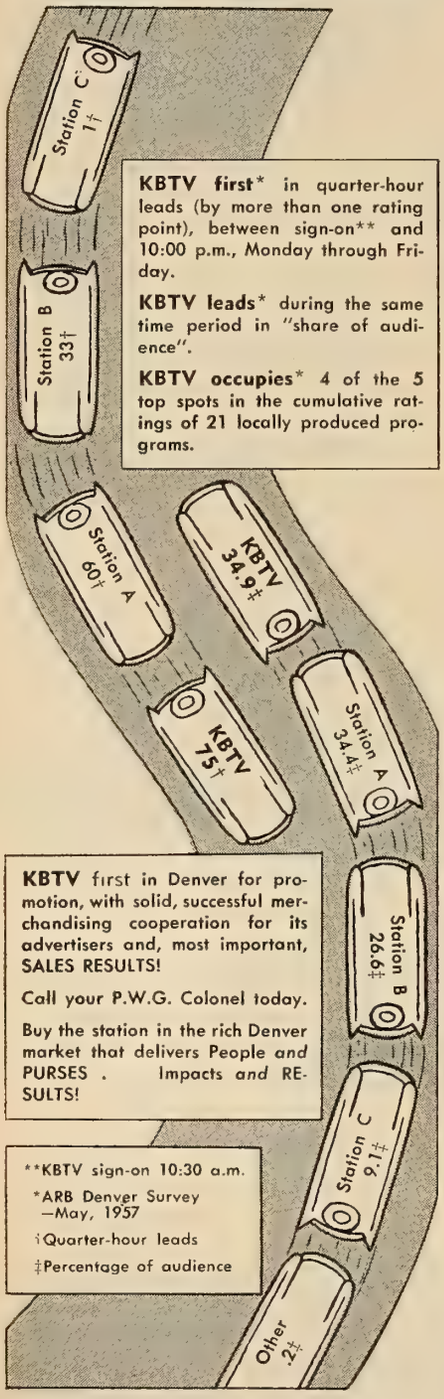
BLAIR-TV *Television's First Exclusive National Representative*

Offices: NEW YORK · CHICAGO · BOSTON · DETROIT · ST. LOUIS · JACKSONVILLE · DALLAS · LOS ANGELES · SAN FRANCISCO · SEATTLE

Coming or Going

KBTV is leader in DENVER TV

Whether you are just moving into the Denver market, or already going "great guns" here, you need Channel 9 because KBTV is FIRST in Denver when and where it counts the most!



KBTV first* in quarter-hour leads (by more than one rating point), between sign-on** and 10:00 p.m., Monday through Friday.

KBTV leads* during the same time period in "share of audience".

KBTV occupies* 4 of the 5 top spots in the cumulative ratings of 21 locally produced programs.

KBTV first in Denver for promotion, with solid, successful merchandising cooperation for its advertisers and, most important, SALES RESULTS!

Call your P.W.G. Colonel today.

Buy the station in the rich Denver market that delivers People *and* PURSES . Impacts *and* RESULTS!

**KBTV sign-on 10:30 a.m.
*ARB Denver Survey —May, 1957
†Quarter-hour leads
‡Percentage of audience

Write, wire or Phone KBTV or Peters, Griffin, Woodward, Inc.

KBTV channel 9

DENVER, COLORADO

JOHN C. MULLINS, President — JOSEPH HEROLD, Station Manager

NARBA Pact Stymied By Daytimers—Hyde

THE Daytime Broadcasters Assn. was blasted for preventing prompt Senate consideration of the 1950 NARBA agreement and the U. S.-Mexico agreement negotiated earlier this year by FCC Comr. Rosel H. Hyde in a speech made Thursday at the installation banquet of the Southern California Broadcasters Assn.

DBA's opposition to the international agreements "apparently stems from the fact that the FCC has taken no action on the Association's petition for a change in rules which would authorize daytime stations to operate from 5 a.m. to 7 p.m.; from the fact that operation of daytime stations from 5 a.m. to 7 p.m. on Mexican clear channels would not be authorized by the new agreement with Mexico, and from a general complaint that a relatively small number of stations are assigned to a substantial portion of the 107 frequencies in the am bands, while many other stations are limited to daytime hours," Comr. Hyde stated.

Representatives of both DBA and Daytime Petitioners were part of the delegation which negotiated the agreement with Mexico, Comr. Hyde said. "The official representative of DBA accredited to the conferences had urged upon the delegation the need for more extensive secondary use of Mexican clear channels and particularly an interest in establishing a uniform year-'round sign-on and sign-off time at 5 a.m. and 7 p.m. But in the light of the discussions of the conference and in the interest of an agreement protecting the over-all interests of the United States, he agreed with the other members of the delegation that the agreement should be completed. He further indicated that it was his opinion that further improvements would best be worked out after our over-all interests were secure," he reported.

"The problem of providing protection against interference from foreign sources is no longer a matter of resolving conflicts with other countries, but a problem within our own country," Comr. Hyde declared. He summarized the issues with two questions:

"Is ratification of treaties which would recognize and protect United States am broadcast stations and service against interference from sources outside the United States to be blocked as a means of prosecuting petitions before the FCC for rule changes?

"Do we have the capacity to accept the discipline necessary for effective use of radio in cooperation with our neighboring countries?"

Comr. Hyde urged SCBA members to study the matter carefully in the interest of lending their aid "to the protection of fine, effective, interference-free radio as an important national asset."

Radio is still the "backbone of mass communications," Comr. Hyde said earlier in the day at a news conference. Without wishing to disparage tv, he said, "the entire public has access to radio—in their cars, in their kitchens and where ever they may go," in a way unparalleled by any other medium of communications. Anyone who thinks radio has lost its usefulness "is very much mistaken," he declared, stating that radio "hasn't reached its potential by any means."

Frankly admitting he was seeking help to secure ratification of the agreements with other North American nations which are now before the Senate, Comr. Hyde said that the problem of international interference does not exist in tv, where signals are generally localized to a small area. The U. S. has "border agreements" with Canada and Mexico, he said, which are all that are needed to prevent the tv signals of one country from interfering with those of its neighbors.

Toll Tv Authority

Urged to express his views on toll tv, a very live topic in California, Comr. Hyde said that he felt it would be "inappropriate" for him to discuss the subject publicly before he has considered it officially in company with the other FCC members. He did say, however, that he saw no reason why the problem of subscription television cannot be handled by the Commission without need for Congressional action, because he feels the Communications Act gives the FCC ample authority to deal with problems such as this.

Asked if the FCC takes note of public opinion on such matters as toll tv, which a recent Los Angeles newspaper poll found overwhelmingly opposed by that city's residents, Comr. Hyde said that the FCC, presumably better informed than the general public, "can't operate on a public forum basis." He added that the Commission does take public sentiment into account before making any decision affecting the public.

Loyd Sigmon, KMPC Los Angeles, was installed for a new term as SCBA chairman at the dinner meeting, held at the Beverly Hills Hotel, Beverly Hills, Calif. Also installed were Howard Gray, KGIL, San Fernando, vice chairman, John Hansen, KABC Los Angeles, secretary, and Robert McAndrews, KBIG Avalon (Catalina Island), treasurer.

Sid Held, KVEN Ventura, was installed as director for District I; Benton Baschall, KAFY Bakersfield, for District II, and Robert Blashek, KCMJ Palm Springs, for District III. Installed as directors at large were Herbert Comstock, KAVL Lancaster; Norman Ostby, Don Lee Broadcasting System; Fred Ruegg, KNX Los Angeles; Calvin Smith, KFAC Los Angeles, and Ernest Spencer, KWIX Santa Ana. The SCBA numbers 62 radio stations among its members.

Doerfer to Address RTES

FCC CHAIRMAN John C. Doerfer will make his first major speech since becoming chairman of the FCC before the Radio & Television Executives Society of New York at a luncheon at the Hotel Roosevelt, New York, Sept. 12. Mr. Doerfer became chairman July 1, following the retirement of George C. McConnaughey as both chairman and commissioner.

If you had a tape measure 1572 feet long . . .

. . . you could tie one end on *THAT* doorknob, head down Madison Avenue and tie the other end on *THIS* doorknob, and still have plenty left over for a couple of pretty fancy bows.

RAY JONES
Y & R
285 Madison Avenue



KWTV

CBS

OKLAHOMA CITY

The tower with 1572 feet of SALES power in Oklahoma!

Get the story from AVERY-KNODEL

JUST OUT... and already



SOLD IN 20 MARKETS

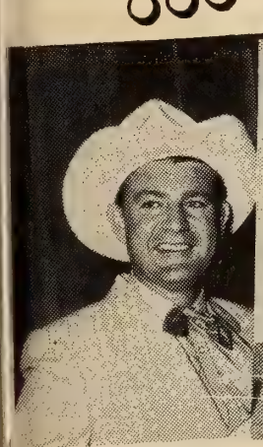
TO GRIESEDIECK BEER AND OTHER SPONSORS!

SCREEN GEMS

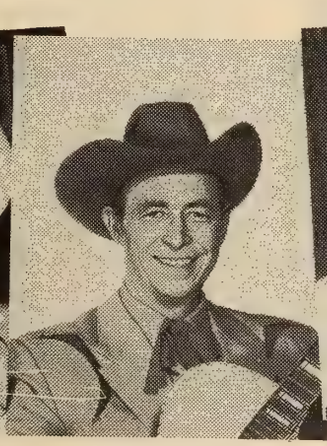
...CH PARTY

39 FILMED ½ HOURS OF AMERICA'S FAVORITE NEW RHYTHM

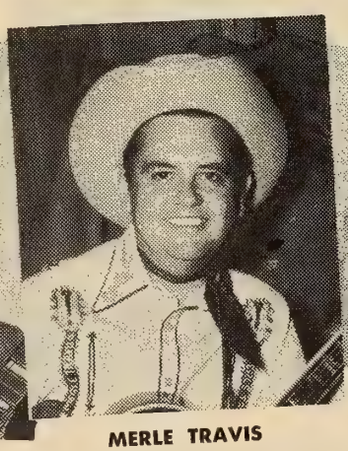
...COUNTRY MUSIC!



TEX WILLIAMS



EDDIE DEAN



MERLE TRAVIS



SONS OF THE PIONEERS

FAMOUS GUEST STARS LIKE THESE IN EVERY SHOW!

For details contact your nearest office.

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

711 FIFTH AVENUE, NEW YORK, N. Y.

NEW YORK	DETROIT	CHICAGO	HOLLYWOOD	NEW ORLEANS	TORONTO
711 Fifth Ave.	709 Fox Bldg.	230 N. Michigan Ave.	1334 N. Beechwood Dr.	1032 Royal St.	102-108 Peter St.
Plaza 1-4432	Woodward 1-3979	Franklyn 2-3696	Hollywood 2-3111	Express 3913	Empire 3-4096

Philco Asks Hearing On WRCV-AM-TV Renewal

PHILCO CORP., Philadelphia, last week filed a protest with the FCC against the July 18 renewal of the licenses of NBC's WRCV-AM-TV Philadelphia, and charged that NBC's parent company, RCA, was unfit to be a broadcast licensee.

It asked that the WRCV stations' licenses be set for a full, evidentiary hearing to determine RCA's qualifications to hold broadcast licenses and whether its ownership of radio and tv stations in the Philadelphia area violates the FCC policy against undue concentration of control of the media of mass communications.

In its protest, Philco claimed RCA was using WRCV-AM-TV to advance its own name in the Philadelphia area. This is done, Philco said, through station breaks where the stations are identified as a "service of RCA"; through news stories about RCA developments and personnel; in color television programs where RCA is credited with developing compatible color; in such network programs as *Today* which is identified as originating in the RCA Exhibition Hall, and in incorporation of RCA and RC into the call letters.

"This . . . give[s] RCA an amount and type of advertising which Philco (and other competing manufacturers) cannot hope to obtain by however large an expenditure; and this advantage to RCA constitutes the grossest and most harmful variety of unfair competition," Philco said.

The attack on RCA's character qualifications was connected to the antitrust actions filed against that company by the Dept. of Justice, Zenith and Philco. The government has two suits pending in court against RCA; one charges it used coercion to force Westinghouse to sell the Philadelphia stations to NBC, the other is based on alleged restraint of trade practiced by RCA in its patent practices. The Zenith and Philco suits are civil antitrust suits involving patent and licensing practices of RCA.

Philco established ch. 3 WRCV-TV in Philadelphia in 1941 under the call letters WPTZ (TV). Westinghouse bought WPTZ from Philco in 1953, and NBC bought the station, plus WBC's KYW, in 1955.

WTVW (TV) Asks 'Full' Hearing On FCC's Deintermixture Action

WTVW (TV) Evansville, Ind., last week insisted that it be allowed "a full, fair, public evidentiary hearing" before the FCC tries to deintermix it out of its current authorization to broadcast on a vhf channel.

Also part and parcel of the station's protest to the FCC was WTVW's statement that the Commission was illegally off-base last March when it wrote a show-cause order requiring WTVW to say why it should not operate on ch. 31 instead of its current use of ch. 7.

This order is one of several FCC attempts to deintermix single vhf channels out of some markets to make certain areas predominantly uhf. The same order and the same situation now is being challenged by WTVW for the first time in the U. S. Court of Appeals [B•T, Aug. 12].

But in the latest development, WTVW last week told the Commission that the Commission's show-cause order is "illegal in form and violative of the terms and spirit of . . . the Communications Act." It added that it is "illegal for the Commission to issue a show-cause order fraught with such vagueness and generality." In this connection, the station noted that the burden of proof belongs to the FCC, "and not the respondent."

"The Commission has no legal right," WTVW continued, "to require a party against whom a show-cause order is directed . . . to state anything in its response other than whether or not such a party requests a hearing."

The station repeated that it wants exactly that, with cross examination.

The dispute also involves a similar vhf deletion in Hatfield, Ind., where the FCC has proposed to remove ch. 9. This, according to WTVW, is part of the Commission's overall plan to deintermix the entire area. And because of it, "is a reason why WTVW [might] lose its right to operate on ch. 7."

American Asks FCC Permission To Hold CSSB Tests for WABC

APPLICATION has been filed with FCC by the American Broadcasting Network to test compatible single side-band (CSSB) broadcasting on its owned station in New York, WABC, it was announced last week by Frank Marx, vice president in charge of engineering.

The CSSB system is designed to increase a radio station's signal strength without increasing its transmitter power or effective radiation, improve fidelity and lessen distortion in signal fading in the fringe of the service area. Equipment for the tests at WABC will be provided by Kahn Labs., Freeport, L. I. Mr. Marx said the tests will be conducted over a three-month period, once approval is obtained from the FCC.

WMGM New York conducted tests of the system over a three-month period, ended Aug. 9. Arthur M. Tolchin, station director, said last week the experiments had proved "very successful, revealing measurable increased values in reception quality, measurable elimination of distortion even when not tuned in precisely, especially in outlying areas of the station's coverage pattern."

Under the CSSB system, one of the two side-bands on each side of a station's carrier frequency is eliminated. In the WABC test proposal the sideband from 770 to about 775 kc would be eliminated and the strength concentrated below 770 kc.





"... all over the tablecloth, he's writing!"

"Sure, we see all kinds in here," says bar-custodian Umberto at Danny's Hideway (where *THE* agency elite of New York meet). "But *this* guy . . . he's drawing a map like crazy on our snow-white damask with a black grease pencil. Of what? State of Maine, that's what!

"Guess he had reasons to be excited. Seems he just absorbed the latest TV Trendex* from up there — and what a whooperoo! That WABI-TV waltzes off with 17 of the top 20 shows! Gets the *best* rated multi-weekly show, *best* film show, *best* local show, *best* news show, *best* sports show, *best* weather show, *best* network show — day *or* night.** How superman can you be? And *all* the studies prove WABI-TV a bull-dozer in audiences, coverage, dollar-for-dollar value — the works! Can't understand why anybody'd advertise any other way up there in Maine!"

Neither can we. Whether you want No. 1 television coverage or No. 1 radio coverage in the fastest-growing part of Maine — the writing's clear on the tablecloth. Buy WABI-TV or WABI Radio — super-team with super-steam. If you're looking for a hideaway, go to Danny's. But if you want to put your product out on the table, for buyers' grabs, tell the Maine market about it via this high-compression combination. It's something to write home about — on anybody's tablecloth!

* *Trendex, Oct. '56*

** *Good memory, that Umberto. Probably kept the tablecloth and memorized it.*

wabi AM TV

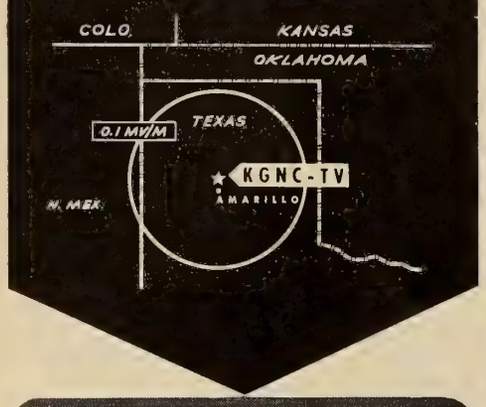
Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

affiliated with The Downeast Network — WIDE, Biddeford; WPOR, Portland; WRKD, Rockland; WTVL, Waterville.

GET YOUR MESSAGE ON THE MAGIC
GOLDEN SPREAD
WHERE GREAT THINGS ARE HAPPENING AND . . .



BIG 4 IS THE BIG BUY!
★ Over 100,000 TV Sets
★ Nearly $200,000,000 in Retail Sales in the Area
SERVED BEST BY BIG 4
POWER: Visual 100 KW
Aural 50 KW
Antenna Height 833' above ground
KGNC-TV
Channel 4
AMARILLO, TEXAS

WJTV (TV) Asks FCC to Stay Vhf Experiment by WJMR-TV

"THE INTERESTS of administrative fair play" require the FCC to restrain WJMR-TV New Orleans (ch. 20) from exercising previous Commission permission to experiment broadcasts on ch. 12 there.

Such was the essence of last week's petition by WJTV (TV) Jackson, Miss., which has been asked by the FCC to show cause why it should not modify its own ch. 12 operation to facilitate WJMR-TV's new test authority. The two operations are 162 miles apart, 28 miles short of the rule requiring 190-mile minimum separation.

Last June the Commission approved WJMR-TV's request to conduct simultaneous operations on chs. 20 and 12 as an experimental means of measuring uhf and vhf propagation from the same broadcast site. WJTV regards all this as a "scheme" to avoid normal FCC allocation requirements.

WJTV, along with KWTV (TV) Oklahoma City, which is one of two applicants for the New Orleans channel, went to the U. S. Court of Appeals [B•T, July 29]. Their demands that the FCC order be stayed were denied. Final court decision on the over-all merits of the Commission order is still pending. Crescent City Telecasters (composed of KTBS Shreveport, La., principals) also wants the New Orleans channel.

Now WJTV wants the FCC to arrange for a full hearing with cross examination. The Jackson station added that the Commission's order that it modify telecasting to accommodate WJMR-TV was "preferential" and in violation of FCC rules. It added that WJMR could experiment just as well on other channels.

WMCK Backed by Rep. Holland In Attempt to Broadcast Dodgers

REP. Elmer J. Holland (D-Pa.) has written FCC Chairman John C. Doerfer asking the Commission to investigate charges that the Pittsburgh Pirates have kept WMCK McKeesport, Pa., from broadcasting the Brooklyn Dodgers' baseball games.

"I feel that the position taken by the Pittsburgh baseball team and the power they have exercised in this case far extends their privileges," Rep. Holland wrote Mr. Doerfer. "I believe that you [FCC] should take a firm stand in this matter, for if they [Pittsburgh Pirates] are permitted to make this decision on their own, there is not much use in having the FCC."

From the House floor, Rep. Holland told his colleagues that every "congressman should be acquainted with the power exercised by a baseball team in their control of broadcasting games. This, I believe, is exercising a monopoly of what the listening radio audience should or should not hear.

"This practice should be stopped immediately so that no future decision by a ball club or any other commercial enterprise may be made as to who should or should not broadcast."

Mr. Holland made his protest to the FCC following "An Open Letter to the Sports Public of Western Pennsylvania," written by Robert M. Cox, president of WMCK. In the letter, which Rep. Holland entered in the *Congressional Record*, Mr. Cox "apologized" to the public for not carrying the Dodger games and explained the reasons why they are not being broadcast by WMCK. He said he "stands ready to testify before a Congressional committee if it will help to prevent a recurrence of such conspiracy toward monopoly or restriction of choice."

KGBX Signs Agreement With FTC To Stop Exaggerated Ad Claims

KGBX Springfield, Mo., has signed a stipulation agreement with the Federal Trade Commission that the station will not say in its advertising that it is Springfield's "first" radio station or "otherwise" misrepresent its "relative position" with other radio stations.

The agreement is not an admission by KGBX of any law violation. Rarely have radio stations been involved in FTC actions, which more often are directed against advertisers who use communications media, rather than the components of the media themselves.

The federal action followed an official investigation of KGBX's advertising claims. When the agency is able to settle a question by a stipulation agreement, the need of a formal FTC complaint and ensuing hearings and litigation is avoided.

The government found that KGBX published "certain advertising matter" containing references to the station as Springfield's "first radio station" and citing "our 30 years of service." "As a matter of fact," says the FTC, "other radio stations were licensed to operate before KGBX began operating in Springfield, and it has not been operating there for 30 years."

(A check with the FCC revealed that KGBX was first licensed to St. Joseph, Mo., in 1922 and that it moved to Springfield 10 years later. Some of Springfield's early licenses now are defunct.)

The settlement, signed July 18, followed by one month a report that the FTC had been looking into inquiries by stations about advertising practices of their competitors [CLOSED CIRCUIT, June 10].

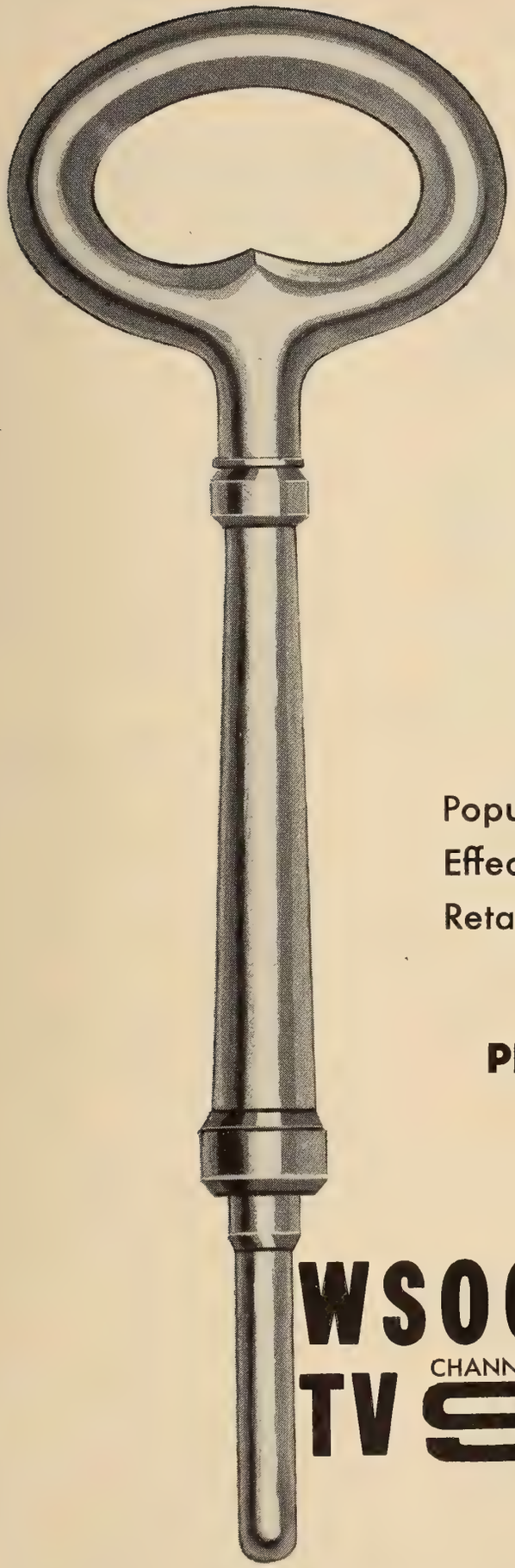
Examiner Favors Copper for Ch. 6

AN FCC examiner last week issued an initial decision awarding Butte, Mont., ch. 6 to Copper Broadcasting Co. there, the only remaining applicant. Examiner J. D. Bond noted the Commission previously had "found [the firm] legally, financially, technically and otherwise qualified."

The examiner found "no improper conduct" in an agreement between Copper Broadcasting and Arthur W. Schweider, a former applicant for the same facility who withdrew with the promise of $7,500 compensation for out-of-pocket expenses.

Off and On Air

CH. 22 KVDO-TV Corpus Christi, Tex., which earlier had informed FCC it was going dark because of financial difficulties, now reports it will not have to go off the air after all. In addition to KVDO-TV, two



THE **KEY**

TO SUCCESSFUL

TELEVISION

CAMPAIGNS IN THE

CAROLINAS . . .

PROVEN TO BE

RICH, PROGRESSIVE

AND . . . IN A BUYING FRAME OF MIND

Population served - - - **3,061,700**
Effective buying inc. - - **$3,713,100,000.00**
Retail sales - - - - - - - - **$2,385,904,000.00**

SOURCE SM 6/57

PROGRAMMING THE BEST OF

NBC • ABC

WSOC TV CHANNEL **9**

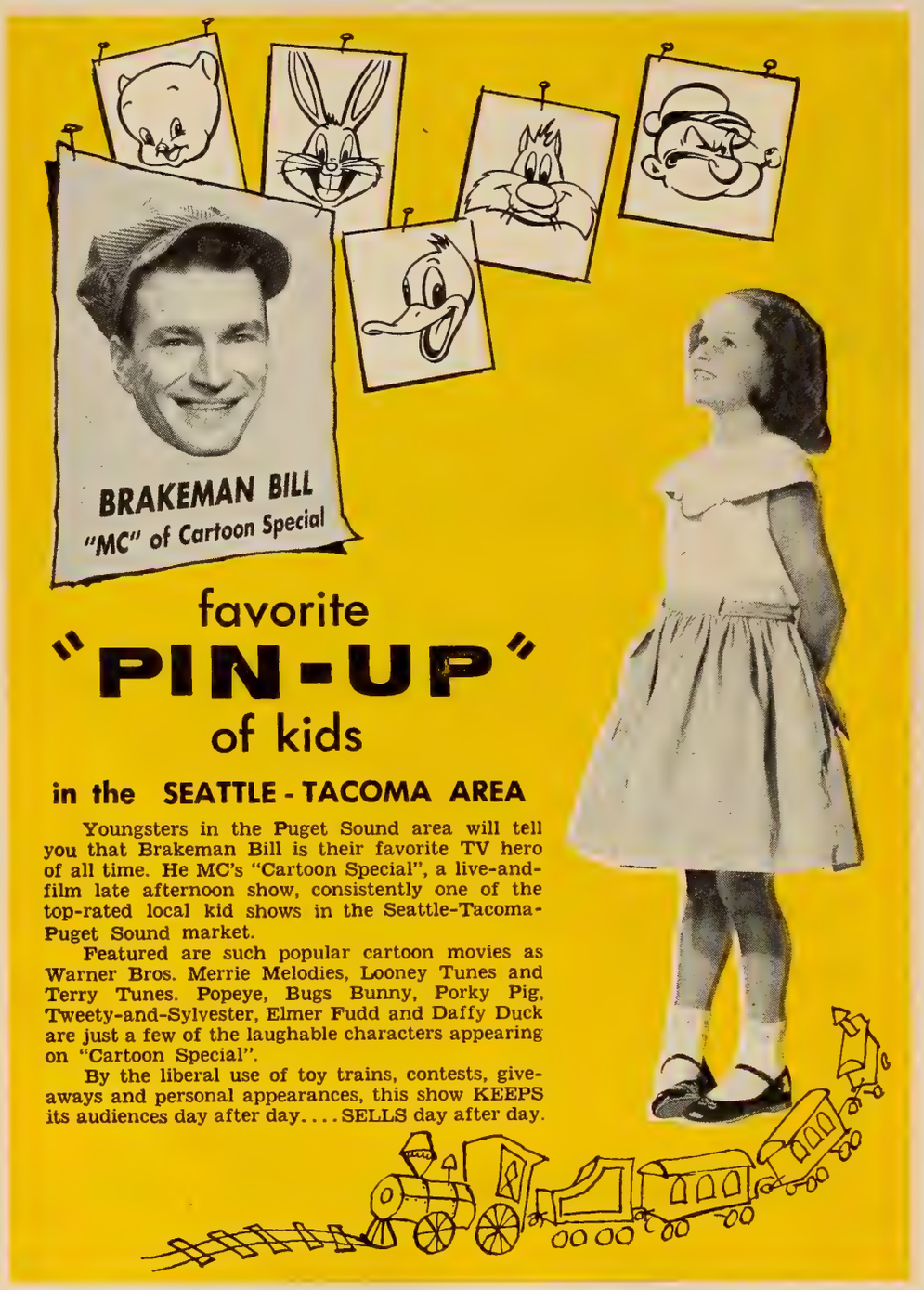
CHARLOTTE, NORTH CAROLINA

FULL POWER

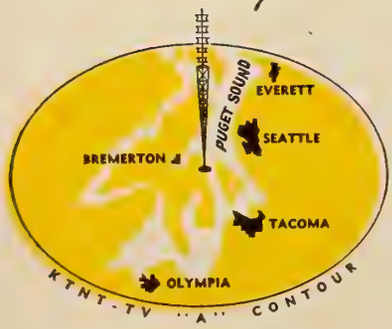
HIGHEST TOWER

REPRESENTED NATIONALLY BY H-R REPS.

ATLANTA F-J REPS.



IN THE PUGET SOUND AREA
Only KTNT-TV *Covers all Five*



Of all Puget Sound TV stations, only KTNT-TV contains these five major cities in its "A" contour: Seattle, Tacoma, Olympia, Everett, Bremerton. SEND FOR THE COMPLETE STORY

KTNT TV
Channel 11 316,000 Watts

Tower located 7 miles from Seattle; 12 miles from Tacoma.
Represented by WEED TELEVISION.

vhf outlets, ch. 6 KRIS-TV and ch. 10 KSIX-TV, are operating in Corpus Christi.

Ch. 27 KVVG (TV) Tulare, Calif., wrote the Commission that it will go off the air for 90 days, citing lack of finances as reason.

CCT Sets Drive to Remove Tax From All-Channel Tv Receivers

THE Committee for Competitive Television, Washington, announced last week that it will begin a drive Aug. 28 to insure Congressional action early next January on pending bills which would remove the 10% excise tax on all-channel tv receivers.

The drive will get underway with a meeting in Erie, Pa., of uhf station operators from Pennsylvania, Ohio, New York, Illinois and New England, according to John W. English, CCT chairman. Several bills which would remove the uhf excise tax are pending before the House Ways & Means Committee and the author of one of these bills will address the Aug. 28 meeting.

Sen. Warren Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.), chairmen of the Senate and House Commerce Committees, respectively, a fortnight ago urged the House Ways & Means Committee to eliminate the tax [B•T, Aug. 5].

Crowell-Collier Filing Okayed By SEC; Agency Accuses Brokers

THE Securities & Exchange Commission last week announced it has accepted for registration a controversial $4 million issue of debentures by Crowell-Collier Publications Co., and indications were that the SEC would not recommend criminal prosecution in the case. Hearings on the matter had been held by the SEC earlier this year [B•T, Feb. 4].

The government agency, however, did secure an injunction against Elliott & Co., New York brokerage firm headed by Edward Elliott, who is former finance chairman of Crowell-Collier. The injunction, issued by a New York U. S. district court, forbids sale of unregistered securities.

The SEC also is proceeding against Elliott & Co. and two other brokers to determine whether their business accreditation should be revoked for their part in the debenture sale. The others are Dempsey & Co., Chicago, and Gilligan, Will & Co., New York.

The debenture issue, claimed by Crowell-Collier and its brokers to be private and therefore not subject to registration, took place in 1955. C-C subsequently tried to buy Consolidated Television & Radio Broadcasters Inc. (Bitner stations) but the deal fell through [B•T, Nov. 26, 1956]. Mr. Elliott had testified at SEC hearings that if the firm had been able to buy the Bitner properties, tax benefits would have enabled it to continue publishing *Collier's, Woman's Home Companion* and *American* magazines, which were discontinued late in 1956.

The securities were offered for SEC registration by the publisher on June 24. The registration was made effective by the commission Aug. 9.



LOS ANGELES

WHERE THE GOLD RUSH BEGINS IN SEPTEMBER

Announces the Appointment

of

PETERS, GRIFFIN, WOODWARD, INC.

As Exclusive National Representatives

Effective August 16th, 1957

NEW YORK
250 Park Avenue
YUkon 6-7900

CHICAGO
Prudential Plaza
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Edison 6-3349

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

SAN FRANCISCO
Russ Bldg.
Sutter 1-3798

TV EXPERIENCE TO AUGMENT TEXTBOOKS

EXACTLY four years ago today, KPIX (TV) San Francisco started its first student internship in cooperation with Stanford U. Since then students periodically have worked in all phases of station operation to cap their book study of television with actual experience. Tallie Merritt was the most recent. Here she describes the invaluable knowledge gained in her stay at KPIX.

FOR the past year I have read textbooks and studied theories about television. I can cite examples—from books. I can quote theories—from books. I can discuss television in most academic terms from what I have learned—from books. I have spent this past year as a graduate student in the field of television at Stanford U. learning—from books.

But how could books give me experience? How could they really tell me what goes on at a television station? That's why I'm now a Stanford intern at KPIX (TV) San Francisco.

Books could only prepare me to appreciate fully what I am now doing. That is the idea behind the graduate program in television offered by Stanford U. This combination of academic training and practical experience is the goal of the Stanford program. Academically, it's taken a full year to reach the internship, a year of classes and of writing a thesis, for becoming an intern is the last step before receiving a degree.

I now observe. I ask questions. I work where I can. My schedule while at KPIX gives some idea of just what I am supposed to see:

Continuity, three days; traffic, two days; film department, three days; engineering, one day; master control, one day; sales department, three days; accounting and billing, one day; promotion, five days; publicity, three days; art department, two days; production coordinator, two days; floormen, two days; administration, one day; programming, three days; education and public affairs, two days, and news, one day.

Obviously, I can't learn everything about anything so I will end up as somewhat of a jack of all trades and a master of none. But the point is that I will know something about what happens in the other offices and how one department ties into another.



TOP MANAGEMENT INTRICACIES: *KPIX General Manager Philip Lasky explains some procedure to Stanford intern Tallie Merritt.*

What makes television click?

So far it seems to be a lot of people, each doing his job well, but with very little idea of what the other fellow is doing. It is a specialized realm, highly departmentalized, and yet requiring that all work closely together. I have overheard conversations in which one person has said, "It can't be done."

Too often the target of these words was annoyed and refused to accept them. Yet, if he had been able to do as I am doing, been able to see what film-makeup entails, to see what the duties of a floorman are, to watch what must be done to make a last minute change in the log or to correct a billing, he would understand why it can't be done.

While serving my internship, I also have been affiliated with *Adventure School,* a daily show for pre-school children. In working with this show, I have had opportunities to deal officially with the departments I would normally only be able to observe. Each morning I work with *Adventure School,* and then in the afternoons I learn why I did certain chores earlier.

During my three days in continuity I not only learned why I had to file *Adventure School* scripts in so many copies (10) but I had a chance to write "on-the-air" public service spots.

In the art department I had a chance to see why art must be ordered early.

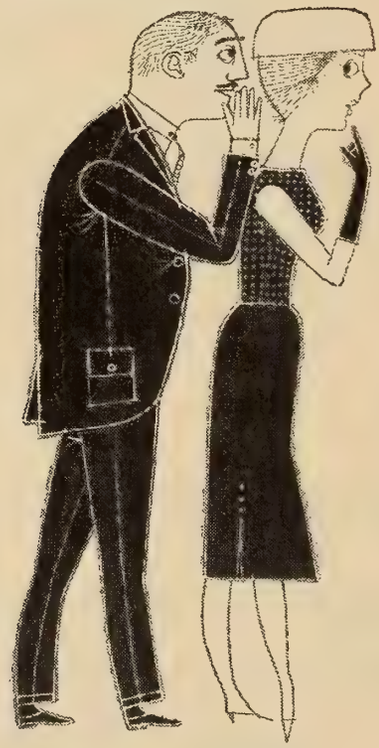
In the film department I actually had a chance to screen and time some spots as well as watch a movie cutting session.

KPIX was doing a public service series on the traffic problem in San Francisco. I saw the hours of work necessary to put together just one half hour.

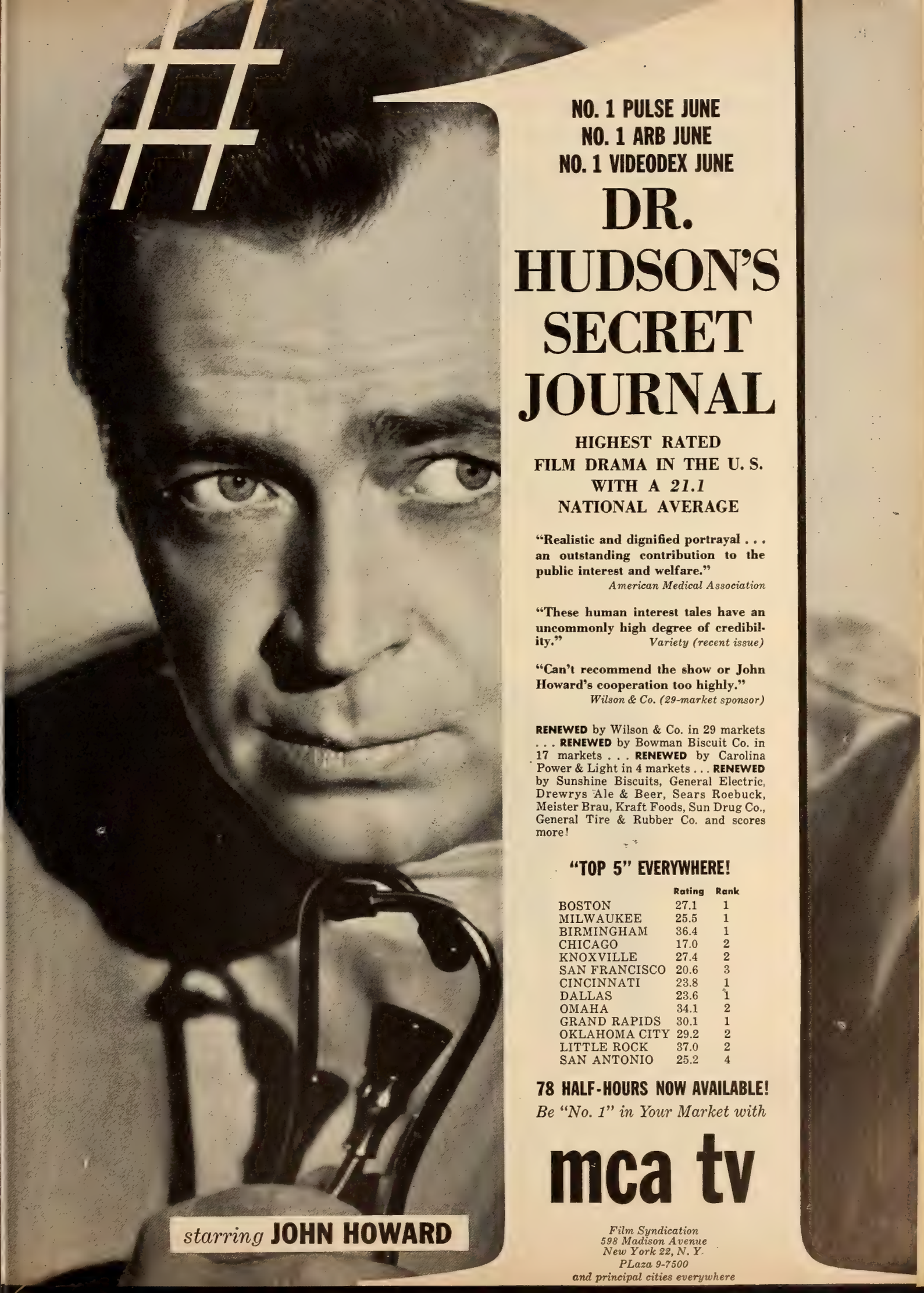
During my internship I have been allowed to sit in on sales meetings and departmental meetings.

One phase of television was most impressive to me. Many in television won't agree, and perhaps I will change my tune in a few years, but I have been favorably impressed with the comparative freedom of the employes and the opportunities for creative work.

What's up in Hartford?



CBS Owned WHCT is up...way up...with 15 of the top 25 evening shows, 17 of the top 25 daytime adult shows! Check CBS Television Spot Sales for adjacencies. Latest Pulse



NO. 1 PULSE JUNE
NO. 1 ARB JUNE
NO. 1 VIDEODEX JUNE

DR. HUDSON'S SECRET JOURNAL

HIGHEST RATED FILM DRAMA IN THE U. S. WITH A *21.1* NATIONAL AVERAGE

"Realistic and dignified portrayal . . . an outstanding contribution to the public interest and welfare."
American Medical Association

"These human interest tales have an uncommonly high degree of credibility." *Variety (recent issue)*

"Can't recommend the show or John Howard's cooperation too highly."
Wilson & Co. (29-market sponsor)

RENEWED by Wilson & Co. in 29 markets . . . **RENEWED** by Bowman Biscuit Co. in 17 markets . . . **RENEWED** by Carolina Power & Light in 4 markets . . . **RENEWED** by Sunshine Biscuits, General Electric, Drewrys Ale & Beer, Sears Roebuck, Meister Brau, Kraft Foods, Sun Drug Co., General Tire & Rubber Co. and scores more!

"TOP 5" EVERYWHERE!

	Rating	Rank
BOSTON	27.1	1
MILWAUKEE	25.5	1
BIRMINGHAM	36.4	1
CHICAGO	17.0	2
KNOXVILLE	27.4	2
SAN FRANCISCO	20.6	3
CINCINNATI	23.8	1
DALLAS	23.6	1
OMAHA	34.1	2
GRAND RAPIDS	30.1	1
OKLAHOMA CITY	29.2	2
LITTLE ROCK	37.0	2
SAN ANTONIO	25.2	4

78 HALF-HOURS NOW AVAILABLE!

Be "No. 1" in Your Market with

mca tv

starring **JOHN HOWARD**

Film Syndication
598 Madison Avenue
New York 22, N. Y.
PLaza 9-7500
and principal cities everywhere

MBS AIMS: (1) SERVICE; (2) PROFITS

- **Roberts: Mutual has passed crisis, now is ready to make money**
- **Personnel changes: some dropped, Comtois, Muvihill, Ownby added**

THE MUTUAL network's new management has two objectives: (1) to furnish its affiliates the best, most flexible network service possible, and (2) to make money for itself and the affiliates.

President Paul Roberts, operating head, spelled out these goals last Wednesday—exactly one week after taking over—and said progress already is being made toward both.

He said the new management already has gone a long way toward "putting our financial house in order" and stemming the red ink that has been evident in the past. Presale estimates put Mutual's 1956 losses at about $400,000 on sales totaling $6 million.

The network already has moved out of its "SOS condition" and should begin shortly to make money, Mr. Roberts asserted.

A big factor in the financial betterment, he said, stems from the fact that Mutual's payroll had included a number of key executives who also functioned for RKO Teleradio Pictures, the former owner, but who left Mutual to work fulltime for RKO when the $550,000-plus sale was completed.

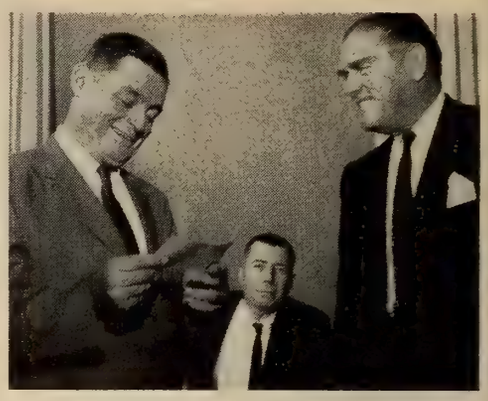
There have been some personnel cutbacks but they involved less than a half-dozen people, he reported, The cutback stage has been completed, he added, pointing out that in fact some hiring already has been done.

In addition there has been at least one promotion: Harold Wagner, manager of program service, has been named program director to succeed Brad Simpson, who resigned about the time of the network's sale to take another, as yet unidentified, network post.

Mr. Roberts' summary of the week-old management's progress and plans:

• More than $400,000—net—in new and renewed business has been signed by the new management.

• Two new salesmen have been added—virtually doubling the size of the network's sales staff.



FIRST *beneficiary of Mutual's new incentive plan for salesmen, James McElroy (l), receives check from Sidney P. Allen (r), vice president and eastern division sales manager, as the network's new president, Paul Roberts, who instituted incentive plan, looks on from background.*

• An incentive compensation plan has been introduced for salesmen—and already has made its first payoff (see picture).

• The post of field director for the stations relations department has been established—and filled—to keep network and affiliates in closer contact and better aware of their common needs and problems. Mr. Roberts said he hopes ultimately to have "half a dozen" field men cementing network-affiliate relations.

• Formerly independent stations in two important markets have joined the network and applications from 13 other stations currently are being processed.

• Negotiations are in progress for "nationally known names" to strengthen the network's fundamentally important news operation. Plans are being laid, under the direction of Sports Director Art Gleeson, for expanding the sports service that already includes a baseball "Game of the Day" and Notre Dame football in the fall.

• Presentation of music, which with news forms the backbone of Mutual's service, will be refined through the development of program blocks aimed at specific audiences at specific times—the youth market at one period and the women's market at another.

• Public affairs and public service broadcasts will be expanded.

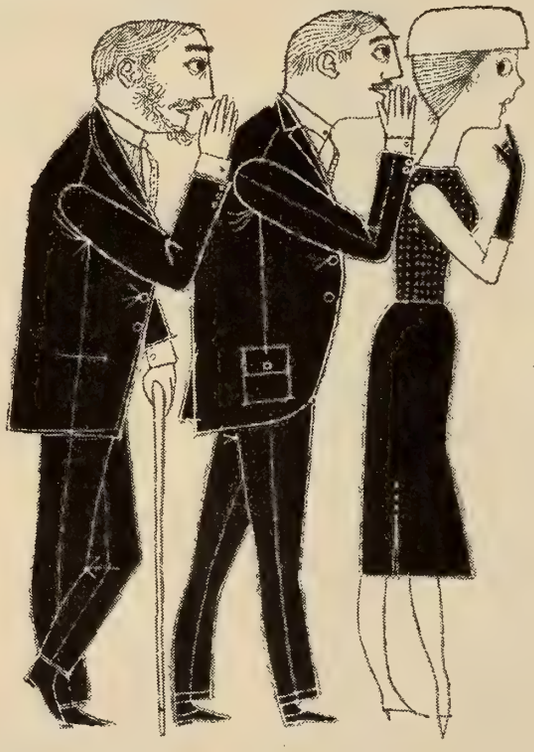
Mr. Roberts regards Mutual, through the new affiliation contract and programming format which went into effect in June, as radio's nearest approach to the press association type of program service. Within a few clearly defined limits, the affiliate may carry the Mutual programs he wants and forget the rest.

Mr. Roberts sees this as a principal reason that a considerable number of other stations voluntarily are seeking to join the approximately 480 already in the Mutual lineup.

"They like the fact that with us they can operate as 'independent' stations and still have a network service that gives them material they can't get on their own," he said.

In addition, he feels that the fact that the new Mutual management does not also own stations—the Roberts group bought only by the network, not the RKO Teleradio owned outlets—should bolster affili-

What's happening in Hartford?



Plenty! CBS Owned WHCT is the talk of the town. WHCT has the biggest average share of audience morning and evening! Talk with CBS Television Spot Sales. Latest Pulse



CARE

Meticulous attention to detail... essential in our field, too.

That's why when we submit availabilities, ratings, market data we strive for thoroughness as well as accuracy.

Reputations are built on care. We value ours.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO

ates' confidence that Mutual is truly a service, because if it fails to serve the affiliates it has nothing else to fall back on.

The additions to the Mutual staff include George Comtois and John Mulvihill in the New York sales department, and James T. Ownby in the newly created post of field director, station relations.

Mr. Comtois, most recently sales vice president for American Broadcasting Network, was with Mutual in 1946-51. He entered radio as a talent representative in 1934 and moved into sales in 1941 with WLW Cincinnati. Mr. Mulvihill was radio-tv director for General Artists Corp. before joining the sales staff of WOR-TV New York in 1953 and Mutual in 1955. He left MBS in mid-1956 to become a consultant.

Under the network's new station relations setup, Mr. Ownby will operate almost constantly in the field while Charles W. (Chuck) King, who has been station relations director, serves as administrative director of the department with headquarters in New York, working largely on technical and administrative matters. Both will report directly to Mr. Roberts.

Mr. Ownby owns WJXN Jackson, Miss., and KONI and KELA (FM) Phoenix. He has taken a one-year leave of absence from the stations to take over the Mutual post. He went to work promptly, leaving last week on a 90-day field trip which Mr. Roberts said will take him "not only to stations where there are problems but also to stations where there aren't."

The new station relations lineup coincides with the departure of Robert W. Carpenter as Mutual station relations vice president. Mr. Carpenter and all other officers submitted resignations as a matter of form when the new management came in. His and that of Richard J. Puff, vice president in charge of advertising, research and public relations, have been accepted.

The resignation of Sidney Allen, vice president and eastern division sales manager, has been rejected.

In another phase of the station relations realignment, Thomas Duggan has been relieved as western head of the department.

The $400,00-plus in new and renewed business signed by the new management, officials said, includes a weekly half-hour (Sun., 9-9:30 p.m.) to be sponsored by Baltimore Gospel Tabernacle, through Walter F. Bennett Agency, effective Oct. 6: a contract with Spring Air Co., Chicago, whose details were not disclosed immediately; renewal of *Voice of Prophecy* (Sun., 10:30-11 a.m.) by Voice of Prophecy Inc., and a renewal by the General Motors Truck Div. of eight five-minute newscasts a week.

The two latest additions to the Mutual lineup, Mr. Roberts reported, are KILL Lubbock, Tex., and WTOD Toledo.

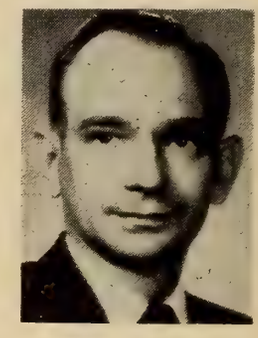
What's the word in Hartford?



CBS Owned WHCT is first mornings too. Has the biggest share of audience and 17 of the top 25 daytime adult shows. CBS Television Spot Sales has the details. Latest Pulse

Moudy to New ABN Post

SELECTION of Dale L. Moudy, vice president and engineering director of the Storz stations, to fill the newly-created post of director of special station services for American Broadcasting Network effective Sept. 3 was announced Friday by Edward J. DeGray, ABN vice president in charge of station relations. In his new position Mr. Moudy will devote full time to providing stations with special assistance in areas of engineering, programming, traffic, exploitation, accounting, research and other matters. Mr. Moudy is the second Storz executive to join ABN recently. Stephen Labunski, vice president and general manager of WDGY Minneapolis, became a network vice president last June.



MR. MOUDY

Mr. Moudy joined KOWH Omaha in 1946 as staff engineer and in 1949, when the Storz group purchased KOWH, he became studio supervisor. In 1953 he was promoted to director of engineering and in 1956 elected vice president.

Hatcher to New ABC-TV Post

RALPH S. HATCHER, regional manager for ABC-TV's station relations department, has been promoted to the newly created post of national manager of that department, it was announced Thursday by Alfred R. Beckman, ABC-TV vice president in charge of station relations. Mr. Hatcher joined ABC in 1951 as regional manager in radio station relations and switched to tv in 1955. He had been manager of WPLH Huntington, W. Va.



MR. HATCHER

WINR-TV, NBC Sign Contract

WINR-TV Binghamton, N. Y., will become an optional affiliate of NBC-TV effective Oct. 1, it was announced last week by Fred Stein, editor of the *Binghamton Press*, which owns the ch. 40 facility, and Harry Bannister, NBC vice president in charge of station relations. WINR-TV has been operating independently. NBC continues basic affiliation with WNBF-TV Binghamton, ch. 12 station which also carries CBS-TV and ABC-TV.

FOR WHIRLWIND SELLING ACTION THIS FALL...

JOIN THE NAVY ON WRC!

NAVY'S NINE GAME FOOTBALL SCHEDULE (with the exception of the Army-Navy game) IS NOW AVAILABLE FOR FULL OR HALF SPONSORSHIP ON WRC, WASHINGTON, D.C. Here's a winning vehicle for your product advertising in the nation's Capital . . . with thrill-a-minute action by one of the country's top-ranking teams. Here, too, is a perfect setting for your institutional advertising campaign . . . with the color, excitement and prestige of service academy football providing the backdrop.

For militant force in your Fall advertising, Go Navy on WRC, Leadership Radio Station in the nation's Capital. Coverage in Baltimore is also available. Your NBC Spot Sales representative will give you full details. Call him, or call WRC Sales Manager Harry Karr at Adams 4-5400 now. First game September 21!

WRC · 980 WASHINGTON, D. C.

SOLD BY NBC SPOT SALES



CBS Inc. Net Tops $10 Million, $1.33 a Share, for First Half

CONSOLIDATED net income of CBS Inc. for the first six months of 1957 amounted to $10,199,193, compared with $5,308,990 earned in the comparable period of 1956, it was announced Wednesday by Board Chairman William S. Paley.

The current earnings are equivalent to $1.33 per share, compared to 71 cents per share for the first six months of 1956. Mr. Paley noted that the figures for 1956 include a provision, after applicable tax credits, of approximately 35 cents per share to cover expenses and losses attributable to the discontinuance of the CBS-Columbia Division.

Net revenues and sales for the first six months of 1957 totaled $186,798,814, an increase of 7% over the $174,274,387 figure for the corresponding period last year. The board of directors Wednesday declared a cash dividend of 25 cents per share on its Class A and Class B stock, payable Sept. 13 to stockholders of record at the close of business Aug. 30.



KIRO-TV SEATTLE, under construction on ch. 7, is to be the basic CBS-TV affiliate for the Seattle-Tacoma market as of Feb. 8, 1958, according to an announcement today (Monday) by Edward P. Shurick, CBS-TV vice president and director of station relations. Here Saul Haas (l), president of the Queens City Broadcasting Co., which owns KIRO-TV, shakes hands with Mr. Shurick following the signing of the new affiliation.

CBS-TV Affiliates Assn. Sets Annual Board Meet Aug. 29-30

THE annual meeting of the board of the CBS Television Affiliates Assn. will be held at the Hotel Broadmoor, Colorado Springs, Colo., on Thursday and Friday, Aug. 29-30, it was announced last week. Discussions on programming, sales, station relations, research, promotion and engineering are scheduled, to be followed by the usual round table discussion of mutual problems.

Members of the affiliate board expected to attend are: Chairman C. Howard Lane, KOIN-TV Portland, Ore.; Paul Adanti, WHEN-TV Syracuse; Richard Borel, WBNS-TV Columbus, Ohio; Glenn Marshall Jr., WMBR-TV Jacksonville, Fla.; T. B. Lanford, WJTV (TV) Jackson, Miss.; Leslie C. Johnson, WHBF-TV Rock Island, Ill.; William B. Quarton, WMT-TV Cedar Rapids, Iowa; Clyde Rembert, KRLD-TV Dallas; James Russell, KKTV (TV) Colorado Springs, Colo.; Frank E. Busby, eastern director for Extended Market Plan stations, and Rex Howell, western director for Extended Market Plan stations.

CBS-TV executives expected to attend the meeting will be Merle S. Jones, president; Hubbell Robinson Jr., executive vice president in charge of programming; William H. Hylan, vice president of sales administration; Richard Salant, vice president, CBS Inc.; William B. Lodge, vice president of engineering and station relations; Edward P. Shurick, vice president and director of station relations; Carl Ward, national manager of station relations; John Cowden, operations director, advertising and sales promotion, and Robert Wood, manager of contracts and records, station relations.

CBS-TV Reports Daytime Boom

CBS-TV claimed it is "heading toward the greatest daytime sales season in its history" last week and announced that 83% of its daytime availabilities have been sold to date. On Wednesday, Thomas H. Dawson, CBS-TV vice president for network sales, reported that four daytime programs—*The Garry Moore Show*, *Arthur Godfrey Time* (simulcast), *Art Linkletter's House Party* and *Edge of Night*—were completely sold out. The four shows account for 50 quarter-hours weekly. Remaining availabilities are selling "rapidly," Mr. Dawson said.

NBC Reports New Video Effect

A NEW camera process, "Colormatte," created and developed by NBC-TV engineer Frank Gaskins and Milt Altman, head of the network's graphic arts, will be introduced for the first time on the premiere of *The George Gobel Show* (alternate Tuesdays 8-9 p.m. EDT) Sept. 24. The development is adapted to existing color tv cameras and electronically mixes the background shot on one camera with the foreground shot of another to give the effect of a single picture, according to Alan Handley, producer-director of the *Gobel Show*. The process is possible only with tv color cameras, he said, but the results are equally effective when seen on black-and-white receivers.

Heard about Hartford?



CBS Owned WHCT is first evenings too. Has the biggest share of audience and 15 of the top 25 evening shows. To get the facts, call CBS Television Spot Sales. Latest Pulse

ARE YOU ON A SPOT?



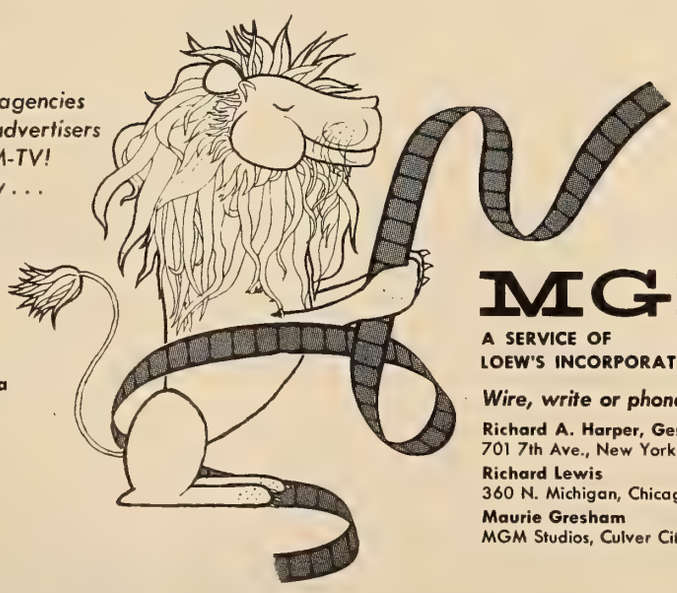
DO YOU NEED A COMMERCIAL IN A RUSH?

Do you have a last-minute TV spot problem? MGM-TV offers top quality and speed at budget prices. You can still meet your Fall production schedule thanks to the fabulous facilities of the Culver City studio!

ON A SPOT? JUST CALL LEO!

The nation's biggest agencies and most important advertisers are discovering MGM-TV! To mention just a few . . .

RCA
Eastman Kodak
Helene Curtis
Knickerbocker Beer
Maybelline
Pure Oil Company
Schlitz Beer
Standard Oil of Indiana
Houbigant Perfumes
Bell & Howell
Richard Hudnut
Pillsbury

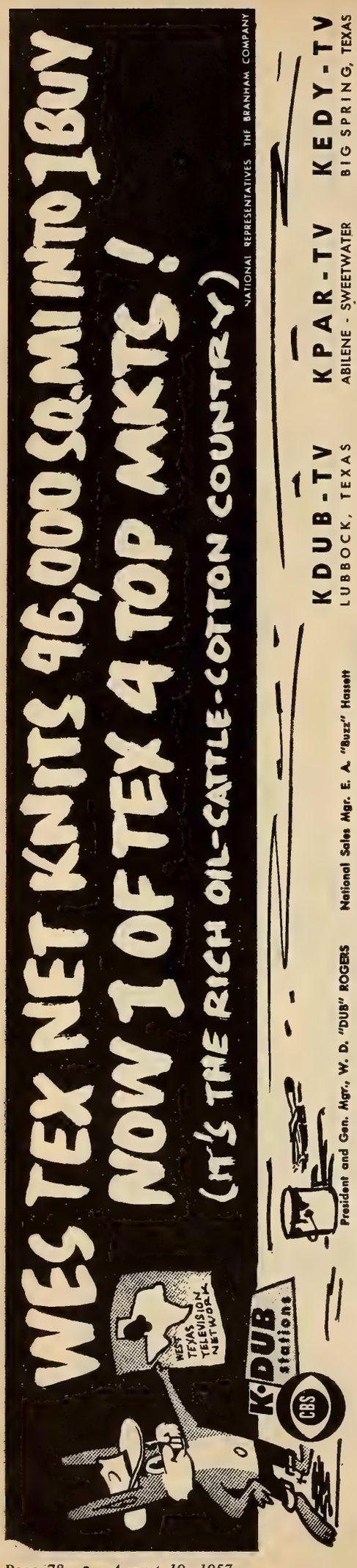


MGM-TV

A SERVICE OF
LOEW'S INCORPORATED

Wire, write or phone

Richard A. Harper, General Sales Mgr.
701 7th Ave., New York 36, N. Y., JUdson 2-2000
Richard Lewis
360 N. Michigan, Chicago, Ill., RAndolph 6-1011
Maurie Gresham
MGM Studios, Culver City, Calif., TExas 0-3311



STATIONS SUB FOR BOSTON PRESS

AS Bostonians continued without printed news last week, radio and tv were ready to give intensified news service for the duration of the mailers' union strike which cut off major dailies.

Sales departments also were busy taking care of extra business from department stores, theatres, real estate dealers, classified advertisers, race tracks and others who traditionally use print more heavily than the air.

WBZ-TV Boston added 18 newscasts to its regular weekend schedule of 56 as the strike went into effect Friday evening, Aug. 9. Hourly reports, program cut-ins, capsule newscasts, regular sports flashes and news additions to variety shows were scheduled. Program listings were shown regularly. To provide depth and comment on the day's news, WBZ-TV programmed a nightly analysis show featuring Westinghouse Broadcasting Co. newsmen and local editors.

News and sales staffs of WBZ-TV worked during the first weekend of the strike and prepared to stay on duty throughout the emergency. Some results of overtime in the sales department were:

A record response to a "classified" ID ad run by a dress manufacturer seeking employes. The advertiser, never before on tv, hoped that an ID Sunday night would turn up one or two applicants Monday morning. Twenty-two, all well qualified, had knocked at his door by 10 a.m. Monday, it was reported.

All major department stores joined the WBZ-TV advertiser schedule. Most used slide spots, but one, Raymond's Department Store, claimed excellent results from its first live, one-minute spot, which ran twice Monday. The store used a model (non-speaking) to show a dress and a chair, with results that warranted booking more live spots.

A real estate firm, Town & Country Homes, bought a 25-minute show last Saturday afternoon. Jane Day, the WBZ-TV weather girl, behind slides showing homes offered, described the listings. The show also featured a Federal Housing Administration representative, who explained new FHA terms and financing plans.

Westinghouse's Boston and Springfield radio stations, WBZ-WBZA, set up an "Operation Boston Beat," stepping up newscasts to every half-hour, and featuring "Minute Man" capsules. Mobile units were put on 24-hour duty and the stations' news plants kept ready.

WBZ and WBZA also provided a visual answer to the public cry for news. The stations installed a UP wire in the Statler Hotel downtown.

WNAC-AM-TV and the Yankee Network further augmented intensive broadcast service by increasing space and circulation of the "Dinergram," regular mimeographed newsletter furnished to hotels. The dining-room promotion piece has expanded to three pages of news briefs, theatre and radio-tv listings. Hotels have put the newsletter on their news-stands.

Another service, billboard news, was installed in the Boston Common Thursday by the Yankee stations, cooperating with the John Donnelly billboard advertising agency. A painter has been standing by, erasing and updating, as developments are fed from the Yankee newsroom.

WORL remembered advertising agencies in the news emergency and has been providing them with daily printed newsletters. Stepped-up broadcast service by WORL includes newscasts twice an hour, with frequent bulletins between, obituary coverage, announcements of meetings, increased community news and public service announcements.

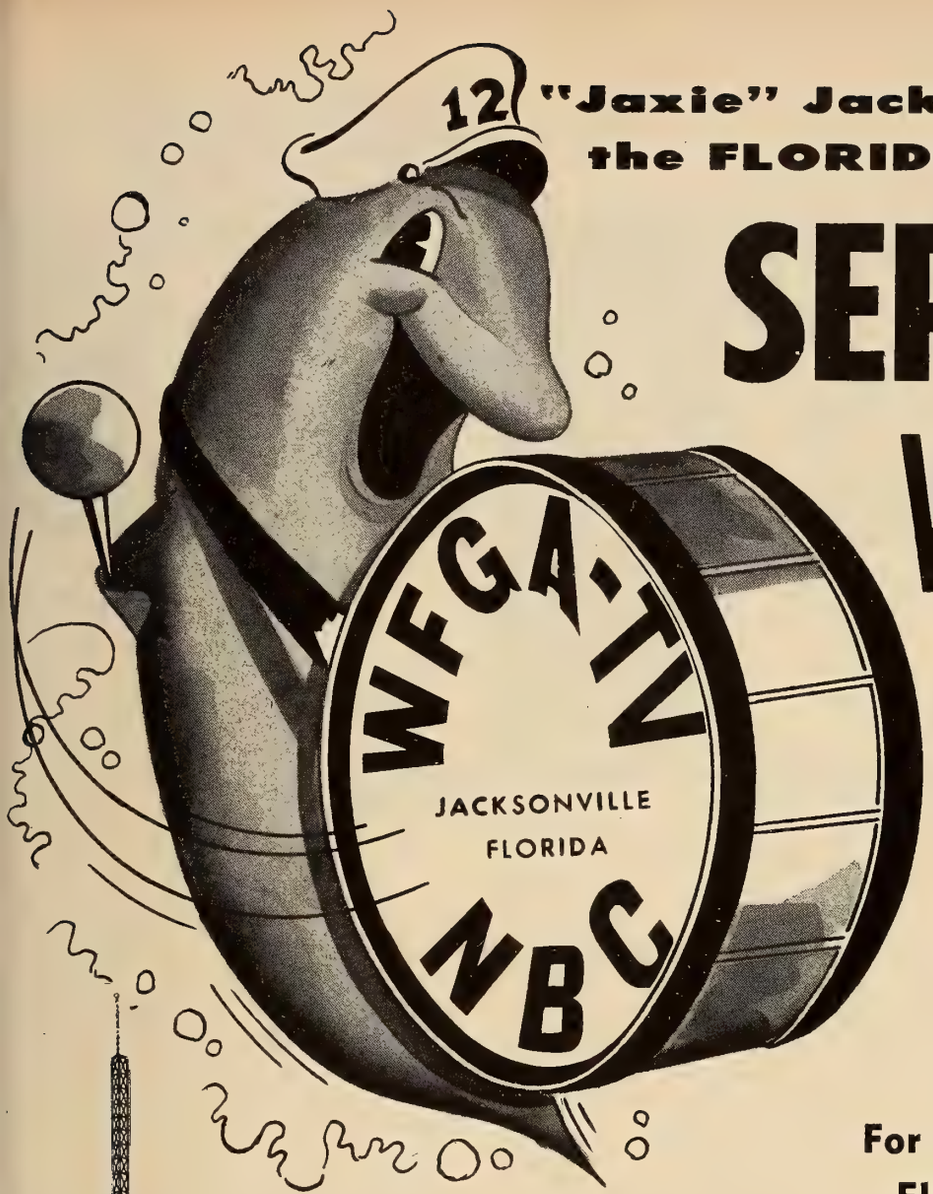
WNBC (TV), WKNB SET DISASTER PLAN

WNBC (TV) AND WKNB New Britain, Conn., both NBC-owned stations, have evolved an "Operation Emergency Plan" which was discussed with the stations' staffs at two meetings last month at the start of the hurricane season.

The stations, which have gone on emergency operations four times in the last three years during hurricanes, floods and ice storms in Connecticut, prepared what they report to be a detailed blueprint for emergency operations. The stations have a constantly-manned emergency telephone open, to be used only to receive warnings of "impending disaster." Weather Bureau, civil defense, police and fire officials have agreed, say the stations, to give them immediate notification in the event of any emergency, so they may alert the listening public and pass along official warnings and advice.

During an emergency, WNBC (TV) and WKNB operate through a special command, administered by a four-man board under Peter B. Kenney, vice president and general manager of the stations. Gustave Nathan, WKNB commercial manager, is chief administrator of Operation Emergency. Frank A. Wooding, director of promotional affairs, heads an information section; John P. Shipley, operations manager and chief engineer, heads a facilities section, and David Scott, WNBC national sales manager, is in charge of an operations section. Any of these men may put the emergency plan into effect.

The information section is charged with gathering all news and information, the facilities section with keeping the stations on the air, the operations section with all programming, transportation and personnel. As the stations put it: "All 80 staff members are required to be available, and outsiders who fill out the emergency staff are alerted."



"Jaxie" Jacksonville leads the FLORIDA parade ---

SEPT. 1st

WFGA-TV

Channel 12

JACKSONVILLE, FLA.
becomes basic

NBC

For A Service Area of 64 Florida-Georgia Counties

TV Sets	**228,997**(1)
Population	**1,511,300**(2)
Buying Power	**$1,785,944,000**(2)
Retail Sales	**$1,562,627,800**(2)

(1) Television Magazine, July 1957
(2) Sales Management Survey of Buying Power 1957

WFGA-TV • Channel 12 • VHF

equipped for **FULL COLOR** • 1000 ft. tower

Top Power 316,000 watts • **JACKSONVILLE, FLORIDA**





PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

FLORIDA'S COLORFUL STATION!

THE HIGHEST
TOWER
in
Eastern U.S.
(4th highest in the world)
is being erected
right now at
Augusta, Ga.

1292 feet above ground
1375 feet above
average terrain
1677 feet above
sea level

1½ million people in
100 microvolt contour
OVER 1 million in
Grade B

Over twice the TV
homes of the other
Augusta TV station

THE SOUTH'S NEW &
GREATEST AREA
STATION

100,000 watts
low band VHF
NBC & ABC networks

WJBF
CHANNEL 6 AUGUSTA

Represented by Avery-Knodel, Inc.

Gerity Co. Announces Move To Flint, Mich., Airport Bldg.

GERITY BROADCASTING CO. is opening executive offices and national sales headquarters at the Bishop Airport, Flint, Mich., it was announced last week by James Gerity Jr. Mr. Gerity owns WNEM-TV Bay City Mich. (which also serves Flint, Saginaw and Midland, all Michigan), WPON Pontiac and WABJ Adrian, both Michigan.

The move was announced after the Flint City Council approved the company's proposal to occupy space in the air terminal building. Downtown Flint offices will be vacated by the firm. At the same time Mr. Gerity said WNEM-TV would add more newscasts from the airport location.

Establishment of the new headquarters is part of continuing expansion plans, which call for addition of more stations to the Gerity group, according to the announcement. Offices continue to be maintained in Saginaw, Bay City, Pontiac, Adrian and New York.

Clark Announces New Rep Firm

CORTLAND T. CLARK has announced formation of a new radio representation firm, Clark-Taylor Co., to cover Washington and Oregon markets. Headquartering at the White-Henry Stuart Building in Seattle, the firm also has offices in Spokane and will establish another in Portland, Ore. The Seattle telephone number is Mutual 2662. Mr. Clark lists the following initial clients: KGA Spokane, KGON Portland, KLOQ Yakima, Wash., and KALE Pasco and KUEN Wenatchee, both Wash.

WTTG (TV) May Buy WRC-TV Tower

THE tower currently used by WRC-TV Washington, NBC o&o station, is slated for transfer to WTTG (TV) Washington when the NBC outlet moves at the end of the year to its new location on Nebraska Ave., in the nation's capital. WTTG, operating on ch. 5, is using a tower site across the Potomac River in Virginia. WRC-TV operates on ch. 4. Negotiations for purchase of the tower by WTTG are reported near completion. WTTG estimates it would cost $250,000 to adapt the structure and move transmitting equipment to the WRC-TV site.



SOUNDING the depth of saturation radio, the new Lochwood Shopping Center bought an entire 24-hour day on KLIF Dallas and moved the station out to the suburbs for the development's opening day last week. From 12:01 a.m., Aug. 13, until midnight that night, merchants of Lochwood completely dominated KLIF programming, all of which emanated from an air-conditioned sound studio built especially for the purpose. Confirming arrangements for the schedule are (l to r) Don Newberry, account executive of KLIF; Bill Dunagan of Clark, Dunagan & Huffhines, agency for the shopping center, and Dale Drake, general manager of the station, which was able to clear the decks for Lochwood's opening day by moving regular advertisers to other spots in the week.

BRIDGE NO BARRIER TO WWL-TV

TV ENGINEERS are used to barriers. Every day the path of progress leads them through, over and around such obstacles as skyscrapers, horizons and adverse weather conditions. But in New Orleans the technicians had to go under a problem to find its solution.

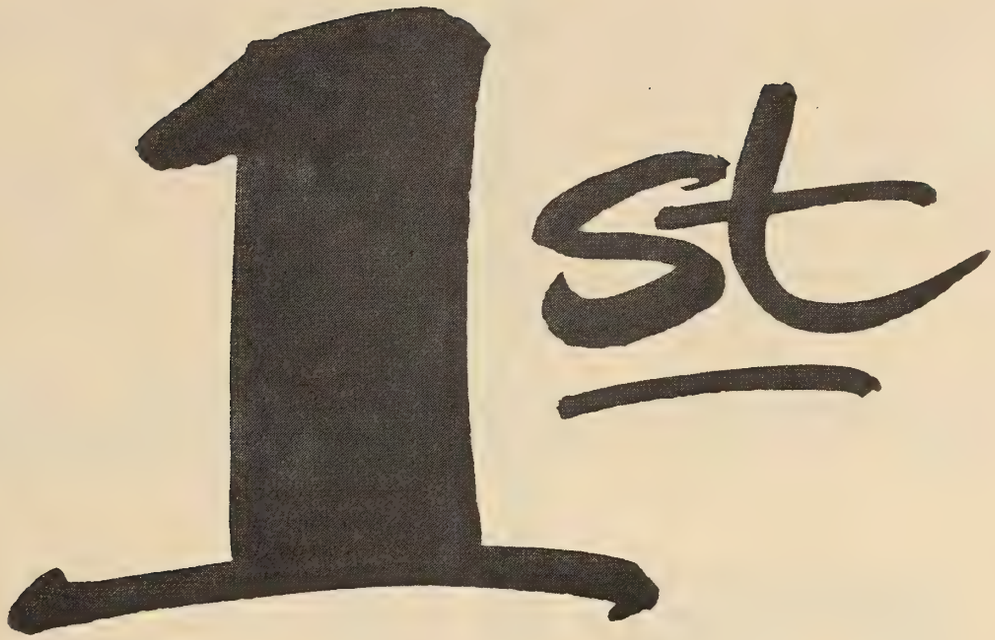
For WWL-TV, granted ch. 4 in New Orleans last month, the problem was raised by the massive Mississippi River Bridge. Plans were announced for the bridge and construction started after WWL-TV had acquired sites for its tower and studio on opposite banks of the river. The bridge would stand directly in the way of the studio-to-tower microwave signal, and to go over it would require a tower taller than the Civil Aeronautics Authority would countenance.

So the WWL-TV experts decided to go under.

This was no pat solution, however. The signal would have to travel in available headspace between the tallest ship mast and the bridge, and this area could be reduced by flood waters. Surveys were made. Government agencies and steamship lines were checked. It was found that the largest ship ever to come into New Orleans was the carrier, *U.S.S. Antietam,* which sported an 89-foot mast. Commercial lines said none of their vessels' masts ever exceeded 85 feet. Some Navy crafts have higher masts, but they ordinarily tie up at wharves on Canal Street beyond the bridge.

After establishing a narrow and exact safety margin, J. D. Bloom, chief engineer of WWL-TV, announced the microwave beam would undercut the bridge at an elevation of 95 feet, mean gulf level. The dish antennas at tower and studio have been adjusted to beam microwaves between mast-tops and bridge.

This out of the way, construction of studios and transmitter plant is proceeding apace, the station reports, and it expects to make its scheduled bow on the air next month.



WORC ....WORCESTER, MASS.

FIRST . . . . . in ratings

FIRST . . . . . in audience acceptance

FIRST . . . . . in prime availabilities

now represented by

YOUNG REPRESENTATIVES, INC.

New York • Chicago • St. Louis • Los Angeles • San Francisco

In Boston: Harry Wheeler & Co.

Seven Stations Sold; WTMV Brings $212,500

SEVEN am stations, topped by the $212,500 sale of WTMV East St. Louis, Ill., have been sold during the past 10 days for a total consideration of $902,000.

Robert W. Day (90%), New York radio-tv advertising executive, and Donald H. Richardson (10%) purchased WTMV from Curtis Radio Casting Corp. (WGBF Evansville, Ind.). The 20-year-old outlet is on 1490 kc with 250 w.

KLAD Klamath Falls, Ore., was sold by Philip Jackson to Burt Levine and associates (KOMA Oklahoma City and WROV Roanoke, Va.) for $175,000. Blackburn & Co., station broker, handled the sale of the 1 kw daytimer on 900 kc.

In another sale handled by Blackburn, WMT Cedar Rapids, Iowa purchased KEOK Ft. Dodge, Iowa, from H. W. Cassill and associates for $150,000. KEOK is an independent on 540 kc with 1 kw daytime.

James H. Sawyer, 40% owner (20 shares) of WABR Winter Park, Fla., has filed for FCC permission to purchase 60% (30 shares) in the station owned by Ray Gunckel Jr. for $126,500. Mr. Gunckel's stock in the licensee, Orange County Broadcasters Inc., will be retired following Commission approval of the transaction. Mr. Sawyer then will become sole stockholder of Orange County, which also holds cp for ch. 18 WEAL-TV Orlando. WABR is on 1440 kc with 1 kw daytime and holds a cp for 5 kw. Mr. Sawyer and family also own WKKO Cocoa, Fla.

Multiple-station owners John M. and Anne McClendon purchased KANV Shreveport, La., from Travis T. Hailey for $100,000. The station is on 1050 kc with 250 w. The McClendons own KOKY Little Rock, Ark., 50% of WNLA Indianola and WOKJ Jackson, both Mississippi, and formerly owned WKDL Clarksdale, Miss.

WSKI Montpelier, Vt., has been sold by Arthur Tacker and associates to Nayte Schoonover and Ellis E. Erdman for $75,000. The station operates on 1240 kw with 250 w. Messrs. Schoonover and Erdman have interests in WTKO Ithaca and WONY Owego, both New York. The sale was negotiated through Allen Kander & Co.

Also handled by Allen Kander was the sale of WLBG Laurens, S. C., by J. R. Dalrymple and C. W. Hogan to Charles W. Dowdy for $63,000. WLBG is a daytimer on 860 kc with 250 w. Mr. Dowdy formerly owned stations in Georgia and Florida. The sale was handled by Allen Kander & Co.

All seven of the station transfers are subject to FCC approval.

KWTX (TV) Waco, Tex., Airs Editorial on Brazos Dam Project

THE first tv "editorial" to be run by KWTX (TV) Waco, Tex., has resulted in more than 1,000 letters received by the state governor's office. KWTX claimed its tv editorial last month was the first of its kind in Texas.

The program, entitled *Editorial—the Story of the Brazos River,* was aired during prime evening time (9-9:30 p.m.). The station spoke in favor of the proposed six-dam Brazos River project and asked viewers for support in the form of letters to Gov. Price Daniel.

KWTX reported receiving 191 letters in the first 48 hours following the program.



ACTING on the thought that viewers might be taking the blessings of free (as opposed to fee) tv for granted, John H. Schacht (l), vice president and general manager of KBET-TV Sacramento, last month started sloganizing on the "free" theme. Harvey Tepfer (r), station promotion manager, has spotted slogan slides through the broadcast schedule and in all KBET-TV newspaper ads.

FLY UNITED, THE RADAR LINE

Here's why you enjoy smoother flights, more on-time arrivals when you fly United, the Radar Line:

Radar lets United Mainliner® pilots map the weather up to 150 miles ahead, pick the smoothest corridors of air.

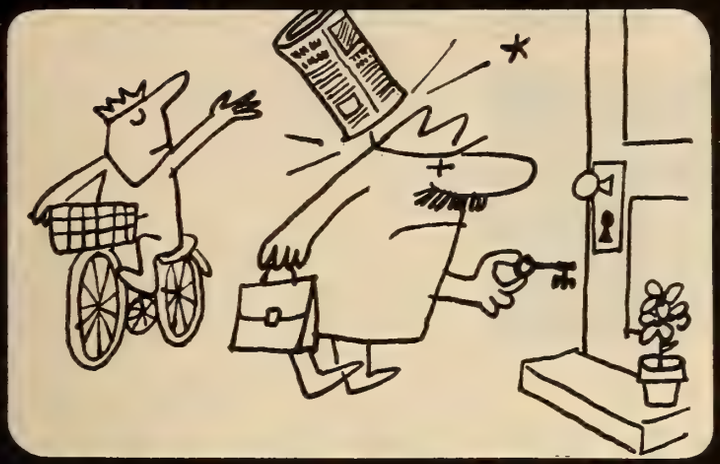
United pioneered airliner radar, developed it with Radio Corporation of America. Today, United has the most radar experience and the world's largest radar fleet, with fleetwide installation now nearing completion.

For reservations, call United, or an authorized travel agent.

WORLD'S LARGEST RADAR FLEET

UNITED AIR LINES ®

In newsy San Diego it's all on Channel 8!













Of the top 50 shows in the San Diego market, 8 are KFMB-TV produced news programs . . .

Channel 8 news programs are the highest rated multi-weekly programs . . . the highest rated news programs . . . and highest rated programs in their time segment.

In San Diego to watch the news . . . means to watch KFMB-TV—Channel 8.

* *Nielsen, Dec. 1956*

KFMB 8 CBS TV

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by **Edward Petry & Co., Inc.**

SAN DIEGO

America's more market

EARLY BROADCASTER PASSES ON THE OBSERVATIONS OF 35 YEARS

THERE's been a lot of progress in broadcasting since John M. Outler sat in on the first WSB Atlanta broadcast 35 years ago. Last Monday this industry pioneer delivered what he called his "swan song" to the Georgia Assn. of Broadcasters, meeting in Savannah. He recalled broadcasting's history and indulged in some sermonizing based on his experience. Today (Aug. 19) Mr. Outler is 65. He retires next Jan. 1 as general manager of WSB-AM-TV.

Mr. Outler was one of the founders of the Georgia Assn. of Broadcasters in 1940 and of the Georgia Radio Institute in 1947. He is a former chairman of the NARTB Radio Board and still serves as a director-at-large for large stations.



JOHN M. OUTLER

MY COMPANY, Atlanta Newspapers Inc., put into operation the first broadcasting operation in this state and in the South. I was with the company and it was my privilege to be in the studio audience for that first broadcast. I like to think that I have been in the audience ever since, regardless of duties that have taken me elsewhere from time to time. This business of being in the audience and of understanding first hand the end product of a transmitter is still of greater moment than most of these fancy formulas for programming from juke box preferences, or letters from teenagers, or ratings derived from an infinitesimal percentage of the available audience. Much of the hypocrisy laid on radio's doorstep derives from either ineptitude or a desire to program the station with no expenditure or a minimum of mental effort. Or, worse still, letting the representative of a record company glorify, bribe and browbeat your underpaid program personnel into arbitrary choices of music.

The early days of radio in Georgia were geared entirely to public service. And even with the advent of commercialism there were strict limits as to how far you could go in either content or volume in selling goods for those who patronized us. Your franchise and your call letters were sacred matters, and audience attitude was the important thing.

There are those of us who can recall the era when the engineer was monarch, speaking a shibbeloth that only another engineer could understand—concerned only with a signal modulated up to the limit prescribed by law. He was the only Joe who knew how he had "haywired" the transmitter and the control apparatus—and he wouldn't talk, at least so that you could understand him.

All that has changed. You can buy broadcasting equipment out of a catalogue and the stuff is plainly labeled. And the manufacturer will install it, and it works. A remaining relic of this by-gone era is a rusty and silly rule in the FCC regulations requiring that an engineer remove his carcass from his easy chair every half hour, read the meters on the panel and enter his observations in the log. In other government agencies, such as the Weather Bureau, they have found that an automatic recording device does a better, more accurate and more dependable job. However, the horizon of automation is fast closing in and the day is not far distant when you can spend your money on good equipment and get your money back in operational savings—and at the same time pay advantageous wages for worthwhile work.

Broadcasting also has evolved from the era when the backyard shack of the radio ham provided the architectual pattern for the rest of the premises. As an essential and integral part of home and community life, broadcasting is deserving of a location on the main street of the town—just as much as a bank or a church or even a newspaper. Most of those in broadcasting who have existed in attics or cellars or quonset huts seem to regard program operations in the atmosphere of their environment and can be overlooked only on the basis that they are probably in business only for the purpose of milking a fast dollar out of the more gullible advertisers—a sort of broadcasting pawnshop where the three balls over the front door mean the odds are 2-1 the advertiser won't get his money's worth.

There is no geography in this, and the matter of power seems to be relative. Small stations and large stations—in minor markets and major centers—it appears that the operation which evidences the greater pride in its premises and in the physical appearance of its quarters and equipment is at the same time the one providing a program service which lives up to that pride. And—just as surely—it is the station which commands the greatest respect from the greatest count of available audience. You have to conclude that you are respected by the public only so far as you apparently respect yourself.

It is a fair assumption that much of the criticism aimed at broadcasting by its selfish opposition or even by those who are concerned and interested in the welfare and future of broadcasting has its genesis in a frequently apparent lack of regard—by the broadcasters—for the way we loom up in the community. The advent of television in

RATE CARD

RELIGIOUS MUSIC*

MONTHLY FEES

1 yr. contract	2 yr. contract	3 yr. contract
$20.00	$18.50	$16.50

* *one of the 9 sections available from*

The SESAC Transcribed Library

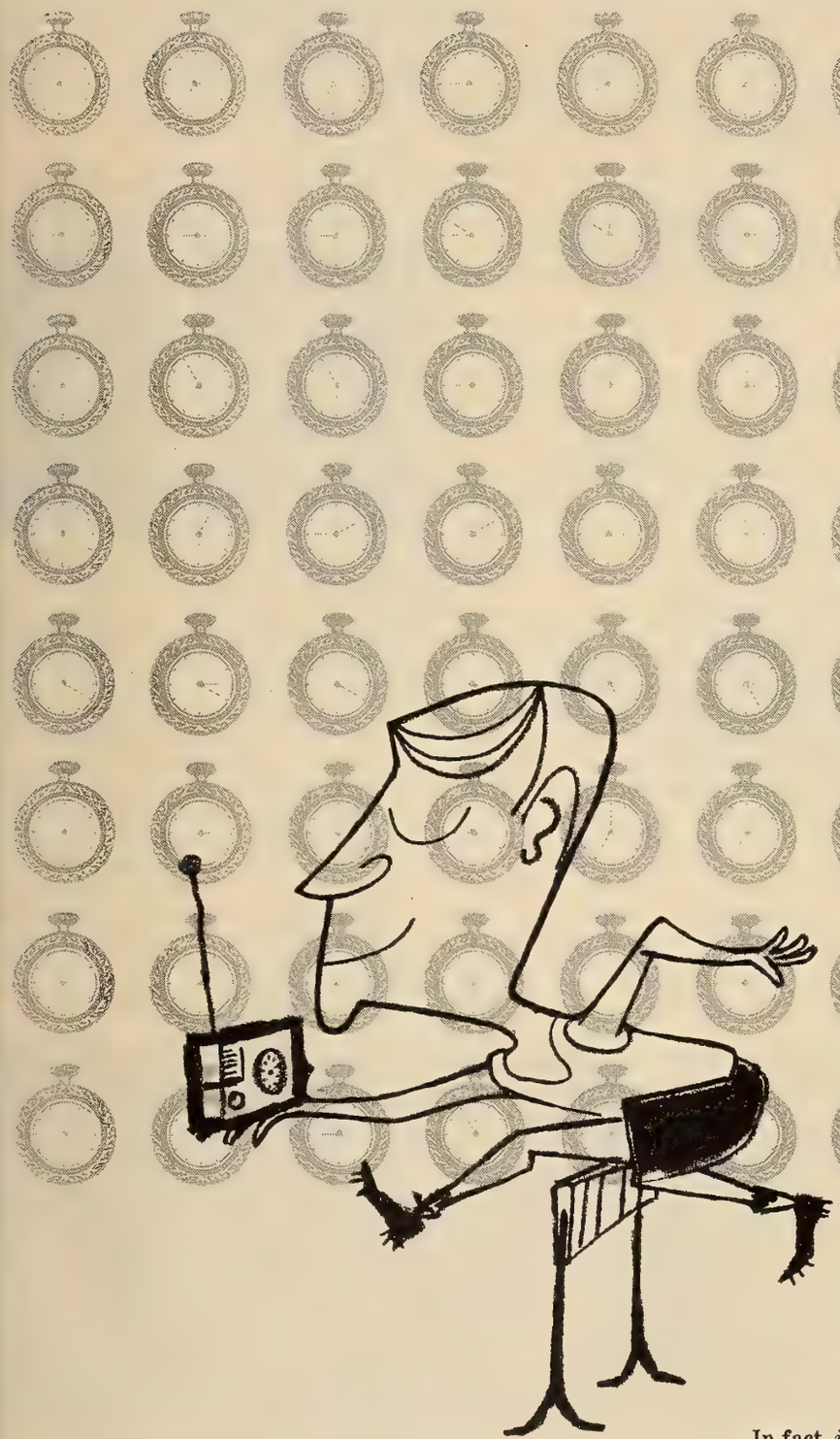
THE RELIGIOUS MUSIC SECTION CONTAINS:

- 826 religious selections—music for all denominations.
- Descriptive program notes for each selection.
- High caliber, universally appealing scripts.
- Outstanding artists on top quality discs.

For complete information, write—

SESAC INC.

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.





clocking 'em off!

Quarter-hour after quarter-hour,
with stop-watch precision, WGBI is tops in the
latest Pulse of Scranton-Wilkes-Barre.
In fact, *in all but four* of the 68 quarter-hours
between 7:00 a.m. and midnight, Monday through Friday,
WGBI tops the ratings in *both markets.*

WGBI radio scranton wilkes barre

C B S RADIO AFFILIATE

Represented by **H-R** *Representatives, Inc.*

Mrs. M. E. Megargee, *President* • Richard E. Nason, *General Manager*





A Date with Del

After a big splash in Chicago and St. Louis radio, and dramatic parts in New York television, Del has come home to give all Middle Georgia a touch of glamour, genuine Southern friendliness, and just plain charm, on her Monday through Friday program at 11 a.m. Her main interests (and those of her viewers) are people—national celebrities, hometown folks, and neighbors doing a job for other neighbors. Her message "gets through" and so will YOUR sales message.

How would you like "A Date with Del?" Your next campaign needs one!



MACON, GA.

National Rep.
Avery-Knodel, Inc.

[*Outler Speech, continued*]
any area only serves to make the matter of "front" more imperative.

An average of the radio stations in Georgia shows that the average open published rate for an hour's time is a few cents more than $61 compared to $456 for television—nearly $400 more than radio. The comparison may not seem fair to those not in television, but both are cast as broadcasting. And while radio can claim that it performs along lines forbidden television, the fact remains that the competition for audience is within the same broad sphere. You cannot sell even a $50 rate card while you are wearing a $10 suit of overalls.

Another measure of broadcasting's increased stature can be found in industry consciousness on the part of the majority of broadcasters and the realization of the part each one of us plays in the over-all picture. There was a time when evidence on all sides pointed to the fact that stations in the smaller and more remote areas of the country were wont to regard public service obligations as being of small moment—and better left to the operator who had a major stake in the game. It is still that way but there are definite signs of real improvement.

We are all part of an industry which reflects its dignity in proportion from every single transmitter in the country. Indifferent programming, rate cutting, devious ways to make a quick buck—all excused and rationalized in some manner or another—have an impact which reaches from coast to coast. And the good name of broadcasting suffers by just that much.

I have heard too many of us in broadcasting leave our woes on the hard doorstep of the networks of the country. And we may be right, although it is a safe bet that these same screamers will be back in network headquarters, hat in hand, if the profit angle again assumes ascendency. But I suggest that our woes are just as much traceable to our own willingness to sell a birthright for a mess of potage. A zealous public servant in Washington can find good and ample grounds therefrom to indict a whole industry. And that tendency is getting just a little too fashionable to suit my notion.

Barnett, Long Take New Posts In Blair Radio Organization



MR. BARNETT

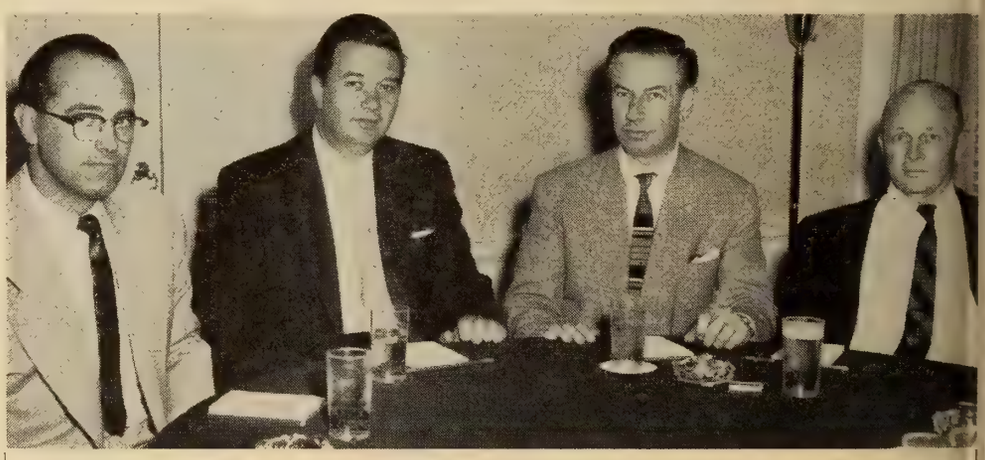


MR. LONG

PROMOTION of three executives in the New York office of John Blair & Co., radio station representatives, is being announced by President John Blair today (Monday). The changes are part of a strengthening of John Blair's program of cooperating with stations on the application of program techniques and in sales development.

Wells H. Barnett, assistant sales manager, becomes station operations manager, a new post and a new department. Albert C. Long, a salesman and account executive, moves up to director of sales development, and Mary H. Mason, assistant sales development manager, becomes station service manager in the sales development department.

Mr. Barnett was associated with WLS

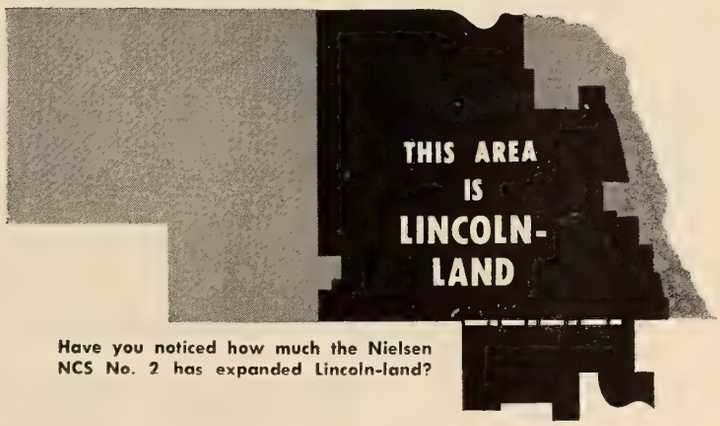


MEETING in New York last week to discuss a KTLA (TV) Los Angeles film purchase in excess of $1 million and subsequent promotion plans were (l to r) James J. Rue, KTLA director of advertising, promotion and publicity; Henry R. Flynn, KTLA assistant general manager; H. Preston Peters, president of the station's newly appointed representative [AT DEADLINE, Aug. 12], Peters, Griffin, Woodward, and George Castleman, of PGW's new tv business development department.

A 60-day promotion for KTLA's new fall schedule, which will go into effect Sept 22, will include singing IDs by the Modernaires vocal group, a buried treasure search, mystery celebrity guessing contest, a $10,000 viewer telephone contest, skywriting and airplane banners, radio spots, billboards, bus posters and direct mail advertising. In addition to the $1 million film purchase, which includes first run syndicated shows and the Universal Pictures library of "horror" films, KTLA will feature new live shows.



ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

KOLN-TV, delivers Lincoln-land — a big 69-county market with 191,710* television families.

The KOLN-TV market is as independent of Omaha as Hartford is of Providence . . . or Syracuse is of Rochester.

Latest Videodex, ARB and Telepulse Surveys *all* prove that KOLN-TV is the *big* Lincoln-land favorite — day and night!

Ask your Avery-Knodel man for all the facts on KOLN-TV, the Official CBS Outlet for South Central Nebraska and Northern Kansas.

*See NCS No. 2

MAY 1957 VIDEODEX PROVES KOLN-TV SUPERIORITY!

The May 1957 Videodex covered all TV homes in 42 counties in South Central Nebraska and Northern Kansas. The ratings speak for themselves:

SUMMARY—AVERAGE RATINGS, % TV HOMES

	KOLN-TV	Station B	Station C	Station D
Sign on—1:00 P.M.	10.1	5.1	4.8	3.5
1:00-5:00 P.M.	12.5	7.3	6.5	4.5
5:00-11:00 P.M.	22.3	12.0	9.5	6.2

Daytime and nighttime — Sundays through Saturdays — KOLN-TV leads the second station by margins of 71% to 98%!

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

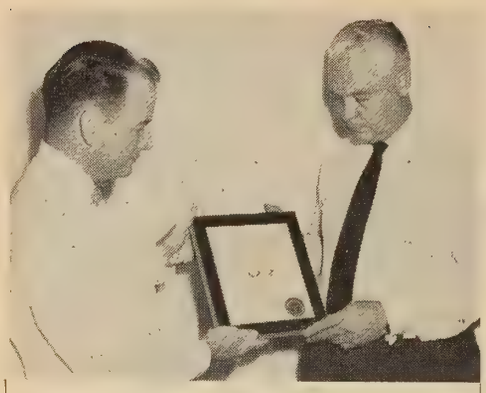
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS



WTVT (TV) Tampa, Fla., is honored by the American Cancer Society for "an outstanding contribution in the fight to conquer cancer," as Nelson Mason (l), publicity chairman and board member of the county unit of the ACS, presents a special distinguished service award to P. A. Sugg, WTVT manager. The station was cited for *Search*, its 30-minute documentary program on cancer which was used by the ACS to launch the 1957 cancer drive in the Tampa area last April.

Chicago beginning in 1939, joining Blair after World War II in 1946 as its sales development manager in Chicago. This department was transferred to New York in 1950 with Mr. Barnett directing a long-range expansion program for the unit. Mr. Long joined the research department of Dancer-Fitzgerald-Sample in 1951, became assistant account executive on Campbell soup and later chief timebuyer for the agency on Procter & Gamble. At McCann-Erickson, beginning in 1954, he was group supervisor of air media on the National Biscuit Co. account. He went to Blair as an account executive in May 1955.

Miss Mason was executive secretary in 1952 to Campbell Arnoux, president of WTAR Norfolk, Va., and joined Blair in New York two years later.

Radio's Outdoor Value Cited In Memorandum by Blair & Co.

RADIO's supremacy over outdoor posters as America's "No. 1 outdoor advertising medium" has been buttressed by new highway travel developments, according to John Blair & Co., station representative.

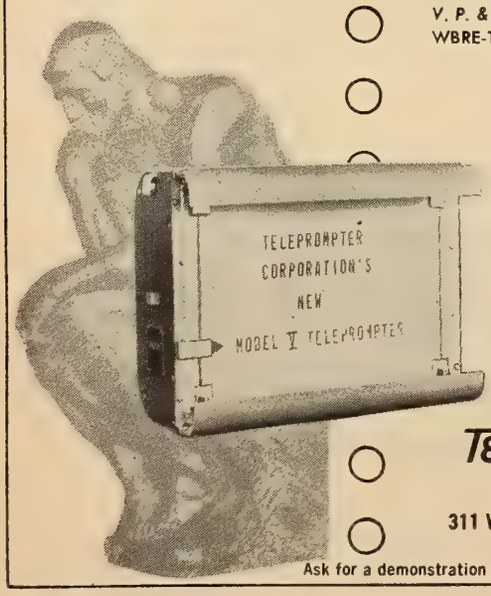
The company has outlined in a memorandum entitled "How Radio Sells Outdoor America" various reasons for radio's "leadership" in outdoor advertising, among them: an increase in car radios, the further construction of modern highways where few posters are visible, a step-up in the pace of motor travel with reduced opportunity for eye-attention to anything off the road, growth of boating fans with subsequent increase in radio's outdoor audience and local programming designed for auto and other outdoor radio listening.

...its words to the wise are sufficient

"TelePrompTer is the difference between mediocrity and the real professional job. We would be unhappy without it."

Mr. David Baltimore,
V. P. & Gen. Mgr.
WBRE-TV Wilkes-Barre, Pa.





TelePrompTer Service is indispensable to leading TV performers . . . top stars, announcers, singers, narrators and top ad lib personalities.

TELEPROMPTER CORPORATION
Jim Blair, *Equip. Sales Mgr.*
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

Ask for a demonstration of our new TelePro 6000 . . rear screen projection at its finest

LONG RUN ENDS

A 25-year stage run ends Aug. 31 when the *WLS* (Chicago) *National Barn Dance* plays its last engagement at that city's Eighth Street Theatre. The reason: Hilton Hotels Corp. last week completed negotiations for the theatre's purchase from WLS Inc. for an undisclosed figure. The 33-year-old program is being shifted to WLS studios starting Sept. 7 (no studio audience) and also will tour local communities on an expanded scale. Since it started in the Eighth Street Theatre in 1932, the folk music series has played to 2,617,375 paid admissions—considered unique for a radio program—including two shows each Saturday evening.

KERB Broadcasts Murder Trial, Receives Praise From Judge

BROADCAST of an entire murder trial was carried by KERB Kermit, Texas, with the jury unaware the proceedings were on the air. The coverage brought praise from Judge G. C. Olsen, who said, "We live in modern times. I feel that radio plays an important part in our community life."

The case was brought directly to the people without editorializing, he added. All testimony and proceedings were broadcast, with Vaughn Brinson, co-owner-general manager of KERB, and Ernest A. Stodhill, commercial manager, narrating during recesses.

KJAY Topeka Names Young

KJAY Topeka, Kan., has signed representation agreement, effective immediately, with Young Representatives Inc. Station operates on 1440 kc 1 kw N, 5 kw D directional. Edward Schulz, recently of KMBC Kansas City, has become KJAY executive vice president and general manager.

PRISONERS PICK KOPR

RIOTING prisoners at Montana State Prison prefer KOPR Butte, especially when listening for messages from the state attorney general, it would seem. Montana officials, trying to make contact with rioters, found the only way to talk to all the men was via radio. KOPR, covering the riot with mobile unit and telephone reports, was designated by the inmates as the station to which they were listening. The attorney general's message was carried by beeper phone from Deer Lodge, where the prison is located, to Butte, then aired over KOPR to be picked up by the rioters' radio sets.

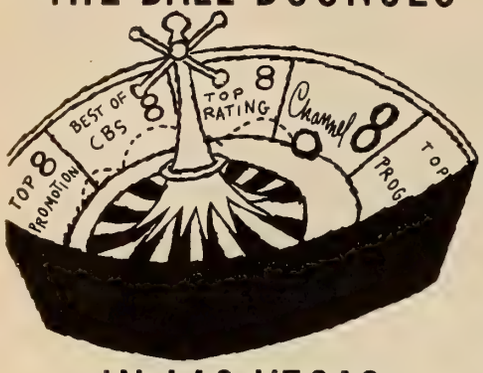


Enter Chicago's charmed circle for sales...WGN-radio

You're in good company when you join the nation's smartest time-buyers who confidently select WGN to sell millions of dollars worth of goods for top-drawer clients.

Consistent high program quality, at the lowest cost, makes WGN a good buy—your smartest buy today in Chicagoland!

THAT'S THE WAY THE BALL BOUNCES



IN LAS VEGAS

FOUR YEARS OF UNDISPUTED LEADERSHIP

FOUR YEARS TOP COVERAGE
FOUR YEARS TOP RATINGS
(completed Pulse and ARB surveys)
55,000 WATTS TOP POWER
FOUR YEARS TOP PROGRAMMING
and . . Top promotion in the Top morning newspaper, The Las Vegas Sun.

KLAS-TV LAS VEGAS NEVADA
CBS Television Network
Channel 8

Represented by WEED TELEVISION

THE BIG **NEW** SOUND
IN EAST TEXAS IS
BUDOLE FORMER POWER
KTBB TYLER TEXAS
1000 WATTS 600 KC

Ask Venard Rintoul & McConnell, Inc., in New York & Chicago or Clyde Melville in Dallas about the all new programming on KTBB in which "News & Music" predominate, plus the only Tyler station with mobile news unit, award winning news staff, radio farm director and 28 county coverage.

DATELINES

Newsworthy News Coverage By Radio and Television

PHILADELPHIA—WIP-AM-FM covered two important accidents during the past few weeks which were costly in both money and injuries to persons involved. At the beginning of the month the station reports it covered completely and immediately the events following a subway short-circuit at Erie Station in north Philadelphia. WIP reported directly from the accident scene as well as from the three hospitals where the more than 70 persons injured in the resulting panic were taken.

The following week the station handled "complete coverage" of a $400,000 factory explosion and fire in Norristown, Pa. Direct on-the-scene reports were aired minutes after the explosion, says the station, on WIP's all-night *Dawn Patrol,* hosted by Gene Milner.

MINNEAPOLIS-ST. PAUL—Richard Tenneson, the Minnesota GI who defected to the Reds while in a North Korea prison camp and spent more than two years in Communist China before deciding to come home, made his first radio appearance on WDGY, reports the station. Mr. Tenneson told the WDGY *Night Beat* audience: ". . . It is inevitable that the people of China will overthrow the Communist government." He talked with listeners on the air through the exclusive WDGY multi-phone system, the station said.

LAKE CHARLES—KPLC Lake Charles, La., reports its coverage of tropical storm "Bertha" the week before last was complete and accurate, with staffers working around the clock to give news to the station's listeners as well as an estimated 75 other stations across the country and the NBC Radio Network. KPLC reports it is the only station with a direct line to the Lake Charles Weather Bureau, and all stories were fully verified before being aired.

INDIANAPOLIS—WFBM-TV's film news department is represented in the research expedition to the Arctic region, which began the week before last and is sponsored by Indiana and Purdue U. scientists as well as Indiana Gear Co. officials. Dale Schofner, WFBM-TV chief photographer, will film various projects of the expedition for the station. The remote area being visited is inhabited by igloo-dwelling Eskimos with reportedly only one boat touching the region's shores each year.

SALT LAKE CITY—KDYL-AM-FM reports its mobile communications unit recently broadcast first news of a brush fire, which had been started by lightning. Staffers Jack Goodman, Del Leeson and Jack White broadcast direct from the scene of the mountain-top fire, which could be seen from virtually the entire Salt Lake Valley.

REPRESENTATIVE APPOINTMENTS

KISS-FM San Antonio appoints FM Unlimited, Chicago.

REPRESENTATIVE SHORTS

Peters, Griffin & Woodward Inc., announces establishment of office in Dallas to be managed by **Charles Payne,** account executive with Bloom Adv., same city. New office is located at 333 Merchandise Mart, Dallas. Telephone: Riverside 7-2398. Mr. Payne will handle radio stations exclusively. Company's tv clients in southwest area will be serviced by **Hal Thompson,** manager of PG&W's Fort Worth office.

STATION SHORTS

Star Broadcasting Stations (WBBF Rochester, WGVA Geneva and WTLB Utica, all New York) name Wesley Assoc., N. Y., to handle advertising and promotional activities.

WCBS-TV New York reports latest figures available for June show 22% increase in gross sales this year over June 1956.

WPFH-TV Philadelphia appoints W. S. Roberts Inc., same city, to handle advertising and promotion.

WCHS-AM-TV Charleston, W. Va., plan to conduct radio-tv clinic for representatives of 93 community organizations on Aug. 23 at Morris Harvey College, same city. Purpose of clinic is to "acquaint organizations with workings of two media in order to improve quality of local public service efforts in broadcasting." Stations may be contacted for reservations.

WPDQ Jacksonville, Fla., now operating on 24-hour schedule.

WMBR Jacksonville, Fla., appoints Southern Adv. Inc., Miami.

KPER Gilroy, Calif., is scheduled to start broadcasting Aug. 31 on 1290 kc, 5 w.

WFGA-TV Jacksonville, Fla., started test pattern operation last week and will begin daily programs Sept. 1 as basic NBC-TV affiliate.

MILESTONES

► CARL AKERS, Denver radio-tv newscaster, has started his 10th year with KLZ-AM-TV.

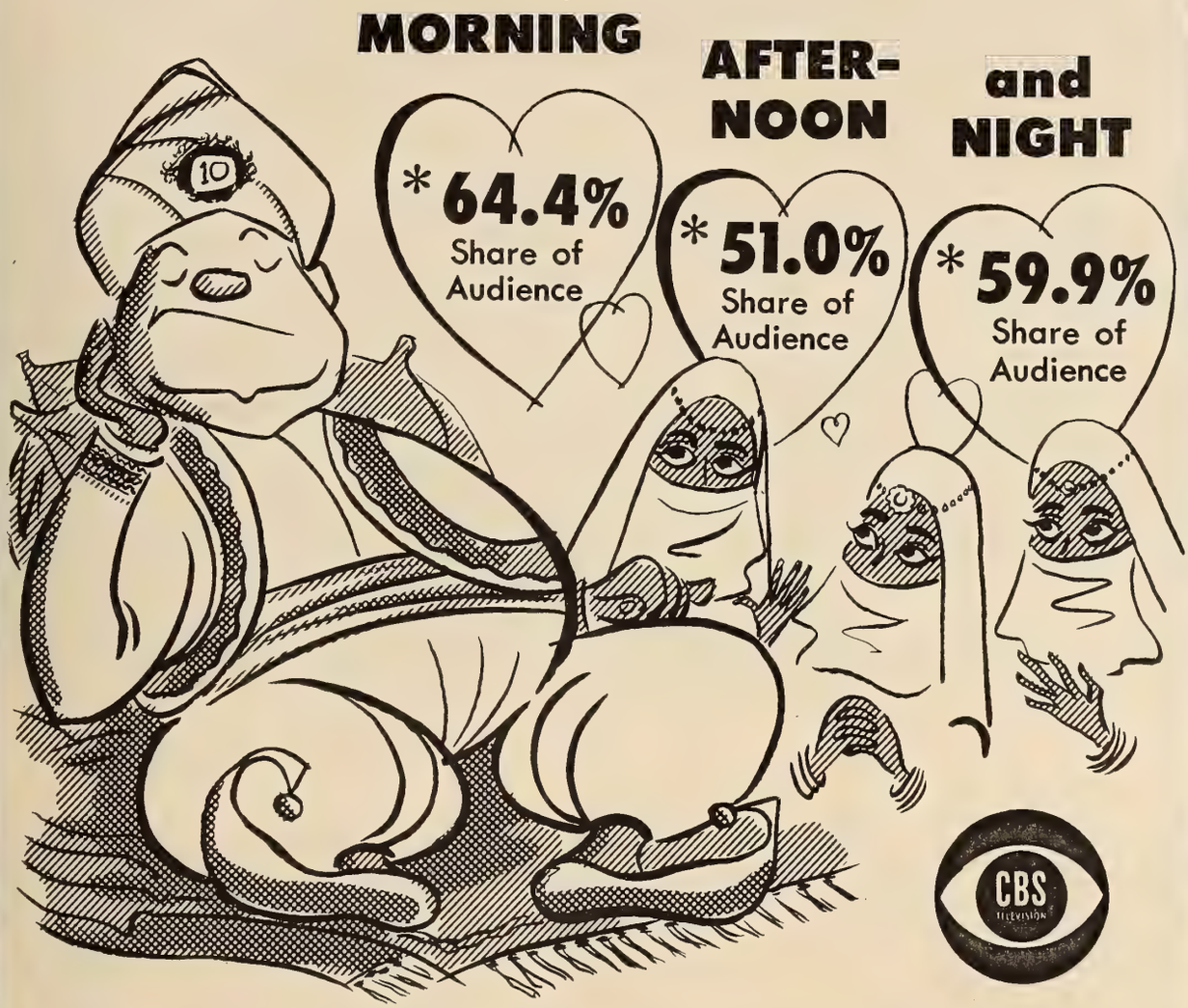
► NORMAN LOUVAU, sales manager at KRON-TV San Francisco, observed his 10th anniversary with station July 19.

► MARIAN YOUNG TAYLOR, radio's "Martha Deane," celebrated her 16th anniversary on air at WOR New York Aug. 5th.

► WKAR East Lansing, Michigan State U. station, marks its 35th anniversary Aug. 21.

► RICHARD LANE, KTLA-TV Los Angeles, celebrates his 15th anniversary with station.

HO, HUM! It's the same old story . .



*LATEST ROCHESTER ARB REPORT, FEBRUARY 1957

ROCHESTER, N. Y.

National Representatives:
THE BOLLING CO. (WVET-TV)
EVERETT-McKINNEY (WHEC-TV)

IN ROCHESTER . . . IT ALL ADDS UP TO 10

HEAR YE



More listeners hear

WSJS

RADIO

WINSTON-SALEM

NORTH CAROLINA

than the other three city stations combined

AM-FM NBC 5000 W—600 KC

AFFILIATE FOR

WINSTON-SALEM / GREENSBORO / HIGH POINT

CALL HEADLEY-REED

PARAMOUNT PITCH ATTACKS FREE TV

- **Telemeter shown in New York**
- **Power to outbid admitted**

PARAMOUNT PICTURES last week brought its closed-circuit pay tv system from Los Angeles to New York, and with it:

• An attack on "free" (commercial) tv—"Last year, no less than 56 network shows were canceled by their sponsors. In July of this year—at a time when two of the three major networks are usually sold out for the fall season—all three networks found themselves with substantial periods of prime evening time still unsold. Yet production costs still continue to rise without a letup and talent and program material are being consumed at an unprecedented rate."

• Admission that toll tv program suppliers, because of big anticipated revenues, could outbid networks for broadcast rights to outstanding sports events such as baseball's World Series.

• Assertion that Paramount hardly would dictate policy on whether or not a franchise holder of a Telemeter wired pay system could or should program commercials.

• Claim that Telemeter has a number of bids from national manufacturers for commercial production of units for the system, and another that Telemeter is negotiating with about a dozen potential franchise holders.

• Prediction that at least one Telemeter lessee will be operating a wired system in a matter of months. Fox West Coast Theatres was named as a future franchise holder with which a deal reportedly is about set.

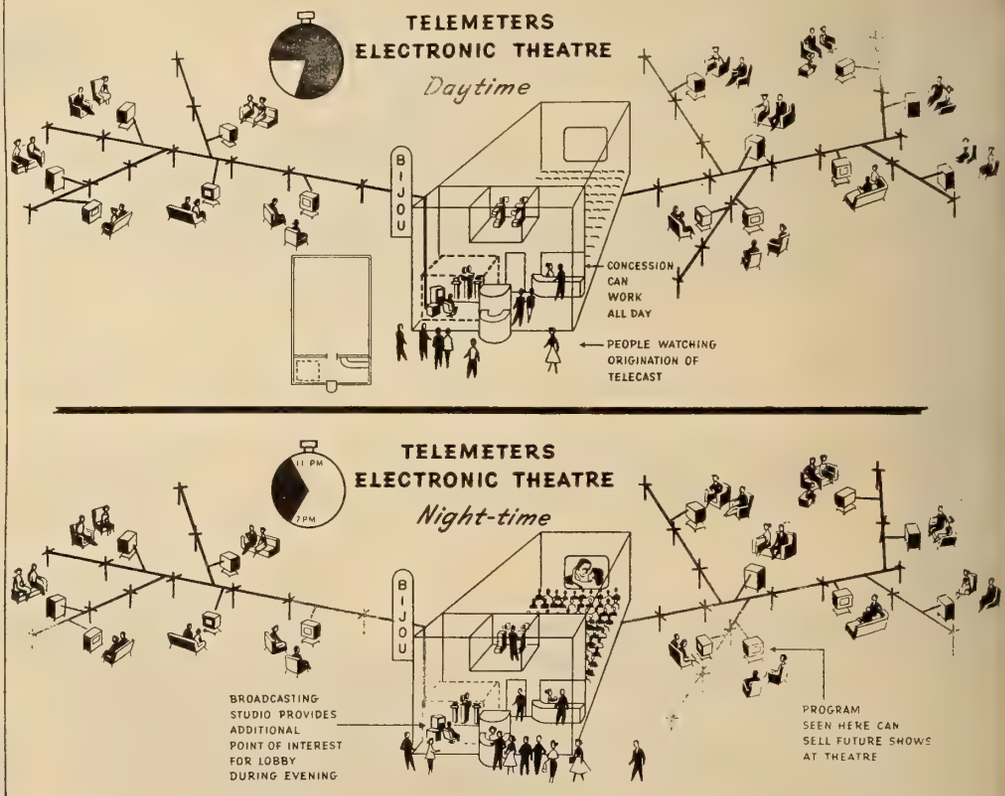
• Assurance that a wired system could be converted immediately to a broadcast system on FCC consent.

Demonstrations of the closed-circuit system started Tuesday at New York's Savoy Plaza Hotel and will continue through this week. The first day was set aside for newsmen.

On hand at the Tuesday demonstrations were Paramount President Barney Balaban; Louis A. Novins, Telemeter's vice president and managing director; Paul MacNamara, a Telemeter vice president, and Paul Raibourn, vice president of Paramount Pictures.

Paramount opened shop for its wired subscription system last spring [B•T, March 25]. It then held a series of demonstrations in Los Angeles, inviting motion picture exhibitors, operators of community antenna systems and others possibly interested in operating the closed-circuit tv system to inspect equipment and place orders.

During a question period with newsmen, Mr. Novins admitted that with a potential $25 million toll tv "gate" from the World Series, it is logical to expect that toll tv franchisers could outbid the estimated $1



THIS DRAWING illustrates Telemeter's pitch to a potential theatre exhibitor-toll franchise holder. It offers the dual inducements of (1) extending the exhibitor's feature product into neighborhood homes as well as his theatre, and (2) putting his theatre facilities to work during now-unused daytime hours. Under Telemeter's plan the exhibitor would set up pay-tv facilities in the lobby area of his theatre, attracting passers-by to watch the proceedings and also to patronize his concession stand. At the same time the pay-tv service would be collecting money on home sets while the theatre screen is dark. At night the exhibitor would collect money at both sites—through admissions at the theatre and through the coin box attachment on home tv sets.

WDXI-TV CBS

JACKSON, TENNESSEE

Channel 7



Covering half million people in the mid-South

Represented by Venard, Rintoul & McConnell, Inc.

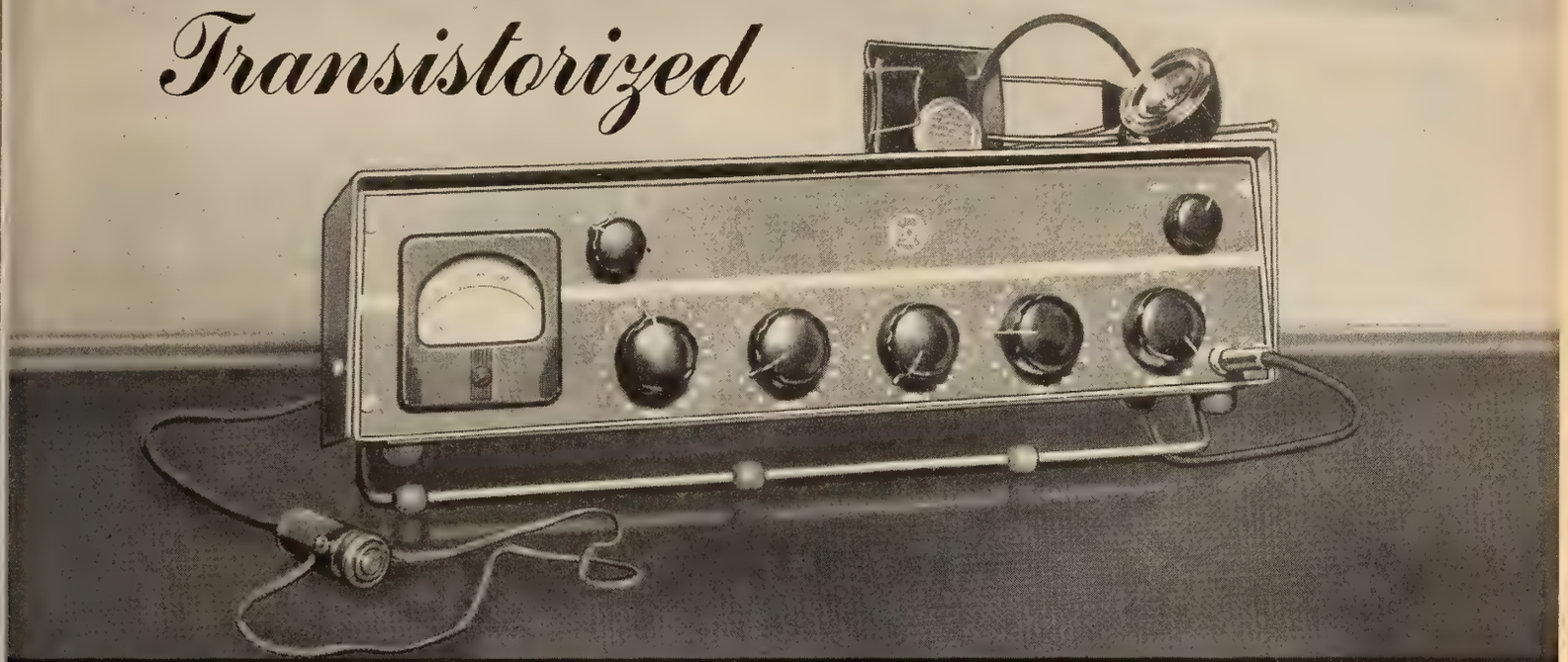
THE PEOPLE'S CHOICE

RADIO WSRS

GREATER CLEVELAND'S NUMBER 1 STATION

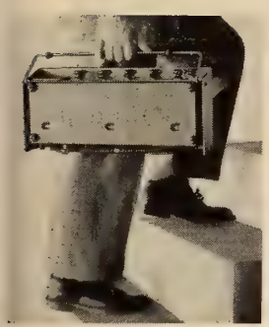
SRS "Radio-Active" MBS

Transistorized



Portable Remote Amplifier

COMPACT!



LIGHTWEIGHT!

CONVENIENT!

Take the BN-6A with you to the ball park, the boxing bouts, and enjoy new convenience and performance! Also ideal for use in department store promotions, parades and other remotes. Designed and functionally styled especially for remote radio and television use, this amplifier is fully transistorized and the lightest equipment of its type, weighing only 15 pounds. Completely self-contained for either battery or AC power operation, it assures amplification and control facilities needed for high quality transmission to studio via telephone lines.

The BN-6A provides four separate input channels that can be operated either single ended or balanced. It is capable of greater output level with less distortion. This provides for normal level with ample reserve. Cueing and monitoring facilities are included, and plug-in transformers are used for balanced operation. Comes complete with portable carrying case, equipped with carrying handle adjustable for stacking.

Ask your Broadcast Representative for complete information about this advanced Amplifier. In Canada: write RCA VICTOR Company Limited, Montreal

These wanted Features!

- All controls located on front panel, including illuminated VU meter, mixer controls, master control, phone jack, cue switch and power switch.
- Long-life Mercury batteries.
- Alternate germanium rectifier power supply.
- High-level mixing—four separate channels.
- New RCA Type 2N175 low-noise transistors which serve as input amplifiers.
- Amplified cue signal from studio.
- Functionally styled package.

RCA

Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET

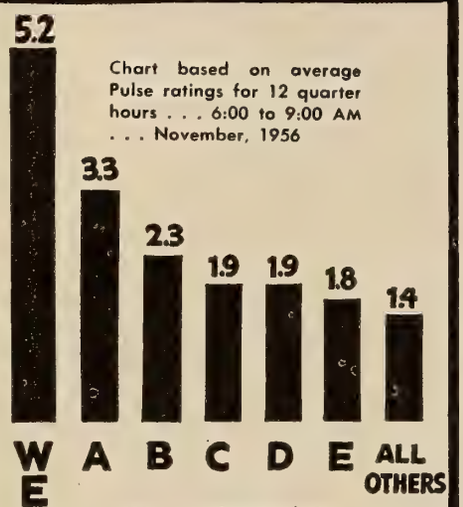


Chart based on average Pulse ratings for 12 quarter hours . . . 6:00 to 9:00 AM . . . November, 1956

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!

WEJL

The Scranton Times

SCRANTON, ... PENNA.

New Issue

180,000 Shares

(Par Value $.10 per share)

TELESTUDIOS, INC.

CLASS A CAPITAL STOCK

The Company offers complete television production services for the manufacture of TV commercials and kinescopes in its plant at 1481 Broadway, New York City.

These shares are offered as a speculation at

$1.50 per share

Offering circular may be obtained from the underwriter

JOSEPH MANDELL COMPANY

37 Wall Street New York 4, N. Y.

Please send me Offering Circular on TELESTUDIOS, INC.

Name .....

Address .....

City..... Zone..... State.....

million paid by NBC (now the top bid) for broadcasting rights to the games.

At another point, he said, toll tv would present programs not now available on free television, sporting events and those programs which may become "less available" on free tv. He did not elaborate why certain programs might become less available on free tv.

Mr. Novins and Mr. Balaban also emphasized that while toll tv could present all the wonderful entertainment they claim it can present, Telemeter will not be concerned with programming nor with controlling programming other than to assure compliance with morality and good taste. Programming would be left up to individual franchisers, they said, and "we would prefer it to be that way." Asked if Paramount Pictures Corp. would supply programming Mr. Balaban replied, "Paramount would be only one among a great number of product suppliers."

The Paramount officials repeated their estimates made in Los Angeles, pegging the minimum number of installations for an economically practical system at between 2,000 and 2,500 and cost of installing Telemeter attachments to receivers and wiring connecting homes to the studio (via cable) at about $30 per home.

Telemeter operates with a coin box attachment to the set, providing a "barker" (information on programs) and toll tv channel selector. The box takes coins from 5 cents to $2 in any combination.

As in the Los Angeles demonstrations, a complete Telemeter studio layout and a tv receiver with Telemeter coin unit attachment were shown in operation.

Before the actual demonstration, a TelePrompTer color slide presentation was made on "The Telemeter Story." This "story" began with a "look at the dollars and cents of television" and an headlong assault against commercial tv.

Points made: in 10 years the public paid $15 billion to acquire and maintain more than 40 million tv receivers; there was novelty at first but soon "the public's taste began to assert itself," and selectivity took over with a "result" today that advertisers are in a "life and death struggle for ratings." Unless a sponsor can deliver his commercial message, the story went on, at a price commensurate with other advertising media, "his dollars inevitably will go to those other media."

To provide "top quality" programming for the American public, tv must have a new source of revenue, the Telemeter story recounted, and the practical answer, or course, is "pay-as-you-see-tv."

During this presentation, Telemeter claimed that a $3 million feature film production could recoup its cost over a single weekend; the New Year's Day Rose Bowl football classic could "easily" gross $5 million; a $1 million "gate" for a prize fight "would be an ordinary occurrence," while the World Series could gross as much as $25 million.

Pay-Tv Backers Oppose 'No Commercial' Clause

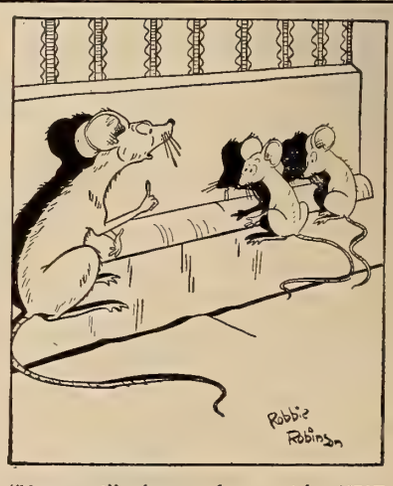
WHILE toll tv advocates have repeatedly offered the "no commercials" argument as a virtue of pay-see television, two of them last week refused to commit themselves on the exclusion of commercials from their plans.

In San Francisco, Skiatron Tv Corp. fought a clause in a proposed franchise there which would specifically forbid commercials from the toll service. In New York, International Telemeter (see page 92) stated that it could not dictate whether its prospective franchise holders would include commercials in their operations.

Alan Lane, Skiatron vice president and director of engineering, maintained that his company has no intention of using commercials and has not requested advertising rights. He admitted, however, that Skiatron had protested the "no commercials" clause which had been written into a preliminary draft of a franchise covering the installation and operation of a toll tv system in San Francisco, where Skiatron has asked for a 50-year nonexclusive franchise.

"Such a clause has no place in a municipal franchise," Mr. Lane said, noting that all that is asked of the city is the right to string wires across its streets to enable the company to transmit its programs from the point of origin to the homes of subscribers. "The city might just as well put in a clause that the men who install and service the equipment in the homes of subscribers shall not burgle these dwellings. This is a have-you-stopped-beating-your-wife sort of thing. It's ridiculous."

It might also be unduly restrictive, Mr. Lane pointed out. Skiatron proposed to provide tv coverage of the baseball games of the New York Giants if they become the San Francisco Giants. "Suppose in covering a fielder's attempt to catch a long fly, the camera picks up a sign within the park advertising Coca-Cola. This might be interpreted as taking advertising into the homes of our subscribers and, if our franchise contained a no-advertising clause, of



"You will have fun with KRIZ *Phoenix, or be quiet as a mouse."*

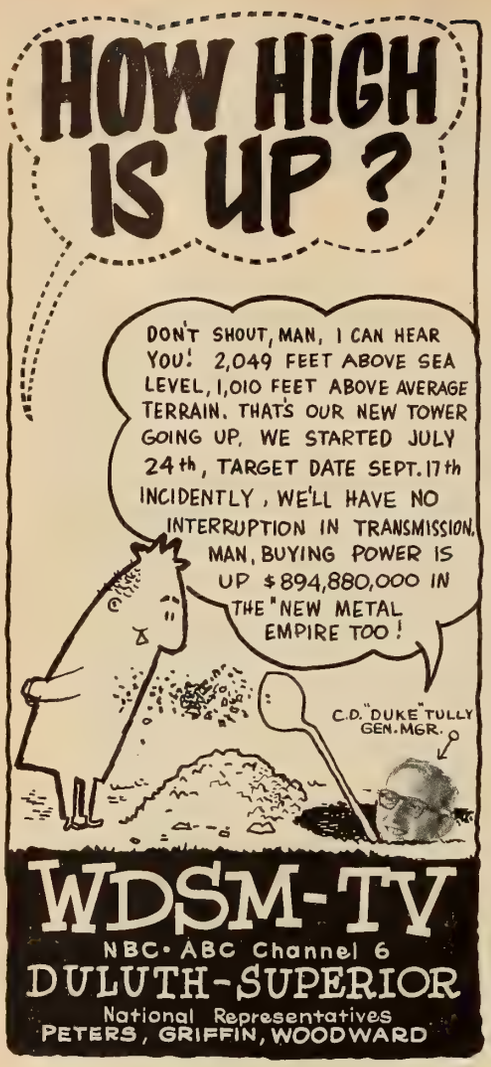
ESSO RESEARCH works wonders with oil

Triggering the starts that save lives



On what happens in the next second or so, hinges the fate of someone's property—perhaps even someone's life! A switch is turned, a starter is pressed—an engine takes hold instantly! Fast starting, anti-stalling and many other qualities of gasoline which today add to your safety and driving pleasure were pioneered by Esso Research. In this and hundreds of ways, **ESSO RESEARCH** *works wonders with oil!*

Esso





Only ONE is atop the
Continental Divide
Serving both the Atlantic and Pacific Sides of America
KXLF - TV4 -:- Montana
Butte
East—The Walker Co.
West—Pacific Northwest Broadcasters

being a violation that might lead to our losing the franchise."

Matty Fox, Skiatron chief executive, echoed Mr. Lane's sentiments in New York. Said he:

"We have no intention of using commercials now or in the future on our wired system of pay television. But we still feel there should be no legal restriction on the use of commercials over such a system. After all, we cannot predict what is going to happen 5, 10 or 20 years from now. I repeat that we have no intention of using commercials, but we still feel that we should not be hampered by a 'no commercials' clause in the franchise. If circumstances are such in the future that commercials are needed to operate such a system, we would not want to be hampered by legal restrictions against them."

Marott Hotel Installs C-C

THE Marott Hotel, Indianapolis, has announced construction of a closed-circuit tv system, costing more than $50,000 and being installed this summer by Admiral Tv. Included are portable cameras, screens in public rooms and receivers in transient rooms.

The management of the hotel contemplates using the gear not only for business meetings but also to receive closed-circuit sports and other entertainment shows.

Irish Radio-Tv Producer To Offer Products in U. S.

A COMMERCIAL radio and tv producer in Ireland—Broadcasting Theatrical Productions Ltd., Dublin—intends to offer its made-in-Ireland product to U. S. radio-tv interests. A two-month survey of U. S. markets has been completed by Eammon Andrews, chairman of the firm. According to Mr. Andrews, an American representative will be appointed.

At present, the production firm supplies radio programs to Radio Eireann and to commercial sponsors (although radio is government-controlled in Ireland, some segments are sold commercially). The firm also has entered tv film production in anticipation that tv soon will be established in the country. The question now in Ireland is whether the government should accept outside financing of a tv system. Some American commercial interests reportedly have been negotiating with the Irish government on setting up a possible tv system.

U-I's Lipton Praises Radio For Motion Picture Promotion

RADIO was lauded last week as one of the best media for the promotion of motion pictures. The praise was bestowed by a man who ought to know, David A. Lipton, vice president of Universal-International Pictures, who pointed out that the tremendous increase in the number of independent stations in the country in the past 10 years has more than offset any adverse effects from the development of tv in the same decade.

Mr. Lipton backed up his complimentary remarks by pointing to a growth of two services utilized by U-I. One is a five-minute script, "Between the Hollywood Headlines," written so it can be used by a local commentator. This was started six months ago as a weekly service to 300 radio stations and now is sent "by request" to 1,000 stations, he said. He also reported an "ever-expanding market" for the company's five-minute open-end transcribed star interviews, timed for use just ahead of the release of the star's new picture. The list of stations using such interviews has grown from a handful 10 years ago to more than 700 stations today.

These examples, Mr. Lipton noted, illustrate the "wide open market radio offers for movie material"—movie material sent free for use as program fare. He made no mention of the fact it also is possible for the makers of motion pictures, as well as of other commodities, to buy radio time to promote attendance at the theatres showing their films.

CROOK CALLS CHUM

"TELEFLASH NEWS," the award-winning system whereby listeners of CHUM Toronto are paid for any eye-witness reports of accidents, fires, robberies and other news events used on the air, recently received a news item of unusual interest when an early morning (5:08 a.m.) caller informed CHUM disc jockey Hank Noble that he had just robbed the Ryerson Social Club. Mr. Noble notified police who soon discovered that the club indeed had been robbed of $15 cash and $20 in cigarettes.

NBC-TV Plans Catholic Series

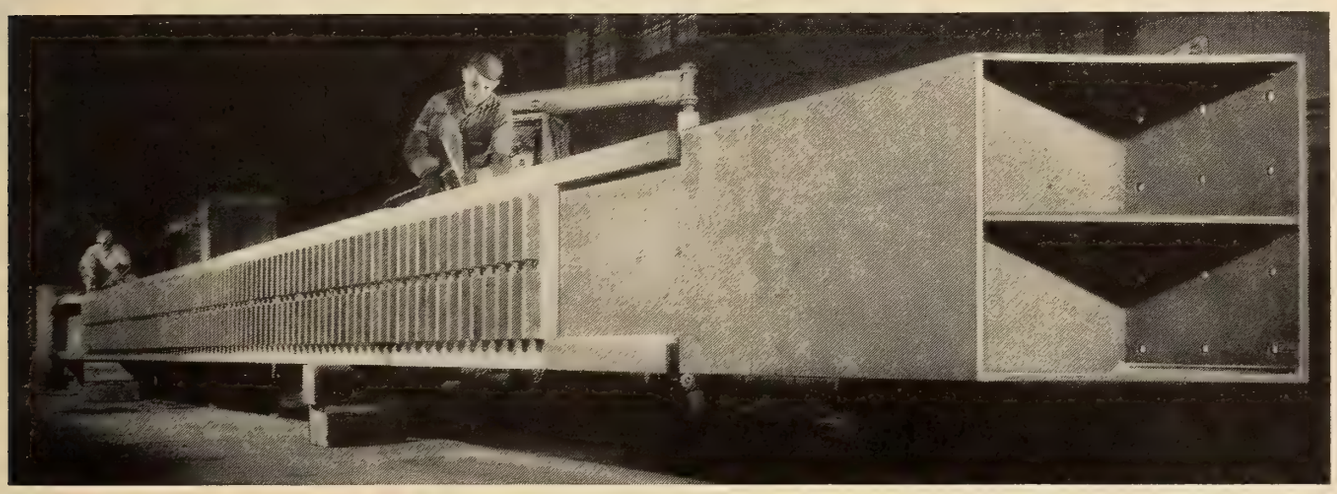
NBC-TV and the National Council of Catholic Men announced last week that a series of four half-hour television programs titled "Rome of the Popes" is being filmed on location this summer with the cooperation of the Vatican. Films are scheduled for presentation by NBC-TV's *The Catholic Hour* in January 1958. Paul Horgan, 1955 Pulitzer Prize winner in history, has written the scripts.

KOSI DENVER
SAN FRANCISCO KOBY
Number One RADIO BUY
HOOPER — PULSE NIELSEN
KOSI — See Forjoe
KOBY — See Petry

Only STEEL can do so many jobs so well



Steelaire Home. The entire structural frame of this house is made from tough, cold-formed steel, so it is unaffected by rot, fungus, and termites. Even more important is the fact that the steel frame resists warping and sagging. It's one of a line of *Steelaire* homes and is made by the U. S. Steel Homes Division of United States Steel.





World's Biggest Crowd. On power shovels, a "crowd" is the arm which moves the dipper and dipper-stick forward and back. It coordinates closely with the lift motion of the dipper, and is a key part in the operation of the shovel which must withstand extremes of stress at any temperature. This is a picture of the biggest crowd ever built, now installed on the biggest power shovel in the world. It's made from USS "T-1" Steel, the remarkable new constructional alloy steel developed by United States Steel. An exceptionally strong and tough steel, it is noted for its welding characteristics. *"USS" and "T-1" are registered trademarks.*

Slap That Bermudavarius! The Talbot Brothers of Bermuda, famous for their colorful calypso music, recently retired their homemade packing-case "bass viol," and proudly premiered in its place the world's first Stainless Steel bass viol (or dog house or Bermudavarius, as it's customarily referred to). An exact replica in USS Stainless Steel of their original homemade design, it was built for them under U. S. Steel's supervision by a well-known manufacturer of Stainless Steel sinks who commented that the fabricating job wasn't difficult—but certainly was *different.*

UNITED STATES STEEL

AMERICAN BRIDGE . . . AMERICAN STEEL & WIRE *and* CYCLONE FENCE . . . COLUMBIA-GENEVA STEEL
CONSOLIDATED WESTERN STEEL . . . GERRARD STEEL STRAPPING . . . NATIONAL TUBE . . . OIL WELL SUPPLY
TENNESSEE COAL & IRON . . . UNITED STATES STEEL HOMES . . . UNITED STATES STEEL PRODUCTS
UNITED STATES STEEL SUPPLY . . . ***Divisions of*** **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY

Watch the **United States Steel Hour** on TV every other Wednesday (10 p.m. Eastern time).

7-2213



This is a picture of a man winking at a pretty girl in the dark

IF YOU ARE WINKING AT THE HOUSEWIVES IN SAN ANTONIO, DO IT WHERE IT COUNTS . . . ON

KITE

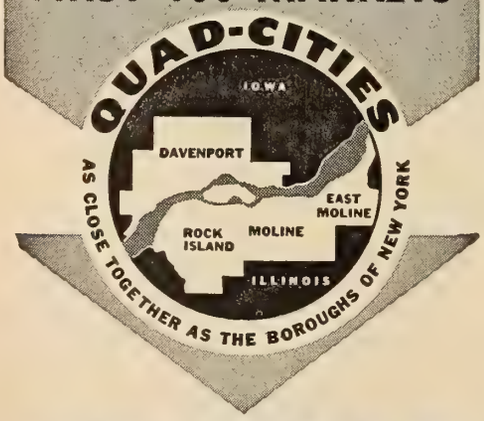
More Daily Home Audience in San Antonio Than Any Other Station*

*"Cool Cats" get their kicks elsewhere!

NCS #2

Call Avery-Knodel, Inc.

ONE OF THE FIRST 100 MARKETS



WHBF

RADIO & TELEVISION

COMING!

Greatly Expanded TV Coverage from a New 1000 ft. Tower

CBS

REPRESENTED BY AVERY-KNODEL, INC.

KRHM (FM) to Air, Syndicate New Milton Cross Music Program

KRHM (FM) Hollywood has signed music commentator Milton Cross to conduct a three-hour evening program, *Milton Cross Presents . . .*, to be broadcast on the station Mon.-Sat., 7-10 p.m., starting Sept. 2. Harry Maizlish, owner-operator of KRHM, said syndication plans call for the program to be offered initially to other fm stations and possibly later to am outlets.



MR. CROSS

Ira Marion, New York radio producer associated with Mr. Cross since 1943, will produce and direct the nightly program, to be taped in New York, with Mr. Cross handling KRHM commercials as well as the musical numbers performed.

Mr. Maizlish cited the Milton Cross series as an example of the station's programming policy, "which is to make fm radio—and KRHM in particular—radio at its best."

FM now is "coming into its own," he stated, "along with hi-fi, the desire for better music and for programs uncluttered by sponsors' excessive commercial messages. Over-commercializing on am, forced by the music-news-sports format and saturation purchases of spot advertising, has put fm in the position of at last realizing its vast potential."

'Nat Cole' to Replace 'Panic'

SUBSTITUTION of the summertime *Nat King Cole Show* for the filmed *Panic* series in the Tuesday 7:30-8 p.m. period starting Sept. 24, was announced by NBC-TV last week. *Panic* goes into "inventory," a network representative said. Nat King Cole has been in the Tuesday 10-10:30 p.m. period since July 1 and was chosen for the fall schedule because of the program's successful rating record, according to Manie Sacks, NBC vice president for television network programs. The fall program will continue to feature Mr. Cole with guest stars, Nelson Riddle and 16-piece orchestra and the Randy Van Horne Choral Group. The program will originate in Hollywood.

'World's Largest Clambake'

IN conjunction with the Snow Canning Co., Pine Point, Maine, WBZ-WBZA Boston-Springfield are presenting what is termed the "world's largest clambake." Continuous music, entertainment and guest stars, along with prizes totaling $10,000 plus free gifts for everyone attending will be offered. Two free tickets to the clambake may be obtained by writing in 25 words or less why you would like to attend. In addition, four labels from any of Snow's products will be required. Five hundred winners per week will be chosen until the quota of 5,000 is filled. The menu for the clambake consists of cream of clam stew (4,800 pints), steamed clams (200 bushels), broiled lobsters (5,000), corn on the cob (5,000 ears), baked sweet potatoes (6,000 lbs.), watermelon (200) and coffee (500 gallons). The dinner will be served cafeteria style.

KMOX Remails Radio Week Cards

KMOX St. Louis is remailing several of the postcards which it received in its Radio Week promotion [B•T, May 20] and has printed over the writing on the postcards to tell the story of its success. It explains that the 419,805 cards received are more than the population of St. Paul (Minn.), Sacramento (Calif.), Jacksonville (Fla.), Oklahoma City, Springfield (Mass.), or Syracuse, N.Y.; when stacked are higher than the Statue of Liberty, Chicago's Merchandise Mart or the St. Louis Telephone Bldg.; are greater than the capacity of Yankee Stadium filled 6 times, Madison Square Garden filled 22 times or Busch Stadium 14 times. It summarizes with: "This kind of listener response is available to KMOX advertisers not just during Radio Week, but 52 weeks a year."

WILY Offers $10,000 for Quads

TO promote its third anniversary, WILY Pittsburgh is offering $10,000 to an area mother who gives birth to quadruplets, provided her babies are born the closest to 6:30 a.m. today (Monday). The time and date chosen marks the day three years ago when WILY went on the air. In addition, the woman must be one of the first five mothers giving birth in Pittsburgh closest to the stipuated time and must give her children names with W, I, L and Y. The runners up will each receive a 52-piece layette. If any of the first five mothers have twins or triplets, the station will provide a layette for each baby.

WRC-TV Show Moves to WMAL-TV

THE *Safeway Theatre*, reportedly the top-rated local program of Washington television for the past eight years, will move from WRC-TV to WMAL-TV on Saturday, Sept. 7. Sponsored by Safeway Stores Inc., the feature film showcase will continue to show first-run properties starting at 10:30 p.m. Saturday and running until conclusion of the movie. John Batchelder, who has been with the show since its inception, will continue to serve as host.

HOWARD E. STARK

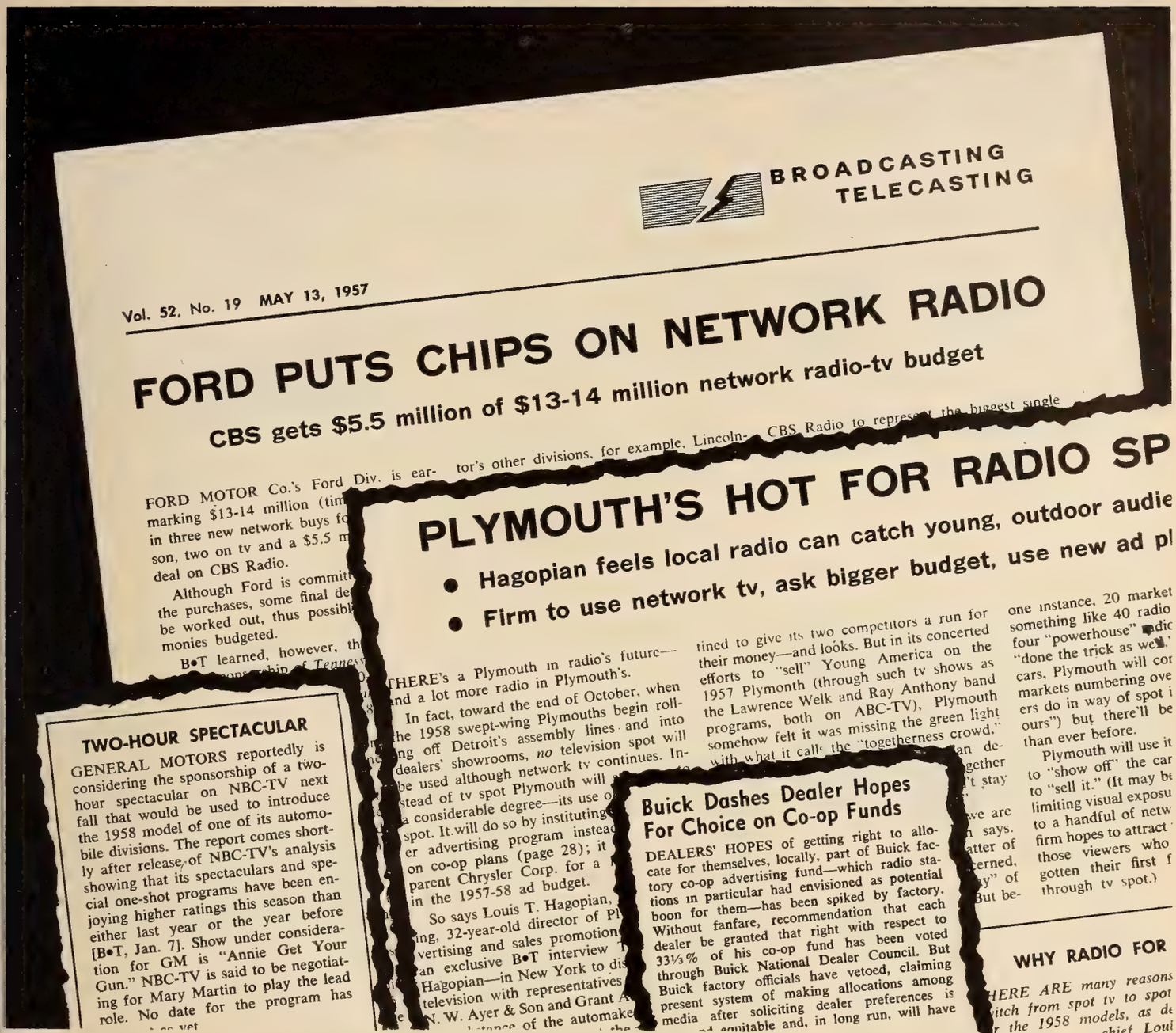
BROKERS and FINANCIAL CONSULTANTS

RADIO and TELEVISION STATIONS

50 EAST 58th STREET NEW YORK 22, N. Y.

EL 5-0405

All Inquiries Confidential



BROADCASTING TELECASTING

Vol. 52, No. 19 MAY 13, 1957

FORD PUTS CHIPS ON NETWORK RADIO

CBS gets $5.5 million of $13-14 million network radio-tv budget

FORD MOTOR Co.'s Ford Div. is ear- tor's other divisions, for example, Lincoln- CBS Radio to represent the biggest single marking $13-14 million (tim in three new network buys fo son, two on tv and a $5.5 m deal on CBS Radio.

Although Ford is committ the purchases, some final de be worked out, thus possibl monies budgeted.

B•T learned, however, th

PLYMOUTH'S HOT FOR RADIO SP

- Hagopian feels local radio can catch young, outdoor audie
- Firm to use network tv, ask bigger budget, use new ad pl

THERE's a Plymouth in radio's future— nd a lot more radio in Plymouth's.

In fact, toward the end of October, when he 1958 swept-wing Plymouths begin roll- ng off Detroit's assembly lines and into dealers' showrooms, *no* television spot will be used although network tv continues. In- stead of tv spot Plymouth will a considerable degree—its use o spot. It will do so by instituting er advertising program instead on co-op plans (page 28); it parent Chrysler Corp. for a in the 1957-58 ad budget.

So says Louis T. Hagopian, ing, 32-year-old director of Pl vertising and sales promotion an exclusive B•T interview Hagopian—in New York to dis television with representatives N. W. Ayer & Son and Grant A istance of the automake tined to give its two competitors a run for their money—and looks. But in its concerted efforts to "sell" Young America on the 1957 Plymouth (through such tv shows as the Lawrence Welk and Ray Anthony band programs, both on ABC-TV), Plymouth somehow felt it was missing the green light with what it calls the "togetherness crowd." an de- gether 't stay we are n says. atter of cerned, y" of But be- one instance, 20 market something like 40 radio four "powerhouse" radio "done the trick as well." cars, Plymouth will cor markets numbering ove ers do in way of spot i ours") but there'll be than ever before.

Plymouth will use it to "show off" the car to "sell it." (It may be limiting visual exposu to a handful of netw firm hopes to attract those viewers who gotten their first f through tv spot.)

TWO-HOUR SPECTACULAR

GENERAL MOTORS reportedly is considering the sponsorship of a two-hour spectacular on NBC-TV next fall that would be used to introduce the 1958 model of one of its automobile divisions. The report comes shortly after release of NBC-TV's analysis showing that its spectaculars and special one-shot programs have been enjoying higher ratings this season than either last year or the year before [B•T, Jan. 7]. Show under consideration for GM is "Annie Get Your Gun." NBC-TV is said to be negotiating for Mary Martin to play the lead role. No date for the program has

Buick Dashes Dealer Hopes For Choice on Co-op Funds

DEALERS' HOPES of getting right to allocate for themselves, locally, part of Buick factory co-op advertising fund—which radio stations in particular had envisioned as potential boon for them—has been spiked by factory. Without fanfare, recommendation that each dealer be granted that right with respect to 33⅓% of his co-op fund has been voted through Buick National Dealer Council. But Buick factory officials have vetoed, claiming present system of making allocations among media after soliciting dealer preferences is d equitable and, in long run, will have

WHY RADIO FOR

HERE ARE many reasons witch from spot tv to spot r the 1958 models, as de chief Loui

This 100 Million Dollar Decision Affects You!

You've read about it—right here in the pages of B-T magazine. The old co-op advertising program has been abandoned by the auto industry. Factory executives now have the final say on where, when, and how, the $100 million radio-TV pot will be split.

These decisions are being made now. They involve a greater number of men than your representatives can cover on a personal basis. Men who *can* be influenced if you act quickly.

Here's how: These men, who are now stronger in the buying picture, control this huge expenditure on radio-TV. They also have one thing in common. They are all automobile men. This means that you can tell them—and their agencies—your selling story quickly and economically, through a *single* national trade publication, their own AUTOMOTIVE NEWS.

Ask your own Detroit representative. He'll agree that AUTOMOTIVE NEWS reaches the men he must sell—and reaches them *first.* Here's why. AUTOMOTIVE NEWS—and AUTOMOTIVE NEWS alone—gathers, sorts, edits and interprets the vital happenings of the dynamic auto industry every week. To deliver this news—while it still *is* news to 44,000 paid subscribers* (some 150,000 readers) is the job of 14 full-time editors and 106 correspondents.

Find out how AUTOMOTIVE NEWS can carry your message to this influential group of automotive executives and their advertising agencies. But don't delay—the decision must be made soon. Get in touch with your nearby AUTOMOTIVE NEWS representative today.

** 86 percent of whom annually renew their subscriptions at the regular $8 rate. They're offered no premiums, cut-rates or special inducements.*

NEW YORK: Edward Kruspak, Ray Billingham, Howard E. Bradley, Murray Hill 7-6871.
CHICAGO: J. Goldstein, William H. Gallagher, State 2-6273.
DETROIT: R. L. Webber, William R. Maas, Roy Holihan, Woodward 3-0495.
LOS ANGELES: R. H. Deibler, Dunkirk 3-0303.

The Most Influential Publication in the Automotive Industry



Somewhere Every Day

Radio and Television Stations are accused of Committing

LIBEL
SLANDER
PIRACY
PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators

You can't predict claims—
BUT YOU CAN
INSURE
effectively against embarrassing loss by having our unique policy at almost trifling cost.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT HOTELS

'JOURNAL' KEEPS KPOJ NEWS HOT

AN idea put into action by Vern Mueller, news director of KPOJ Portland, Ore., has resulted in a unique pattern of radio-newspaper cooperation—bringing listeners a radio news service that is faster, more complete and more accurate than ever before.

And clients love it, according to Dick Brown, KPOJ manager.

"Operation City Desk," as staffers call it, developed as Mr. Mueller was pondering the dilemma of radio and newspaper "hot news."

Radio can broadcast news immediately but in these budget-minded times can't afford enough staff to blanket a big city day-by-day. The newspaper has the staff, but it takes hours to reach the reader.

KPOJ's solution, Mr. Mueller thought, would be to coordinate newscasts directly with the staff of the *Oregon Journal*, which owns KPOJ. He reasoned the newspaper would benefit, too, by being tied in promotionally as the wellspring of fast news coverage.

Arden X. Pangborn, *Journal* editor and former radio-tv executive, gave enthusiastic approval and arranged full staff cooperation. A special broadcast booth was outfitted in the city room.

Mr. Mueller now beats his competition regularly, the station claims, by "hawking" the desk of City Editor Harry Leeding. Without disturbing routine, the radio man can monitor incoming phone calls from reporters or peer over shoulders of rewrite men as they piece together a fast-breaking story.

With the *Journal's* direct lines to police and fire departments, Mr. Mueller can spot the big ones as they break. He hops into his personal stationwagon mobile broadcast unit or sometimes into KPOJ's $20,000 complete radio-station-on-wheels. He often beats police or firemen to the scene. He's authorized to break in on other broadcasts with bulletins from the mobile any time the story warrants. He regularly supplements newscasts with direct accounts from *Journal* reporters, some by telephone and some originating in the broadcast booth.

On a fast break, reporters often have to ad-lib. This usually results in a lack of polish but listeners say they like the impression of urgency. The radio newsman finds he can add new depth and greater accuracy to his work by talking personally to reporters about story backgrounds.



STROLLING radio newsman Vern Mueller (r), news director of KPOJ Portland, Ore., has the run of the city room of the Oregon Journal, *newspaper affiliate of the station. He is set to let listeners in immediately on the high points of a story just turned in to City Editor Harry Leeding (c) by Jack Ostergren (l), criminal trail reporter.*

The plan has been in full operation only since March but already has given KPOJ a number of beats and exclusives, the station says.

Typical was an interview with Clifford O. Bennett, mystery figure in Portland's vice probe, who dropped from sight shortly after refusing to answer questions before the McClellan Senate committee investigating labor racketeering.

Journal staffers located the missing Mr. Bennett and cajoled him to the newsroom, where Mr. Mueller aired a radio exclusive.

KPOJ management has been so impressed with results, particularly sales-wise, that the station has just added an assistant news director, Ken Lomax, and is engaging in station promotion based on "first in news."

The newspaper staff has come to accept radio as part of the job and Mr. Mueller as pretty much a "regular" on the staff. "We had a few problems at first," the KPOJ news editor admitted. "Radio people often tend to think of newspaper men as grumpy, temperamental guys. And newspaper men sometimes seem to look at radio news as a hangout for bird-brains. I think both sides learned a lot."

KOSA-TV Sells Long Distance

KOSA-TV Odessa, Tex., since going on the air in January 1956 has been getting mail from Alpine, Tex., 125 air miles away, praising the high quality of the ch. 7 signal received in that resort city. Recently KOSA-TV got another letter, testifying even more forcefully to Alpine's appreciation of the service. There was a check enclosed for a long-term contract sponsoring the 10:45 p.m. weathercast five times a week. Enthusiastic Alpine merchants had banded together to buy the schedule on KOSA-TV to promote their city as a vacation spot.

THE METROPOLITAN VOICE
RADIO WSRS
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Her reactions are as interesting as KOIN-TV's ratings. Fantastic! The gentlemen from CBS-TV Spot Sales are not unwilling to confess everything.

WCBS Reshuffles Programming

WCBS New York has reshuffled its program schedule in order to cater more closely to the "needs of the listening audience" and to fit in more closely with the appeal of CBS Radio network programs broadcast by the station. It decided on the move after "extensive research" on listening habits. WCBS has dubbed its concept, "Integrated-Personality-Programming," to indicate that personalities that have the same basic appeal will be grouped together in the program lineup. The morning block will consist of an all-men personality programming based on the premise that the "predominantly women's audience will enjoy male personalities." The afternoon block will remain the same essentially, with daytime dramatic programs and service shows. Beginning at 4 p.m., the station will "aim for a younger, mixed audience." The 6-7 p.m. period has been modified to appeal largely to the adult listeners by featuring business, news and sports shows.

KGW Appoints Music Panel

TO determine what kind of music the public wants, KGW Portland invited a seven member panel of listeners to sit down and listen to an all embracing variety of popular music and rate its preference. The panel, ranging from ages 14 to 82, chose familar present day hits and all time standards, with a strict limit on extremes in either direction. As a result, KGW reports it plans to "keep the music panel as a control in order to be sure of pleasing most of our listeners most of the time."

'Pauline Frederick at UN'

PAULINE FREDERICK, NBC News commentator and United Nations correspondent, will broadcast a weekly program from UN headquarters in New York, *Pauline Frederick at the UN* (Wed. 10:05-10:30 p.m. EDT) on NBC Radio starting Sept. 4. Henry Cabot Lodge Jr., head of the U. S. delegation to the UN, will be the guest on the first broadcast. Interviews with members of delegations as well as recordings of highlights of UN General Assembly meetings are planned for subsequent broadcasts.

Earth Satellite Contest

GENE KLAVAN and Dee Finch, WNEW New York personalities, (Mon.-Sat. 6-10 a.m.), are conducting a contest to name the earth satellite to be launched next year. Mr. Klavan and Mr. Finch were invited to the Naval Research Lab. in Washington to look at the man-made satellite. Contest prizes are: first, a trip around the world, and second, a Pontiac station wagon.

WSAN Mails Mile-O-Graphs

WSAN Allentown, Pa., is distributing Mile-O-Graphs which are used to measure the mileage between two points on a map. The red plastic instrument is imprinted with "1470 kc—WSAN . . . Allentown, Pa., 5,000 watts . . . Columbia Radio Network . . . Allentown's FIRST Radio Station."

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In Western New England Nearly Everyone Watches

WWLP Channel 22 Springfield-Holyoke, Mass.

WRLP Channel 32 Greenfield, Mass.



WMGM New York is carrying recorded station breaks given by the finalists in the "Miss Rheingold 1958" contest. The girls also are asking listeners to vote for their favorites. The election continues through Sept. 30, with ballot boxes available in stores and taverns which handle Rheingold beer. The candidates (standing, l to r) are Carolyn Stroupe, Robin Bain, Cathy Monahan, Madelyn Darrow, Marylu Miner and Jolene Brand. Conferring with the girls are (seated, l to r) Robert Weenolsen, account executive at Foote, Cone & Belding; Raymond Katz, WMGM associate director in charge of programming and station management; Dee Grossman of the Liebmann Brewers, chaperon of the contestants; Arthur Tolchin, vice president and director of WMGM, and Peter M. Bardach, FC&B timebuyer.

NBC-TV Launches Fall Campaign

NBC-TV has launched a "million-dollar" on-the-air audience promotional campaign to familiarize the nation's audiences with its fall lineup before the programs are slated to debut. Called "August Theme," the promotion consists of 12 sixty-second filmed features, televised approximately 80 times a week within sustaining network shows. Shorter versions of the same theme are scheduled in every promotion availability of NBC's o&o television stations. The film spots are culled from footage of both the past and upcoming programming.

RAB Tells TWA Success Story

HOW Trans World Airlines in five years grew from an experimental radio advertiser to an account billing $700,000 is related by Radio Advertising Bureau in a new folder being distributed. RAB quotes John Keavey, TWA domestic advertising director, as recalling how radio first was used in a minor spot campaign to cure "sick" flight segments and proved so effective that the advertiser went into radio on a 52-week basis.

WCBS Adds Time, Weather to IDs

WCBS New York has implemented a new station break policy under which the temperature and the time of the day are broadcast in every such period during the broadcast schedule. During a typical nine-second station break, the outlet carries an announcement such as: "Temperature: 83. Forecast: warmer this afternoon. It's ten o'clock. Time for *Arthur Godfrey Time* on WCBS-AM-FM New York."

Prospector's License Issued

CKSO-TV-1 Elliot Lake, Ont., satellite of CKSO-TV Sudbury, Ont., is distributing a Prospector's License which says the bearer is "licensed to prospect for sales in the world's uranium capital of Elliot Lake and the surrounding four thousand miles of CKSO-TV satellite station coverage in the Algoma, Manitoulin and Sudbury area on channel 3. Operation for prospecting in this area to commence about Oct. 15, 1957."

WOV Marks Dignitary's Visit

WOV New York, through its president, Morris Novik, last week commemorated the recent U. S. visit of the Hon. Giuseppe Alessi, president of Sicily, through the presentation of an ornamented album of the speeches made during the latter's visit. The event, which was recorded for broadcast in New York through a mobile unit dispatched from WOV's studio in Rome, took place in the Throne Room of the King Roger Palace, Palermo, with President Alessi speaking in Italian and Mr. Novik in English.

Men Invade Cooking Show

WHEN Jeanne Posey, hostess of *Tv Cookbook* which is seen over KSHL-TV Chico, Calif., went on vacation this summer, the mayor, police chief, fire chief, city attorney and several other males volunteered to take over. As a result, viewers were given recipes for such things as pickled artichokes, firehouse beans and fondu. The station reports, "It's been fun, but the practical housewives will be looking forward to Jeanne's return and her down to earth approach to the problem of feeding their families."

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Station Authorizations, Applications
(As Compiled by B•T)
August 7 through August 14

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through August 14

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	282	407	144
Fm	539	519	54	59	0

FCC Commercial Station Authorizations
As of June 30, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,044	519	344
Cps on air	3,079	530	519
Cps not on air	159	31	132
Total authorized	3,238	561	651
Applications in hearing	153	3	87
New station requests	322	24	79
New station bids in hearing	109	0	50
Facilities change requests	185	8	46
Total applications pending	975	134	366
Licenses deleted in June	1	3	0
Cps deleted in June	1	0	0

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through August 14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	389	88	477[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	362	327	678[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	867	585	1,450[3]
Noncomm. Educ.	67		38	33	68[4]
Total	1,162	337	905	618	1,518[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

APPLICATIONS

Idaho Falls, Idaho—Eastern Idaho Bcstg. & Television Co., vhf ch. 8 (180-186 mc); ERP 38.48 kw vis., 19.24 kw aur.; ant. height above average terrain 182 ft., above ground 303 ft. Estimated construction cost $84,899, first year operating cost $135,000, revenue $155,000. P. O. address Box 581, N. Yellowstone Hwy., Idaho Falls. Studio location Idaho Falls. Trans. location Bonneville County. Geographic coordinates 43° 30′ 50.9″ N. Lat., 112° 00′ 42.6″ W. Long. Trans. GE, ant. Jampro. Legal counsel John Midlen, Washington, D. C. Consulting engineer John Mullaney, Washington, D. C. Principals include **J. Robb Brady Trust Co.** 91.66% and others. Brady Trust stock is voted by **James M. Brady**, former stockholder in **KIFI Idaho Falls** and **KWIK Pocatello, Idaho.** Announced Aug. 12.

Duluth, Minn.—Rex Television Co., vhf ch. 10 (192-198 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 688 ft., above ground 576 ft. Estimated construction cost $641,882, first year operating cost $400,000, revenue $480,000. P. O. address 2230 N. Farwell Ave., Milwaukee 2, Wis. Studio location Duluth. Trans. location St. Louis County. Geographic coordinates 46° 48′ 08″ N. Lat., 92° 06′ 39″ W. Long. Trans.-ant. RCA. Legal counsel Cohn & Marks, Washington, D. C. Consulting engineer Lohnes & Culver, Washington, D. C. Principals include **L. F. Gran** (25%), **Louis Caster** (50%), **Bruce R. Gran** (25%). Messrs. Gran each own 32% **WREX-TV Rockford, Ill.** and Mr. Caster is 7.1% owner of WREX-TV. Announced Aug. 9.

New Am Stations

APPLICATIONS

Mobile, Ala.—Springhill Bcstg. Co., 1540 kc, 5 kw D. P. O. address Box 597, Springhill, La. Estimated construction cost $30,256, first year operating cost $70,000, revenue $85,000. Equal partners are **Roy M. Fish, Wilburn A. Slack, Jesse Boucher** and **James Branch Jr.** Each own 25% **KBSF Springhill, La.**

Van Buren, Ark.—Bcstrs. Inc., 1580 kc, 1 kw D. P. O. address Box 550, Van Buren. Estimated construction cost $16,148, first year operating cost $29,750, revenue $37,800. Owners are **Harry R. Fischer** (35%), furniture, **Jack H. Denniston** (35%), civilian Army employe, and **John P. Free-**

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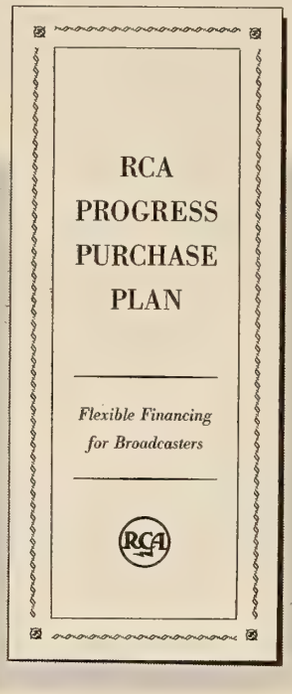
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man (30%), engineer **KNAC-TV Fort Smith, Ark.**

Pahokee, Fla.—Garden of the Glades Co., 1250 kc, 500 w D. P. O. address 30 Ackley Rd., Greenville, S. C. Estimated construction cost $15,371, first year operating cost $24,000, revenue $36,000. **Lewie L. Bates** (55%), 15% each **Max E. Mace, Joe W. Mace,** and **Burton S. Anderson,** will be owners. Dr. Bates, retired, Max Mace, announcer-news director **WMRB Greenville,** Joe Mace, paving contractor, and Mr. Anderson, engineer **WFBC (FM)** Greenville.

Salina, Kan.—Kansas Bcstrs. Inc., 910 kc, 500 w DA-D. P. O. address 221 W 18th St., Kansas City, Mo. Estimated construction cost $55,000, first year operating cost $60,000, revenue $75,000. Owners are **Alex Shniderman** (51%), **Harold Backun** (20%), **Jake Smith** (6%) and **Sylvia Birenboim** (23%). Mr. Shniderman is Kansas theatre owner and operator. Mr. Backun gen. mgr. **KUDL Kansas City, Mo.** Mr. Smith is Salina businessman and Sylvia Birenboim is theatre owner and operator in Kansas City.

Litchfield, Minn.—Meeker County Radio, 1410 kc, 500 w D. P. O. address Box 302, Loyal, Wis. Estimated construction cost $14,581, first year operating cost $38,000, revenue $43,000. **Lee Favreau,** printer-publisher *Loyal Tribune,* will be sole owner. Announced Aug. 12.

Loretto, Pa.—St. Francis College of Loretto, 1400 kc, 250 w unl. P. O. address Loretto. Estimated construction cost $3,100, first year operating cost $4,000, revenue $5,000. Station will be owned and operated by St. Francis College. Announced Aug. 9.

Cookville, Tenn.—Cookville Bcstg. Co., 1600 kc, 1 kw D. P. O. address Trimble, Tenn. Estimated construction cost $19,854, first year operating cost $40,000, revenue $50,000. **Hamilton Parks,** 75% owner of **WTRO Dyersburg, Tenn.,** will be sole owner. Announced Aug. 9.

Honolulu, Hawaii—Ala Moana Bcstg. Co., 990 kc, 1 kw unl. P. O. address 156 S. School St., Honolulu. Estimated construction cost $23,250, first year operating cost $28,000, revenue $40,000. Owners are **Robert H. Pearson** (60%) and **Mary K. Wong** (40%). Mr. Pearson is naval engineer and Miss Wong is teacher. Announced Aug. 9.

New Fm Stations

APPLICATIONS

Yellow Springs, Ohio—Antioch College, 91.5 mc, 16 w unl. P. O. address Yellow Springs. Estimated construction cost $6,006, first year operating cost $4,300. College-owned station will be operated non-commercially.

Philadelphia, Pa.—George Voron & Co., 106.1 mc, 20 kw unl. P. O. address 835 N. 19th St., Philadelphia. Estimated construction cost $32,000, first year operating cost $51,000, revenue $52,000. **George** and **Abe Voron** will be equal partners. The Voron's manufacture electronic equipment. Announced Aug. 9.

Ownership Changes

APPLICATIONS

KXOC Chico, Calif.—Seeks assignment of license from **Broadmoor Bcstg.** to **Rabell Enterprises** for $84,000. **C. Frederick Rabell** and wife, former 66.66% owners, will be sole owners. The Rabell's own **KSON-FM San Diego, Calif.** Announced Aug. 12.

KARM-AM-FM Fresno, Calif.—Seeks assignment of license from **The George Harm Station** to **Hattie** and **George R. Harm.** Corporate change. No control change. Announced Aug. 9.

KFBK-AM-FM Sacramento, KBEE-AM-FM Modesto, KMJ-AM-FM-TV Fresno and **KERN-AM-FM Bakersfield,** all **Calif.**—Seek assignment of license from **McClatchy Bcstg. Co.** to **McClatchy Newspapers.** Corporate change. No control change. Announced Aug. 9.

WMEG Eau Gallie, Fla.—Seeks negative control of licensee corporation by **V. C. Martin** and **A. V. Catterton** through purchase of stock (50%) from **Mel-Eau Bcstg. Corp.** for $34,000. Miss Martin, former 25% owner, will be 50% owner. Mr. Catterton, also former 25% owner, will be 50% owner. New owners are employes of station. Announced Aug. 9.

WABR Winter Park, Fla.—Seeks control of licensee corporation by **James H. Sawyer** through purchase of stock (60%) from **Ray H. Gunckel** for $126,500. Mr. Sawyer, permittee of **WEAL-TV Orlando, Fla.,** and majority stockholder **WKKO Cocoa, Fla.,** will be sole owner. Announced Aug. 12.

WRAJ Anna, Ill.—Seeks assignment of license from **Pierce E. Lackey** and **F. E. Lackey** to **Anna Bcstg. Co.** Corporate change. No control change. Announced Aug. 9.

KCOG Centerville, Iowa—Seeks involuntary assignment of license from **Hiawatha Bcstg. Inc.** to **Clyde Holbrook,** receiver. Hiawatha has filed bankruptcy petition. Announced Aug. 9.

KBMO Benson, Minn.—Seeks assignment of license from **Arline H. Steinback** to **George J. McCarthy** for $25,000. Mr. McCarthy has lumber interests. Announced Aug. 9.

KDAL-AM-TV Duluth, Minn.—Seeks transfer of control of licensee corporation from **Dalton LeMasurier,** deceased, to **First & American National Bank, Dorothy LeMasurier** and **Odin Ramsland,** as executors of estate of Mr. LeMasurier. Announced Aug. 13.

KHAM Albuquerque, N. M.—Seeks assignment of license from **Rex A. Tynes** to **KHAM Inc.** for $50,800. Equal partners are **J. W.** and **Carl Hedges** and **J. L. Anderson.** The Hedges have oil interests and Mr. Anderson is mgr. KHAM. Announced Aug. 12.

KTNM Tucumcari, N. M.—Seeks assignment of license from **Lloyd Hawkins, Ted Lawson, D. A. Benton, Murphy M. May, Don G. Opheim, David R. Worley** and **Bruce C. Zorns** to **H. L. Maudlin,** Messrs. Lawson, Benton, May and Opheim for $63,000. Mr. Maudlin (55%), each 10% Messrs. Lawson, Benton and Opheim and 15% Mr. May.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION 0

AWAITING ORAL ARGUMENT: 7

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57). Cheboygan, Mich., ch. 4 (6-21-57); Butte, Mont., ch. 6 (8-14-57).

IN HEARING 10

Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Ogden, Utah., ch 9 (7-3-57); Buffalo, N. Y., ch. 7 (9-24-56); Baton Rouge, La., ch. 18 (7-11-57); Elko, Nev., ch. 10 (7-11-57); Beaumont-Port Arthur, Tex., ch. 12.

IN COURT: 5

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10; St. Louis, ch. 11; Boston, ch. 5.

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***1956 ARB Continuing Readership Study**



Member AFCCE

WXRA, WXRC-FM Kenmore, N. Y.—Seeks transfer of control of licensee corporation from **Thaddeus Podbielniak** to **John W. Kluge** for $150,000. Mr. Kluge is majority stockholder in **WGAY Silver Spring, Md., WILY Pittsburgh, Pa., WKDA Nashville, Tenn., KXLW St. Louis, Mo.** and **KNOK Fort Worth, Tex.**, 25% grantee for tv in Orlando, Fla. and 80% application for purchase of **KOME Tulsa, Okla.** Announced Aug. 9.

WKIX-AM-FM Raleigh, N. C.—Seeks assignment of license from **Sir Walter Television Co.** to **Ted Oberfelder Bcstg. Co.** for $167,925. 25% owners are **Theodore I. Oberfelder, Louis P. Randell** and **Norman R. Glenn**, 12½% each **Leonard B. Frutkin** and **Benjamin N. Rippe**. Mr. Oberfelder, pres. Burke Stewart Co. (stations reps firm). Messrs. Frutkin, Rippe and Randell, attorneys and Mr. Glenn, editor and publisher of *Sponsor* magazine. Announced Aug. 9.

WPHB-AM-FM Philipsburg, Pa.—Seeks assignment of license from **William Emert** and **Earl B. Bartley** to Mr. Emert for $15,000. Mr. Emert will be sole owner. Announced Aug. 12.

WJMX Florence, S. C.—Seeks transfer of control of licensee corporation from **Eugene E. Stone** to **Paul H. Benson Jr.** for $23,000. Mr. Stone (48.7%), is former 63.8% owner and Mr. Benson (51.3%), former 36.2% owner. Announced Aug. 12.

WEKR Fayetteville, Tenn.—Seeks assignment of license from **John R. Crowder** and **James P. Clark** to Messrs. Clark and Crowder and **James W. Tate** for $15,000. Mr. Crowder (50%), and 25% each Messrs. Tate and Clark. Announced Aug. 12.

WPFP Park Falls and WATW Ashland, Wis.—Seeks assignment of license from **Eugene A. Halker, Gordon F. Schulter, Norman C. Hoefferle** and **Terry E. Trott** to Gordon F. Schulter and Norman C. Hoefferle for for $9,445. Mr. Schluter, former 41.4% owner, will own 88.5% and Mr. Hoefferle, former 10.3% owner, will own 11.5%. Announced Aug. 12.

Hearing Cases

Hearing Examiner J. D. Bond issued an initial decision looking toward grant of application of **Copper Bcstg. Co.** for new tv on ch. 6 in **Butte, Mont.**

Routine Roundup

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of August 9

The following were granted extension of completion dates as shown: **WPGC Morningside, Md.**, to 10-20, conditions; **WTVD Durham, N. C.**, to 2-23-58; **WENS Pittsburgh, Pa.**, to 2-9-58.

Actions of August 8

KLAS-TV Las Vegas, Nev.—Granted license for tv station and changes in facilities, ant. 130 ft.

WTOC-TV Savannah, Ga.—Granted license for tv station.

WFIE-TV Evansville, Ind.—Granted license for tv station; ERP vis. 178 kw, aur. 93.3 kw, ant 560 ft.

The following were granted extension of completion dates as shown: **WNMP Evanston, Ill.**, to 11-23; **WSPD Toledo, Ohio**, to 11-23; **WLWL Mansfield, Ohio**, to 11-26; **WELK Charlottesville, Va.**, to 11-30; **KDLS The Dalles, Ore.**, to 11-1; **WPVA Petersburg, Va.**, to 9-19; **WSBR Warwick, R. I.**, to 10-15; **KRLH Redding, Calif.**, to 12-31.

Actions of August 7

KTVA (TV) Anchorage, Alaska—Granted license for tv station; ERP vis. 3.02 kw, aur. 1.51, ant. height 130 ft.

KOLO-TV Reno, Nev.—Granted license for tv station.

KPLO-TV Reliance, S. D.—Granted license for tv station.

WKNO-TV Memphis, Tenn.—Granted license for tv station and change studio location; ERP vis. 27.6 kw, aur. 13.8 kw.

COLORCASTING

The Next 10 Days
Of Network Color Shows
(All Times EDT)

CBS-TV

Colorcasting schedule canceled for summer.

NBC-TV

August 19-23, 26-28 (1:30-2:30 p.m.) *Club 60*, participating sponsors.

August 19-23, 26-28 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

August 21, 28 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

August 22 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. through J. Walter Thompson Co.

August 24 (8-9 p.m.) *Julius La Rosa Show*, participating sponsors.

August 25 (4:30-5 p.m.) *Zoo Parade*, sustaining.

August 25 (9-10 p.m.) *Goodyear Playhouse*, Goodyear Tire and Rubber Co. through Young & Rubicam.

WESH-TV Daytona Beach, Fla.—Granted license for tv station; ERP vis. 5 kw, aur. 2.5 kw, ant. 310 ft.

WKRC-TV Cincinnati, Ohio—Granted license covering changes in facilities; ant. 590 ft.

KCLP Rayville, La.—Granted mod. of cp to change type trans., change studio location (same location as trans.).

WARM-TV Scranton, Pa.—Granted extension of completion date to 2-11-58.

WESH-TV Daytona Beach, Fla.—Granted extension of completion date to 2-6-58.

Actions of August 6

WCRV Washington, N. J.—Granted permission to remain silent until Sept. 1, 1957 to renovate studios, install new equipment and redecorate.

WMBC Macon, Miss.—Granted permission to observe specified hours 5:55 a.m. to 6 p.m. (CST) beginning Aug. 1, 1957, due to shortage of qualified personnel.

Columbia Bcstg. System Inc., New York, N. Y.—Granted extension of authority to transmit programs to stations **CFRB, CKAC, CJAD** and other stations under the control of the **Canadian Bcstg. Corp.**, for the period beginning Sept. 15, 1957 and ending Sept. 15, 1958.

National Bcstg. Co. Inc., New York, N. Y.—Granted extension of authority to transmit programs to stations **CBL** and **CBM** and other stations under the control of the **Canadian Bcstg. Corp.** for period beginning 9-15-57.

KONK Shelton, Wash.—Granted extension of completion date to Oct. 1.

Actions of August 5

WSB-FM Atlanta, Ga.—Granted extension of permission to remain silent for additional 90 days, for period ending 11-5-57, to facilitate construction.

WPRP-FM Ponce, P. R.—Granted permission to remain silent beginning immediately until 12-31-57 due to economic reasons.

WMUZ Detroit, Mich.—Granted extension of completion date to Aug. 31.

UPCOMING

August

Aug. 20-23: **Western Electronic Show and Convention, San Francisco.**

Aug. 23-25: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

Aug. 24: Mid-year meeting, New Mexico Broadcasters Assn., Desert Sands, Albuquerque, N. M.

Aug. 30-31: **Annual meeting of Montana Radio** Stations, Inc. Florence Hotel, Missoula, Mont.

September

Sept. 3: Annual meeting, North Carolina Associated Press Broadcasters, Sir Walter Hotel, Raleigh, N. C.

Sept. 7: United Press Broadcasters of Indiana, Indianapolis.

Sept. 8-14: National Television Week.

Sept. 10-12: Electronic Industries Assn. (formerly RETMA), Ambassador Hotel, Los Angeles.

Sept. 26: Washington State Assn. of Broadcasters, semi-annual meeting, Wenatchee, Wash.

Sept. 30-Oct. 1: Illinois Broadcasters Assn. fall meeting, Abraham Lincoln Hotel, Springfield, Ill.

October

Oct. 4: United Press Broadcasters of Kentucky, inaugural meeting, Cumberland Falls State Park, Kentucky.

Oct. 4: North Dakota Broadcasters Assn., annual meeting, Bismarck, N. D.

Oct. 7-9: 13th Annual National Electronics Conference, Hotel Sherman, Chicago, Ill.

Oct. 7-11: Fall meeting, American Institute of Electrical Engineers, Hotel Morrison, Chicago.

Oct. 9-12: 1957 Convention of the Audio Engineering Society, New York Trade Show Building.

Oct. 11-13: Annual convention, AAAA Western Region, Sun Valley, Idaho.

Oct. 20-21: Texas Assn. of Broadcasters, Baker Hotel, Dallas.

November

Nov. 6-9: International convention, Radio Television News Directors Assn., Balmoral Hotel, Miami Beach, Fla.

NARTB CONFERENCES

Region 1 (New England, N. J., N. Y.)	Sept. 16-17	Van Curler Hotel Schenectady, N. Y.
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-20	Statler Hotel Cleveland
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Sept. 23-24	Grove Park Inn Asheville, N. C.
Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Oct. 10-11	Muehlebach Hotel Kansas City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H.)	Oct. 14-15	Multnomah Hotel Portland, Ore.
Region 7 (Mountain States)	Oct. 17-18	Brown Palace Hotel, Denver
Region 6 (Kan., Okla., Texas)	Oct. 22-23	Baker Hotel Dallas
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 24-25	Peabody Hotel Memphis

ALLEN KANDER
and Company
NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
Washington 6, D. C.
NAtional 8-1990

NEW YORK
60 East 42nd Street
New York 17, N. Y.
MUrray Hill 7-4242

CHICAGO
35 East Wacker Drive
Chicago 1, Illinois
RAndolph 6-6760

KOSI DENVER
SAN FRANCISCO KOBY
Number One RADIO BUY
HOOPER – PULSE
NIELSEN
KOSI — See Forjoe
KOBY — See Petry

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.*** • **DISPLAY ads $15.00 per inch.**

No charge for blind box number.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

Wanted, manager with promotional ability for indie radio station in southwest Virginia. Give full information about yourself. School teaching job available for your wife if desired. Reply to J. P. Royall, Jr., Richlands, Va.

Sales

South Florida. Radio salesman. Give resume. $100.00 against 15%. Box 570A, B•T.

Salesman, experienced, able to do some announcing. Excellent market. $100.00 weekly plus guaranteed. Tell your complete story. Box 786A, B•T.

Top pay for a good producer in northwest Florida. Box 869A, B•T.

Wanted: Experienced salesman for local sales with top AM radio station in fast growing Texas market. Draw, 15% commission, car expense. Don't apply unless you know the business, intend to remain permanent and want to make real money. Apply Box 879A, B•T.

Top rated station in Arizona's second largest market has opening for time salesman. Send resume to Box 951, Tucson, Arizona.

Suburban Chicago AM-FM needs a young but experienced salesman who is ready to move to a bigger market. Advance and liberal commission. Complete details to E. A. Wheeler, WEAW, Evanston, Illinois.

Wanted, radio salesman for WLCR, Torrington, Conn. New management with new ideas. Would like competent salesman.

Have opening for experienced salesman. Commission plus car expenses. Write Manager, WNAM, Neenah, Wisconsin.

Announcers

South Florida. Sell radio fulltime. Do one hour airwork. Experience necessary sales-announcing. Send tape, resume. $100.00 against 15%. Box 569A, B•T.

Illinois kilowatt independent wants announcer with several years general staff experience and proved news writing ability. Liberal pay, many fringe benefits. Personal interview required. List age, education, experience in detail. Box 604A, B•T.

Polished DJ wanted—Rapid-fire delivery at a sportscast pace. Glib. Informal lingo. Rhyming intros to records. Wanted by midwest station. $160 a week. Box 669A, B•T.

New England regional wants early morning personality. Chatter, anecdotes, good balance of music, light sound, good ad-lib commercials. Tape must demonstrate this type of show, plus straight announcing ability. No straight dj. $100 week. Send 7½ IPS tape, single track, resume, references. Box 680A, B•T.

Pennsylvania independent wants announcer with commercial experience. Must have good voice and run control board. Familiar with western and pop music. $75. Box 724A, B•T.

Combination announcer and salesman. Well established station, ABC affiliate, and live wire. A good deal for the right man. Tell all in first letter. Box 750A, B•T.

Staff announcer able to do play-by-play sports on fulltime network station. Permanent at good pay. Send full information. Box 785A, B•T.

Experienced announcer. Young, ambitious man who wants a permanent position with a future. Chain operates several stations in Pennsylvania. Play-by-play experience an advantage. Car essential. Offer good pay with regular raises. Only experienced men need apply. Send tape, resume and photo. Box 810A, B•T.

Help Wanted—(Cont'd)

Announcers

1000 watt midwest independent urgently needs good or potentially good combo man with 1st class license. Send tape and resume. Box 815A, B•T.

Announcer, with first, some announcing, small market W. Tennessee station. Fishing-hunting paradise. Good salary, insurance benefits, etc., Box 842A, B•T.

Good announcer. Must be bright and sharp. Northwest Florida, top pay. Box 870A, B•T.

Experienced sportscaster, plus staff duties. Network station. Salary commensurate with ability. G. B. McDermott, KBUR, Burlington, Iowa.

Announcer-engineer. Combination board work and maintenance. First phone. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Double-in-brass personality dj skilled in interview shows with ability to fill in occasionally on play-by-play sports. John W. Powell, KHAS, Hastings, Nebraska.

Iowa kilowatt indie needs good experienced versatile man, announcer, dj, local newsman, ideaman, good-will ambassador to handle going remote studio in Sheldon, friendly progressive town of 4900 in northwest Iowa. Good voice and friendly style imperative. Prefer upper midwesterner. $100.00 week. Rush resume, references, picture and tape, KLEM, Le Mars, Iowa.

Announcer-salesman with promotional ability. Some experience required. Write KLFT, Golden Meadow, Louisiana.

Need immediately, ambitious announcer, preferably first ticket. Above average pay. World's best fishing, hunting, living conditions. Paying commission on sales. Rush air mail tape, snapshots KPRK, Livingston, Montana.

Bright, breezy dj needed for Beaumont's top station. Contact Manager, KRIC, Beaumont, Texas.

Experienced announcer, KSYL, Alexandria, La.

Wonderful opportunity for combo 1st phone-announcer. New station going on air at Livingston this fall. Job starts at $400. Advancement assured good man. Either know or be willing to learn sales, service accounts. E. H. Whitehead, KTLU, Rusk, Texas. Send tape, picture.

Wanted, experienced announcer copywriter for growing radio station. Good hours and salary. Rush tape and resume. WAFC, P. O. Box 448, Staunton, Virginia.

Wanted: Announcer, holding first class license permanent position with benefits. $400 monthly. Send tape and full particulars WEED, Rocky Mount, N. C.

Wanted immediately, engineer announcer for one kilowatt station. Must have first class phone license. Heated apartment furnished on premises. WJWG, Conway, N. H.

Immediate opening for announcer with first class ticket. Good opportunity. Fast growing community. Radio Station WKEN, Dover, Delaware.

Announcer with training and experience. Must be able to do combination work and operate console. At least restricted operators license required. Night shift 6:00 PM to 12:00 M. Send audition tape, snapshot, references and past experience to: WKWF, Key West, Florida.

Florida. Good announcer with first phone. Send tape, photo, resume, salary expected. WKXY, Sarasota, Florida.

Immediate opening: Announce-sales combination. Salary and commission. Southern 250 going 5 kw. Play-by-play desirable, not necessary. Send tape and resume to Jim Gibbon, WLAU, Laurel, Mississippi.

Help Wanted—(Cont'd)

Announcers

Combination announcer-engineer needed immediately. Must have practical engineering experience and good announcing voice. Excellent pay. WNAT, Natchez, Mississippi.

We don't want an announcer. We want a personality disc jockey. Perhaps you are sitting in a smaller town and have been looking forward to moving to a larger market or perhaps you are in a larger market and would like to move to a small market. The Tidewater area has a population of approximately 800,000. WNOR is Norfolk's No 1 station according to Pulse. This could be the opportunity for which you have been waiting. Send a tape, a letter and a picture to Bill Montgomery, Program Director, WNOR, Norfolk, Va. We don't want an announcer, we want a personality disc jockey.

Immediate opening for announcer with first class ticket. Also seeking fulltime newsman with good voice. Send complete information to Robert Bodden, General Manager, WSWW, Platteville, Wisconsin.

Technical

Chief engineer-announcer, limited announcing. Must be strong on maintenance since you're the only engineer. Early morning shift done by noon. Six days. $1.65 to start with guarantee of $73.34. Box 754A, B•T.

Negro engineer, Carolinas station. Fifty-five dollars, 40 hours. Box 801A, B•T.

Engineer with first class license for full-time station in New Jersey. Strong on maintenance, no announcing. $100-plus-per-week depending on experience. Other benefits. Box 824A, B•T.

Opening for 1st ticket engineer for Indiana directional. Beginner accepted. $85.00. 44 hours. Box 850A, B•T.

Wanted immediately, chief engineer-announcer at one kilowatt independent on Florida east coast. One hundred dollars for forty hours. Send tape, photo and resume to Box 874A, B•T.

1st class engineer, 40 hours a week, must have some experience in maintenance, contact WGSM, Huntington, N. Y.

Announcer-first class engineer for mountain studio-transmitter. Single, car, like good music, be able live and work well with others. Liberal time off. Send tape, references, salary requirements to WMIT, Charlotte, N. C.

Florida east coast daytimer needs chief engineer-announcer, WRMF, Titusville, Florida.

Wanted, first class transmitter engineer. 250 watts. Daytime directional. Permanent. Post Office Box 573, Massillon, Ohio. Phone Temple 25-755.

Wanted, radio first phone-announcer, long on talent and ambition, short on experience, in expanding historical market. Good living conditions. Brand new 1,000 watt Gates transmitter. Happy staff. Will make a deal on salary. Phone collect 2178, Edenton, North Carolina, Frank Roberts.

Production-Programming, Others

Newsman: Experienced only, to gather, write and broadcast local news for Pennsylvania station. Must be a newshound. No disc jockey. $85 to start. Box 672A, B•T.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Live wire newsman. Background of reporting, editing, with forceful air presentation. Excellent opportunity at north central metropolitan am-tv stations. Send tape, snapshot and full details about previous experience, and advise salary expected. Confidential. Box 687A, B•T.

Program director with experience to work in radio and television on Florida's west coast. Box 768A, B•T.

Radio-tv home economist. Midwestern college. B.A. necessary, prefer Master's. Air work and writing. Experience necessary. Civil Service benefits. Salary $5,000-$5,800, depending on background. Box 831A, B•T.

Wanted, gal continuity writer. Must be able to turn out good hard selling copy. Experience not necessary but should have had some training. Small, pleasant community in southeastern United States. Good working conditions. Write Box 884A, B•T.

50,000 watt showmanship station—offers good opportunity for man or woman with experience in creative writing that produces sales for advertisers. Persons versatile in production as well as copy writing are particularly invited to respond as this is chance to join enthusiastic staff of top-notch radio professionals. Send photo, personal and professional resume plus salary requirement first letter to Westinghouse 2929, Fort Wayne.

Gal Friday to take over traffic and help in copy department. Write Manager, WNAM, Neenah, Wisconsin.

RADIO

Situations Wanted

Management

Small market manager or assistant. Experienced organizing, programming, copy, sales. Box 741A, B•T.

Enthusiastic, experienced, capable, selling, successful general manager of 5 kw station desires change. Age 36, college, married, family, nondrinker, church-goer, civic affairs, community interests. Available September. Box 844A, B•T.

General manager desires to make change. Six years experience as manager of 1000 watt station in market of 50,000. Am thoroughly experienced in all phases of today's radio operation including national sales, programming sales promotion, am capable of selling local and national accounts. Finest references. 33, college and family man. Box 855A, B•T.

Manager-salesmanager. Creative young man, 30, married, two children. Now managing highly successful daytimer which I personally put on air in highly competitive market. No personnel turn-over in more than a year. Achieved audience and sponsor dominance in less than eight months. Excellent local and national sales record both radio and television. Excellent reasons for change. Interested in radio or tv manager or salesmanager position with future. Box 863A, B•T.

Manager-sales manager: I possess authentic operations manual used by country's top rated music-news stations. Successful operation resulted in my station's pending sale. New owner plans to manage. May I submit proven twelve year administrative-sales experience record, quality industry acceptance and reputation. Confidential. Box 873A, B•T.

Sales

Salesman-announcer-engineer, experienced all phases, desires connection with station in the southeast. Must have minimum guarantee of $125.00 per week, with higher potential. Box 832A, B•T.

Experienced selling, engineering, announcing. Presently employed large market. Want position medium midwest market with good future. Box 841A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, short on experience, long on ambition. Strong music, Basie to Beethoven. News, commercials, write continuity, can operate board. Box 107A, B•T.

Good announcer, trapped in juke box with tape, wants out. Big city, 5-day week only. Top newsman, first ticket. Midwest now, will go long way for good music station. Box 698A, B•T.

Sportscaster, knows and calls all sports, doubles on dj and news, tapes available. Box 752A, B•T.

Girl personality, dj run own board, eager to please. Free to travel. Gimmicks and sales. Box 756A, B•T.

DJ beginner, capable, eager to please, salary second to opportunity. Grad N. Y. radio school. Tape and resume immediate on request. Box 757A, B•T.

Personality dj. Strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 758A, B•T.

Staff announcer desires position in Illinois, Wisconsin, or Iowa. Reliable. Box 779A, B•T.

Experience dj-announcer desires position with music news station. Prefer Delaware, Maryland or Virginia. All offers considered. Dependable, versatile. Excellent references. Presently employed. No sales experience. But interested in learning. Box 798A, B•T.

Combo announcer-engineer holding first class license with 7 years experience in radio broadcasting. Experienced all phases of radio-music-news-sports-special events. Presently employed, desire new location. Box 818A, B•T.

Announcer: Several years of experience with music-news format. Bright sound. Ability to please audience and sell for sponsor. 3rd class ticket. Married, references, tape on request. Box 833A, B•T.

Versatile! Announcer, dj. Football, baseball, news, interviews, mc. 6 years experience, want to move up. Family man, 29. Box 834A, B•T.

Graduate 2 year radio, tv school, hard worker, willing to learn, veteran, married, will travel. Box 836A, B•T.

Versatile announcer-1st phone, California desired. 8 years radio. Box 838A, B•T.

Deejay, pop and western: Newsman for local news, general staff work. 16 years experience, wants station in southern California. Box 843A, B•T.

Sixteen years experience radio, television. Top quality announcing. Showmanship. Presently employed. Acting background. Impressions. Trick voices. Box 845A, B•T.

Negro. 1 year college. Former Golden Glove Champ. Professional boxer. Former announcer. Operate turntable, control board. Editor news. Worked at small station. Graduate Cambridge School for announcer. Box 848A, B•T.

Looking for a dj with a personality. Am all-around announcer. Short on experience long on potential. Tape will convince. Box 849A, B•T.

Announcer, 9 years radio, all phases, except play-by-play sports. 1 year tv camera and booth. Strong on commercials and news. Married, honest, sober, reliable. Desires permanent position. Presently employed. Box 862A, B•T.

DJ with commercial radio experience, well developed sense of showmanship, seeking opening with opportunity to become your city's top personality. Prefer radio with tv affiliate. Salary $95. Write Box 865A, B•T.

Ambitious, reliable, combo man. Presently employed. Desires Wisconsin location. Married Box 867A, B•T.

Announcer-dj, one year at small station. Wants to move up. Married, 29 and good potential. Box 871A, B•T.

DJ with format that can build and hold audience. Blocked in 15 segments, each segment features popular song by an artist plus other favorites by same personality. Appeals to adults and youngsters. 7 years experience. Desire position with future. Box 872A, B•T.

Announcer, like to relocate to small town. Excellent voice quality. Box 877A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced announcer, disc jockey seeking permanence. Operate board. Excellent references. Box 881A, B•T.

Tops in copy. Disc jockey. This idea gal great. Hire me, why wait. Box 883A, B•T.

First phone announcer, no maintenance, experienced, married, college, veteran, employed. Box 885A, B•T.

Announcer, network voice, 6½ years experience, family man wants advancement, Bruce Davis, Oakleigh R. D. #2, Pottstown, Penna, Phone Homestead 9-6469.

Announcer, 22, single, draft exempt, four years experience. Desires change from split-shift radio and television schedule. Interest centered around radio. Bob Fulcher, Farmville, Virginia.

Announcer, 56 college graduate, 26 years, negro, two years service announcing experience, strong on news and music will travel, tapes available. Walter Sanders, 10710 Magnolia Drive, Cleveland, Ohio.

Technical

Engineer. 6 years experience in all phases am. Graduate of two technical schools, CREI student, ham. Desire chief's job, east only. Good references. Box 851A, B•T.

Engineer experienced in all phases with fifteen years chief and supervisory experience. Also commercial pilot with single and multi engine rating. Box 857A, B•T.

Chief engineer—installation operation maintenance specialist. Plenty experience. Excellent references. Box 882A, B•T.

Available immediately. Chief engineer. Presently employed, with announcing experience. Desires permanent position. 4 years experience, inclues installation of new equipment. Write, wire or phone Engineer, 2019-17th Street, Rock Island, Illinois, 8-9135.

Chief engineer, eastern states, experienced am, fm, directional, construction. Best references including present employer. Lyle Lincoln, 113 Wilson, Harve de Grace, Maryland. Phone 749-J.

Production-Programming, Others

Outstanding newsman wants job preferably southwest, California, Colorado or Blue Ridges. No announcing. Long experience, finest references. Now averaging 60 local stories daily. Available September. Personal interview preferred, Box 751A, B•T.

Director. Two years experience. "Can give high quality productions with low cost know how, can handle local commercial spots with variety and care, a very good imagination with the ability to put it to good use." Box 804A, B•T.

Radio-active cow for sale. Hillbilly character free. ½ hour daily $2.25. Unusual c & w show. Money-back guarantee. Box 858A, B•T.

TELEVISION

Help Wanted

Management

Commercial manager for vhf station in important Texas market. Box 775A, B•T.

Sales

Energetic salesman who can produce for large Texas market vhf. Box 776A, B•T.

National sales secretary wanted. Must know shorthand, typing, TWX. Top salary, insurance plan. Send resume and photograph to John Henry, National Sales Manager, KBTV, 1089 Bannock, Denver, Colorado.

Need top flight experienced tv salesman for ABC affiliate in fast growing southwest market. Salary and commission open, write KELP-TV, Box 105, El Paso, Texas.

Announcers

Excellent opportunity for a good radio-tv announcer. Send resume, photograph and a tape of dj work, news and commercial. WCPO-TV-AM-FM, 2345 Symmes St., Cincinnati, Ohio. Immediate reply beneficial to you.

TELEVISION

Help Wanted—(Cont'd)

Technical

Wanted by midwest tv station, two transmitter and maintenance engineers. Starting salary higher than average for men with experience. Excellent living conditions. Resume and photo in first letter. Box 780A, B•T.

Studio technician with first phone license. Please supply complete resume and photograph. Box 880A, B•T.

Operator with 1st class license. Good salary and good working conditions in Missouri. Radio and tv operation. Box 887A, B•T.

VFH has opening for first class studio engineer. Latest most modern facilities now under construction. Salary commensurate with ability. Contact Jim Butts, KBTV, 1089 Bannock, Denver, Colorado.

Immediate opening, two licensed engineers. Experience desirable but not necessary. Salary based on experience. Car necessary. Contact W. M. Greely, KHOL-TV, Holdrege, Nebraska.

Transmitter engineer, four days per week, mountain transmitter. Finest living quarters for engineer and wife allowance. State background and required salary Chief Engineer KOAT-TV, Albuquerque, New Mexico.

Expanding schedule need first class engineer. Good salary based on experience. Paid vacations, insurance benefits. WDAY-TV, Fargo, N. D.

Video engineer for maintenance, educational tv. Must have two years station experience. Pay $5,200, annual contract with school system, five day week. Immediate vacancy. Phone collect: FR-1-6870, 1-4 PM, Herb Evans, Miami, Florida.

Have immediate opening for first class engineer, operation and maintenance, regime and photo first letter. Write Chief Engineer, WSEE-TV, Erie, Penna.

Production-Programming, Others

News director needed to supervise and manage well established 6 man news department. Radio and tv. Expansion in the future. Completely equipped news room, including mobile unit, dark room facilities. Do some air work. Only experienced need apply. Send tape, complete info to Box 859A, B•T.

Are you, the experienced, inventive, personable, permanent young woman we need in our television continuity department? Above average salary, best working conditions with a pioneer tv station. Address resume and snapshot to Continuity Director, WOC-TV, Davenport, Iowa.

Experienced photographer, 16mm, develop own film: Send resume; state salary expected. Contact RO, Box 626, Fargo, N. Dak.

TELEVISION

Situations Wanted

Management

Unusually complete background including management radio station seven years with successful record in sales and civic affairs. Network experience in tv and radio in area important to tv station. Three years with client supervising advertising and sales promotion. Employed but highly desirous of future with station operation. Prefer eastern market. Box 706A, B•T.

Announcers

TV newscaster, 6 years radio, 4 years tv, seeking advancement with top-notch news operation. Good voice and personality, references. Audition film available. Presently employed, for past two years, with one of midwest's leading tv operations. Box 861A, B•T.

Production-Programming, Others

Chief film editor, tv film experienced. Presently employed, desires permanent position with larger responsibilities. Box 547A, B•T.

Solid, comprehensive station and ad agency background, film and live, eleven years. Also film commercials. Imaginative, creative. Top references, credits. Will relocate. Box 853A, B•T.

Now selling, servicing, writing, announcing, for agency, medium market. Want similar work with tv station, west or midwest. 27, vet, married, degrees, station background. Permanency, good conditions important. Box 854A, B•T.

FOR SALE

Stations

Manager to invest in upcoming 500 watt daytime operation. New California market, ideal coast location, excellent potential. Box 856A, B•T.

Blue Ridge mountain area, single station market. Making money. Total price $45,000. Terms. Contact either office, Paul H. Chapman Company, 17 East 48th, New York or 84 Peachtree, Atlanta.

Carolina, profitable, small market. Priced gross at $65,000. Half down. Paul H. Chapman Company, Atlanta office, 84 Peachtree.

Sold. Listing NX. Sale price index GBO. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

Sold. 60% of all the am stations offered by this agency since its establishment. Ralph Erwin. Broker. Tulsa.

Pacific coast, 250 watt, 3-county, 5-city market, 40,000 listeners, retail $51,000,000, grossing $45,000 plus, 18% net. Price $48,500 with $14,500 down. Our No. 9906. New York State, 250 watt fulltime license, no network, AP wires, real community station. Grossing $45,000, expenses $29,000. Price $50,000; terms. Our No. 9935. West Central Texas, 500 watt daytime, spl. permit 4 a.m. New Gates equipment. Price $40,000, quarter down. Our No. 9881. For quick sale list with May Bros., Binghamton, N. Y.

Oregon, fulltime, $48,500, $14,500. down, excellent growth area, wire or write, Norman & Norman Inc., Davenport, Iowa. Phone 3-5642.

Private, conservative service to qualified principals only. Ralph Erwin, Broker, 1443 South Trenton. Tulsa.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Texas radio station will sell 60 watt vhf mobile news unit, including station transmitter and receiver, and mobile unit in 1956 station wagon. Will sell with or without the car. Best offer takes it. Reply to Box 771A, B•T.

First check for $1600 buys AM250W composite transmitter, constructed from Gates FM. Excellent condition—heavy duty components. Removed from service after four years, power increase. Box 878A, B•T.

Conelrad unit for sale half price, $60. FCC approved. WAND, Canton, Ohio.

Mobile broadcast studio. Converted Air Line bus. With or without equipment. Range 20 miles. Money maker. WEOK, Poughkeepsie, N. Y.

Have equipment for kilowatt station, need a location. Van Sandt, WJOI, Florence, Alabama.

For Sale—Available August 20, increasing power, 1 kw, TTU1B RCA transmitter, Channel 23, filterplexer, harmonic filter, frequency monitor. 3 years old, good condition. Make us an offer. WMSL-TV, Decatur, Alabama.

For sale, 4 Gates CB-11 3 speed turntables. $75 each. WE 20-B rectifier $75. Magnecorder PT-6. Joe Pelletier, WPME, Punxsutawney, Penna.

General Radio type 25A frequency monitor, completely reconditioned by the General Radio Company. Write or call WSTC, Stamford, Conn.

Ampex 300, 300-2 Stereo, 401, 600 and 350 available. Short deliveries on 350-2P, 601-2P Stereo and 601. Grove Enterprises, Roslyn, Pa—Turner 7-4277.

WANTED TO BUY

Stations

Principal interested in medium size station in good market, need not show huge net. Prefer eastern seaboard. Write in strict confidence. Box 793A, B•T.

Am selling my interest in station. Now have $50,000 cash for down payment on solid am deal. Midwest, southwest or east. Box 839A, B•T.

Station wanted, small or medium market. 15-20 down. Interested midwest, Pennsylvania, Maryland, Delaware, Virginia. No brokers. Box 864A, B•T.

WANTED TO BUY

Stations—(Cont'd)

Present owners of three am stations desires to purchase station with annual volume in $150-200,000 range. Prefer midwest or eastern city of 75,000 or greater population. Responsible, well financed. Broker inquiries are invited. Box 868A, B•T.

Will pay $50,000 to $100,000 for station. Terms. Private. Confidential. Box 8545, Chicago.

Stations wanted. New Mexico, Colorado, Texas, Oklahoma, Missouri, Arkansas, Louisiana, Kansas. Ralph Erwin. Broker. Tulsa.

This agency has operated continuously under the same name and in the same city since its original establishment. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

Sold. 60% of all the am stations offered by this agency since its establishment. Ralph Erwin, Broker. Tulsa.

Stations wanted. New Mexico, Colorado, Texas, Arkansas, Louisiana, Missouri, Kansas. Ralph Erwin, Broker, Tulsa.

Equipment

Interested in used studio tv equipment. Also 5 kw air cooled, low band transmitter. Send condition and price to Box 852A, B•T.

Wanted immediately. 250 watt or 1 kw fm transmitter, with monitor. Box 860A, B•T.

Wanted: RCA BQ-1A turntables (2), which play only 33 and 45 microgroove. Chief Engineer, WFBR, Baltimore 2, Md.

Used Magnecorder PT6AH tape transport. Broadcast Services, Inc., Mart Bulding, El Paso, Texas.

INSTRUCTIONS

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

RADIO

Help Wanted

Management

SALESMANAGERS
STATION MANAGERS

We are expanding in the South—we want to expand even faster. We cannot afford personnel problems. We want two young men with experience—plenty of potential for our sales department who can become managers. We want to help these men develop their best qualities . . . men with their feet on the ground, who want to manage first class stations and make money. It's a wonderful chance to go first-class with the finest group of fellas you ever saw. Tell us everything with accompanying photo.

Box 846A, B•T

Sales

WANTED—*SALESMAN*

by top-rated 5KW CBS affiliate in strong southeastern market. Young man preferred. Excellent opportunity for qualified man. Send full information and picture to Box 835A, B•T.

RADIO
Help Wanted—(Cont'd)

Sales

THREE

Top rated station operations expanding into big markets leaves openings in the Bartell Group.

YOUNG

We are looking for young, aggressive salesmen who are interested in an association with the best independent radio group in the country.

AGGRESSIVE

Every reward is lavished on those who have the makings for success.

SALESMEN

Write: Gerald A. Bartell,
P. O. Box 105,
Madison 1, Wisconsin

Announcers

One of America's outstanding group organizations. We own radio and TV stations in several of America's most beautiful cities. Ideal living conditions—IDEAL MONEY for the right men. If you honestly believe you are the best DJ in your area and deserve more money and recognition, rush air-check of your show, plus newscast. Tell us how much you are worth—we'll meet your price if your tape convinces us. We want tight production, fast pace, sharp patter and gimmicks galore. Can you fill the bill? We'll fill the check!

Box 830A, B•T

ARE YOU A NEGRO DJ IN SMALL TOWN?

If you are a pretty good Negro DJ working at a part-time job or in a small town station and someday want to get into big-time radio at an ALL-Negro station—write us and send tape and photo. Really Rock'n-Roll the show. If you look like you can make the grade—we'll help train you to be even better than you are. We have three big Southern markets—and the finest bunch of DJ's in the country—all of them started at small town stations. We prefer men now down South. Apply right now!

Box 847A, B•T.

RADIO
Help Wanted—(Cont'd)

Announcers

BEAUTIFUL SAN DIEGO*
AND
A TOP SALARY?

WHAT COULD BE A BETTER COMBINATION FOR A TOP NOTCH RADIO PERSONALITY?

If you are now in a major market . . . if you are programming for an *adult* audience . . . if you have *proven* record of being the number one man in your area consistently, then rush air check, picture, and complete details, including information indicative of your personality (views, philosophy, etc.) to P. O. Box 6585, San Diego, California.

**San Diego . . . a metropolitan market of over a million people, 125 miles from Los Angeles, 18 miles from Mexico. Average Mean temperature in winter of 60 degrees, in summer, 68.*

$10,000-$15,000

SALARY FOR MORNING SHOW

DISC JOCKEY

We want a man with four or five years experience. We'll give him a huge established audience and the best Morning Show set-up in Baltimore. Send resume and tape at once to Les Alexander, WITH, 7 East Lexington St., Baltimore 3, Maryland—and follow up by phoning him at Lexington 9-7808.

W - I - T - H

RADIO BALTIMORE

Production-Programming, Others

ALAS!

Our Gal Friday is getting married. If you have an eye for details, ideas and can write terrific copy, write Bill Montgomery, WNOR, Norfolk, Virginia. We don't have much fun, but we make a lot of money.

RADIO
Situations Wanted

Announcer

TOP RATED ROCK AND ROLL D.J.
in city over million.
Ready for big move.
Let's get together.
Box 866A. B•T.

RADIO
Situations Wanted—(Cont'd)

Announcers

CAN YOU USE THIS MAN?

He is an air salesman and not an announcer.
He presently handles 14 programs daily, including local and national newscasts . . . Commentary-Interview show . . . Weathercast . . . Sportscast . . . Telephone Quiz . . . Personality Show and an ad-lib "Swap Shop" program.
He gathers, writes, and broadcasts all local news and sports.
He has conducted interviews with dozens of famous personalities in Public life and the Sports world.
He recently was selected 2nd Choice out of 76 applicants from Coast to Coast for the position of play-play-play announcer with one of the midwests "top" stations.
He has been with his present employer in excess of 4½ years.
He is 34 years of age, married and the father of a 14 year old son and an infant daughter.
He IS NOT interested in "job-hopping" but IS interested in finding employment in a larger market.
We will guarantee you a hard days work for reasonable compensation that will allow his family to live comfortably but sensibly.
If you feel that you may have room for such an employee and are interested in further details please write Box 875A, B•T.

Management

AVAILABLE

Well known broadcasting executive seeks challenge with radio and/or television station or group of stations needing sales, programming and management lift.

Outstanding record of accomplishment in all phases of local and network, radio and television, motion pictures and advertising agency. Coast to coast contacts.

Effective administrator, competitor and money-maker.

BOX 840A, B•T.

TELEVISION
Help Wanted

Announcer

TV ANNOUNCER

Have immediate opening for top-flight television announcer in Alabama's largest market. Must be experienced. Please forward recent photo and tape to M. D. Smith, c/o WBRC-TV, Birmingham 9, Alabama.

FOR SALE

Equipment

EXCELLENT EQUIPMENT FOR SALE
AVAILABLE IMMEDIATELY

1—General Electric TC21A Switching system including:
TV19A Mixing Amplifier
Master Monitor TM8A
Console Housing
TP12 Power supply
TP13 Power supply $3600.00
3—General Electric TV4B Camera Plug Board ..... each $86.50
1—General Electric TM8A Calibration Monitor, Turret, TP12 Power supply $1200.00
1—General Electric 21C Visual Demodulator w/ TP13 Power Supply ..... $ 900.00
1—General Radio Television Station Monitor $1743.00
1—100 Watt General Electric Television Transmitter $6000.00

Box 876A, B•T

FOR SALE

Equipment

1—Model 250K RCA 250 watt transmitter and tubes
2—1400 KC crystals
1—311AB RCA frequency monitor
1—731A General Radio modulation monitor
2—RCA 70C turntables.

BEST OFFER TAKES

Reply to Box 886A, B•T

FOR SALE

Two second hand guyed Stainless, Inc. AM towers.

One Truscon self-supporting AM tower.

ACE-HIGH TOWER COMPANY
BOX 55, GREENVILLE, S. C.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

INSTRUCTION

Technical Preparation

. . . . . for radio and television personnel

- The Master Course for FCC License preparation (Not a "cram" course).
- The Advanced Engineering Course for men already holding a ticket. A college-level program for those who cannot attend college.
- Carl E. Smith, Director

For descriptive brochure, write to:
Cleveland Institute Radio Electronics
4902 Euclid Avenue, Cleveland, Ohio

96% OF ALL GRADUATES OFFERED POSITIONS IN RADIO OR TV!
Courses in Announcing, Acting, Writing, Production. 1 year of intensive training. Founded in 1934. Professional teachers with national network background. Term starts September 26th.
NATIONAL ACADEMY OF BROADCASTING
3338 16th Street, N.W. Washington, D. C.
Dept. B

EMPLOYMENT SERVICES

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 Fourteenth Street, N. W.
WASHINGTON 5, D. C.

BUSINESS OPPORTUNITIES

RALPH J. ERWIN
Licensed Professional Broker
1443 South Trenton
Tulsa
Shreveport • Tulsa • Albuquerque

NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel.

INTERNATIONAL

CKVR-TV Takes Actions Aimed At Sharing Toronto Audience

IN a bid for a share of the Toronto audience, CKVR-TV Barrie, Ont., has boosted its power, raised its antenna and now plans to subsidize antenna adjustments, so viewers 50 miles southward can bring in Barrie ch. 3.

CKVR-TV is operating at 27 kw visual, with an 810-foot antenna. To make the power count in Toronto, Ralph Snelgrover, owner of the station, has announced steps are being taken with a Toronto tv service organization to adjust antennas, which at present are tuned only to receive one Toronto station and those south in Buffalo. N. Y. Mr. Snelgrover plans to subsidize adjustments, so that they will cost set owners not more than $15 apiece. If necessary. Mr. Snelgrover says, he will set up his own service organization to get his signal into Toronto.

Television Makes Big Dent In BBC's Radio Audience

THE NUMBER of radio listeners in Great Britain dropped one million in the second quarter of this year, the British Broadcasting Corp. reported last week. Television was given credit for luring listeners away.

The BBC figures at the end of June showed 3.5 million listeners, down from 4.5 million at the end of March. Total television viewers, both for BBC and independent stations, are figured currently at 6 million.

In a move to hold and win back listeners, BBC is doubling its daily news bulletins from 13 to 26. All radio is under control of BBC.

Canadians Drop Soap Operas

MOST English-language daytime radio network serials are being dropped in Canada by soap advertisers. Lever Bros. Ltd., Toronto, is dropping the Canadian daytime serial *Laura Limited,* while Procter & Gamble Ltd., Toronto, is dropping *One Man's Family, Whispering Streets, When a Girl Marries* and *Search for Tomorrow.*

Some will be replaced with light music and news programs, and in other cases the sponsors will use more daytime spot. A drop in popularity of these shows is given as one reason for discontinuance.

French-language daytime radio serials, however, are being continued by both advertisers.

Press Plans for Queen's Visit

THE Canadian Dept. of External Affairs is accepting letters of application for press-radio-tv accreditation for the October visit of Queen Elizabeth II to Ottawa. Letters of application should be directed to Mr. M. Gauvreau, Press Accreditations Office, Room 266, East Block, Parliament Building, Ottawa. Deadline for applications is Oct. 10 and credentials must be picked up in person from Oct. 9 to Oct. 12 noon.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Frederick A. Tilston, vice president in charge of sales, Sterling Drug Mfg. Ltd., N. Y., elected president, succeeding late **Ralph W. Henderson. Henry H. Tuckley,** works manager, appointed vice president in charge of manufacturing operations.



◄ **Chester R. Vail,** account supervisor, Benton & Bowles, N. Y., appointed vice presdent. Mr. Vail has been with B&B 6½ years and prior to this was with Erwin, Wasey & Co. for 15 years.

Jack Kopp, brand supervisor, Leo Burnett Co., Chicago, elected vice president.



◄ **Hal James,** vice president in charge of radio-tv, Ellington & Co., N. Y., and previously with Compton Adv., N. Y., to Doherty, Clifford, Steers & Shenfield, same city, as vice president and director of radio-tv programming and production.

Thomas J. Martin, formerly general sales manager for Needham Mfg. Co., to Bermingham, Castleman & Pierce, N. Y., as vice president in charge of business development.



◄ **Anthony Alduino,** formerly comptroller, Meldrum & Fewsmith, Cleveland, Ohio, to Burke Dowling Adams, N. Y., as vice president and comptroller. **Joseph A. Romanello,** Robert W. Orr & Assoc., joins DBA's market research staff and **Michael Fleming,** formerly copy chief of Monroe F. Dreher Inc., N. Y., to agency's copywriting staff.



◄ **James F. Black,** vice president and account supervisor, Benton & Bowles, N. Y., to Kudner Agency, same city, as manager on Goodyear Tire & Rubber Co. account.

Arthur Hohman, Foote, Cone & Belding, L. A., transfers to S. F. office as account executive and **Taylor Rhodes,** with agency's N. Y. office, to L. A. as market research director. **Elvie Carson,** formerly media director-office manager of Fuller & Smith & Ross, and **Doris Craig,** copywriter with Young & Rubicam, to FC&B, L. A., as media director and member of copy department, respectively.

Edward F. Walthers, account executive, Beaumont & Hohman, to Nelson Baker Inc., S. F., in similar capacity.

Alice J. Wolf, senior timebuyer at Grey Adv. and before that with J. Walter Thompson Co., both N. Y., to Burke Dowling Adams Inc., same city, as that agency's first timebuyer. **George W. Forstbauer Jr.,** assistant comptroller, Cohen & Aleshire, N. Y., to BDA as supervisor of accounting dept.

Inez Aimee, formerly of radio-tv department, BBDO, N. Y., to Atherton & Currier, same city, as timebuyer.

Donald E. Lindstrom, formerly with Leo Burnett Co., Chicago, to media department of Ruthrauff & Ryan, same city, as buyer.



◄ **G. Buell Culver,** R. T. French Co., N. Y., named brand advertising manager of Atlantis Sales Corp., marketing division of French Co. He will handle advertising of French's prepared mustard, instant potato and company's line of pet supplies.

Thomas J. Barnes, supervisor of kitchens department, Sears, Roebuck & Co., Chicago, appointed national retail sales promotion and advertising manager. He succeeds **Hugh L. Ray,** who becomes supervisor of sporting goods and luggage.

Joseph E. Dawson, formerly assistant manager of radio-tv operations at Dancer-Fitzgerald-Sample, appointed assistant manager of Burton Browne Adv., Chicago.

Daniel M. Gordon, formerly in charge of all media and media research activities at Ruthrauff & Ryan, N. Y., to Donahue & Co., same city, to direct media planning and buying, effective today (Monday).

Gordon H. Hendry, media buyer-assistant media director of Wherry, Baker & Tilden, Chicago, and **Irvin Lanning,** advertising manager for chemical division of Goodyear Tire & Rubber Co., Akron, Ohio, to Gardner Adv., St. Louis, as media group supervisor and to copy contact group on Monsanto Chemical Co. account, respectively.



◄ **Dorothy Davis Smith,** assistant account executive on Max Factor's Curl Control at Anderson-McConnell, L. A., to Emil Mogul, N. Y., as assistant account supervisor on Revlon. She is credited with having conceived Curl Control name and copy strategy.

Thomas G. Fielder, formerly advertising-sales promotion manager, tv receiver department, General Electric Co., to Cunningham & Walsh, N. Y., as marketing and merchandising supervisor. **John F. Belcher,** BBDO, joins C&W as merchandising coordinator and **Frank Van Ulk,** eastern manager, Winegrowers Guild, named C&W merchandising director of northern sales region.

Ward F. Parker, formerly vice president-director of marketing, B. T. Babbitt Inc., to J. Walter Thompson, N. Y., as coordinator of merchandising and marketing activities.

Joan B. Paine, specialist in copywriting for food products, to Charles F. Hutchinson, Boston, copy department. In addition to copy assignments, she will do contact work on number of accounts.

Howard Englander, instructor of sales promotion, Wharton School, U. of Pennsylvania, to Shaller-Rubin Co., N. Y., copy staff.

FILM

William Bloom, producer, RKO Radio Pictures, Hollywood, to National Telefilm Assoc. as executive producer and head of NTA film production. **Sylvia Seymour,** NTA executive on West Coast, named assistant to Mr. Bloom.

Mitchell Leisen, director, Paramount Studios, Hollywood, to Henry Jaffe Enterprises at Screen Gems to serve as executive consultant to Alvin Cooperman, producer and **William Phillipson,** executive producer, of Shirley Temple series, *Fairy Tales.*

Kenneth Hyman, executive vice president, Associated Artists Productions Inc., N. Y., father of girl, Kate, Aug. 8.

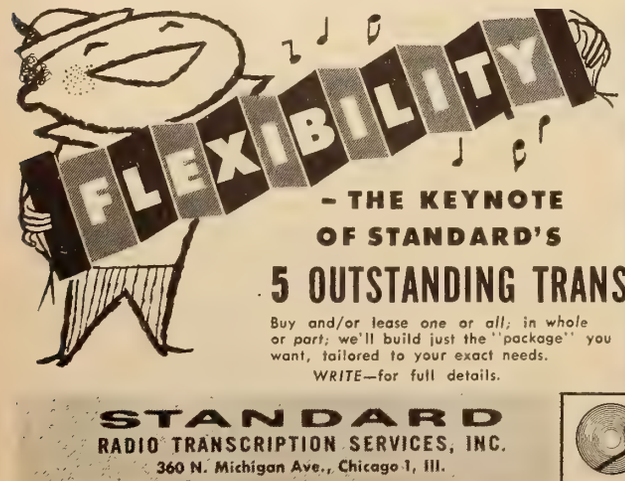
Philip Larschan, film editor, Transfilm Inc., N. Y., father of boy, Philip Jr., July 29.

NETWORKS



◄ **Leslie A. Harris,** eastern sales manager, American Broadcasting Network, promoted to newly-created post, coordinator of national spot sales for ABC owned-and-operated television stations.

Johnny Carson, for past six years with CBS-TV Hollywood, to Don Fedderson Productions as m.c. for *Do You Trust Your Wife?,* which will start on ABC-TV Sept. 30 as Mon.-Fri., 4:30-5 p.m. series.





"I'm delighted with Ad Age's helpful news package . . ."

says **GENE K. FOSS**
Marketing Vice-President
Grove Laboratories, Inc.

"Advertising Age reports not just the news of advertising itself, but the happenings in many fields that affect advertising as well. Stories such as the boom in babies, the average income and the outlook for housing have significance for marketing men. I'm delighted they are a part of the helpful news package Advertising Age brings me each week."

GENE K. FOSS

Mr. Foss started in the drug business at the Mykrantz Drug Stores in Columbus, Ohio, during his last year of high school. He went on to Ohio State and earned his B.S. degree in marketing and finance in 1940. After more than a year on the sales force of Weco Products Co., he enlisted in the Army as a private, rising to the rank of major during World War II. In 1948, Mr. Foss joined Grove Laboratories, Inc., as a product manager. In his present position (since June, 1956), he has over-all responsibility for sales, advertising and merchandising of the company's products which include Bromo Quinine and 4 Way cold tablets, Citroid Compound, Pazo Ointment, Kare Deodorant, NoDoz tablets and the Fitch hair grooming aids.

Ad Age's weekly news package has significance for most of the advertising executives who are important to you. Fifty-two Mondays a year, Ad Age gets turned to for up-to-the-minute marketing developments, not only by those who *activate,* but also by those who *influence* major decisions affecting broadcast.

Take Grove Laboratories Inc., for example. A leading maker of proprietary drugs and toiletries, this company earmarks the largest segment of its more than $5,000,000 advertising budget for television. In 1956, Grove ranked 42 among the top spot tv advertisers with an expenditure of $1,696,100*. In addition, the company invested more than $655,000 in network time.

Every week, three paid-subscription copies of Advertising Age keep Grove marketing executives abreast of the changes and developments affecting them. *Further, 79 paid-subscription copies reach decision-makers in the agencies placing their advertising,* Gardner Advertising Co.; Sidney Garfield & Associates; Dowd, Redfield & Johnstone and Cohen & Aleshire.

Add to this AA's more than 39,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 11,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of nearly 150,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

**N. C. Rorabaugh Co. for Television Bureau of Advertising*

ABC ABP NBP



1 Year (52 issues) $3

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

Ruth M. Crawford, ABC New York librarian, died Aug. 10 following brief illness.

STATIONS



◄ **Gunnar O. Wiig,** executive vice president and director, Allegheny Broadcasting Corp. (KQV Pittsburgh) and Television City Inc., to WROC-TV Rochester, N. Y., as general manager. **William Fay,** who retires as general manager, remains with WROC-TV in an advisory capacity and retains his title as Transcontinent Television Corp. vice president.

Lawrence H. Rogers II, president of WSAZ Inc. (WSAZ-AM-TV Huntington, W. Va.), elected secretary of Huntington Publ. Co., parent corporation of WSAZ Inc. In addition to his present duties at stations, Mr. Rogers will assume responsibilities as part of management executive committee of Huntington Publ. Co.

Russ M. Stewart, vice president, Platte Valley Broadcasting Corp. (KNEB Scottsbluff, Neb., and KOLR Sterling, Colo.), resigns to look after farm and ranch interests as well as other station interests. **George Haskell,** assistant general manager, KFAB Omaha, to Platte Valley Broadcasting Corp. as manager.

R. Earl Higgins, assistant auditor, KDKA-AM-TV Pittsburgh, named auditor of WAAM (TV) Baltimore (to become WJZ-TV). Both stations are owned by Westinghouse Broadcasting Co.

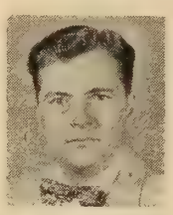
Hal Shideler, general manager, KFOX Long Beach, Calif., retires. He is expected to devote full time to his sportscasting activities, for which he is well known in southern California area.

Homer Griffith, field representative, Sesac Inc., to KEAR San Francisco as manager. He also becomes sales manager of newly-organized Western Fm Network.

John I. Edwards, KMJ-TV Fresno, Calif., named manager.

John M. Williams named station manager of WKLV Blackstone, Va.

Larry Lester, KGA Spokane, Wash., account executive-announcer, to KPEG Spokane as sales manager.



◄ **John A. Wales,** local sales manager, WWJ Detroit, named local sales manager of WWJ-TV.



◄ **Walter A. Schwartz,** national sales manager, WWJ, named local sales manager, succeeding Mr. Wales.

Fred Noble, production department, KTBC Austin, Texas, named production manager. **Dan Love** promoted to assistant program director of KTBC-TV in addition to his duties as sports editor and **Jim Morriss,** radio programming department, named KTBC assistant program director.



◄ **Dick Morrison,** radio specialist with Katz Agency, to KXYZ Houston as commercial manager. Mr. Morrison at one time was associated with *Dallas Times Herald* and two Dallas radio stations.

Robert F. Coats, continuity director, KOIL Omaha, to KETV (TV) Omaha as public service-promotion manager.

Alexander C. Field Jr., WLW-AM-TV Cincinnati, Ohio, to WGN-AM-TV Chicago as manager of special broadcast services.

Howard N. Fisher, sales manager, KFMA Davenport, Iowa, named assistant manager.



◄ **Clarke Bradley,** vice president and advertising manager, *Holdredge* (Neb.) *Daily Citizen,* to KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California, as director of newly-created sales development department. Both stations are licensed by Salinas Valley Broadcasting Corp.

Albert G. (Bud) Dancy, WKDA Nashville, to WPFA Pensacola, Fla., as program director.

James B. Holston Jr., WBAA (Purdue U.) West Lafayette, Ind., to WANE Fort Wayne, Ind., as program director.

Art Steffes, KVOX Moorhead, Minn., to WMFG Hibbing and WHLB Virginia, both Minnesota, as program supervisor. Both stations are licensed by Head of the Lakes Broadcasting Co.

Chuck Lewis, disc jockey, WPON Pontiac, Mich., promoted to sports director, succeeding **Gib Shanley. Don MacKinnon,** WKMH Dearborn, Mich., joins WPON as disc jockey.

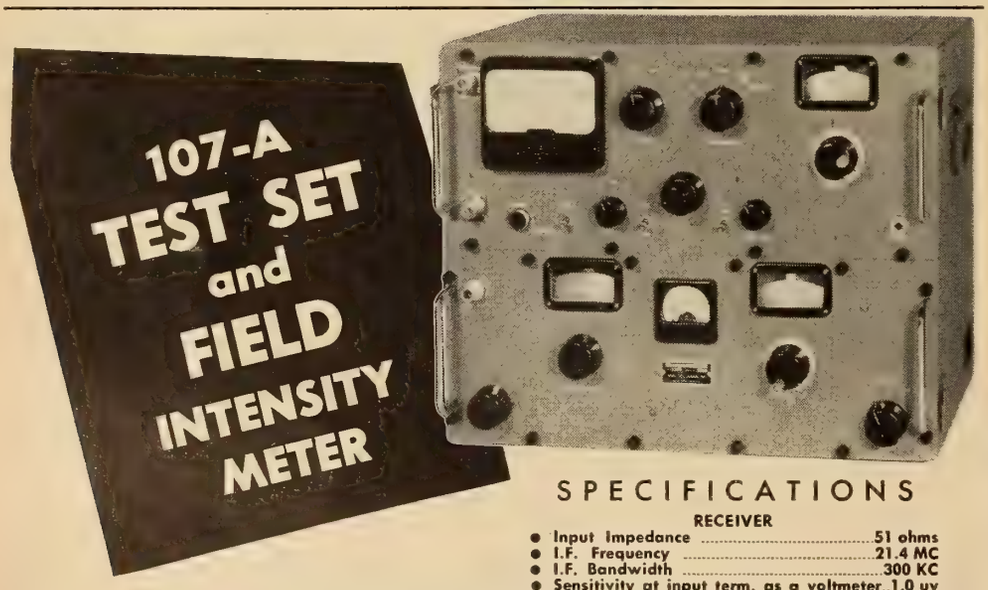
Joe Stewart, sports announcer, WDAF-TV Kansas City, Mo., to WITV (TV) Ft. Lauderdale-Miami as sports director.

Terry McAuley, formerly staff announcer, WEW St. Louis, to KMOX St. Louis as account executive.

Merritt C. Trott, assistant sales manager of WBAL-TV Baltimore, **Louis J. Rocke,** sales manager of WCAX-TV Burlington, Vt., and **Everett L. Martin,** account executive with WSAV-TV Savannah, Ga., to WTIC Hartford, Conn., as account executives.

Peter Anthony McMahan, retired partner in Barnes-Chase Co., San Diego, to KBAB San Diego as account executive.

Joe Rolfe, salesman, KGJF Los Angeles, to



The 107-A Test Set and Field Intensity Meter combines in one portable unit a radio receiver of laboratory quality with metered output and an accurately calibrated signal generator. These instruments, which can be used separately for a variety of test purposes, cover a frequency range of 54 to 240 megacycles without band changing.

SPECIFICATIONS

RECEIVER
- Input Impedance ..... 51 ohms
- I.F. Frequency ..... 21.4 MC
- I.F. Bandwidth ..... 300 KC
- Sensitivity at input term. as a voltmeter..1.0 uv
  Field Strength at 54 MC..... 1.6 uv/m
  Field Strength at 240 MC..... 6.5 uv/m
- Max. input using external pad supplied..10.0 V
  Field Strength at 54 MC..... 16.0 V/M
  Field Strength at 240 MC..... 65.0 V/M
- Output Indicator ..... Panel meter (approx. Logarithmic scale)
- Output: 1. To operate at 1.0 milliampere recorder. 2. Audio for headphones.

SIGNAL GENERATOR
- Output ..... 1.0 uv to 0.1 V
- Output Impedance ..... 51 ohms

POWER REQUIREMENTS
- 117 volt a-c, 50-400 cycle..... 60 watts—or
- 6 volt, d-c ..... 8 amperes

NEMS CLARKE
A DIVISION OF VITRO CORPORATION OF AMERICA
919 JESUP-BLAIR DRIVE SILVER SPRING, MARYLAND
For further information write Dept. P-5



Local team in action!

THE SCENE: the Bell telephone central office in Ottawa, Illinois last fall. Here Western Electric installers are in the ticklish process of moving an eight position switchboard some 50 feet while the telephone operators continue to handle the community's calls. The move, to make room for additional central office equipment from our factories, was completed in a little over two hours . . . and without a single break in service.

You'd find the same kind of smooth, well-coordinated teamwork behind the Bell telephone service in communities all over the United States. This teamwork, between the people of Western Electric who make and install Bell telephone equipment and the people of the Bell telephone companies who operate it, didn't just happen. We've been working together now for more than 75 years, all of us guided by a single Bell System objective . . . good, dependable Bell telephone service – and, at reasonable cost.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

KFWB Los Angeles account executive staff.

Earl McDaniel, disc jockey, KPOP Los Angeles to KLAC, same city, to fill vacancy created by death of **Alex Cooper,** one of KLAC's "Big Five" disc jockey team.

Larry Burroughs, formerly with KRUX Glendale, Ariz., to KPHO Phoenix as disc jockey.

Charles McCally, recent graduate of Baylor U., to WBAP-FM Ft. Worth announcing staff.

Arthur J. Maier, formerly with NBC-TV's *Tonight* show, to WCBS New York as on-the-air promotion writer.

Frederick F. Sack, formerly producer, CBS-TV, to WTVJ (TV) Miami production department.

Jerry Hurwitz, senior member of communications department, KTTV (TV) Los Angeles, promoted to senior clerk, commercial announcements department.

REPRESENTATIVES

Del Simpson, formerly account executive at KULA and KONA-TV Honolulu, to Adam Young, S. F., as salesman.

John J. White, formerly supervisor, Kenyon & Eckhardt, N. Y., to sales staff of H-R Representatives Inc., same city.

TRADE ASSNS.

Oliver Treyz, vice president in charge of ABC-TV, named chairman of 1958 celebration of Brand Names Week. Mr. Treyz will head committee of 23 executives of sponsor, Brand Names Foundation Inc. Member firms will develop and coordinate Brand Names Week activities, including publicity, promotion and merchandising. Week will be celebrated April 13-20, 1958.

Norm Kay, general manager, KBAB El Cajon, Calif., elected chairman of Radio Council of San Diego and **Ray Baker,** commercial manager of KFSD San Diego, elected vice-chairman. Council is composed of seven stations in that area to collectively promote San Diego market.

PROFESSIONAL SERVICES

Frank A. Sause, formerly manager of National Radio Representatives, has established Frank A. Sause Enterprises (public service and public relations), Glens Falls, N. Y.



◄ **Byron (Barney) Ogle,** member of NARTB station relations department, to Hamilton, Stubblefield, Twining & Assoc., Chicago. He will handle media negotiations and appraisal work in midwestern and northeastern areas. Prior to his association with NARTB, Mr. Ogle was with KRGV Weslaco, Tex., as executive director.

Sam Homsey, formerly on production staff of NBC-TV's *Steve Allen Show* and *Tonight,* to Walter Kaner Assoc., N. Y., public relations firm, as head of radio-tv promotion.

Walter N. Hiller Jr., former head of Beverly Hills (Calif.) office, North Adv, to Music Corp. of America, same city, as executive in tv department.

Abby Rand, senior editor, *Television* magazine, to Rogers & Cowan & Jacobs, N. Y. and L. A., public relations firm, as account executive on Ziv Television Programs.

Edward S. Barclay, sales promotion manager, Davis Inc. (department store), Winston-Salem, N. C., to WesCo Publicity Services, Clearwater, Fla., where he will head creative design department.

PROGRAM SERVICES

Hal Persons, sales staff, Criterion Film Labs, N. Y., to Harry Goodman Productions (producer and distributor of transcribed radio programs and jingles), same city, where he will develop program campaigns for agencies, sponsors and stations. He also will assist in sales promotion activities.

Arthur Shulman, manager of *Tv Guide's* Chicago edition, promoted to eastern representative of magazine's national promotion department. He will headquarter in New York.

MANUFACTURING

Arnold M. Henderson, formerly southern regional sales manager, Emerson Radio & Phonograph Corp., N. Y., promoted to director of sales.

O. R. (Bob) Coblentz, formerly regional manager for radio-tv division of Westinghouse Electric Corp., to Hoffman Electronics Corp. radio division, L. A., as marketing manager.

Wilfred G. Caldwell, patent attorney, National Cash Register Co., Dayton, Ohio, to CBS-Hytron, division of CBS, in similar capacity.

John H. Phelps and **Karl Krehbiel,** both with General Electric Co.'s receiving tube department, appointed district commercial engineers, Clifton, N. J.

N. N. White, formerly with Link Aviation Inc., and **H. J. Cornyn,** RCA tube division, to RCA semiconductor field engineering.

INTERNATIONAL

Marcel Provost, coordinator of technical services of Canadian Broadcasting Corp. at Montreal, resigns to become part-owner and manager of CHEF Granby, Que.

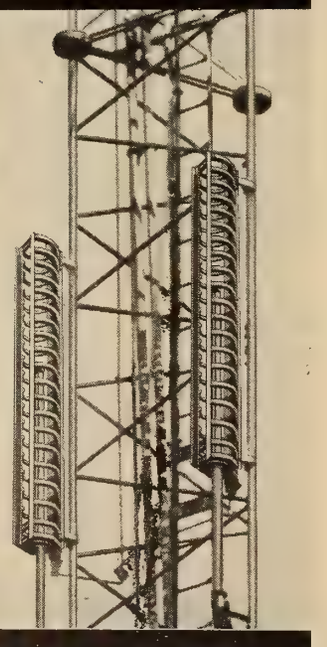
Norman E. Hollingshead named radio production manager of Canadian Broadcasting Corp. at national English-language production center, Toronto.

Donald L. Bennett, talks and public affairs producer of Canadian Broadcasting Corp., Toronto, appointed London, England, representative of CBC.

EDUCATION

Donald P. Anderson, formerly with NBC New York guest relations department, appointed assistant radio-tv producer and audio-visual coordinator at Illinois Institute of Technology, Chicago.

STAND-BY ANTENNAS
for TV TRANSMITTING
channels 7-13
No Diplexer Needed



A simple, versatile, and *economical* standby system consisting of two separate bays of the AMCI Type 1020 Antenna can be mounted on the legs of an existing tower. Shown here is the Station WXYZ-TV installation in Detroit, Michigan, being used with a 50 kw transmitter. They may also be mounted on FM antennas (Station WBKB-TV, Chicago, Illinois) and on masts, one above the other. The aural and visual transmission lines need not be of equal length.

Write for Bulletin B-957

ANTENNA SYSTEMS – COMPONENTS – AIR NAVIGATION AIDS – INSTRUMENTS
AMCI
ALFORD Manufacturing Co., Inc.
299 ATLANTIC AVE., BOSTON, MASS.



Chief Photographer Moore (at camera) and Bill Gordon film sequence in one of WFMY-TV's studios. Moore won 1st place in Spot News Division and 2nd place in Feature News Division of the Carolinas Press Photographers' Association contest.

STUDIO WORK OR NEWS COVERAGE . . .

WFMY-TV catches every detail with high-speed Du Pont 931 Film

"IN THE studio or out on a news assignment, you must have a fast film for TV. That holds true for processing as well as emulsion speed," says Luther V. (Buddy) Moore, Chief Photographer for Station WFMY-TV, Greensboro, North Carolina.

"For example," Mr. Moore continues, "I used Type 931 to cover a disastrous fire in Winston-Salem—26 miles from our studios. We shot over 800 feet of film under conditions that ranged from bright sun to heavy rain. The film was used for telecast less than two hours after we left the scene. And every foot of film was good—that's the kind of job Du Pont 931 can handle!

"Du Pont Type 931 Film is excellent for studio work, too. It can be used for negative as well as positive transmission, reproduces natural-looking skin tones and never blocks up on an optical sound track — thanks to its wide latitude. It's easy to see why we're sold on Du Pont Motion Picture Film here at WFMY-TV!"

FOR MORE INFORMATION contact your nearest Du Pont Sales Office or write: Du Pont, Photo Products Dept., Wilmington 98, Del. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

Atlanta 8, Ga......805 Peachtree Building
Boston 10, Mass......140 Federal Street
Chicago 30, Ill......4560 Touhy Avenue, Lincolnwood
Cleveland 16, Ohio.....20950 Center Ridge Road
Dallas 7, Texas.....1628 Oak Lawn Avenue
Los Angeles 38, Calif......7051 Santa Monica Blvd.
New York 11, N. Y......248 West 18th Street
Philadelphia, Pa...308 East Lancaster Ave., Wynnewood
Export.....Nemours Bldg., Wilmington 98, Delaware

DU PONT
REG. U.S. PAT. OFF.

Better Things for Better Living . . . *through Chemistry*

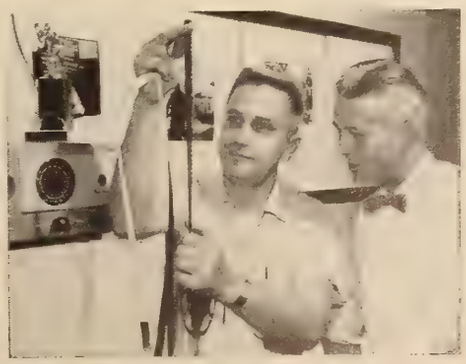
DU PONT MOTION PICTURE FILM



Mr. Moore captures the news for WFMY viewers with Du Pont Type 931 High Speed Rapid Reversal Motion Picture Film.



Du Pont Representative Del Billings (right) discusses continuous reversal processing of Du Pont Film with Chief Photographer Moore.



Buddy Moore and Del Billings examine clips shot on Du Pont film. Billings keeps station informed of latest filming developments.

DOG DAYS FOR SLIDE RULES

THE six weeks from Aug. 15 to Oct. 1 constitute a period unique in spot television timebuying, according to Edward Petry, president of the Petry representative organization. He details his reasons for thinking so in the article below.



EDWARD PETRY

FOR the first time in its 10 years, spot tv buying is going into a period that calls for new formulas and standards, and a much more thorough evaluation of tv stations as entities—their programming, audience loyalty facilities—yes, even the ability of their management.

During the next six weeks at least, the old yardsticks will be out the window. The value of spring and summer rating books will be at their lowest in years. The same goes for the C-P-M calipers based upon them.

Of greater importance than ever before will be a correct appraisal of each station's standing in its market, a feeling for the calibre of its management, the study and weighing of a property's fall programming plans, full understanding of its publicity, promotional and merchandising set-up, and knowledge of the comparative standing of its local talent in the market.

Here are the five reasons why the latter factors will predominate as the major considerations in successful buying:

1. The first fall with three major tv networks (and, equally important, the first in which the odds on the winner are a toss-up).

ABC-TV has at last come into its own. This is the first year in which all three networks are off to an equal start from the standpoint of full-period programming with strong fare all around during prime time.

2. The all-out program re-shuffle by all three networks.

Network programming has remained what you might call relatively stable (for television) from year to year—until now. In the fall of 1956, for example, the schedules of the three networks featured roughly 75% of the programming with which they kicked off in 1955. But the 1957 line-up bears no resemblance to last year's. For example:

NBC-TV'S TUESDAY NIGHT

Fall 1956	Fall 1957
7:30—Nat King Cole	7:30—TBA
7:45—News Caravan	
8:00—Big Surprise	8:00—Eddie Fisher/ George Gobel
8:30—Noah's Ark	
9:00—Jane Wyman Fireside Theatre	9:00—Meet McGraw
9:30—Hour-long drama	9:30—Bob Cummings
	10:00—Californians
10:30—Break the Bank	10:30—TBA

ABC-TV'S THURSDAY NIGHT

Fall 1956	Fall 1957
7:30—Lone Ranger	7:30—Circus Boy
8:00—Circus Show	8:00—Zorro
8:30—News	8:30—The Real McCoys
9:00—Wire Service	9:00—Pat Boone Show
	9:30—O.S.S.
10:00—Ozark Jubilee	10:00—Navy Log
10:30—TBA	10:30—TBA

CBS-TV'S SATURDAY NIGHT

Fall 1956	Fall 1957
7:30—The Buccaneers	7:30—Perry Mason Hour
8:00—Jackie Gleason	8:30—Dick & the Duchess
9:00—Oh, Susannah	9:00—Gale Storm
	9:30—Have Gun, Will Travel
9:30—Hey, Jeannie	
10:00—Gunsmoke	10:00—Gunsmoke
10:30—High Finance	10:30—Jimmy Dean

How the dozens of brand new shows will make out in this re-shuffle is mystery No. 1. How the old established babies will make out against their completely new competition is mystery No. 2.

3. The new looks in local programming. The more progressive stations in major-market tv America have developed new formats for programming their '57-'58 local time and/or worked out new wrinkles for the presentation of established winners.

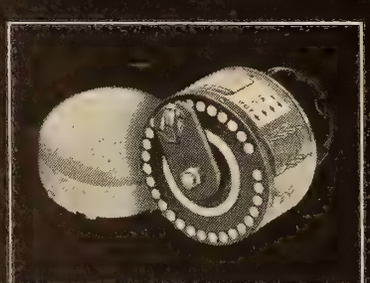
In some markets there will be a heavier emphasis on film. In others, the return to a preponderance of local originations seems indicated. For, as you who buy spot television well know, fluctuations in such trends are on a market-by-market basis. And it takes intuitive, well-informed station management to adjust the gauges of successful local programming for its area from month-to-month and from year-to-year.

4. A deluge of new film—feature and syndicated. The next few weeks will see the launching of many untested film packages.

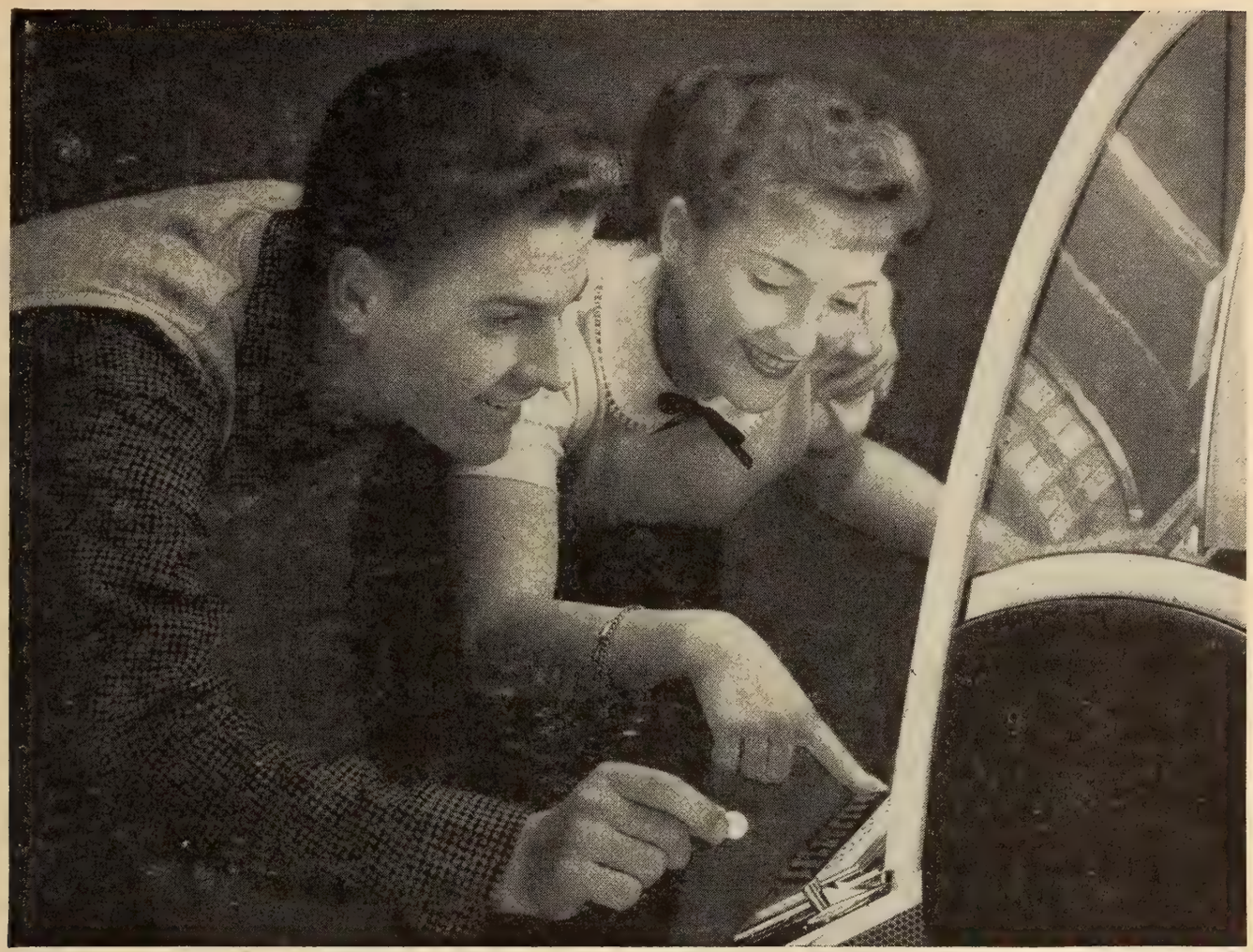
5. Changes in facilities have rendered most coverage data misleading and erroneous. Because of the hundreds of changes that have taken place in tower heights, power and network affiliation, most of the coverage data now on hand is completely obsolete and in many cases downright misleading. This goes for the Nielsen Coverage Survey made in the spring of 1956, too.

So, with the slide rule temporarily stashed, we respectfully suggest that the buying executive take a longer look at, and place greater weight upon: (1) The station's standing in its community, (2) its fall programming plans, (3) the stature of its local talent within its area, (4) its press ties, promotion prowess, and merchandising muscles, and (5) the honesty, reputation and sincerity of its management.

DAVEN
ATTENUATORS
WERE PLACED IN
RADIO CITY, N. Y., IN
1936. THEY
ARE STILL
PERFORMING!



Write for the most complete catalog on attenuators in the world.
NOW CARRIED IN STOCK BY YOUR LOCAL JOBBER
THE DAVEN CO.
LIVINGSTON, NEW JERSEY
WORLD'S LARGEST MANUFACTURER OF ATTENUATORS



For the price of a song you can buy a pound of steel

A three-minute song from a juke box actually costs more than a pound of steel. Most juke-box songs cost a dime—most steels cost about 7¢ a pound.

Steel is not only the lowest priced metal—but also the most versatile and most widely used. It is basic to our dynamic economy.

To keep the price low, America must keep steel plentiful, must build more producing capacity. That is why Republic's policy of continuing expansion will help to assure an adequate supply of steels and steel products for our ever-rising standard of living.

The average consumption is 1400 pounds of steel per person annually. This is expected to increase 100 pounds over the next 10 years. Also during the next ten years about 25 million more Americans will be born—each requiring from 1500 to 1600 pounds of steel a year.

Since everything is manufactured, mined, or grown from or with the help of steel, you can see that rapid expansion of steelmaking capacity is important to everyone.

Steel is the most versatile as well as the lowest priced metal. When you design, think first of steel.

Prices are for sheet product as compiled by U. S. Bureau of Labor Statistics —July, 1957

REPUBLIC STEEL General Offices: Cleveland 1, Ohio

WORLD'S WIDEST RANGE OF STANDARD STEELS AND STEEL PRODUCTS

REPUBLIC ELECTRO PAINTLOK® PROVIDES ECONOMY in many fabricated sheet steel products—such as the cabinets of juke boxes. The chemically treated zinc surface of Electro Paintlok won't crack, flake or peel under any forming operation. It cuts cost by making an excellent one-coat paint finish possible. Preparatory coats are eliminated. Corrosion protection is assured.



Our drive can putt you in the chips

History was made adding still another first for WHIO-TV—on the station coverage of the PGA Golf Tournament held in July. On the last two days of the tournament we had our cameras on the full action of the last *10 holes* at Miami Valley Golf Club, giving shot-by-shot coverage of each match. Complimentary letters from all over our area attest to our great job. And we did it WITH FIVE CAMERAS.

Our point is, the average station wouldn't attempt a match-play tournament. But THIS station has been *above* average since 1949 and has built up a pool of physical and (more important) human resources for effective operation. They're loaded with the creative ability to handle any kind of a program you mention. It is this same creative programming that has built a great audience loyalty, consistent month after month after month.*

Our National Caddy, George P. Hollingbery, is just a 9-iron shot from you. Ask him for market and coverage features and he'll show you why we're FIRST.

*WHIO-TV—June PULSE Ratings
13 out of top 15 once-a-week shows
7 out of top 10 multi-weekly shows
June ARB Rating—7 out of top 10 shows

CHANNEL 7 DAYTON, OHIO

whio-tv
CBS

One of America's great area stations

from **MAX TENDRICH**, *executive vice president, Weiss & Geller*

LITTLE GUYS CAN COMPETE IN TV

RECENTLY William Y. E. Rambo, advertising manager of Proctor Electric Co. in Philadelphia, presented me with some clippings which added up to the contention that tv is for the big advertiser only. "Max," he said, "why don't you answer this fellow? Because our experience with tv is proof that little guys can compete."

Little companies, comparatively speaking, are expending major portions of their advertising budgets in television quite successfully, and quite successfully offering stiff competition to the giants on the American scene. For example, just recently a detergent, Lestoil, was introduced in the East and through the use of saturation television spot advertising has achieved an important place in the market against such liquid detergents as those marketed by Procter & Gamble, Lever, Colgate, etc.

Proctor Electric is another prime example of a small company competing with such giants as General Electric, Westinghouse, Sunbeam and Toastmaster in the small appliance industry. Inasmuch as Proctor Electric is our account I believe that the story of its success with the use of television spot will help other small manufacturers competing with giants.

Television, as we all know, is a wonderful medium for demonstration. Four years ago we solicited the Proctor Electric account on the theory that if its products were demonstrated on television on a market-by-market saturation spot basis, their sales would increase (Proctor Electric was using national magazine advertising prior to 1954 when Weiss & Geller recommended television). That this has been successful is indicated by the fact that Proctor Electric will be in 22 major markets this fall with television saturation schedules. And the forecast is that their volume will be more than double that of 1954.

For this agency to recommend a schedule of 20-second station breaks in prime nighttime would not have been sound business, especially when such breaks on the CBS station in New York, for example, would be $2,000 each; in Chicago, $875 each, and in Los Angeles, $800 each.

COMPETITION ISN'T RESTRICTED TO CLASS AA TIME

The fact that Procter & Gamble, Bulova, General Foods and Brown & Williamson are major expenders for such station breaks does not necessarily mean that smaller companies cannot compete in television. They certainly can compete, but not necessarily in class AA time. For example, where products are directed at women, daytime television is an excellent buy. Furthermore, minute commercials can be directed at these women during the daytime.

Late evening today affords a choice television buy. Here commercials can be directed at both men and women when all the chores of the day are completed and they are in a relaxed mood, ready to watch the fine movies available today on tv. Furthermore, what is extremely important to the smaller company interested in using television is that both daytime and late night television announcements earn very large discounts. For example, most every television station in the country today on the rate card allows an advertiser to earn anywhere from a 25% to a 50% discount from one-time rates whenever a package of six to twelve commercials are ordered each week. There are additional discounts on the part of many stations for an advertiser who maintains a 52-week schedule on a station, so that where ordinarily a schedule may total $8,000 a week in New York on WCBS-TV, this is reduced to $4,400 a week for 12 one-minute or 20-second announcements. On WBBM-TV Chicago a $4,400 a week schedule is reduced to $2,057 after a volume discount of 45% and a weekly discount of 15% for a 52-week contract. A rateholder of one station ID per week is all that is necessary to earn this additional 15% weekly discount.

A schedule of 12 announcements per week on a popular station in a market, when run week after week for a minimum of 10 to 13 weeks, can produce a saturation of that market. There are very few women, for example, who will not have been exposed to a commercial in the course of a saturation schedule. The constant repetition of the tv sales demonstration and the accumulation of impressions in a particular market can enable a small advertiser to place more impressions in that particular market than all of its major competition combined. The latter, of course, are using network programs in prime nighttime availabilities, the cost of which has grown to such an extent that they cannot also take advantage of the best cost-per-thousand television availability, that of daytime or late night television.

THERE'S A NEED FOR ORIENTATION

The Television Bureau of Advertising and the station representatives are quite anxious to have agencies consider the use of television for their smaller accounts. Education at the agency executive level as to the success of small companies in television would help in achieving that objective.

The 20-second or 10-second break commercial in prime nighttime is frosting on the cake to many advertisers who can afford it or whose products can lend themselves to brief messages sandwiched between other commercials. NBC's owned and operated stations have found it sufficiently difficult to sell their 20-second and 10-second breaks that they are offering nine bonus (free) announcements with every available class AAA nighttime announcement that is purchased at card rate. Thus the smaller advertiser apparently can get prime nighttime station breaks, and get nine others free besides, albeit in other time classifications.

The news that General Foods and Bristol-Myers have joined to share 52-week spots in prime time is most unfortunate. This is a situation to be deplored. A better system of rotation of spots in prime time for all advertisers to use would seem to be the recommended solution. The outdoor people have organized a rotary plan for their spectaculars so that several advertisers can share during the course of a year the same high traffic location.

There are many brands today that stand up proudly against their competitive giants. They have found a way to tell their story successfully to the public. Let the giants fight it out for the prime nighttime breaks; let the little companies take in the marbles by using the rest of the broadcast day.



Max Tendrich, b. Oct. 29, 1917, in Brooklyn, N. Y. Graduated College of City of New York School of Business Administration 1938. Became public accountant and instructor of commercial subjects in New York, 1938-42. Joined Weiss & Geller in 1942 as head of accounting dept. Became space and time-buyer in 1946, media director in 1951, vice president in charge of media in 1954, and executive vice president last June.

The Tempting Toll Target

LOOKING at the fall schedule lined up by the television networks—as B•T did in considerable detail in these pages a week ago—we cannot help thinking what a mint these programs would represent in the hands of a pay-tv operator.

If the network programs were not available free, how many people would not be willing to invest a few coins to see the Jack Bennys, the Ed Sullivans and Steve Allens, the *Studio Ones,* the *Disneylands,* the Sinatras, Boones and Comos, all the musicals, comedies, mysteries, dramas, adventures, and panel and quiz shows which the three networks have arrayed?

But they *are* available and will *not* cost the viewer a nickel. (Forget the occasional argument that the viewer pays through increased cost of advertised products. The increase attributable to advertising is minuscule, and if advertising were abandoned then the job of marketing and selling would have to be done by more cumbersome—and expensive—methods.

B•T's appraisal of fall programming indicated that close to $5 million a week would be spent on nighttime shows alone—not counting other millions in daytime shows and scores of special productions. That is a lot of programming to get for nothing.

And much of the best of it could *not* be had for nothing, once pay television got into swing. Fee tv obviously could out-bid free.

No doubt pay television would offer some programs that the networks cannot provide. But having done that, would it be content to let its facilities lie unused in other hours when by bidding a little higher it could program longer and make infinitely more money? Free tv's best would be fee tv's first target.

There can be little doubt that closed-circuit subscription television is beginning to emerge, although it still has many problems to solve. Airborne subscription television seems, at the moment, considerably more remote—and ought to be kept that way, for it would deprive free television of broadcast channels as well as programs.

For the viewer this would be a double loss. Not only would free television's multi-million-dollar program lineup deteriorate, but many avenues through which the public now gets this wealth of free programming would become toll roads where no program would pass without cash payment.

Either way, closed-circuit or on the air, pay television raises a prospect which, as we've said before, prudent broadcasters will begin now to contemplate—and plan for.

The Air Curtain

THE LETTER which Gordon Gray, director of the Office of Defense Mobilization, wrote to Sen. Warren G. Magnuson, chairman of the Senate Commerce Committee commenting upon the government's present and future needs for spectrum space, is the more remarkable for what it didn't say than for what it did.

It is a letter which must be re-read, and then read between the lines, before its implications are comprehensible. Here, as reported last week in B•T, are the important extracts:

". . . National security requirements and the needs of far-flung air navigation and air communications of the United States, both domestic and world-wide, preclude the release of spectrum space now used by the federal government . . . In addition to national security requirements, the programs for guided missiles, radar networks, earth satellites and other defense necessities will continue to cause an ever increasing demand for radio frequencies.

". . . Operation of modern weapon systems has become increasingly dependent upon a complex of communications and electronic devices requiring more and more frequency space dispersed throughout the spectrum. The Dept. of Defense has indicated that much technological progress has been made which finds wide application in defense planning, that the military services find it difficult to meet requirements with the limited spectrum space available, and that this situation will become more critical as new technology now under development reaches the operational stage."

That is as specific as Mr. Gray got in describing the government's spectrum needs. Many other users of the spectrum, including broadcasters, are wishing that he had been more definite in describing the nature and extent of government planning. For the moment, however, they must content themselves with wishing for more information and with making their own assumptions; for the seeker of amplification now runs into an impenetrable wall of secrecy.



"Well, the network said to inject some controversy into the show!"
Drawn for BROADCASTING • TELECASTING by Sid Hix
from an idea by Bill Ladd, Tv Editor, Louisville Courier Journal.

The military's future needs for frequencies clearly depend upon the development of devices which are currently so highly classified that the mere mention of some of them causes people in the Pentagon to call out the guards. Among these devices are Intercontinental Ballistic Missiles and earth satellites for military use.

The ICBM will travel at fantastic speeds over global distances. It will need electronic devices of incredible complexity to control it and will force the development of other devices far more complicated than the radar now in use to detect and intercept it. Military satellites, orbiting in space, will obviously require electronic communications of even more intricacy. One needs no access to classified information to realize that in an era of push-button warfare the air will be filled with military signals.

But what other services will be pushed out of the spectrum homes they now occupy? Or will it be really necessary for any of them to move? These are questions which demand answers now.

There have been charges that the military is wasting some of the frequencies it now has. These charges deserve investigation.

We do not know whether the government is wasting frequencies, but its continued refusal to discuss the matter suggests it is.

Sen. Charles Potter (R-Mich.) and Rep. William Bray (R-Ind.) have introduced bills calling for a study of the use of the spectrum. Despite the opposition of the Office of Defense Mobilization to these bills, they should be passed. Broadcasters, in their own interest, should urge their legislative representative to support them.

A Week Worth While

THE WEEK of Sept. 8-14 will be appropriately and, judging by present signs, effectively observed as National Television Week. At last telecasters are starting to cash in on their promotional power by putting it to work for the medium itself, a trick radio broadcasters finally learned after three and a half decades. Radio's success in promoting its own merits last May has pointed the way for the younger broadcast medium.

There's much to be gained by every element of the manufacturing, distribution and broadcast branches of television in the approaching week of activity. NARTB and Television Bureau of Advertising will emphasize tv as a member of the family. Electronic Industries Assn. (ex-RETMA) and cooperating distribution associations and their members will also emphasize the family theme.

The timing of this year's observance is good, with a new program season getting under way and new models coming off the factory production lines. A new angle is the retention by the factory-dealer group of a public relations firm, Daniel J. Edelman & Assoc., to promote a "Television Fall Festival." Merging of the diverse segments of the television art into a common promotion will produce healthy results for all concerned.



"I'll be home soon, Ma... they're starting to throw curve balls!"

In the Twin City market you're facing real big league competition when you start swinging against the 10:00 p.m. offerings of KSTP-TV and its famous news operation (voted "Finest in the Nation" in national competition).

Last March, KSTP's competitor began identical News-Weather-Sports programming in this time period backed by a heavy promotion barrage. The midseason ratings (June ARB) show this has resulted in a 21% drop in their batting average compared with June, 1956.

At the same time, KSTP-TV is sporting a lusty gain with a 29.9 Monday-through-Sunday ARB average.*

All of which proves that KSTP-TV . . . reaching its fans in more than 700,000 TV homes . . . is best equipped to make *your pitch* in this important, major market. For further information contact your nearest Petry office or a KSTP-TV representative.

**ARB Metropolitan Area Report, June 1956, June 1957*

KSTP-TV CHANNEL 5 100,000 WATTS

MINNEAPOLIS • ST. PAUL **Basic NBC Affiliate**

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.

KMBC-TV *turns* NIGHT *into* DAY...

IN KANSAS CITY!



BIG TIME SHOWS MAKE DAYTIME PRIME TIME!

Look at the Shows!

"SUSIE"
Hollywood's lovely **Ann Sothern** stars as everybody's favorite secretary in this brand-new daytime strip.

Four of America's favorite stars in four of America's favorite shows are blocked from 2:30 to 4:30 every weekday on KMBC-TV. It's another first for the sellingest station in the heart of the nation! Never before has a midwestern station come up with such an all-star array of nighttime programs at daytime rates! Full minutes are available — and live-camera facilities — at no extra charge.

LOOK AT THE AUDIENCE

More than 1,802,000 people representing $3,276,543,000 in buying power are reached by KMBC-TV, the station that delivers Class A primary viewing to 31,500 more families than any other channel in the Kansas City market.



"WATERFRONT"
A top-rated family series starring **Preston Foster** as skipper of the tug "Cheryl Ann".



MY LITTLE MARGIE"
Anything can happen — and does — in this hilarious comedy with **Gale Storm** and **Charles Farrell.**



"TROUBLE WITH FATHER"
The troubles of **Stu Erwi** make wonderfully warm entertainment in this nighttime show, now available to daytime advertisers.

. . . all Yours to Sell with on

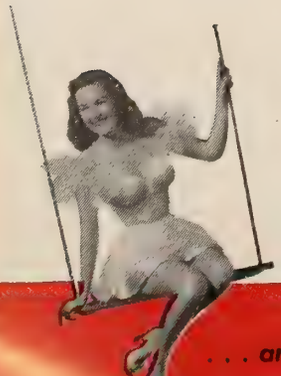
KMBC-TV
the Sellingest Station in the Heart of the Nation!

See Peters, Griffin, Woodward, Inc. for availabilities.

. . . It's easy to see why

the SWING is to **KMBC-TV**

Kansas City's Most Popular and Most Powerful TV Station





PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

abc television net

DON DAVIS, President
JOHN SCHILLING, Executive Vice Presid
GEORGE HIGGINS, Vice Pres. & Sales Ma
MORI GREINER, Manager of Television
DICK SMITH, Manager of Radio

. . . and in Radio, it's **KMBC** *of* **Kansas City—KFRM** *for* **the State of Kansa**

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION AUGUST 26, 1957 35¢ PER COPY

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CBT status report: The reality of pay tv	Page 28
Are junkets worthwhile? Timebuyers answer	Page 36
Smathers out to sever BMI, broadcasters	Page 46

Multi-million tax trouble

The rundown on pay tv

New move against BMI

FIRST AGAIN

IN THE ENTIRE AREA!

ARB has just conducted a survey covering *every single county in the 100-mv. area* of all 3 TV stations serving Richmond, Petersburg and Central Virginia. Here are the results:

Out of a weekly total of 490 quarter hours when 2 or more stations were on the air:

WXEX-TV was first in 49%

Out of 130 quarter hours from 7:30 P.M. to signoff:

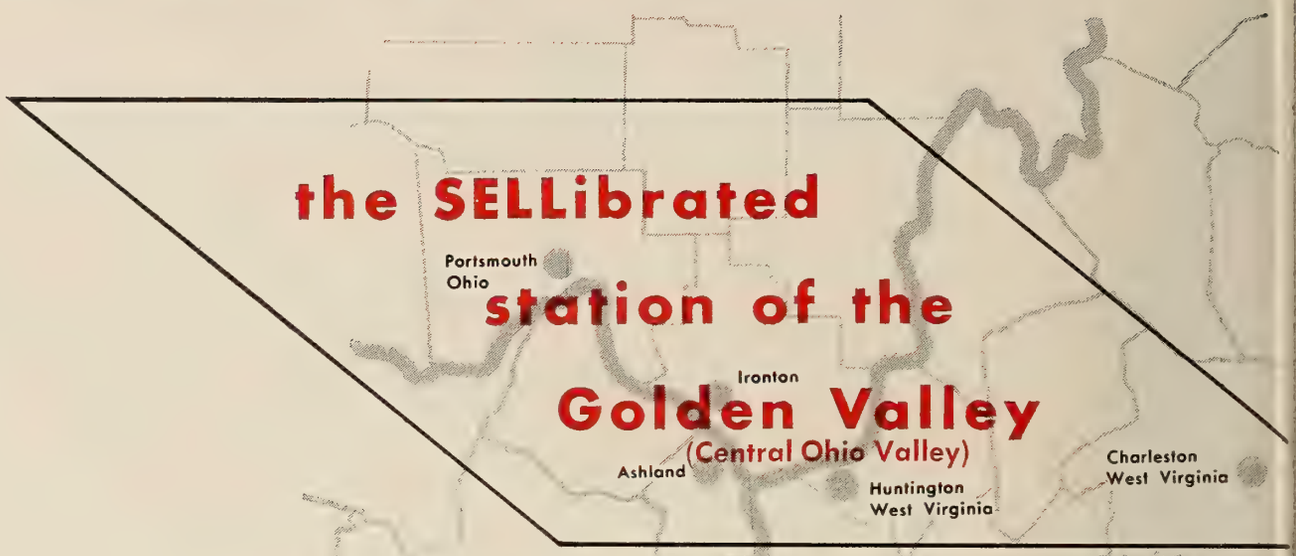
WXEX-TV was first in 60%

WXEX-TV

Tom Tinsley, President NBC BASIC—CHANNEL 8 Irvin G. Abeloff, Vice Pres.

National Representatives; **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Forjoe & Co.** in Chicago, Los Angeles, San Francisco, Seattle; **Clarke Brown Co.** in Atlanta, New Orleans, Miami, Dallas, Denver, Houston

no wonder WHTN-TV is...



It's the ONLY STATION to put a Grade A signal

over the five leading cities in this burgeoning market

(Huntington, Charleston, Ashland, Ironton and Portsmouth)

A REBUILT, RE-VITALIZED, REFURBISHED REFRESHED POWERHOUSE....

BUY-POWER stemming from a new tower 1,000 feet above average terrain

PRIME-POWER covering 434,400 TV homes—a newly established loyal listening audience who get a better, brighter picture

SALES-POWER influencing multi-billion dollar retail sales

DOLLAR-POWER because the average cost per thousand is *still* lower than any other station in the area

NO WONDER THERE'S MORE "POWER" TO SELLIBRATE!

WHTN-TV

CHANNEL 13

HUNTINGTON, WEST VA. ABC AFFILIATE

A COWLES STATION

Represented by Edward Petry & Co., Inc.



Another KRNT-TV SMASH HIT!



TOP TEN MULTI-WEEKLY

			Average Rating
* 1.	Russ Van Dyke News	10:00 P.M.	37.7
* 2.	Al Couppee Sports	10:20 P.M.	27.0
* 3.	Paul Rhoades News	6:00 P.M.	14.8
* 4.	Guiding Light	10:45 A.M.	13.7
5.	Jack Shelley News	10:00 P.M.	13.4
* 6.	As the World Turns	11:30 A.M.	13.4
* 7.	Search for Tomorrow	10:30 A.M.	12.5
* 8.	Don Soliday News	12:30 P.M.	12.4
* 9.	Bill Riley	12:00 Noon	11.8
*10.	Love of Life	10:15 A.M.	10.8

TOP TEN ONCE-A-WEEK

		Average Rating
* 1.	Gunsmoke	40.0
* 2.	Ed Sullivan	35.5
* 3.	To Tell The Truth	35.4
* 4.	The Lineup	34.0
* 5.	Climax	31.8
* 6.	What's My Line	31.5
7.	Lawrence Welk	28.8
8.	Panic	28.5
9.	Wells Fargo	28.2
*10.	I Love Lucy	28.0

*KRNT-TV

A COWLES OPERATION

KRNT·TV

Full Power Channel 8 In Iowa

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



KRLD-TV

Channel 4 Dallas

PRESENTS THE FIRST 14 OUT OF THE TOP 15 ONCE-A-WEEK PROGRAMS

and in Dallas where four stations compete,

KRLD-TV

has the most viewers.....

MORNINGS
(7 A.M.-12 NOON)

AFTERNOONS
(12 NOON-6 P.M.)

EVENINGS
(6 P.M.-12 MIDNIGHT)

seven days a week!

SOURCE: METROPOLITAN DALLAS TELEPULSE REPORT—JUNE, 1957

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

KRLD-TV, telecasting from atop Texas' tallest tower, is the television service of The Dallas Times Herald, owners and operators of KRLD, the only full-time 50,000-watt radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

MUSICAL CHAIRS • Although CBS is moving ahead full-tilt on installation of new ch. 11 facility in St. Louis, conversations were underway last week whereby network might purchase its present affiliate, ch. 4 KWK-TV, for about $4 million for plant and facilities, with ch. 11 earmarked for three competing applicants who lost out in final decision last March. While no official word was forthcoming, either from CBS or KWK principals, it was ascertained that negotiations are in progress and that losing ch. 11 applicants met in Washington Friday in hope of working out parlay that would be without precedent. Subsequent meetings have been scheduled.

B•T

If CBS does purchase ch. 4 KWK-TV (and it's understood it did not initiate proposal), ch. 11 would be slated for three losing applicants, who would merge, or perhaps go to one of them on negotiated basis. Since CBS owns clear channel KMOX, deal would not involve KWK-AM. With three vhf stations now operating in St. Louis, fourth facility would be independent. CBS won ch. 11 over three adversaries: St. Louis Telecasting Inc. (60% owned by St. Louis U.), 220 Television Inc. and Broadcast House Inc., former operator of ch. 36 KSTM-TV East St. Louis. KWK-TV is owned by Robert T. Convey group (28%), Globe-Democrat *(Newhouse newspapers) (23%); KSTP Inc., Minneapolis-St. Paul (23%) and Elzey Roberts, former St. Louis publisher-broadcaster (23%).*

B•T

DEALING FOR KQV • Negotiations were in progress last week for sale of KQV Pittsburgh by Alleghany Broadcasting Co. (Wolf-Reed interests) as required under ch. 4 merger agreement wherein principals in KQV and WCAE (Hearst) join in new tv entity, with WCAE surviving radio operation [B•T, July 29]. Among those reportedly in negotiation are American Broadcasting Network, with price reportedly in $700,000 area. NBC, which has been without radio facility in Pittsburgh since last year, fortnight ago purchased WJAS-AM-FM, subject to FCC approval, for about $725,000 in similar "forced sale" transaction because of ch. 11 merger establishing WIIC (TV), with WWSW (Block interests) surviving radio station. KQV operates on 1410 kc with 5 kw, is CBS affiliate.

B•T

That age-old but in television still-growing practice of bartering may get slap from FCC study group when that body, headed by Dean Roscoe Barrow, turns in its final report. That at least is belief (and hope) of number of barter foes, who base their views (and optimism) on extent of questioning on barter subject that Barrow group has directed toward some broadcasting elements during protracted investigation.

B•T

TOLL TROUBLES • Pay tv with commercials could bring additional headaches to timebuyers, according to executive with agency rating among top handful in radio-tv billing. He sees no end to troubles with buyers dealing with dozen and more different operations individually and without established rate cards as now exist in commercial tv. As for commercial-less toll tv, he feels competitive factor to commercial tv loses its edge because pay-tv'ers will have limited package. Also seen: increased demand on suppliers of film packages, thus driving prices up and swinging tv pendulum back to more quality live productions.

B•T

Majority of members of Senate Commerce Committee feel FCC will not act on on-air toll tv question without Congressional authorization. This was gleaned from nose count at committee meeting fortnight ago when proposal by Sen. Thurmond (D-S.C.), which would have requested FCC not to act, was passed over. It's learned that at least two Senators said they had informal assurances from members of FCC that no action would be taken without authorization of Congress.

B•T

GROWING PAINS • Wired toll tv backers concede there'll be operating problems than can affect whole course of new medium. One of these will center around ways to divvy up kitty among film suppliers at end of month in systems where customers pay for service on monthly flat-fee basis such as $9.50 charge at Bartlesville, Okla. There's fear suppliers will get into hassles over sums paid by wired tv operators for individual films, especially where top-flight shows are presented over closed-circuit system.

B•T

With interest mounting in wired tv, International Telemeter (Paramount) may follow up successful New York demonstrations of its system by showing it to official Washington. Showings were to close last week in New York, with over 1,000 persons having witnessed them, but last-minute decision was made to continue demonstrations through Wednesday of this week.

B•T

CLOSE TO THE CHEST • Sen. George Smathers (D-Fla.), who last Wednesday introduced bill (S. 2834) which would ban direct or indirect ownership in music publishing or in manufacturing or selling of records by any licensed radio or television station, kept his own counsel prior to introducing measure, along with blast on Senate floor (see page 46). Not even his own Senatorial associates who have direct or indirect interest in broadcast stations were aware of his plan, on which hearings probably will be held next session in line with efforts of Song Writers' Protective Assn., made up of ASCAP members, who have been battling BMI on all fronts.

B•T

Regarded as typical of misstatements which have emanated from music fight was comment of Sen. Barry Goldwater (R-Ariz.) in last Wednesday debate wherein he inferred Hoagy Carmichael had not been able to get a song published since BMI started (in 1940). Quick count, it's learned, shows that he has had nearly 60 songs published, several of them in top ten.

B•T

REPORTS PENDING • Staff reports on cigarettes and reducing aids by House committee investigating advertising have been submitted to subcommittee head, Rep. John A. Blatnik (D-Minn.), and await approval by subcommittee and parent Government Operations Committee. With impending end of session, reports may not be considered until Congress reconvenes in January. One recommendation may be strengthened injunctive authority for Federal Trade Commission, to halt claimed false advertising without awaiting completion of long regulatory proceedings. In addition to tranquilizers, already announced as area for future subcommittee investigation, members also may look into sleeping pill claims.

B•T

If anyone thinks Justice Dept. is sleeping on its civil antitrust suits charging number of feature film distributors with block-booking on tv stations [B•T, April 22, et seq.*]—well, at least several stations know it's not so. They're being visited by Justice probers asking pointed questions about any purchase they've made that might bear block-booking tinge.*

B•T

RECRUITING • Radio Pioneers, comprising 20-year-and-over veterans, is planing expanded operations under its newly-elected president, John F. Patt, president of WJR Detroit. In works is project to change name to "Broadcast Pioneers," to make it all-inclusive, and to pitch for qualified members at various trade meetings in 1957-58 series.

B•T

William R. McAndrew, NBC director of news, will visit all NBC bureaus between October this year and April 1958. On agenda are London, Paris, Berlin, Moscow, Rome, Cairo, Tokyo and Hong Kong.

THE FACTS* PROVE IT - READ THEM AND YOU'LL

"PICK CHANNEL 6" in the OMAHA Market!

CHANNEL 6

★ Leads over 3 to 1 — in Quarter-Hour "Firsts" (129 to 40) in the vital 6 p.m. to sign-off period!

★ Leads in Quarter-Hour "Firsts" for entire telecast week — 267 to 194!

★ Has 12 of the top 15 once-a-week shows!

*Source: MAY 1957 ARB

WOW-TV Channel 6 Omaha

A Meredith Station

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Sales Manager

CBS TV

IN OMAHA	it's	WOW	and	WOW-TV	represented by BLAIR-TV, Inc.
IN SYRACUSE	it's	WHEN	and	WHEN-TV	represented by The KATZ Agency
IN PHOENIX	it's	KPHO	and	KPHO-TV	represented by The KATZ Agency
IN KANSAS CITY	it's	KCMO	and	KCMO-TV	represented by The KATZ Agency

* Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

SPECIAL REPORT ON PAY TV

New Entry in the Media Field—Wired toll tv starts next week, posing direct competition for radio and tv audience. A comprehensive roundup of the background, technical gear and potential of this newest member of the communications family. Page **28.**

LEAD STORY

Affiliation Write-offs Ruled Out—Tax ruling today prevents station buyers from claiming depreciation for certain intangible assets gained in purchase, such as network contracts and local and spot contracts. Page **27.**

ADVERTISERS & AGENCIES

Make Room for Topsy—Fletcher D. Richards points to radio-tv activity within agency as chief motivator in west coast merger with Raymond R. Morgan Co. Page **39.**

SRA Upholds "Partnership" Spot Buys—Tv Trade Practices Committee clears campaigns such as precedent-setting General Foods and Bristol-Myers arrangement, where two advertisers share one spot schedule, provided commitments are definite and products acceptable. Page **76.**

Spot Radio Spending Leaps—SRA report shows advertisers bought $97.4 million worth of spot radio time during the first half of 1957, up 37.9% from same period of 1956. Record year looms. Page **77.**

More Tv for Williams—Pharmaceuticals Inc. provides cure for J. B. Williams Co.'s tired corporate blood by acquiring toiletries firm for $3.9 million in stock purchase, expects to up Williams advertising budget from $2 million this year to $5 million next, with 75% in television. Page **39.**

GOVERNMENT

Would Exclude Stations—Sen. Smathers introduces a bill which would amend the Communications Act to prohibit stations and networks from owning stock in music licensing and publishing firms or recording companies. Page **46.**

Tv Broadcasters' Profits in '56: $189.6 Million—FCC releases revenue-expense-income analysis for three tv networks and 474 stations. Page **54.**

Potter Again Hits Pay Tv—Set owners were "virtually promised" that broadcasting would be a free service, Sen. Potter says in attacking pay tv, which, he states, could develop into a "monopolistic practice." Page **54.**

Urges Spectrum Study Group—Rep. Bray makes new appeal for passage of his resolution setting up a three-man commission to study the government's use of the radio spectrum and future demands the military might make for more space. Page **48.**

STATIONS

NTA Buys First Tv Station—Film distributor-producer acquires 75% of stock in KMGM-TV Minneapolis-St. Paul. President Ely Landau says NTA will continue to buy independents at the outset and will acquire full quota permitted by FCC. Page **79.**

NETWORKS

NBC Re-works Radio Rates, Payments—Simplified rate structure establishes single day-night rate for participations, puts nighttime program prices "slightly" below those for daytime periods. New station compensation formula will pay affiliates "at least" as much as they now get and will pay more on increased volume, officials report. Page **68.**

Ream Returns to CBS—Former executive vice president named vice president in charge of Washington office, succeeding the late Ralph W. Hardy. Page **70.**

TRADE ASSNS.

Tv's Impact Has Been Heavy—TvB's "Vision of Television" presentation is offered agencies and advertisers in San Francisco and Los Angeles by President Cash. Page **98.**

OPINION

Junkets for Buyers: Are They Worthwhile?—Leading radio-tv timebuyers tell what they think is good and bad about trips on which stations take them to visit facilities. They find them generally helpful but not necessarily resulting in increased buying on the sponsoring stations. Page **36.**



MR. YOUNG

Don't Try to Hitch-hike on Radio's Resurgence—Russ Young of Russel M. Seeds Co. warns that while radio is great, it's no panacea. He evaluates radio's position in B•T's MONDAY MEMO series. Page **105.**

FILM

Gray Ghosts Gallop—Though unable to find national advertiser sufficiently interested to sponsor *The Gray Ghosts* on network, CBS-TV is cutting wide swath throughout U. S. with first-run syndicated series based on true-life exploits of dashing Civil War cavalryman. Page **74.**

INTERNATIONAL

Scottish Tv Set to Start—Commercial service slated to commence next Saturday from Glasgow. Page **100.**

DEPARTMENTS

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Double take in the Twin Cities

WDGY takes over first place . . .
. . . takes on more and more advertisers, too.

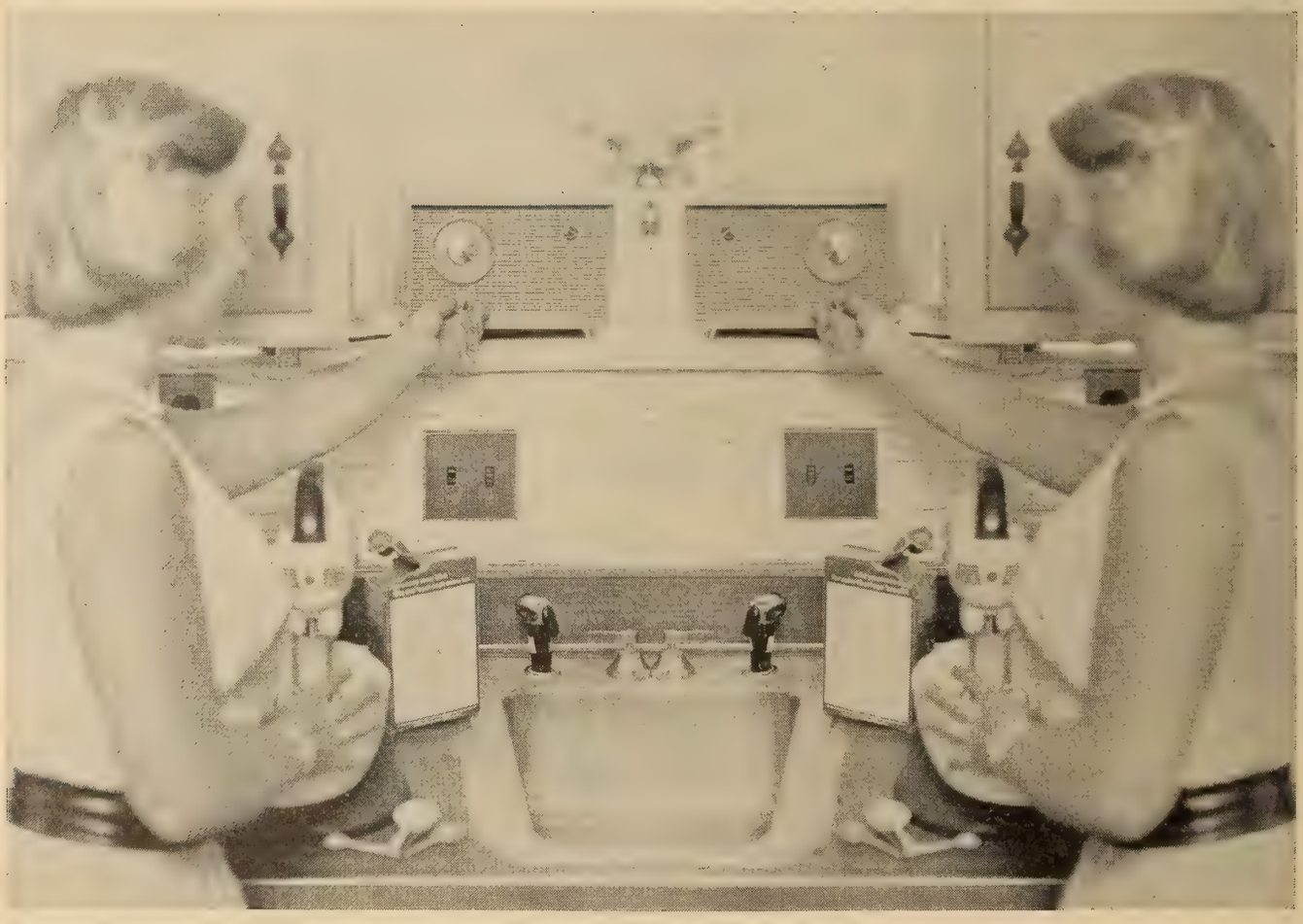
WDGY has taken over first place in Minneapolis-St. Paul. July-August Hooper says it: WDGY has 31.1% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

June Trendex says it: WDGY has 29.9% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

Latest Pulse says it: WDGY has 189 first place quarter hours against 128 for next station.

Storz Station programming excitement has overturned radio-listening—and time-buying habits—of a generation. See your Blair man . . . or talk to WDGY General Manager Jack Thayer.

WDGY
50,000 Watts
Minneapolis-St. Paul



STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

Rockford, Stockton, Charleston Video Sales Consummated Friday

Sale of ch. 13 WREX-TV Rockford, Ill., to Bob Hope, Albert Zugsmith, Martin Gang, James Saphier, Arthur Hogan and Ashley Robison for approximately $3 million consummated late Friday [B•T, June 17]. Selling station, subject to FCC approval, is Greater Rockford Tv Inc. (Bruce R. Gran and WROK Rockford-*Rockford Star* and *Register-Republic*). Messrs. Hope, Gang and Saphier are majority stockholders of KOA-AM-FM-TV Denver; Mr. Hogan has interests in KULA-AM-TV Honolulu, KVSM San Mateo, Calif., and owns KFOX-AM-FM Long Beach, Calif.; Mr. Zugsmith has interests in KULA-AM-TV, KRKD-AM-FM Los Angeles, KITO San Bernadino, Calif., and KVSM.

KOVR (TV) Stockton, Calif., bought Friday by Hudson Valley Broadcasting Co. for approximately $3.5 million, subject to FCC approval. Hudson Valley owns WCDA (TV) Albany, N. Y., and is controlled by Lowell Thomas, Frank Smith and others. Hudson Valley group also controls WTVD (TV) Durham, N. C., licensed to Durham Television Co. which is to consolidate with Hudson Valley. Ch. 13 KOVR principal owner is H. L. Hoffman, president of Hoffman Radio Co., electronic manufacturer.

Tierney Co. became sole owner of ch. 8 WCHS-TV Charleston W. Va., with Friday purchase of 40% owned by Capital Tv Inc. (Sam G. Rahall and family). Purchase announced by Hawthorne D. Battle, president of Tierney (which owns WCHS), who did not disclose consideration involved. Rahalls also own WQCY (TV) Allentown, Pa. (dark); WNAR Norristown, Pa.; WWNR Beckley, W. Va., and 40% of WFEA Manchester, N. H. Sale is subject to FCC approval.

ATV Buys From AAP

AAP reported Friday that it has sold feature package of Warner Bros. films to Associated Television Network (British commercial tv programmer) in approximately $250,000 deal. Feature package will be first to be programmed on tv in England. Negotiations handled by Lew Grade for ATV, and Norman Katz, director of foreign sales, AAP.

Joint AP Broadcasters Meet Set

Virginia and Chesapeake Associated Press Broadcasters Assns. will meet jointly at Virginia Beach Oct. 6-7 to discuss radio and television newscasting problems. Several North Carolina broadcasters also are expected to attend. Navy Admiral Ira Nunn, expert on guided missle ships, will be principal speaker at closing dinner of joint sessions.

L.A., Pittsburgh, St. Joseph Transfers Filed With FCC

Copley Press Friday asked FCC's permission to sell KCOP (TV) Los Angeles to Bing Crosby, Kenyon Brown and associates for $4 million. Copley declared its total tv assets as of June 1 at $1,596,536, and current assets at $344,943. First quarter profits, as of March 31, were $21,747. Crosby-Brown group declared a net worth of $150,000 and total assets at $4 million (after transaction is approved).

Also Friday, Mr. Brown sought approval for his group (Midland Broadcasting Co.) to sell KFEQ-AM-TV St. Joseph, Mo., to KFEQ Broadcasting Co. (early story, page 80), for almost $1 million after assumption of other obligations. Midland's total assets were listed at $670,401, with earned surplus for year to date of $27,984. KFEQ Broadcasting listed its total assets at $887,678.

Pittsburgh Radio Supply House Inc. Friday filed for FCC approval of sale of WJAS-AM-FM Pittsburgh to NBC for $725,000. As of Aug. 1, the firm's balance sheet showed total assets at $103,377 with profit same date at $33,982. NBC projected total assets as of June 30 were $109,470,696 with total capital stock and reinvested earnings at $75,431,017. Sale of stations [B•T, Aug. 12] was required following merger of Radio Supply House application for ch. 11 Pittsburgh with *Pittsburgh Post Gazette* (WWSW-AM-FM).

Ford to Take Oath Thursday

Frederick W. Ford, confined by U. S. Senate to replace George C. McConnaughey on FCC [B•T, Aug. 12], will take oath of office Thursday afternoon in New Post Office Bldg., Washington, Commission headquarters.

SPOTLIGHTS FLU THREAT

KDKA-TV Pittsburgh tonight (Mon.) will show special, live half-hour show on Asian flu menace. Station claims it is the first tv station to produce a special on the problem. Newscaster Carl Ide will interview Dr. Leroy E. Burney, Surgeon General of the U. S. Public Health Service and three other physicians representing American Medical Assn., U. of Pittsburgh Graduate School of Public Health and Allegheny County Public Health Service. Kines will be made available to all Westinghouse stations as well as 20 educational tv stations in country. Other tv stations can get kines through public relations dept. of U. of Pittsburgh Health Center, Pittsburgh 13.

● BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 36.

PIERCE PREPARES • Pierce's Proprietaries Inc. (Dr. Pierce's Golden Medical Discovery Tonic), Buffalo, understood to be lining up radio spot campaign to break Oct. 20 for 22 weeks. Agency: Emil Mogul Co., N. Y.

EARLY CHRISTMAS SHOPPER • Waring Products Corp., N. Y., for new electric shaver attachment, gearing for Christmas gift season by planning tandem campaign —in four weeks, out four, in two—starting Sept. 29 on eight stations in New York, Philadelphia, Washington and Los Angeles. Anderson & Cairns, N. Y., is agency.

EXTRA FOR EX-LAX • Ex-Lax Inc., Brooklyn, whose campaign on approximately 80 radio stations in 50 markets is due to expire end of September, currently is reviewing campaign with eye towards possible renewal for fourth quarter. Agency is Warwick & Legler, N. Y.

CULLING ALL PROSPECTS • P. Lorillard Co., through Lennen & Newell, N. Y., reportedly negotiating for Tuesday 10:30-11 p.m. period on CBS-TV this fall for one of its cigarette products. Shows being canvassed are understood to include *Playhouse of Mystery*, currently set to start in that period next month, or new Eric Sevareid *Small World* program.

BACK IN TV • American Machinery & Foundry Co., N. Y., former participating sponsor of *Omnibus* few seasons ago and one of participating advertisers in NCAA football tv (for bowling spotters) last fall, will sponsor half-hour film *Bowling Stars*, weekly on Sun., 8:30-9 p.m., on ABC-TV. Sponsorship is for general products which include bowling equipment and tricycles. Fletcher D. Richards Inc., N. Y., is agency.

CLIMBS ON WAGON TRAIN • Lewis Howe Co. (Tums), St. Louis, signed for 13 alternate-week half-hour half-hours of *Wagon Train* (NBC-TV, Wed., 7:30-8:30 p.m.), starting in fall. Agency: Dancer-Fitzgerald-Sample N. Y. with Drackett Co. already set for alternate half-hours, Tums purchase would assure *Wagon Train* of starting season at least one half-sponsored.

RADIO SPOTS IN MAJOR MARKETS • Dow Corning Corp., Midland, Mich., for Syl-Mer fabric finish, placing four-week radio spot campaign in 15 large metropolitan markets Sept. 23. Agency: Anderson & Cairns, N. Y.

at deadline

Agencies in Wholesale Shuffles Helene Curtis Makes Switches

Helene Curtis Industries (multi products), Chicago, resolved agency alignment Friday involving estimated $4.5 million account withdrawn from Earle Ludgin & Co. [B•T, July 29], appointing one new agency and altering business of two others. McCann-Erickson, Chicago, gets Spray Net Hair Spray and Shampoo Plus Egg; Edward H. Weiss & Co., Stopette, and Gordon Best Co., Lentheric's men's line. These products in past represented about $3.3 million in broadcast billings. Weiss already handles Enden Shampoo, Lanolin Discovery, King's Men Toiletries and Tweed Soft Fragrance Shampoo, while Best services Suave Hair Preparation, Creme Rinse and Creme Shampoo, Tweed Hair Spray, and Helene Curtis Lanolin Lotion Shampoo.

In announcing new agency and product realignment, George Factor, Curtis vice president in charge of sales, reported estimated advertising budget of $12 million for 1957 (compared to $10 million last year) and expected sales in excess of $50 million for year. Sales for first six months were up 32.6% with net of $25,879,169, he reported.

Armour Gives Meats to Ayer

Armour & Co., Chicago, switches all meat products from Tatham-Laird Inc., Chicago, to N. W. Ayer & Son, same city, effective Nov. 18. Account represents about $2.5 million in overall billings and about 25% of Armour business, it's understood. Included in switch to Ayer, are smoked meats, sausage, beef, pork, ham, bacon and all canned meats. Ayer already handles lard, shortening, soap, dairy, poultry, margarine and frosted meats. Other agencies in Armour lineup, which bills estimated $10.5 (about $4 million in network-spot tv), remain unchanged. Switch attributed by Armour to decision to concentrate all food advertising in one agency (Ayer).

Lorillard Puts All With L&N

P. Lorillard Co. Friday announced consolidation of its advertising with single agency, Lennen & Newell, N. Y., until now handling only Old Gold cigarettes. Advertising for Kent and Newport brands has been handled by Young & Rubicam. Lorillard advertising budget is about $19 million annually.

Frederick W. Pabst Dies

Frederick W. Pabst, 77, radio pioneer, died Thursday in Palo Alto hospital. He was father of William D. Pabst, general manager of KFRC San Francisco. Two decades ago late Mr. Pabst bought KHJ Los Angeles and KFRC San Francisco to launch Don Lee regional network. He was exclusive Cadillac dealer in California.

C-C Firms in Warm Exchange After Robinson Cancellation

What could develop into slugging match between closed-circuit theatre tv operators broke out over weekend centered on middleweight boxing champion Sugar Ray Robinson's statement that he was calling off his Sept. 23 match with Carmen Basilio in New York (earlier story page 66).

Theatre Network Television President Nathan L. Halpern called for "ethical business practices" in closed-circuit theatre tv industry. He made plea late Friday in lengthy statement obviously directed at TelePrompTer, closed-circuit tv firm with which champion Robinson had wanted to negotiate. TelePrompTer President Irving Kahn, promptly issued rebuttal.

Mr. Halpern charged that at no time in history had network or sponsor made it "a practice to attempt to upset bonafide contracts by entering into side deals with performers." His statement had named TelePrompTer as having figured in news reports on Robinson feud with New York's International Boxing Club, which signed contract with TNT.

TelePrompTer denied any attempt to "upset" bonafide agreements. Mr. Kahn said his firm had made proposal to IBC in good faith at Mr. Robinson's request and that no agreement had been signed by IBC and TNT before Aug. 19, date TelePrompTer attempted to sign fight.

New York State Athletic Commission today (Monday) will take up dispute.

Seven Buy CBS Newsfilm

CBS Newsfilm reported Friday it has added seven new subscribers. Signed for 15-minute, five days weekly package of film and commentary: WIIC (TV) Pittsburgh; WSEE (TV) Erie, Pa.; WFGA-TV Jacksonville, Fla.; WWL-TV New Orleans; WFLA-TV Tampa, Fla., and WHTN-TV Huntington, W. Va. Abroad, Radio Televisora Nacional, Bogota, Colombia, has begun Newsfilm service via air on custom basis.

GRIFFITHS HAS A TAKER

WERI Westerly, R. I., has offered Rep. Martha W. Griffiths (D-Mich.) 30-minutes free time to publicize report by Public Health Service associating lung cancer with smoking. Offer, received Friday by Mrs. Griffiths, was turned over to Dr. Leroy E. Burney, surgeon general, for action. Rep. Griffiths earlier had asked FCC—and then networks— to supply public service time [B•T, Aug 12, 5]. CBS and NBC said they had adequately covered report in regular newscasts.

PEOPLE

LEON H. CAGAN, with ABC Film Syndication Inc. and formerly assistant program director in Rome for Italian Radio Network, named manager of Latin American operations for NBC International Ltd. He will headquarter in Mexico City.

HERBERT J. CUTTING, chief accountant for MBS, named director of administrative services, responsible for personnel, purchasing and similar duties in addition to supervision of accounting staff.

MARION AKINS YEH, formerly with Ogilvy, Benson & Mather and Biow Co., to Kastor, Farrell, Chesley & Clifford, N. Y., to head radio-tv traffic. **JAMES P. BARRETT,** formerly with Lennen & Newell and Benton & Bowles, to account group of Kastor.

JOHN COLE, chief timebuyer at McCann-Erickson Inc., Chicago, for past three years, to Needham, Louis & Brorby Inc., same city, as assistant to broadcast facilities director, Arnold Johnson, effective Sept. 3.

WDAK Circumvents Blackout On Heavyweight Title Bout

Despite ban of promoter Jack Hurley, WDAK Columbus, Ga., carried blow-by-blow account of championship Patterson-Rademacher fight Thursday night (Friday morning in east). Allen M. Woodall, WDAK president, originally planned coverage by conventional land line but this was cancelled along with injunction from promoter to press associations that blow-by-blow could not be delivered to radio or tv. Loser Rademacher was formerly officer at Fort Benning, in WDAK's primary area.

While all details were not disclosed, Mr. Woodall said excellent blow-by-blow was delivered live through beeper long distance from an unnamed sportscaster who witnessed fight from a building outside stadium using binoculars. Program was carried from 1-1:35 a.m. Friday morning local Columbus time. Mr. Woodall said station was flooded with congratulatory calls and one prominent lawyer said he would represent station free if promoter attempted to sue.

Flamingo Appoints Sales Unit

Flamingo Films Inc. Friday announced appointment of newly formed Flamingo Telefilm Sales Inc. to distribute *Country Show, Cowboy G-Men, The Beulah Show, Top Secret,* 96 western features produced by Universal, 135 other features, 16 Superman cartoons and 165 *Telecomics.*

Flamingo Films is stockholder in new firm headed by Herman Rush, president, and Ira Gottlieb, executive vice president, with New York office at 509 Madison Ave. and field offices to be established in Los Angeles, Chicago, Philadelphia and Atlanta.

Mr. Rush formerly was vice president in charge of sales of Official Films Inc. and continues on board of Gold Medal Studios, New York. Mr. Gottlieb has been with Flamingo Films for five years in charge of sales. Flamingo Telefilm Sales in addition to present library is negotiating for rights to other syndicated and national properties.

THE PHILADELPHIA TELEVISION AUDIENCE — July 1957
STATION SHARE OF SETS-IN-USE SUMMARY

	WRCV (NBC)	WFIL (ABC)	WCAU (CBS)	WPFH (IND.)	Other
MONDAY THRU FRIDAY					
Sign-on to 9:00 AM	37.4	58.9	14.7	-	
9:00 AM to 12:00 Noon	34.7	25.0	40.0	0.9*	
Sign-on to Noon	35.3	31.2	34.6	0.9*	
Noon to 3:00 PM	26.2	35.4	37.6	0.9*	
3:00 PM to 6:00 PM	33.5	42.5	18.9	5.1	
Noon to 6:00 PM	29.9	39.1	28.0	3.1*	
6:00 PM to 10:00 PM	29.3	31.9	34.9	3.5	0.4
10:00 PM to Midnight	18.4	32.5	46.2	2.6*	0.9
6:00 PM to Midnight	25.5	32.1	38.8	3.3*	0.6
SATURDAY					
Sign-on to 6:00 PM	11.9	52.8	33.5	2.7	0.5
6:00 PM to 10:00 PM	28.8	35.7	33.7	1.2	0.6
10:00 PM to Midnight	23.4	28.2	47.1	1.2*	1.8
SUNDAY					
Sign-on to 6:00 PM	8.8	60.8	29.8	1.0	0.1
6:00 PM to 10:00 PM	29.0	28.1	41.1	1.4	0.4
10:00 PM to Midnight	21.5	33.7	43.5	0.9*	1.0
SUNDAY THRU SATURDAY					
6:00 PM to 10:00 PM	29.2	31.9	35.6	2.9	0.4
10:00 PM to Midnight	19.6	32.1	45.9	2.2*	1.0
6:00 PM to Midnight	25.8	32.0	39.2	2.7*	0.6
SIGN-ON TO SIGN-OFF	25.2	36.9	35.8	2.7	0.6

Based on time periods when station was on the air.
*Station not on air during entire period.

SIGN-ON TO SIGN-OFF 36.9

See your BLAIR-TV account executive for Fall and Winter availabilities.

ARB says WFIL-TV

1ST in PHILADELPHIA

FOLLOW THE LEADER

BUY...

A TRIANGLE STATION

WFIL-TV

PHILADELPHIA, PENNSYLVANIA

abc

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N. Y. / **WHGB-AM**, Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, New Haven-Hartford, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York



There's more to Florida!

Geography has been good to the state, endowing it with a climate ideal for year-round swimming. Geography has also had great influence on the key city of Jacksonville, so situated that it is the distribution center for a vast territory extending well beyond Florida's borders.

There's Georgia, for instance

... much of which looks to Jacksonville for its victuals... and for its viewing. WMBR-TV's 67-county NCS area extends deep into Georgia, encompassing an area which accounts for 18.1% of food sales for the entire state. Plus 28.0% of Florida's total food sales to boot! In sum, WMBR-TV delivers an area that accounts for 23.8% of total food sales for Florida and Georgia combined!

and WMBR-TV, Jacksonville

commands the long-established loyalty of the 300,000 television families in this 67-county area. Throughout the "outside" area, NCS shows WMBR-TV an eleven-to-one favorite over its competition. And within the Jacksonville metropolitan area, the latest ARB proved WMBR-TV was the five-to-one favorite. If you have a product sold in food stores, sell it to almost one-fourth of Florida and Georgia combined, on... Channel 4, Jacksonville—**WMBR-TV**

Operated by the Washington Post Broadcast Division

Represented by CBS Television Spot Sales

In Shreveport ONLY KTBS-TV OFFERS

Bonus Coverage

FROM THE HUB OF THIS 4-STATE AREA



***157,980 Television Homes . . . a BONUS of 13,120 over station B.**

***136,860 homes reached monthly . . . a BONUS of 6,740 over station B.**

***131,870 homes reached weekly . . . a BONUS of 5,120 over station B.**

***Latest Nielsen Survey**

KTBS-TV CHANNEL 3

SHREVEPORT LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by

Edward Petry & Co., Inc.

And There's More

EDITOR:

The B•T July 29 issue has a very helpful summary of the toll tv situation as of that time.

I just wanted to say that the wired toll tv activity is of considerable interest to me because I think that this might materially affect the future broadcasting industry, so I am hoping your magazine will continue to give us up-to-date reports on these developments.

Jay W. Wright
Executive Vice President
KSL-AM-TV Salt Lake City, Utah

[EDITOR'S NOTE: And we've gone even further with a comprehensive roundup on the entire subject of closed circuit television in this issue.]

Endorses Clean Selling Tactics

EDITOR:

Your editorial against pernicious selling is great! [B•T, Aug. 12].

Thank you for saying it, and so well.

Robert E. Eastman
President
American Broadcasting Network
New York

[EDITOR'S NOTE: The editorial warned against short-sighted tactics of radio and television in selling against each other.]

Free-Loaders Get Letters

EDITOR:

We have noted with growing concern the amount of promotion material from people who could be classed as legitimate advertisers.

. . . There is a clear-cut line between advertisers we desire to help promotion-wise and others who send us reams of material under the guise of news in an effort to get advertising without paying for it. We use to the best of our ability material from our advertisers but the stuff from the free-loaders goes in the waste basket.

. . . The ridiculous was reached this week when we received so-called "news handouts" from . . . an organization admittedly [formed] to promote independent furniture stores through the media of direct mail and local newspaper advertising, asking radio and television to give it free publicity.

We have recently started a letter campaign to the free-loaders indicating that we think a paid advertising campaign for their product could be well handled by our organization.

George Comte
Manager of Radio & Tv
WTMJ-AM-TV Milwaukee, Wis.

Earlier Man-on-Street

EDITOR:

Continuing on the subject of an original man-on-the-street program [OPEN MIKE, Aug. 12], perhaps I can be of some help.

The day after election of Franklin D. Roosevelt (November 1932), I left KFJB of Marshalltown, Iowa, for Ottumwa, Iowa, where I joined the *Des Moines Register-Tribune* station. The call letters I've forgotten but not their man-on-the-street program, which, as I recall, was titled, *The Inquiring Announcer.*

This program, originating from downtown Ottumwa, had been established for some time when I took it over. Phil Hoffman, now in Minneapolis, was manager of the station at that time.

In all modesty, let me state that it was a very hot program in those days—and was so already when I started handling the mike!

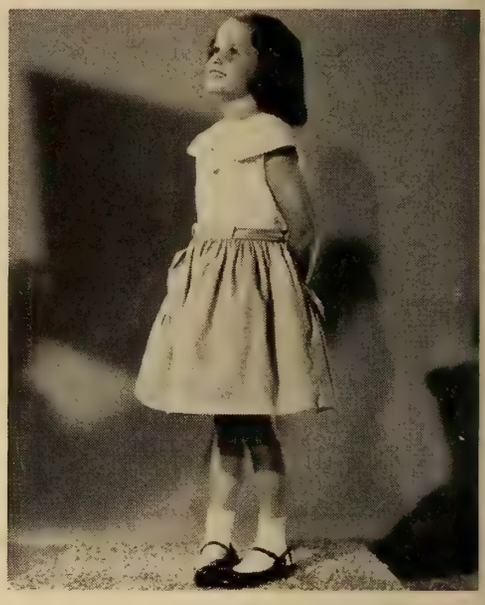
A. E. Mickel
Sales Manager
KOB Albuquerque, N. M.

Model at Seven

EDITOR:

The little girl [in the picture] is Carolyn Carino, 7, daughter of Larry Carino, manager of KTNT-TV. She is the model in our magazine ads.

When we decided to run an ad plugging



our kids' show, we thought long and hard about where to get a suitable youngster as a model. Of course, like so many things that are obvious, we overlooked the perfect type which was right under our nose.

Incidentally, the model's fee was one chocolate ice cream soda.

Robert Lyte
Promotion Manager
KTNT-TV Seattle-Tacoma, Wash.

Help for an Agency Man

EDITOR:

I would appreciate a copy of the P&G story in your June 3 issue and references pertaining to the saturation of tv commercials.

Jim Wahl
Holst & Male Inc.
(formerly Male Agency Ltd.)
Honolulu, Hawaii

[EDITOR'S NOTE—Requested reprints enroute.]

Exercises His Prerogative, Too

EDITOR:

Your reviewer has expressed his opinion of *American Bandstand* [B•T, IN REVIEW, Aug. 12] which is the prerogative of every

WFRV TV

GREEN BAY

more than a third of the state's
population, 25 of its counties
and 10 of the principal cities.
BASIC ABC NETWORK, SELECTED CBS
ASK HEADLEY-REED TV

CHANNEL 5

Serving the famous
Industrial Cities of the Fox River
Valley and Eastern Wisconsin



HOUSTON'S BEST BUY
KTRK-TV
CHANNEL 13

THE CHRONICLE STATION, CHANNEL 13
P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES: Geo. P. Hollingbery Co.
500 Fifth Avenue, New York 36, New York

American to express opinions. Exercising the same prerogative I disagree entirely with his opinion and I would like to suggest that he might do well to stick to the facts.

This whole business of ours is so saturated with ratingitis and audience analysis, etc., that he would do well to pay attention to some of the facts having to do with audience context as discovered by Messrs. Nielsen, ARB and The Pulse and stick to the facts rather than formulating personal opinions which look ridiculous in the light of the facts.

Roger W. Clipp
General Manager
WFIL-AM-FM-TV Philadelphia, Pa.

Two Tips of The Hat

EDITOR:

An article on "How to Start a Radio Station" . . . appeared in a 1956 edition [B•T, May 14, 1956].

Since we missed same, would certainly appreciate two reprints.

Accept our sincere appreciation for your publication. I personally have been in the radio broadcast field since 1937. Naturally, I have seen many changes even during the war years when I was on active duty and all of theim faithfully reported by your magazine.

There is no doubt that radio will continue to push ever forward and be the real bargain media leader. I have no doubt that B•T will keep pace and faithfully report radio's progress.

Gless Connoy
KUIK Hillsboro, Ore.

EDITOR:

As one of my first official acts in my new position in the promotion department here at KGGM-AM-TV, I would like to express my personal gratitude, along with that of the entire staff and management of KGGM, for the fine job you people are doing in keeping every interested person posted on the latest trends and developments in this varied and fascinating profession of ours.

I realize you think of yourself as only doing your job, although it is a big one. We believe it is a great benefit to everyone interested in the improvement and expansion of our industry. Keep up the good work.

J. L. Laramore
KGGM-AM-TV Albuquerque, N. M.

MILESTONES

► WWJ Detroit celebrated 37 years of broadcasting Aug. 20.

► *MA PERKINS*, daytime serial on CBS Radio, entered its 25th year of broadcasting Aug. 14.

► PAT DUNN marks his 25th year with WDAF Kansas City, Mo., Sept. 3 and celebrates his silver anniversary as star of the program, *Pat Dunn Sings*.

► C. A. ROWLAND celebrated 1000th broadcast of his weekly religious show on WGAU-AM-FM Athens, Ga.

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*Reg. U. S. Patent Office
Copyright 1957 by Broadcasting Publications Inc.

Meet Bob McConnell



Experienced broadcaster . . . with a flair for programming and sales . . . tempered by sound business judgment . . . highly respected throughout the industry . . . Bob helped build WISH-TV.

A Hoosier . . . native to Indianapolis . . . a leader in his community . . . Bob McConnell knows the people WISH-TV serves and how best to reach them.

Bob is one of the important reasons why WISH-TV dominates the nation's 14th television market and consistently has more viewers in Indianapolis than all other stations *combined*.* Let Bob and WISH-TV help you in Indianapolis. Represented by Bolling.

*Total week (ARB 7/57, NSI Area 6/57, Telepulse 4/57.)

WISH-TV
INDIANAPOLIS

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa . KGUL-TV Galveston, serving Houston . WANE & WANE-TV Fort Wayne . WISH & WISH-TV Indianapolis

If I've Told You Once, I've Told You a Thousand Times, Smidley!



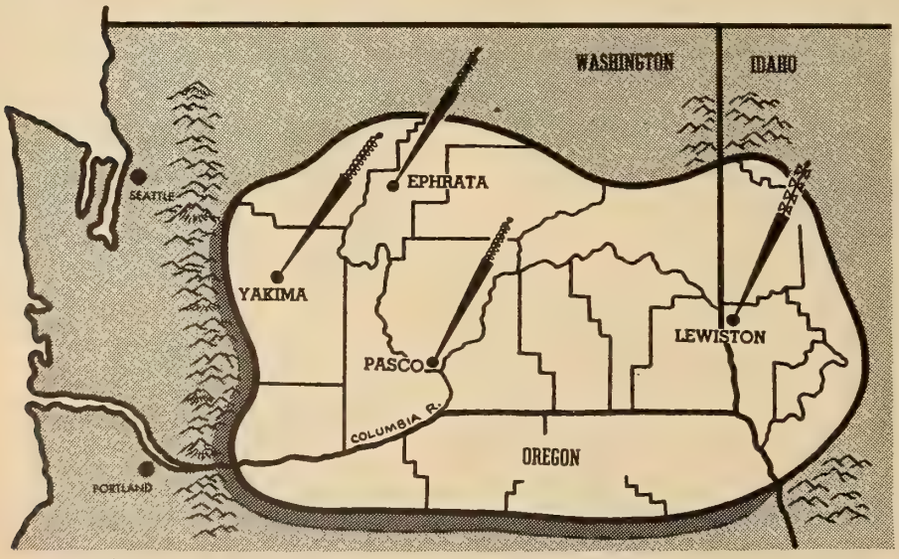








We can't afford to skip Cascade. It's the biggest TV buy in the West and let's not forget it, man! It's BIG and it's BASIC—one of the top 75 markets in the entire nation. A four-station network with three-state coverage. An exclusive TV market of more than half a million with nearly a BILLION dollars to spend annually. Now really, Smidley, isn't it obvious?



CASCADE
BROADCASTING COMPANY

abc CBS NBC

NATIONAL REP.: WEED TELEVISION

PACIFIC NORTHWEST: MOORE & ASSOCIATES

IN REVIEW

HOTEL COSMOPOLITAN

Soap opera has gone sophisticated in CBS-TV's new noon-time quarter-hour. There were no "our gal," "just plain" or family-down-the-street types in the opener of *Hotel Cosmopolitan*. This series promises to be more of a latter-day *Decameron* or *Canterbury Tales*, populated by blasé transients and narrator Donald Woods, the Manhattan hotel's "permanent guest."

It looks like a refreshing device for the old five-a-week. Characters introduced in the opener, credibly developed and acted, were engaging enough to tempt one back the next noon. Overlooking a couple of unnecessary plugs for CBS Radio and Mr. Woods, the writing generally was good. The author managed an amusing O. Henry ending for the first segment while leaving his story open for development in the ensuing programs.

Visually, *Hotel Cosmopolitan* didn't quite live up to Mr. Woods' description of Riviera "elegance," and some close-ups were crowded, but the picture was passable for the most part. Aurally, the new show has the organ, for no self-respecting day drama is without its organ effects. But these are mitigated in *Hotel Cosmopolitan* by addition of a piano, which brightens the sound of the former.

Whether the "middle majority" viewer [B•T, April 29] will welcome *Hotel Cosmopolitan* remains to be seen. The middle majority lady is the one who likes radio soap opera, which, some say, serves a morality-

COLORCASTING

The Next 10 Days
of Network Color Shows
(All times EDT)

CBS-TV

Colorcasting schedule cancelled for summer.

NBC-TV

Aug. 26-30, Sept. 2-4 (1:30-2:30 p.m.) *Club 60*, participating sponsors.

Aug. 26-30, Sept. 2, 3 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

Aug. 26, Sept. 2 (9:30-10 p.m.) *Arthur Murray Party*, Bristol-Myers through Young & Rubicam.

Aug. 28, Sept. 4 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

Aug. 31 (8-9 p.m.) *Julius La Rosa Show*, participating sponsors.

Sept. 1 (4:30-5 p.m.) *Zoo Parade*, sustaining.

Sept. 1 (9-10 p.m.) *Alcoa Hour*, Aluminum Corp. of America through Fuller & Smith & Ross.

KRON is TV in SF



San Franciscans are sold on KRON-TV

COMING
"GIANT MOVIES"
GET AVAILS NOW

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

Know Charlotte by the company it keeps

Charlotte turns sales outside in. City retail sales of $300 million plus put Charlotte in company with many first fifty* markets. Mark Charlotte for a "Class A" appropriation. Only then can you use the radio station that exceeds its next Charlotte competitor in audience by 894.9% (NCS #2).

*Standard Metropolitan Area Population

Retail Sales, Sales Management, 1957

New Haven, $296,201,000 • Charlotte, $313,341,000 • Norfolk, $362,698,000 • Tampa, $370,794,000

Represented Nationally by CBS Radio Spot Sales



WBT
Radio
CHARLOTTE, N. C.

JEFFERSON STANDARD
BROADCASTING COMPANY



play function. It's too soon to say whether *Hotel Cosmopolitan* will provide this traditional value. Better than that, the series seems to function as entertainment; a virtue not always found in morality plays.

Production costs: Approximately $2,850.
Sponsors (participating): Standard Brands (through J. Walter Thompson Co.), Wesson Oil (Fitzgerald Adv.), Toni (Tatham-Laird), Atlantis Sales Corp. (J. Walter Thompson).
Telecast on CBS-TV, Mon.-Fri., 12-12:15 p.m. EDT. Started Aug. 19.
Writer: Harold Gast.
Director: John Desmond.
Producer: Roy Winsor.

FACE TO FACE

A half-hour with CBS Radio's new *Face to Face* program is similar to listening in on the party line over which Myrtle reveals her innermost thoughts ranging from motherhood to the importance of reaching people. Michael Todd, we find, believes in motherhood, feels he is a member of the "community" (that means the world, he says), and he wants to help people.

This is the Mike Todd, whose current fame in showbusiness is predicated on a success with the film, "Around The World in Eighty Days" and a marriage to screen star Elizabeth Taylor. On the premiere program, which originated at Mr. Todd's Park Ave. apartment, Mr. Todd proved quite voluble in conversing with interviewer Arnold Michaelis, a former executive with Columbia records. Mr. Michaelis, who has produced and conducted for platter sale some conversation pieces with prominent people, also has been associated with such broadcast shows as *Invitation to Learning* and *Of Men and Books.*

To keep the program moving—and it did so with startling rapidity, Mr. Michaelis read quotes about Mr. Todd from Damon Runyon, George Jean Nathan and *Time* magazine. Mr. Michaelis, however, does not digress into the introspections that personalities in the news must practice before Mike Wallace on his tv show. Rather, his (Michaelis) is a guiding hand.

Mr. Todd delivered countless philosophies, some homespun, others coated with the oddity of showbusiness, and most along the lines of being against sin and for virtue. A former pitchman, Mr. Todd got in his pitch that, after all, he's no different than anybody else, in itself probably a truism, though he has few peers among showmen.

It obviously is not easy to project a personality through voice—only Mr. Michaelis has made an art of conversation and one does get an insight from what is said and how. In addition, Mr. Michaelis is producing his shows live and from the personality's home, something radio can do with much more ease than tv. That, in itself, should keep format informal, easing the conversation and assuring even more entertaining programs in the future.

Production Costs: Approximately $5,000.
Broadcast sustaining on CBS Radio, Wed., 9:30-10 p.m. EDT. Started Aug. 21.
Producer-director: Paul Roberts
Program associate: Stanford M. Merkinn

'Back to School' for WLWD (TV)

School started early this year for WLWD (TV) Dayton, Ohio, when it began airing announcements and programs Aug. 15 to inform the community of the problems involved when children return to school. Safety announcements from local police and spot reminders to observe traffic rules, aired by Dayton school children and NBC's Dave Garroway, are part of the "Back to School" campaign. A program series will include, among others, a Sunday morning show demonstrating the various steps in getting a child ready for school, with doctors, dentists, psychologists playing themselves, and also the work necessary in preparing the school for the child.

WCEF Looks Into Vaccine Program

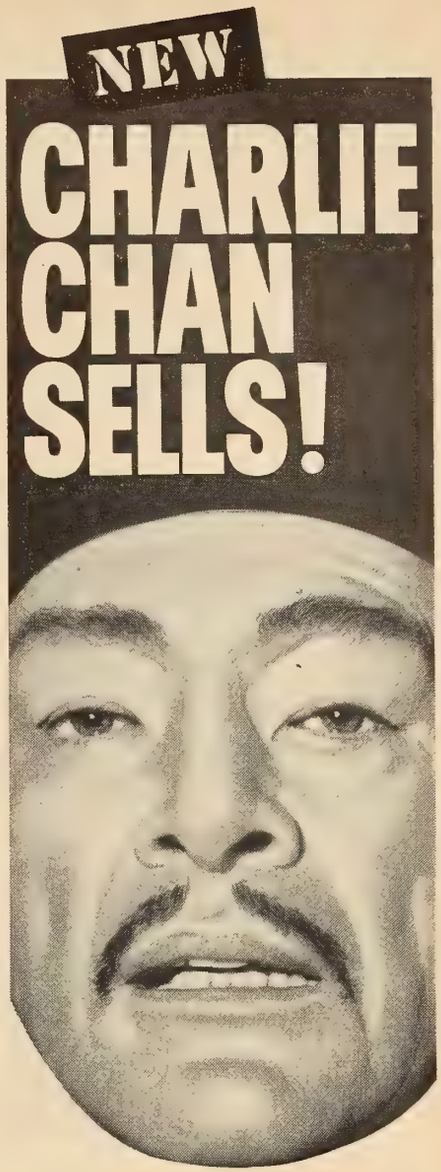
WCEF Parkersburg, W. Va., went into action when a listener informed the station's news department of a questionable practice existing in the distribution of polio vaccine shots. The practice entailed charges for shots by the County Board of Health to persons eligible to receive them free under the existing State Health Control system. The station, after questioning the county board, discovered that a letter from an individual's doctor, stating that he was unable to pay, had to be shown before he could have the free shot. Further investigation at the state capital resulted in a clarification of the program and persons financially unable to pay for the shot now can obtain it without a doctor's statement.

WDGY Boosts 'Operation Flaglift'

In cooperation with the Minnesota Junior Chamber of Commerce, WDGY Minneapolis-St. Paul is boosting a campaign to place an American flag in every home and business establishment in the state by Labor Day. WDGY is making announcements urging listeners to support the project and is also taking care of all requests for flag kits in the campaign. One objective of "Operation Flaglift," according to WDGY General Manager Jack Thayer and Jaycee Chairman Leonard Brooks, is to make Minneapolis and St. Paul the "Cities of Flags."

WLBR-AM-TV Hold 'Hotelathon'

WLBR-TV Lancaster, Pa., in cooperation with the Lebanon County Chamber of Commerce, aired a telecast Aug. 12, to boost a campaign to build a million dollar hotel for the city. The station turned its studios and parking lot into a banquet area for about 150 workers who were making solicitations for the drive, and after a buffet supper, entertainment was provided by local performers, including three bands and a 30-voice chorus from the Bethelehem Steel Co. The main purpose of the program, simulcast in its second hour on WLBR, was to acquaint area residents with the progress of the campaign and to encourage greater participation.



78 markets snapped up in first six weeks! Coca-Cola in Atlanta! NBC O-&-O in Los Angeles! Dixie Beer! Bowman Biscuit! Prescription 1500 in 10 markets! J. Carrol Naish, the NEW Charlie Chan, "the best ever to do the role." See it today, and you'll have to agree the new CHARLIE CHAN sells!



Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

WTVJ is your

Dominant

sales medium in

S. Florida

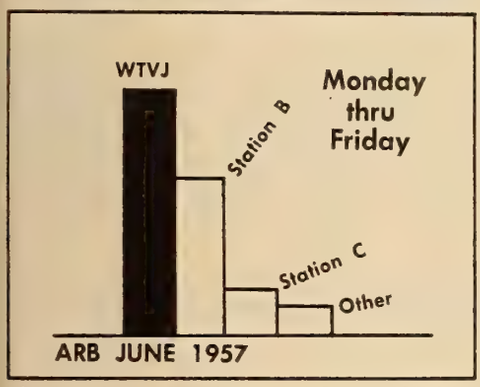
Florida

See your Peters, Griffin, Woodward Colonel now for Fall availabilities

CBS TELEVISION NETWORK

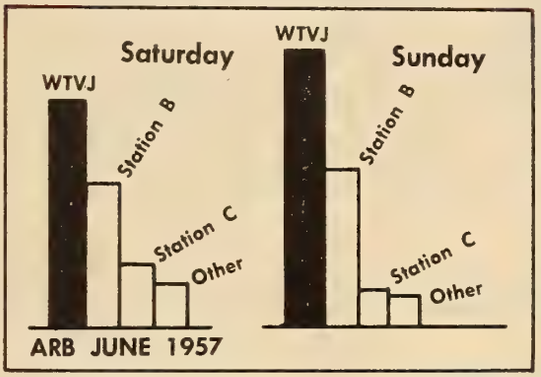
Basic Affiliate

WEEKDAYS



Station share of Audience • 6 P.M. to 10 P.M.

WEEKENDS



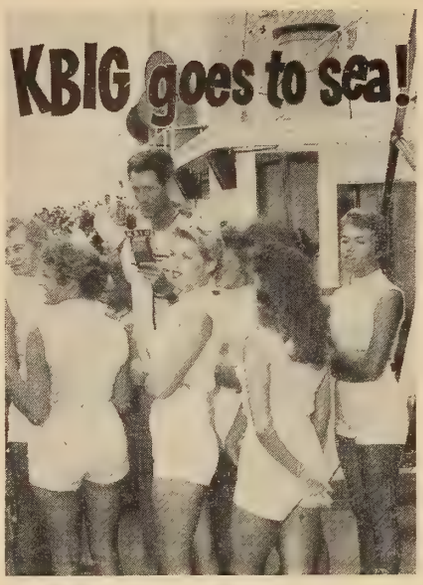
Station share of Audience • 6 P.M. to 10 P.M.

During June 1957 WTVJ Captured 339 (67.7%) of the total of 501 quarter-hour "firsts"

. . . and remember, in the competitive South Florida market which includes 3 newspapers, 11 radio stations and 4 television stations, WTVJ is the only medium giving complete total coverage of the 15 county area.

irst Television Station
SERVING 416,000 FAMILIES
• 1,400,000 PERSONS

WTVJ Channel 4 MIAMI



WORLD'S TALLEST and now its first sea-going disc jockey is KBIG's 6-foot-10 Carl Bailey, here broadcasting his daily 4½-hour "CATALINA CRUISE" from the *S. S. Catalina* as she plies the Pacific between Los Angeles and Avalon.

JULY 22 *LIFE*, picturing Commodore* Bailey as he mixes music with vignettes of Los Angeles' teeming harbor and interviews with the more colorful of 3800 passengers a day, commented on "getting more of radio's increasing audience into the act". For KBIG, the ship broadcasts climax a two-year buildup to **take radio to the people.**

BAILEY'S DRY-LAND BUDDIES originate via Volkswagen mobile studio from all over eight counties . . . at county fairs of Los Angeles, Orange, San Diego, San Bernardino, Riverside; the big crowd-drawers at Los Angeles Pan-Pacific Auditorium—Home Show, Sportsmen's Show, Do-It-Yourself Show; openings of supermarkets, superfurniture stores, even a shoe-per-market!

IT ALL ADDS UP to surrounding KBIG memory-music-and-news staples with continually new and exciting settings. Meanwhile KBIG personalities sure shake a lot of hands!

**Duly commissioned by Los Angeles Board of Harbor Commissioners.*



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Charles Wrede Petersmeyer



Several months ago, C. Wrede Petersmeyer, a partner of J. H. Whitney & Co. and recently-elected president of Corinthian Broadcasting Corp., Whitney's service organization for its broadcast properties, was invited to play golf in Washington with several influential broadcast industry people, including several FCC commissioners. Mr. Petersmeyer accepted the bid with some trepidation. So did his 10 Whitney partners who knew too well of their colleague's 20-stroke handicap and feared for the worst. Their fears were unfounded. Their man shot a natural 84, winning both trophy and tournament. The Petersmeyer dictum: "If the situation calls for it, I'll be a golfer. . ."

The dictum apparently has been in force for a long time. A tall (6′ 2″) sandy-haired and intensely-serious man of 38, whose soft manner of speaking belies the almost-frantic activity in whatever he happens to be occupied—(his wife once remarked that she was spending her life "in his wake")—Mr. Petersmeyer became a broadcaster much as the man who came to dinner joined the family. On May 13, 1954, having spent several months touring the U. S. and studying radio-tv station management, then having negotiated the purchase of KOTV (TV) Tulsa, he went out to Tulsa for "a few months" to oversee the station's transfer from Wrather-Alvarez Inc. to Whitney & Co. The situation, according to Mr. Petersmeyer: KOTV represented his firm's first broadcast acquisition (its properties now are valued in excess of $20 million, include four tv and two radio stations), for which he felt personally responsible; furthermore, Tulsa was changing from a single-station (KOTV only) to a three-station, "highly competitive" market; capital improvements were needed; management needed bolstering—clearly a situation that "called for it." Result: Mr. Petersmeyer moved to Tulsa bag and baggage and became a broadcaster. "I felt," he recalls, "that if Whitney were to become a real factor in the industry, it had to thoroughly understand tv at the local level and certainly Whitney could go no further if KOTV did not work out well. I had no alternative but to stay. . . ."

Whitney's confidence in radio-tv and its affirmation of trust in Mr. Petersmeyer have paid handsome dividends for both: When he left Tulsa to take over Corinthian, he had behind him three years as president and general manager of a major league station, and had left KOTV "still unmistakably the leader in Tulsa tv."

An "incurable optimist," Wrede Petersmeyer thought it still possible as late as 1955 to pull together for Whitney a group of stations in major markets, and by doing so proved a number of industry skeptics wrong and made Whitney 100% owner of WISH-AM-TV Indianapolis and WANE-AM-TV Ft. Wayne (as well as KOTV [TV] Tulsa), and 90% owner of KGUL-TV Galveston. As president of the Tulsa, Indianapolis and Ft. Wayne stations (and executive committee chairman of KGUL-TV), not to mention head of Corinthian, Mr. Petersmeyer has taken on a job few would envy him: to give maximum autonomy to local management without surrendering the prerogatives of his partners and himself and to pull together the Corinthian stations into a thoroughly-integrated, cohesive unit. How this will be done has been chronicled here earlier [B•T, April 29], but whatever will be done merely reflects two of his major beliefs: (a) that broadcasting is basically a local business and (b) that the exchange of ideas is a "must" in multiple-station operation.

Born in Los Angeles in 1919, Mr. Petersmeyer worked his way through the U. of California (BA Economics '41, Phi Beta Kappa, Delta Kappa Epsilon) and the Harvard Business School (MBA '43, with high distinction and Baker scholar). During World War II, he served both here and in the Pacific as a logistics officer specialist and after discharge in 1946 joined the management consultant firm of McKinsey & Co. in New York. The following year, he was hired by Whitney, a private investment firm whose primary purpose then, as now, is providing equity capital for America's "growth industries." Among other activities, he headed for his firm in 1951 six pioneer community tv antenna companies, and from there, says Mr. Petersmeyer, "it was but a short step into commercial tv" three years later.

Although at the outset he became a broadcaster by necessity, Mr. Petersmeyer now looks upon his job as "the most exciting challenge I could imagine." Comments Whitney partner Robertson D. Ward: "Wrede is in love with radio-tv; he eats, sleeps, breathes it. It's his whole life." Not quite "whole," though; a good chunk of his life seems to be allocated to "public service." While in Tulsa, he was a director of the Salvation Army, a director and vice president of Tulsa Opera Inc., a director of the Chamber of Commerce and a Rotarian—just to mention some of his outside interests. Currently, he serves on the Tv Board of NARTB and TvB's research committee. He lives in Bronxville, N. Y., with his wife, the former Frances Gregg whom he married in 1944; three youngsters, Susan (10), Gregg (8), Nancy (3) and "assorted household pets."

When you speak of

WKMH

you speak of the

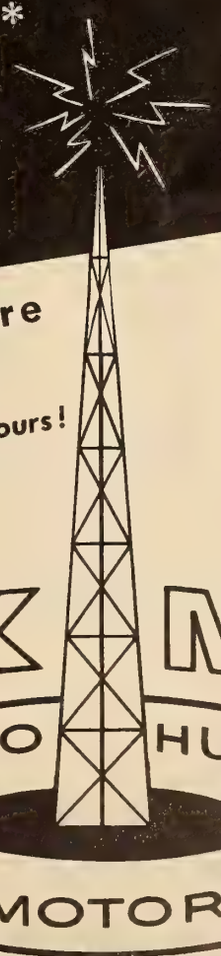
SUPERLATIVE

(with exclamation points!!!)

Listening Audience . . the **GREATEST***

Cost per Thousand . . . . the **LOWEST***

News, Music and Sports . . the **MOST**



*According to Pulse . . . greatest share of DETROIT audience, 12 to 12 . . . and lowest cost per thousand at all hours!

SAVE UP TO 15%

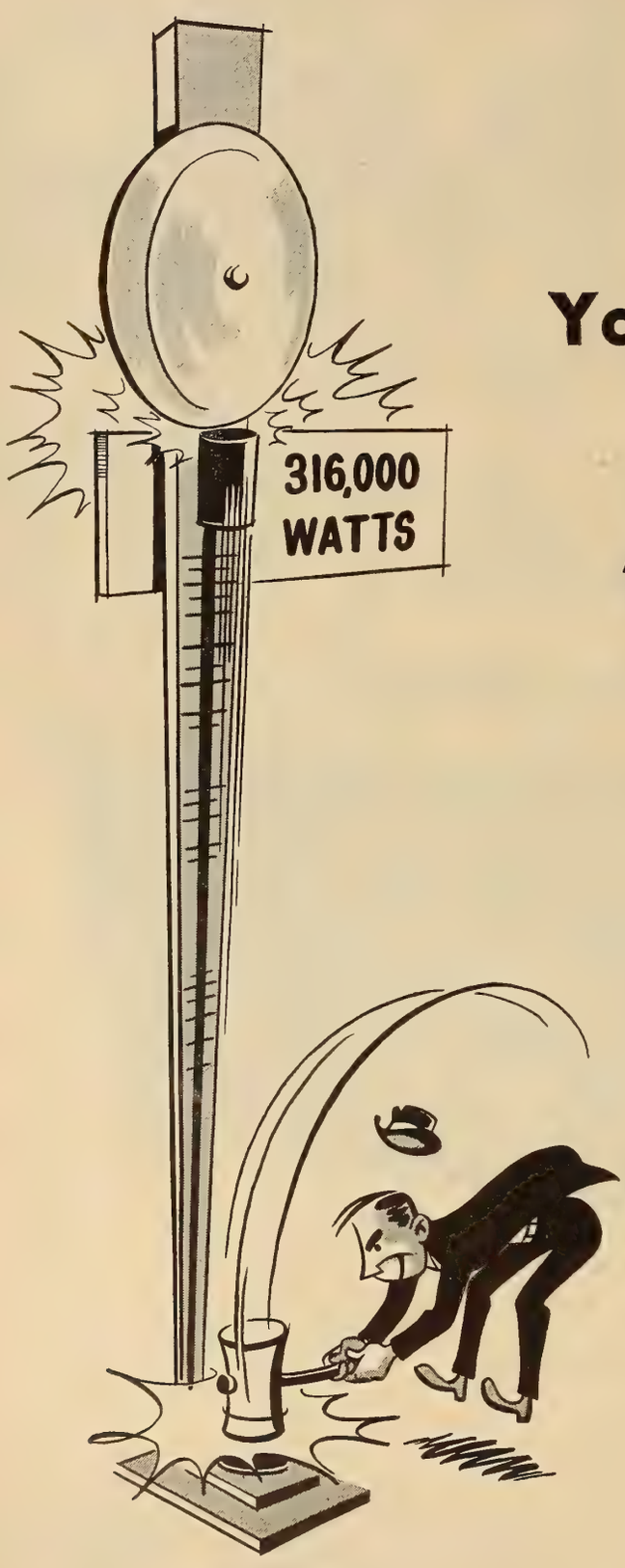
BY USING 2 OR MORE KNORR STATIONS

Buy 4 or 5 Stations.....**SAVE 15%**
Buy Any 3 Stations.....**SAVE 10%**
Buy Any 2 Stations.....**SAVE 5%**

WKMH	WKMF	WKHM	WELL	WSAM
Dearborn—Detroit	Flint, Mich.	Jackson B'cast. & Telev. Corp. Jackson, Mich.	Southern Mich. Broadcasters Battle Creek, Mich.	Saginaw, Mich.

WKMH
RADIO HUB OF THE MOTOR CITY

KNORR BROADCASTING CORP. FRED A. KNORR, PRES.
Represented by HEADLEY REED



You 'Ring the Bell' with

KTHV

Channel 11
LITTLE ROCK

KTHV's 316,000 watts carry our programs to *most* of Arkansas. But *maximum power* is only one of *eight* reasons why KTHV is your best television buy in this State!

The other seven:

1. *Over 240,000 TV Homes*
2. *CBS Affiliation*
3. *Channel 11*
4. *Highest Antenna in Central South (1756' above average terrain!)*
5. *Center-of-State Location*
6. *Superb New Studios*
7. *Know-How Management*

Your Branham man has *all* the details. Ask him!

CBS **316,000 Watts ..... Channel 11**

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK, ARKANSAS DEMOCRAT, LITTLE ROCK, AND KWKH, SHREVEPORT

BROADCASTING TELECASTING

Vol. 53, No. 9 AUGUST 26, 1957

AFFILIATION WRITE-OFFS RULED OUT

• Tax ruling may cost millions, could depress station market

• Westinghouse is first victim, other major sales may be hit

THE multi-million dollar business in the trading of tv properties faces a sobering prospect today (Monday) in a ruling by the U. S. tax collector which would deny buyers the opportunity to depreciate certain intangible assets they gained in the purchase, specifically network affiliation contracts and local and spot advertising contracts.

If upheld in the courts, the ruling is certain to:

• Cost broadcasters millions by disallowing major tax deductions.

• Have a depressing effect on future broadcast sales.

First to feel the sting is Westinghouse Broadcasting Co., whose $8.5 million buy of Philco's WPTZ (TV) Philadelphia in 1953 is the subject (though not specified as such) of the Internal Revenue Service ruling. Westinghouse had attributed $5 million of that purchase to the NBC-TV affiliation there, and sought to write off the amount over five years. Now, unless it secures a reversal of the ruling on appeal, it's out of luck.

Although WBC is the first, it isn't likely to be the last. Parallel situations are understood to exist in a number of major station sales during the last three years (sales before that time would be protected by the statute of limitations). Among those which may be affected are Time Inc., the Washington Post Co., Corinthian Broadcasting Corp. (J. H. Whitney subsidiary) and Transcontinent Television Co. At least two of those companies were prepared to file pleadings with Internal Revenue opposing the indicated ruling, as first published in B•T April 29, on the ground that while the problem raised is not common in the broadcasting field, it nevertheless is not a problem of a single company (Westinghouse).

[See end of story for B•T tabulation of station sales in the past three years which have exceeded $1 million. It is not known which of them may involve depreciation claims similar to the WBC case.]

WBC bases its claim to the tax depreciation on prior IRS and court rulings. One of the precedents was its own: When WBC bought KEX Portland Ore., for $400,000 in 1944, the Blue Network affiliation was valued at $187,500 and was permitted to be written off in five years. Similar depreciations have been approved in other cases, although none have approached the $5 million involved in the Philadelphia case.

Key to the issue is whether a limited period of useful life can be ascribed to an affiliation contract. Westinghouse and other broadcasters maintain that it can; Internal Revenue says no. The question of depreciating intangible assets is covered in Sec. 1.167 (a)-3 of the Income Tax Regulations, which reads as follows:

Intangibles: If an intangible asset is known from experience or other factors to be of use in the business or in the production of income for only a limited period, the length of which can be estimated with reasonable accuracy, such an intangible asset may be the subject of a depreciation allowance. Examples are patents and copyrights. An intangible asset, the useful life of which is not limited, is not subject to the allowance for depreciation. No allowance will be permitted merely because, in the unsupported opinion of the taxpayer, the intangible asset has a limited useful life. No deduction for depreciation is allowable with respect to good-will. . . .

• SIGNIFICANT OMISSION

While today's ruling holds that the requirements of that section are not met by the circumstances of an affiliation contract, it significantly does not rule on two other elements of broadcast negotiations which conceivably may arise. According to IRS: "No opinion is expressed (1) whether any portion of the excess of the purchase price of the broadcasting station over the value of the tangible assets is properly allocable to the network affiliation contract or (2) whether a taxpayer sustains a deductible loss upon termination or cancellation of a network affiliation contract where it continues in the broadcasting business."

To illustrate its ruling IRS set up a dummy broadcast transaction in which the buyer pays 6x dollars for a station and ascribes 1x dollars to the physical assets, 1x dollars to good will, 1x dollars to the local and national spot advertising contracts, and 3x dollars to the network affiliation contract. Of these, only the physical assets are held subject to the depreciation allowance.

IRS does not deny the value of the affiliation. In fact, the ruling describes in detail the benefit to a station in having such a network tie, pointing out that the station gains in revenue both through the business it gets by carrying sponsored network programs and by selling spot adjacencies to them.

Other sections of its findings may find more argument among broadcasters. At one point IRS states, for example, that "in television, the network organization is fairly stable. The network attempts to retain its outlet in a particular market area in order to obtain network identification among the audience. Thus, in the industry a cancellation or termination of a station's single network affiliation represents an unusual exception to the rule of long-continued affiliation."

IRS noted that although there is a two-year limitation to network contracts, ". . . such cancellation or termination, if it takes place at all, is based on the existence of economic circumstances at the time cancellation or termination is considered and has no relationship to the two-year period of the network contract."

Still another tack taken in the ruling concerns the matter of goodwill. IRS pointed out that "one of the considerations [by the buyer] in concluding that the purchase price was not excessive was the comparison of the purchase price to the future earnings of the station over the next five years based on past experience," a factor which IRS says puts the case under one of the tax regulation methods of determining goodwill.

Getting down to the specifics on which it bases its case, IRS concludes with the following statements:

"In general the value of a television broadcasting station operating under stable conditions tends to increase with the passage of time due to the relative youth of the industry and the physical, as well as the FCC, limitations on the number of stations that may broadcast in a specific area.

"Many businesses have only one or two important customers, which customers account for a very significant percentage of the net earnings of the business. The loss of an important customer results in a corresponding loss in earnings unless that customer is replaced by others or the business is reoriented in some manner to overcome the effect of the lost customer on the business. The loss of a principal network through the loss of the affiliation contract affects a broadcasting station in the same

manner that the loss of a good or principal customer affects other businesses. The network revenue is lost and the earnings decline unless another network will become a customer or unless an aggressive selling campaign can be effectuated to overcome the loss. It is noted that in radio it was aggressive selling that overcame the slump in radio resulting from the loss in network business in general and television popularity in particular.

"Accordingly, it is held that, for Federal income tax purposes, a network affiliation contract which is acquired in a purchase of an entire broadcasting station does not qualify as property subject to the allowance for depreciation provided by section 167 of the code.

"Local and national spot contracts are customer contracts for spot time on regular station broadcasts. Advertisers want their programs and spot announcements associated with and adjacent to the more popular network programs. While such contracts cover varying periods of time, a substantial portion is usually renewed by the advertisers in the ordinary course of business. Viewed in this light, these contracts constitute goodwill of the . . . station, and as such, it is not subject to depreciation."

Observers consider that today's ruling will mean the reopening of similar cases within the three-year period which may already have been approved by tax agents. Westinghouse is certain to appeal the case, however, and a final ruling could take several years.

The following list shows $1 million-plus station sales during the past three years:

KLZ-AM-TV Denver, Colo., bought by Time Inc for $3.5 million.

WNHC-AM-TV New Haven, Conn., bought by Triangle Publications Inc. for $5.4 million.

WIBG-AM-FM Philadelphia and WPFH (TV) Wilmington, Del., bought by Storer Broadcasting Co. for $6.5 million. Previously WPFH (TV)

SPECIAL REPORT ON PAY TV

WIRED PAY TV: A MATTER OF FACT

• First to go is Bartlesville next week; San Francisco gets set

• B•T traces the evolution of toll television up to the present

Wired toll television, newest entry in the communications field, is one week away.

This new medium, eagerly anticipating a future that it hopes will rock the media world, makes its bow Sept. 3 in Bartlesville, Okla.

While the commercial broadcasting industy watches closely, and with some trepidation, this new wired service poses the most serious competitive problem in a decade.

An electronic battle-of-the-century appears imminent. It involves two programming principals—broadcasters vs. theatres.

The two industries are competing to own facilities and/or serve the audiences that will receive a local program service and later, it's predicted, a nationwide service.

A separate but corollary fight looms—operation of common carrier facilities to feed the wired toll programming into homes. Here the combatants, broadcast or otherwise, may find they are competing with the world's largest corporation, AT&T. The common carrier in Bartlesville is AT&T.

Facing critical management decisions are radio and television broadcasters, advertisers and their agencies, AT&T, on-the-air pay tv interests (mainly Zenith), communications firms, investors, equipment manufacturers and industrial firms supplying materials to manufacturers—all these plus the professional and commercial firms that serve them.

Broadcasters must decide whether to get into wired pay-tv as principal entities or whether to let theatrical, communications and other ownership take over all or substantial parts of this new medium.

Theatrical interests, typified by the Bartlesville operators (see page 30), hope to snap back from the whipping they took when television appeared a decade ago.

There's no unanimity among broadcasters, though many established operators are quietly checking on wired tv and getting local franchises to string lines on poles.

On-the-air toll tv, as typified by Zenith, is snarled in FCC and Capitol Hill maneuvering despite many years of frantic promotion and education.

One hope of on-the-air toll service, it is suggested, lies in an inherent weakness found in wired toll tv—economic difficulty in wiring some center-city and sparsely populated rural areas. If farmers figure they're getting cheated out of a new communications service, they can be depended on to put the heat on Congress for their share of wired service or an on-the-air toll service.

Wired toll tv service faces no serious technical problems, if first tests at Bartlesville last week are accepted as a criterion. The first test pictures run over the coaxial distribution system were described by one participant as "extremely good—as good as closed-circuit pictures in a tv station's front office and superior to primary broadcast video pictures."

Reclaiming an Audience

The Bartlesville project will "help establish a new exhibition medium which, if successful, promises to recapture a mass audience for motion picture exhibition," according to Milton J. Shapp, president of Jerrold Electronics Corp., which developed and installed the wired theatre where Bartlesville programming originates.

This wired service looms as an intrastate facility that for a time, at least, will have minimum, if any, federal regulation (see legal opinions, page 35).

A real poser: If wired toll services ever get into the sale of advertising in a big way—and the idea has some sound backing—the reverberations around Madison Ave., and Fifth Ave., will be violent (see advertising story page 35). Few agency or advertiser executives are ready to make lucid comments or predictions, but they're obviously interested.

If AT&T decides it wants to wire up the whole United States with coaxial facilities, broadcaster and theatrical entities will find themselves in competition with the world's largest corporation in case they aspire to supply their own common-carrier facilities. AT&T won't get into programming, it's certain, because of a long-standing policy against programming over its facilities and a 1932 consent decree that confines the corporation to utility service. Some time ago AT&T is understood to have refused to serve as a collection agency for Zenith when that company proposed to feed 2% of a pay-tv service over telephone lines and the rest over the air.

While wired pay-tv is making its official debut in a small-market city in Oklahoma, the service is getting its biggest promotional push on the West Coast where Skiatron (Matthew Fox) claims it has sewed up what should be dramatic program fare—the New York Giants games in San Francisco and the Dodgers games in Los Angeles if the Brooklyn team makes its expected move. International Telemeter (Paramount) is active on a more restrained basis (see West Coast story page 30).

A critical element in the whole situation centers around the cost of wiring a city. Skiatron is proud of a low-cost system based on its Parax, an open-wire twin-strand line costing about 4¢ a foot for distribution circuits that can be tapped by home drop-off lines.

Telemeter has been putting its faith in coaxial cable, 15¢ to maybe 50¢ a foot as compared to 4¢. Telemeter, like large numbers of leading engineers, doesn't believe the open-wire system will work because of radiation and interference problems. Skiatron claims Parax overcomes these age-old problems inherent in past open-line transmission.

Bartlesville is wired with coaxial cable (see story on Skiatron's Parax, page 31, and Bartlesville story, page 30).

Broadcasters have been doing a lot of

(then WDEL-TV) was bought by Paul F. Harron for $3.7 million.

WTVT (TV) Tampa, bought by WKY Television System Inc. for $3.5 million.

WFBM-AM-TV Indianapolis. WTCN-AM-TV Minneapolis and WOOD-AM-TV Grand Rapids, bought by Time Inc. for $15.75 million.

WISH-AM-TV Indianapolis, WANE Fort Wayne and WINT (TV) Waterloo, Ind., bought by J. H. Whitney & Co. for $10 million.

KTVH (TV) Hutchinson, Kan., bought by Wichita-Hutchinson Co. (80% owned by Minneapolis Star & Tribune Co.) for $1 million.

KMBC-AM-TV Kansas City and KFRM Concordia, Kan., bought by Cook Paint & Varnish Co. for $1.75 million.

KOB-AM-TV Albuquerque, N. M., bought by KSTP Inc. for $1.5 million.

WNBF-AM-TV Binghamton, N. Y., bought by Triangle Publications Inc. for $3 million.

WHAM-AM-TV (now WROC-TV) Rochester, N. Y., bought by Transcontinent Television Corp. for $5 million.

WJW-TV Cleveland (then WEXL [TV]) and KPTV (TV) Portland, Ore., bought by Storer Broadcasting Co. for $8.5 million (including Empire Coil Co., manufacturing company).

KOTV (TV) Tulsa, Okla., bought by J. H. Whitney & Co. for $4 milion.

WFBG-AM-TV Altoona, Pa., bought by Triangle Publications Inc. for $3.5 million.

KDKA-TV Pittsburgh, Pa., bought by Westinghouse for $9.75 million.

WHBQ-AM-TV Memphis, Tenn. bought by RKO Teleradio Pictures Inc. under leasing arrangement for $2.8 million.

KGUL-TV Galveston, Tex., bought by Gulf Television Corp. 90% owned by J. H. Whitney & Co.) for $4.25 million.

KENS-AM-TV San Antonio, Tex., bought by Express Publishing Co. for $3.5 million.

WISN-TV Milwaukee, Wis., bought by Hearst Corp. for $2 million.

KCOP (TV) Los Angeles, bought by Kenyon Brown, Bing Crosby and associates for $4 million.

WAAM (TV) Baltimore bought by Westinghouse Broadcasting for $4.4 million.

WBRC-AM-TV Birmingham, Ala., bought by Radio Cincinnati for $6.35 million.

WDBO-AM-FM-TV Orlando, Fla., bought by William S. Cherry and associates for $3 million.

KLOR (TV) (now deleted) and KPTV (TV) Portland, Ore., bought by George Haggarty for $1.79 million and $1.89 million, respectively.

WTVD (TV) Durham, N. C., bought by Lowell Thomas, Frank Smith and associates for $1.4 million.

WREX-TV Rockford, Ill., bought by Bob Hope, Albert Zugsmith and associates for $3 million.

KERO-AM-TV Bakersfield, Calif., bought by Wrather-Alvarez for $2.15 million.

WKJG-AM-TV Ft. Wayne, Ind., bought by Truth Pub. Co. for $1.9 million.

WIBW-AM-TV Topeka, Kan., with KCKN Kansas City, Kan., and Capper Publications, bought by Stauffer Pub. Co. for $8 million.

KREM-AM-FM-TV Spokane, Wash., bought by KREM Broadcasting Co. for $2 million.

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pondering about pay tv systems, especially since the wired service exploded into prominence (see story page 32). This prominence has been spurred by promotions built around the Giants' and Dodgers' shifts to the West Coast.

Mostly the broadcast thinking has been at the office level, augmented by engineering and legal consultations plus a few quiet looks at the centers of activity.

NARTB consistently opposes any pay-tv that would take spectrum space away from existing tv broadcast stations, and it feels the public would suffer from coin-in-the-box or other forms of paid tv programming. But NARTB can't fight wired tv without being accused of opposing the basic principle of free competition in the American tradition.

Networks are watching wired tv but saying nothing. FCC and Congress are deeply interested but uncertain.

Advocates of on-the-air toll tv received another blow Friday when Charles E. Potter (R-Mich.) told the Senate the government has made a "virtual promise" that broadcasting would remain a free service. He also warned that pay tv could lead to "monopolistic practices" (see page 54).

There's one sad note for the toll tv promoters, air and/or wire—the best possible promotion push, the World Series, is sewed up by NBC-TV until 1961.

A veteran industry executive close to all phases of the wired tv situation put it this way, "Wired toll tv will not come as fast as its promoters promise but faster than the broadcasting industry expects."

SKIATRON SEES NO MYSTERY, PLANS PROGRAMS BY APRIL

So far as Skiatron is concerned, there's no mystery. It will wire its decoder system into San Francisco and Los Angeles homes (and other California communities as well) and will be feeding pay tv programs by mid-April. The programming will be box office attractions, including the National League's Giants in San Francisco and nearby areas.

They will include baseball, first-run motion pictures "or any event normally held in an auditorium, a theatre, opera house or stadium—events for which people now pay at the box office," Matty Fox, president of Skiatron Tv Inc., explained in a B•T interview Thursday in New York.

"We feel baseball is a great attraction," he said. "But we don't believe any subscription tv operation can live with baseball alone or movies alone. We still have a great variety of attractions."

As outlined by Mr. Fox:

• The system will be operated in individual communities or areas by franchise holders.

• Skiatron has an agreement with the Giants. Baseball definitely will be among the first events fed into wired homes. He wouldn't talk about Los Angeles and the Brooklyn Dodgers "because there has been no Dodgers announcement." The full 1958 schedule (all games) of the Giants will be carried.

• Advertising will start in the San Francisco area to get subscribers either late in October or early in November this year. Wiring will start soon afterward and the system will be operating in April.

• There will be no commercials. Skiatron is not interested in having advertising on either of its two video channels or on its one music wired channel.

• Skiatron is not concerned with spectaculars and has no interest in the "hottest commercial program on tv." Pay tv will be concerned, however, with baseball, football, motion pictures, opera, ballet, legitimate theatre and other such events.

Mr. Fox presented these cost factors:

Skiatron estimates costs will be less than $20 per home for wiring. A subscriber will pay $3 per month, entitling him to 24 hours per day high fidelity music and two video channels optional. Price for attractions will vary; baseball games may be pegged any-



IT'S *going to cost money to watch Willie Mays slide home in 1958, if pay tv deals talked about last week pan out. The Giants on Monday made official their move to San Francisco, and Matty Fox, Skiatron president, says his plans for televising the team on closed-circuit pay tv are set. Not determined: how much the team will get for broadcast rights, or whether Skiatron will get its San Francisco franchise.*

where up to $1 per game but "no more than $1."

Three channels will be provided, two video and one for high fidelity music to be piped 24 hours per day. When the system is operating and the decoding card not inserted, the signal is scrambled. When an IBM punched card is inserted, the signal is unscrambled on the tv set.

Billing, card handling, mailing and the like will be handled by IBM. There will be no installation charge, a $3 monthly payment taking care of servicing, maintenance, mailing and other handling.

NETWORKS MUM ON WIRED TV AS OKLAHOMA DEBUT READIES

The three television networks are keeping their executive eyes peeled as wired toll tv approaches its debut in Bartlesville, Okla.

No high official was willing to be quoted or to commit his network to an unofficial position as this new medium enters the communications field.

CBS-TV made clear it is standing by its position on the record—all-out for free television. Its engineers are believed to see no serious technical problems in providing community and city-wide service, provided first-class or coaxial lines are used. They take a dim view of open-line distribution of tv services.

As to the economics of wired tv, CBS-TV officials are said to have raised some serious questions. Some discussion has been given the idea of dual operation—free broadcast service alongside wired toll tv—but nothing definite has come out of these talks.

NBC is appraising wired tv but won't admit anything else. RCA, parent manufacturer company, is not believed to have any firm orders for equipment from Skiatron or any other wired company.

ABC-TV also is watching carefully. The network hasn't been enthusiastic over pay tv in general, feeling it isn't in the best interest of the public. The same position is taken in connection with wired tv.

SPECIAL VERSION OF WIRED TV ALREADY OPERATING IN WEST

A special version of wired toll tv has been operating for some months in the far West—Needles, Calif.; Cedar City, Utah; Miles City, Mont., and other small markets.

Trans Community Tv Networks operates the plants. B. J. Fitzpatrick, owner-general manager of the local radio station in Needles, KSFE, runs the TCTN closed circuit operation in that town, a market of 6,000 persons.

Wired tv service is provided from 3 to 11 p.m. Customers pay $150 for the installation and $5 a month for service. The wired unit has a live camera chain and a film chain, producing live newscasts from the studio as well as film shows and kines. The operation is affiliated with ABC-TV and NBC-TV.

Autumn plans include football with basketball planned later. Quiz and forum shows are in the works.

When the number of subscribers justifies, the Needles wired service hopes to sell time but thus far none has been sold.

Mr. Fitzpatrick said the open-line distribution system is subject to ghosting. Radiation is relatively low, he feels, but even so the signals are subject to stealing and there are interference problems.

WIRED TV PROMOTION IMPETUS IS HEAVIEST IN CALIFORNIA

Wired tv is getting its heaviest promotion in California, where out-of-home entertainment has been sired for a half-century.

Having watched movie makers provide much of tv home entertainment, the state now is tooling for major metropolitan tests of fee tv, with movies as a nucleus.

Los Angeles and San Francisco city officials are reviewing wired tv franchise applications. The first applicant in each city was Skiatron Tv Inc., which has pacts with the New York Giants and Brooklyn Dodgers for exclusive tv rights to their 1958 games should the teams move to San Francisco and Los Angeles, respectively, as anticipated.

The ball games would give Skiatron a powerful wired tv sales incentive next spring, trying to recoup the cost of rights (reportedly $2 million for the Dodgers alone).

International Telemeter Corp., Paramount Pictures Corp. subsidiary, also wants Los Angeles and San Francisco wired tv franchises. Telemeter offers a cashbox attachment for the home tv set, collecting in advance for programs. Skiatron uses a punchcard which makes a record of programs viewed and provides basis for a monthly bill. Both gadgets have decoding devices to unscramble programs put on transmission circuits.

The Los Angeles city council may set the municipal pace with its non-exclusive wire franchise offered the highest suitable bidder, with 2% of gross as minimum. The limit is a 21-year franchise. Skiatron wants a 50-year franchise in San Francisco, where there is no time limit.

Skiatron and Telemeter-Fox West Coast Theatres are the two Los Angeles franchise applicants. Their cases are involved in local processing. Tele Movie Development Corp. and a business group fronted by H. D. Long, importer-exporter, has shown interest in a Los Angeles franchise but has not applied. It advocates sectional grants (2,500 to 6,000 homes each), and is interested in 35 Southern California communities.

In San Francisco a proposal to ban wired tv advertising is opposed by Skiatron, which with Telemeter, Jerrold Electronics Corp. and Harriscope Inc. is seeking local franchises. Telemeter and Skiatron also have asked for San Diego franchises and Skiatron seeks 40 systems in the Bay area and another 50 in Southern California. Harriscope is a tv program producer-distributor.

Some opposition has been noted in San Francisco to the idea of a definite commitment by the city to telecast Giants home games on pay tv.

BARTLESVILLE NEARS OPENING

Wired television service will provide a pleasing picture on Bartlesville, Okla., tv sets, judging by first testing of the system slated to open Sept. 3. Reports from that oil city, first to have regular wired tv toll service, confirmed engineering predictions that the system would produce a mechanically satisfactory picture—claimed to be a better picture than can be transmitted through the air.

Some broadcast observers who have looked over the Oklahoma project believe it has a good chance to be an economic success, if Video Independent Theatres follows its announced plans to provide two video services built around top first-run and re-run movies.

Video Independent is taking a conservative approach to the project. President Henry S. Griffing said last week that public acceptance will develop gradually. "The people of Bartlesville are going to have to be sold on it, one family at a time, and it will take a while," he said. "We're sure it will be a year or more before the public learns the pleasure of telemovies in the home."

Installation of General Precision Labs. equipment at the Lyric Theatre studio is practically complete and pictures are being monitored in a number of homes. Jerrold Electronics Corp., Philadelphia, installed the cable theatre system, which it pioneered.

Video Independent is paying Southwestern Bell $3,297 per month rental for the coaxial cable distribution service. Southwestern Bell bought and will operate the facility. Total installation cost in Bartlesville was $104,000 plus $35,000 to remodel the theatre.

The problem of reducing wide-screen movie films to the 4 x 3 television screen aspect ratio has been solved, it was noted last week. Tv receivers in wired tv homes have a switch on the back for broadcast tv service and the two channels of what is called Telemovie service.

Oct. 1-6 will mark the official premiere week, with ceremonies arranged by Phil Hays, Video Independent manager at Bartlesville. Headquarters of the company are at 11 N. Lee, Oklahoma City. An operating subsidiary is called Vumore, with Telemovies as the sales unit.

A 60-day advertising and promotion program was started last week as the drive for subscribers moved into stride. Advertising includes color billboards, full-page newspaper ads, direct mail and telephone solicitation. The theme is: "Bartlesville families will be the first in the world to enjoy Telemovie."

About 8,000 tv homes are located in the city. Subscribers pay $9.50 monthly for a package of 13 first-run movies plus reruns on the second channel [B•T, June 10, *et seq.*]. Programming will run from noon to midnight, with payment in advance. Video Independent owns all four theatres in Bartlesville, two of them drive-ins. Three

WILL SKIATRON'S PARAX 'OPEN-WIRE' WORK?

The immediate future of wired tv is tied to a cost factor.

This factor awaits the answers to a key question: Can cities and communities be wired with low-cost (4 cents a foot) open-wire lines or does quality video service require coaxial cables (15 to 50 cents a foot)?

Skiatron Tv Inc. says it can wire Los Angeles for closed-circuit tv at a cost of $12 million. Other applicants for franchises figure about $50 million. Skiatron would use open-wire (ladder) lines for most of its distribution circuits and coaxial lines for problem points (about one-eighth of the mileage). The others would use all-coaxial systems.

Open-line distribution requires only a fraction of the amplifying equipment needed by coax, another element that keeps costs down.

The big question: Will open-line distribution work?

The answers: Yes, says Skiatron. No, say many engineers.

Skiatron throws its support to an open-wire system using its own Parax twin wire. This type of line, engineers have said for years, involves low loss, high radiation and susceptibility to interference. Coaxial has high loss with minimum radiation and interference.

Skiatron claims it has licked the radiation problem with Parax, coming well within FCC's strict tolerances. This claim covers interference, too.

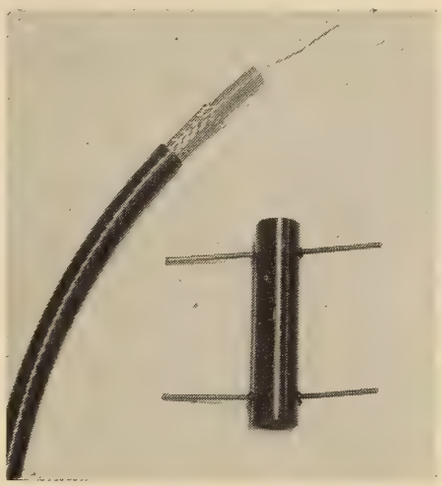
B•T took a look at Skiatron's test mile of Parax line, installed on a busy Los Angeles thoroughfare. Alan Lane, operations vice president, and Scotte Gray, chief engineer, demonstrated how Skiatron plans to serve Los Angeles homes when and if it starts wired service (next spring, it hopes).

Skiatron says it can install an open-line distribution system at a cost of $500 a mile. This compares to $3,000 a mile for coaxial, it explains.

At Bartlesville, Okla., where a wired tv service starts Sept. 3 (see Bartlesville story), the cost was around $3,000 a mile, or approximately $100,000 for 38 miles of distribution system.

Open-line transmission has been used for a half-century. Skiatron claims its Parax open wire has a tenth the power loss and needs only a tenth the amplification required for any coaxial closed-circuit or community antenna system.

Parax, copper-coated steel wire (10% copper), is strung tautly between utility poles. The two parallel wires are two inches apart, held in position by polystyrene separators or insulators. The (extruded) wire is made by Copperweld; Skiatron assembles the wire, inserting the separators. Mounting on poles is simple, because, according to Skiatron, no messenger (auxiliary) cable is needed to lend support in case of sag or sway.



TWO *basic types of cable will be used in building wired toll tv distribution systems—coaxial (left) and open-line (right). Coax is much more expensive but is preferred by most engineers. It consists of a center conductor surrounded by insulation and an outer conductor, tube or braid. Open-line cable consists of two parallel strands of wire about two inches apart, held in place by plastic spreaders.*

With coax, the signal is conducted on a central conductor and along the inside of the cable's metal shell. Transmission is transverse electromagnetic (TEM) in the Parax twin line.

Skiatron says its Parax system is unique, being seven-eighths Parax and one-eighth coaxial cable. Energy moves from 75-ohm coax to 470-ohm Parax with minimum imbalance, a trick Skiatron engineers say they learned in experimenting with community antenna systems.

Radiation is well within the FCC limit (15 microvolts-per-meter at 100 feet) at the signal strength and frequency used, it is claimed. The Parax system is described as long-lived, with one open-line installation by Mr. Gray in good condition after 7½ years. Current loss at the drop-in to the home is minimized because only the electromagnetic current surrounding the open-line Parax is tapped, instead of the wire itself. The signal goes into the tv receiver via flat leads of the type used with rooftop antennas.

Skiatron's test mile of Parax in Los Angeles passes lamp standards, neon signs, is across the street from a power line and crosses the Freeway. "It's the toughest test run I could find," Mr. Gray said. Test signals are received on ch. 6 (not allocated to Los Angeles), the set receiving two programs. Reception witnessed was excellent. The test loop is on Santa Monica Blvd.

A camera in the Skiatron office (viewing auto traffic) and a second signal taken off the air for the test, were put through inverters and sent as a single signal along the Parax lines to the laboratory where they were converted back into two program signals and received on ch. 6. A receiver attachment has three positions, since Skiatron plans three program services. Programs on regular tv station channels can still be received.

Reception was excellent for both programs, with the closed-circuit picture somewhat sharper than that taken off the air.

A cost figure mentioned for open-line cable was 4 cents a foot. Phelps Dodge coaxial cables (list price, subject to discounts up to 30%) run about 37 cents a foot for half-inch 70-ohm Foamflex (unjacketed), 94 cents for Styroflex and 54 cents for Spirafil. At Bartlesville, Jerrold Electronics Corp., handling the installation, used JEL-101 and JT-201 coaxial cables with 59-U for the house drop. JEL-101 costs about 15 cents per foot, JT-201 16 cents and 59-U 8 cents.

network tv stations serve the city regularly, two in Tulsa and one in Muskogee.

The population of Bartlesville has increased from 19,228 in 1950 to an estimated 30,000 today. Family income averages around $6,000, a high level. Phillips Petroleum is headquartered in the city, with Cities Service and the H. C. Price pipeline companies as important local enterprises. National Zinc Smelters and Dewey Cement have big plants, along with other metal and petroleum units.

September programs will offer Warner's "Pajama Game," Universal's "Night Passage" and "The Great Man" by that studio.

Milton J. Shapp, Jerrold president, said his company will conduct special tours, demonstrations and discussions for theatre exhibitors in the Sept. 9-30 period. The company has set up a hospitality center at the theatre. Mr. Shapp has consistently claimed the motion-picture exhibitor should own and operate wired tv theatres. He contends the theatreman, more than any other businessman, understands the entertainment needs of his community and has the showmanship and know-how "to tap these needs."

Video Independent has 230 movies, including 80 drive-ins, in Oklahoma, Texas and New Mexico, and owns 12.5% of KWTV (TV) Oklahoma City. It believes the wired tv service will recapture middle-aged and older people for its film exhibition services. As the Bartlesville service develops, it is expected to include music, news and other types of radio-tv services.

Bartlesville customers are getting the first month free. There is no installation charge, with dropoffs into homes costing an estimated $25 each. If a customer fails to pay his $9.50 fee in advance, service can be disconnected easily at the pole.

PAY TV CONTROVERSIAL SINCE '50

The pay tv question has been a controversial subject at the FCC and on Capitol Hill since the FCC in 1950 authorized Zenith to test its Phonovision system in Chicago. The test started in January 1951 and offered "top-flight" movies to 300 Chicago families for 90 days.

A year later, Zenith filed its first formal petition with the FCC seeking authorization of pay tv. In September 1954, Skiatron asked the Commission to authorize its version of pay tv and this was followed in November of the same year by a Zenith petition seeking a "paper hearing" on the merits of pay tv.

In the years between Zenith's first petition and the Skiatron proposal, over a dozen tv stations—mostly uhf—asked the FCC to institute rulemaking on subscription tv.

Early in 1955, the FCC issued its first rulemaking proposal on the subject in which it also asked respondents to give their views on several questions which the proposal raised. These included whether or not the Commission has the authority to authorize subscription tv, cost to the public, whether one system or several should be authorized, impact on present system, interference problems and broadcast time to be devoted to toll.

In filing comments to the rulemaking, those opposed to pay tv (including the networks) claimed that when the public has to pay for watching a tv program, it means the death of free tv. This attitude was termed as nonsense by the proponents of toll tv—Zenith, Teco Inc. (Zenith subsidary), Skiatron Electronics, Skiatron Tv and International Telemeter. Prompted by the Commission's action, many newspapers also took informal opinion polls to determine how the public felt about paying for the privilege of watching tv in the home.

During this same period—spring of 1955—several public debates on the feasability of pay tv were held and Zenith's Comdr. Eugene McDonald Jr. accused RCA of trying to buy up pay tv patents. This was hotly denied by RCA's Gen. David Sarnoff. The subject recently was raised again by Rep. Frank Chelf (D-Ky.) in a letter to the FCC.

After digesting the various pleadings, the Commission postponed further action until it could dispense with the large backlog of pending tv cases as well as the deintermixture question.

By early last spring, the FCC had released its decisions in these cases and in May asked for further comments on pay tv in a six-page document released at 6 p.m. on a Thursday, reportedly to avoid stock exchange repercussions. By a unanimous vote, the Commission said:

". . . We believe that an adequate trial demonstration of subscription tv is indispensable to a soundly based evaluation of its acceptability to the public, its capacity to enlarge the selection of program fare, now or foreseeably available under the present system, its significance as a possible additional source of financial support for continued expansion of the nation's television services, its potential impact, beneficial or otherwise, on the established television system and its mode of operation in actual practice. . . ."

The FCC also asked respondents to answer 11 questions dealing with various problems of pay tv in their replies. Last March, it was an established fact that four commissioners—George C. McConnaughey, Robert E. Lee, John C. Doerfer and T. A. M. Craven—were in favor of authorizing pay tv tests. Bucking this move and calling for further evidence were Comrs. Rosel H. Hyde and Robert T. Bartley. Comr. Richard A. Mack felt that the public interest question should be determined first. Since this rundown of the commissioners' positions—giving the proposed pay tv test a majority—Mr. McConnaughey has left the Commission. His replacement, Frederick Ford, has not taken a stand on the issue.

Still unanswered in the minds of many Congressmen is the question of whether or not the Commission has the right to authorize a test of pay tv. Many lawmakers have told the FCC it does not have this authority and that it is up to Congress to legislate for pay tv. Two of the most outspoken have been Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and Rep. Emanuel Celler (D-N. Y.), chairman of he House Judiciary Committee. And, in a speech prepared for delivery last Friday from the Senate floor, Sen. Charles E. Potter (R-Mich.) urged that television be kept free (see page 54).

In answering Rep. Celler's letter, the Commission claimed that it has the authority to authorize toll tv under Secs. 301, 303, and 307 (a) of the Communications Act.

Pending in both Houses of Congress are bills to prohibit pay tv. They were introduced by Rep. Celler and Sen. Strom Thurmond (D-S. C.). Sen. Thurmond, following reports a fortnight ago that the FCC had assured the Senate Commerce Committee that it would not authorize toll tv before next January [CLOSED CIRCUIT, Aug. 19], stated that he would push for passage of his bill early next year.

Toll tv also played a prominent role in hearings concluded last month on professional team sports by Rep. Celler's Antitrust Subcommittee [B•T, July 29].

BROADCASTERS BOTH INTERESTED, WORRIED ABOUT WIRED TV—KOHN

Broadcasters are getting interested as well as worried, plenty worried, about wired toll tv, judging by the best available roundup of industry sentiment. This roundup was collected by Raymond F. Kohn, president of WFMZ-TV Allentown, Pa. (ch. 67, dark), long an advocate of pay-tv testing.

In a letter to several hundred tv broadcast stations he said wired tv can cripple or destroy present broadcast services [B•T, July 22]. His letter drew three-score lucid replies from broadcasters, most of whom conceded the new wired tv medium should develop with the guidance and capital of broadcasters.

Mr. Kohn told B•T he felt, after reading the letters, that giants unrelated to welfare of communities served by broadcasters are proposing to provide unregulated services that threaten the entire broadcast structure. He said the FCC and Congress should have the opinions of broadcasters in reaching decisions, not merely equipment firms, program suppliers, theatre owners and trade associations.

The power and financial resources of AT&T and the motion picture theatrical industry can't be underrated, Mr. Kohn and a number of broadcasters pointed out. Wired tv is coming, whether broadcasters like it or not, they add. AT&T's sweeping request for huge hunks of the spectrum above 890 mc and far into untouched electronic areas are felt to pose threats of services now only in the dream stage.

"Do we as broadcasters blindly abdicate or do we intelligently integrate?' one broadcaster asked.

Only three of nearly 50 vhf stations replying to the Kohn letter bothered to file pay-tv comments with the FCC.

"Will the public pay for television service?" a station operator asked. He added, "I believe we should be realistic and not panicked. Tv in this country has an excellent record."

Another said, "The attitude of our industry is that of the ostrich."

Still another comment, "Film libraries are being offered with a very definite stipulation that the toll-tv rights are excluded."

TELEPROMPTER, TNT, OTHERS APPROACHING WITH CAUTION

A sleeper in the toll tv picture is National Closed Circuit Div. of TelePrompTer Corp., whose president, Irving Kahn, told B•T Thursday that toll tv "offers the greatest potential for a dollar return that ever existed." Pending FCC approval of any on-air system, Mr. Kahn said, "We're ready to go right now" with a wired system in New York "but we are not sure which way we want to go." He feels it wise to see which way the wind is blowing with toll tv generally as well as with competitors like Skiatron and Telemeter. Program product is another nut to crack, he explained, but it can be done.

TelePrompTer, now a public stockholding firm and owned 14% by Western Union Co., has bought out two of its competitors: Box Office Television Inc. and the major Sheraton Closed Circuit Television Inc. Mr. Kahn noted that within six months this year his firm captured "60-65%" of the gross volume of business in closed circuit operation (handling sales conventions by wire-tv, multi-city stockholder meetings, promotions etc.). He claimed TelePrompTer is doing twice as much business in this field as "our nearest competitor." Only other major operating now in this area is Theatre Network Television Inc., with which Tele-

TALL in the saddle



We're ridin' high here at the Old Circle 3, podners! Come fall we will have rounded up the doggondest herd of heavyweight western programs ever seen on the plains of our rich coastal empire.

With shows like . . . **CHEYENNE, WYATT EARP, SUGARFOOT, WAGON TRAIN, WELLS FARGO, THE CALIFORNIANS** and our own top-rated **BAR THREE ROUNDUP,** we can guarantee to have the viewers in our corral. Better lasso yourself an adjacency and put your brand where it will be seen . . . on Savannah's preferred channel 3.

P. S. For the tenderfoot who insists on his entertainment without spurs we offer these big-city sparklers . . . **FATHER KNOWS BEST, PERRY COMO, FRANK SINATRA, STEVE ALLEN, TENNESSEE ERNIE FORD, LORETTA YOUNG, GISELE MacKENZIE, GROUCHO MARKS, THE CHEVY SHOW** and **SUSPICION** . . . just to name a few. Yessir, podner, East is East and West is West and the twain have met where viewing's best . . . on 3 in Savannah! Put 'er there and stand back for the stampede!

Clearly . . . **SAVANNAH'S PREFERRED-CHANNEL STATION**

It's 3 in Savannah



WSAV-TV

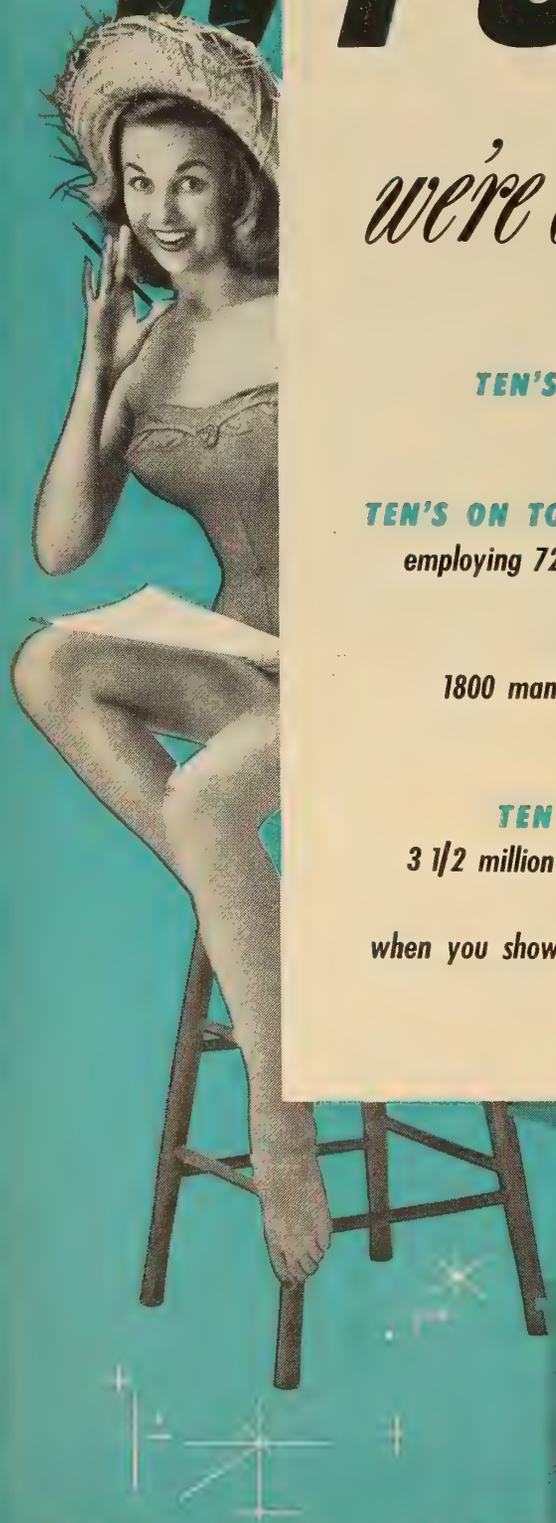
NBC CHANNEL THREE

REPRESENTED BY BLAIR TELEVISION ASSOCIATES

IT'S THE BRAND NEW CHANNEL TO SOUTH FLORIDA'S $2,000,000,000 MARKET

WPST TV

we're on the MIAMI FLA. air!



TEN'S ON TOP — Right! On top of 1,453,800 people, representing 581,520 families.

TEN'S ON TOP — Right! On top of 32,428 retail stores, employing 72,269 workers with a payroll of $165,482,000.

TEN'S ON TOP — Right! On top of more than 1800 manufacturing plants turning out products from milady's chemise to monsieur's carport.

TEN'S ON TOP — Right! On top of more than 3 1/2 million tourists who visit South Florida and Miami every year. So . . . when you show it to Miami, you show it to the World!

WPST TV

10

PUBLIC SERVICE TELEVISION, MIAMI, FLA. REPRESENTED NATIONALLY BY H-R TELEVISION, INC ABC NETWORK

Prompter is battling for the Sugar Ray Robinson-Carmen Basilio boxing match.

"We could have a practical operation going in New York in less than six months," he said.

Whether to collect toll via a cash box like Telemeter or an IBM card system seemed to be of minor concern to Mr. Kahn. "We have a practical system that would work either way," he said.

"We are more ready to go than either Skiatron or Telemeter," he added.

Programming, he said, is the "nut." All the hardware and wire and cables and sets and toll boxes in the world won't make this thing run. He said, "You need product and this has to be developed."

Nathan L. Halpern, president of Theatre Network Television, pointed out his firm is the only company which actually has engaged in "pay television" on a national basis —its hookups of theatres for exhibition of major sports events. But TNT does not plan to go into home toll tv in any form at this date, he said, although the company has been "watching developments" closely. TNT's subsidiary, Tele-Sessions Inc., regularly hooks up auditoriums and hotels for meetings via closed circuit tv.

William F. Hogan, vice president of Commercial Telecast Networks Inc., said his firm "has taken a look at toll tv by wired-system" but has preferred to specialize in "other fields" with these new developments "not ready yet." He described toll tv "as a rough, tough field" with "too much of a cloud over it and subject to regulation."

Arnold Wells, owner of Wells Television Inc., a New York firm whose "bread-and-butter business" is leasing tv sets to hotels and public places, admitted the firm is involved "in wired-television for the home" but refused to describe his plans. "This is the biggest undercover game I have ever seen," he said.

AGENCIES WATCHING PAY TV; ONE SEES IT AS NEW AD MEDIUM

Agencies and advertisers are watching pay tv very closely. One major agency is even ready with a plan for one major food account to place premiums in their packages which would entitle the customer to view an "on the air pay-tv" show for 25 cents. In turn, the advertiser would be willing to put a commercial on at the end of the movie as a tie-in.

Another major agency is viewing pay tv as a supplemental medium or another advertising medium in addition to regular tv and radio. In fact, this agency believes pay tv will lure non-tv watchers.

As for pay tv luring better talent from regular tv, most agency executives feel pay tv would not affect present tv offerings since most pay-tv shows will be movies and plays.

Agencies will be watching the progress of both wired and on-the-air tv. They feel pay tv is progress and they must keep up with it to keep their clients informed.

William B. Lewis, president of Kenyon & Eckhadt, proposed a combination of pay tv and commercially sponsored tv in an *Editor & Publisher* interview. Citing the high cost of broadcast tv, he said, "there is no reason why tv, like the print media, should not receive income both from commercial interests and the general public they serve." Newspapers, he said, would cost several dollars each instead of 5 or 10 cents were it not for advertising support.

Approximately 1,000 persons from advertising, the film industry, radio-tv, investment houses, electronics and sports have witnessed the demonstrations of the telemeter closed circuit pay television system at the Savoy Plaza Hotel, New York, as of Aug. 21. The demonstrations began Aug. 13. They heard Louis A. Novins, vice president and managing director of International Telemeter Corp., and Paul MacNamara, vice president, discuss the technical, financial and practical aspects of the Telemeter system. Barney Balaban, president of Paramount Pictures Corp., of which International Telemeter is a subsidiary, and Paul Raibourn, Paramount vice president, have attended many of the demonstrations in the hotel's Savoy Room.

WIRED TV MAY SKIRT FCC

Wired television, unlike off-the-air pay tv, may avoid FCC regulation, judging by the views of many communications attorneys, but the question doesn't yield to categorical answers.

Many attorneys contend the FCC can't get at wired tv when it serves only an intrastate audience. Others suggest the Commission could declare the service a common carrier under its jurisdiction because it is so intimately connected with interstate commerce through program materials.

In any event, Congress could amend the Communications Act to bring wired tv under FCC regulation. Sec. 3(h) of the Communications Act exempts broadcasting from the definition of a common carrier, and FCC could hold wired toll tv not exempt from common-carrier regulation.

The Commission has been told by one attorney that wired tv, starting Sept. 3 at Bartlesville, Okla. (see story page 30), might make free tv a less desirable advertising medium or even destroy it. Problems of program quality and monopoly are raised by the wired medium, as well as fair presentation of controversial issues. Monopoly in wired facilities is another problem, along with technical standards.

A leading communications law firm, at the request of a group station owner, submitted a lengthy opinion covering the interstate aspects of wired tv, concluding it is not a broadcasting service transmitting through the airways. State and city public service bodies can be expected to assert jurisdiction, the firm noted, citing the Los Angeles franchise situation (see Los Angeles story page 30).

This opinion holds wired tv is not a common carrier for hire, transporting from place to place, since a common carrier has no control over what is transmitted over its facilities. A wired tv service would decide what it wishes to transmit. Radio and tv networks are not common carriers, it is explained.

Wired tv is described in the opinion as a "hybrid," with no section of the communications law designed for it. The FCC can regulate interstate fees of a wired tv service, if it chooses, but intrastate service is something else.

The Commission might get at intrastate wired tv, it is suggested, because some spurious though negligible radiation would emanate from distribution lines. But it is the firm's opinion that the FCC lacks the right to regulate intrastate wired tv that does not affect, depend on or involve interstate wire communications.

The Commission might exercise control over intrastate wired tv companies, it is added, if it should decide to regulate rates of such companies operating on an interstate basis. Certainly, direct interference with interstate communications would be grounds for jurisdiction. Thus far, community antennas have not been regulated by the FCC but some states are asserting jurisdiction. They might even want to control rates. The opinion suggests FCC can control community tv as an adjunct to tv broadcast stations, an angle that could bring in wired tv systems if they get programs from tv broadcast stations.

While the FCC can't censor, this doesn't ban state censorship and a state can control broadcasting of information about criminal cases, it is said. As to program content, FCC can consider the subject in passing on applications. Criminal laws apply, too.

About taxes? The revenue code taxes tv sets 10% and this applies to decoding units, according to the opinion. Sales taxes vary from state to state. Another question involves the tax on admissions. The Revenue Service would have to decide if wired tv viewers are "admissions." The service would probably hold the tax would apply, especially if a program charge exceeded 50 cents, it is suggested. Another tax is the $10 per year levy on coin-operated devices, which raises the question of whether decoding cards used by customers could be called coin-operated devices.

The service has ruled community antenna subscribers do not have to pay an 8% communications excise tax (see story page 52).



THE JUNKET: IS IT WORTH IT?

Yes, respond 95% of time buyers polled in an on-the-spot B•T Survey

For the agency time buyer, the station junket is an institution as inevitable as cost-per-thousand, conflicting claims and hooch at Christmas.

It differs from its more frequently encountered cousin, the high-calory luncheon legendarily sipped with a broadcast salesman, in that instead of a few hours it usually takes a full day, and sometimes runs longer. It resembles Christmas in that usually it carries gimmicks and gifts along with the proteins and the pitch.

Just how valuable are these visits to individual stations on which the agencies do, do not, may or may not buy time?

Are they helpful to the buyer?

For the stations that sponsor them, do they lead to their obvious objective of creating new clients and extra sales?

In short, for both buyer and seller—or either—are junkets worth while?

To answer these and related questions, B•T went along on a station junket last week, followed the buyers through their day, and polled them on their reactions to the junket question. Included were leading buyers from top radio-tv agencies—buyers who, for the most part, are veterans of many a station junket. A good 90% returned questionnaires completed and signed.

The junket was sponsored by WCAU-TV Philadelphia (for one picture of the traveling party, see above).

To encourage completely candid replies, each panelist was assured that his answers would not be linked in any way with his name or that of his agency. Each also was asked to reply in terms of junkets generally, not any one trip in particular. Accordingly, taken all together, the returns may be viewed as a frank evaluation of The Junket, its usefulness and its drawbacks, based on the experience of buyers whose time purchases add up to multi-million-dollar investments each year.

The first thing the study showed was that for most respondents the junket is an occasional thing.

The average was eight trips per person during the last year, but this "average" obviously was inflated by a handful of buyers who had made an uncommonly large number of station visits—largely at their own arrangement rather than that of stations. One respondent, for instance, said he had made at least 125 station visits—124 of them on his own initiative.

A similar preponderance of self-arranged visits was found to exist in all cases where the number of trips ran unusually high. Thus, of the *overall* "average" of eight trips per person during the past year, a little more than six were initiated by the agency people as against slightly less than two by the stations they visited.

Discounting the figures for those who had averaged two or more station visits per month over the last 12 months, the average number of station visits during the past year came to a little more than three per person. These were divided almost equally between visits arranged by the station and visits arranged by the agency, with station-arranged trips a little more numerous.

"On the whole, do these trips help you in your work?"

On that point the answers were almost unanimous: approximately 95% said "yes." The rest were divided between "no" and "maybe."

There also was general unanimity in theme, if not in wording, in response to the question: "What features of these trips do you find most helpful?"

The consensus could be summarized thus:

Seeing the station's facilities and becoming familiar with its operation, meeting its people, seeing and getting the feel of the market as well as the station.

A dominant line of reasoning was that "getting to know the station people personally" means that "you and they become faces instead of names," and consequently when problems arise they can be "straightened out on a more friendly basis." Another noted that junkets also offer the opportunity to "straighten out at first hand" any problems that may be pending at the time.

Station personalities as well as station management and staff personnel ranked high on the list of people buyers want to meet. Others added that meeting people who live in the community also is helpful, as is getting acquainted with retailers and their stores "where clients' products are sold."

Several specified the value of watching local tv programming and, in the case of radio, studying programming methods and formats.

On the other side of the coin, the buyers were asked what junket features, if any, they found to be "not helpful."

Many were reticent on this point, but most answers came down to this:

Too much entertainment, too much pitch.

One panelist capsuled the objectionable features thus: "(1) cocktails; (2) success stories of a local storm window company; (3) unnecessary blast at the competition."

Others included:

"Lack of summary material. Sometimes too much time is consumed. . . ."

"The prolonged sales pitch—result of inferior research. . . ."

"Long speeches quoting statistics which would be more useful in printed form (with) reference only given in the speeches. . . ."

Sometimes there were conflicting answers. While several thought stations made too strong a pitch for themselves, at least one panelist felt that "as long as visit is arranged, there should be more of a pitch . . ."

As the payoff question pro and con on junkets, the buyers were asked: "Generally, do these trips result in your buying more time on the stations that sponsor them?"

The answer was "no" by better than two

STORY CONTINUES ON PAGE 39.
PICTURES OF WCAU-TV JUNKET ON PAGE 38.

HOW DO YOU BUY TIME?

There's been a lot of talk lately about the pros and cons of various time-buying techniques, but we can't get excited. For, whether a station is selected by slide rule, or rule of thumb, one TV station in Shreveport keeps popping up as *first choice*. That station is KSLA-TV.

And let the facts come out of an electronic computer or someone's hip-pocket, they add up to the same thing. KSLA-TV is the Shreveport TV station which . . .

. . . always *dominates* the *audience*
. . . operates *full-power* with a *clean, clear* picture
. . . is a BASIC affiliate of the *No. 1 Network*
. . . promotes *consistently*
. . . programs *imaginatively*
. . . and, carries *TWICE* as much national spot.

No wonder the
method that suits the timebuyer best,
suits us just fine too!

KSLA-TV

channel **12**

BASIC CBS TELEVISION NETWORK

in Shreveport, Louisiana

PAUL H. RAYMER CO., INC.
National Representatives

Ben Beckham, Jr., General Manager
Winston B. Linam, Station Manager
Deane R. Flett, Sales Manager

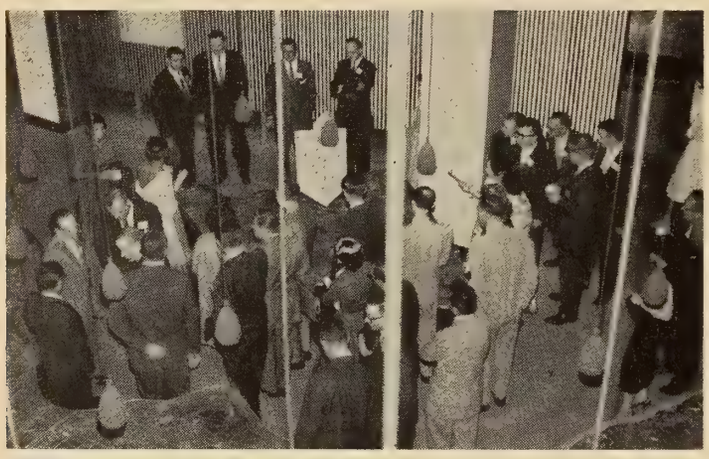
HOW WCAU-TV RUNS A JUNKET



MISS Philadelphia, Eleanor Herling ("Moulin Rouge" costume plugs WCAU-TV film), serves Ed Parmlee and Grace Porterfield of Benton & Bowles. Standing: Jean Jaffe, Lennen & Newell. and Alice Wolf, Burke Dowling Adams.



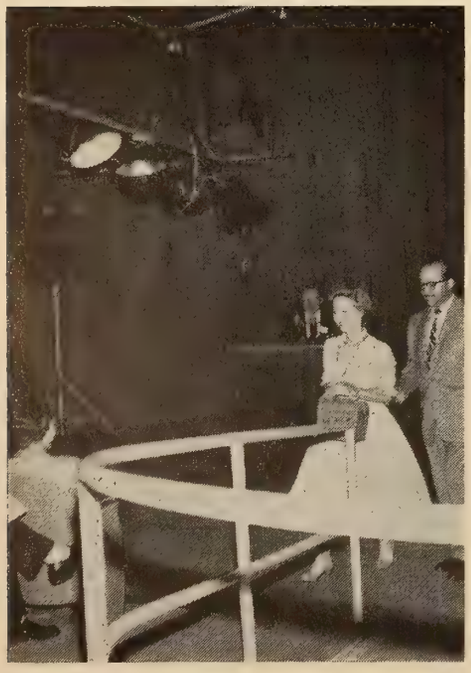
WCAU-TV artist Sam Faier (tricked up as Toulouse-Lautrec) sketches Bob Williams of CBS Tv Spot Sales on the Tuesday morning train.



NEW YORKERS see features of Philadelphia's past, present and future. The Commercial Museum shows how things will look on completion of the city's "Six-Year Plan."



LUNCHING at the Phila. Country Club, Patricia Franz, CBS Tv Spot Sales, amuses stags from Dancer-Fitzgerald-Sample, Ted Bates, Compton Adv., Cunningham & Walsh and McCann-Erickson.



POST-PRANDIAL station pitch was delivered live and on film at WCAU-TV studios. Here puppeteers Paul and Mary Ritts are introduced by Charles Vanda (background), the station's vice president in charge of television.

PILGRIMS stop at Independence Hall to see the Liberty Bell after their hour at WCAU-TV studios.



IT was cocktails and candlelight dinner from WCAU-TV footmen at the Old Customs House at day's end Tuesday.



Story continues from page 36

to one, and another sizable group was on the fence.

There were qualifications to some of these answers.

For instance one respondent, who must be judged in the "yes and no" category, noted that his answer would be yes "if it's a problem of vhf-uhf or of terrain or tower location," but that it would be no "if it's one of three vhfs in a 3-network vhf market."

Another, also "yes and no," pointed out that it all depends "on how it fits an individual product's needs" at a particular time.

Yet another, clearly a no-man, added the proviso that, "obviously," in those cases where he himself arranged the trip, "it was for the purpose of clearing time, so I did buy more time on that station."

By percentages, the buyers' answers to this question—do these trips generally result in their buying more time on the stations that sponsor them?—broke down as follows:

No	48.8%
Yes	23.0%
Not Necessarily	12.8%
Yes and No	7.7%
No Answer	7.7%
	100.0%

As always, in any group, there was a wag or two. Here, he was the buyer who reported that to him the most helpful feature of any junket was "getting a feeling of the local market by visiting all local taverns and nightclubs." And the most unhelpful feature, he reported tersely, was: "The girls."

For a pictorial account of what happened on one specific junket, see facing page, and for pictures and story on yet another trip, page 40.

Radio-Tv Held Responsible For West Coast Agency Merger

Radio-tv activity is directly responsible for the newly-announced consolidation of Raymond R. Morgan Co. with Fletcher D. Richards' West Coast division, which is effective Sept. 1 [AT DEADLINE, Aug. 19], according to the principals.

In the union, the Richards' wholly-owned West Coast division becomes Harrington, Richards & Morgan with offices in Los Angeles and San Francisco.

According to President Eugene I. Harrington, the move will "position" the Richards agency for further west coast expansion while providing it with a "strong Hollywood television facility as a counterpart to our present New York operation."

The Richards agency will pick up about $3.5 million additional billing, increasing the company's total annual billing to more than $25 million. Of this amount, approximately $5.2 million is in radio-tv.

In the absorption, Raymond B. Morgan, founder of his agency, becomes operating head of the new division, and Alfred E. Smith, Fletcher D. Richards' vice president, continues in charge of the San Francisco office, and Robert Temple, former executive vice president of Morgan, becomes a Richards vice president and manager of the Los Angeles office.

PHARMACEUTICALS BUYS WILLIAMS CO.

- **New radio-tv money: $3 million**
- **Parkson gets most of billings**

Pharmaceuticals Inc. (Geritol, Sominex, Serutan, Zarumin, RDX), New York, has acquired the name, plants and products of J. B. Williams Co., Glastonbury, Conn. It may mean $3 million in new money for radio-tv.

The stock purchase amounting to $3.9 million follows by 26 days the issuance of a letter to Williams stockholders by the firm's president, Charles T. Lipscomb Jr., in which he made public the negotiations between officers of the two companies. Mr. Lipscomb then noted that "our cash position is not such that the company can undertake the advertising program and other major expenses which seem indicated in the highly-competitive market in which we operate." The letter said that Pharmaceuticals had offered a "fair" price of $9 per common share and $18.50 per preferred. There were an estimated 350,000 common shares and more than 40,000 preferred involved in the sale.

Pharmaceuticals Inc. said Thursday that Williams Co.'s management would continue and that no immediate personnel changes would be effected.

Both Pharmaceuticals and Williams are extensive radio-tv advertisers. Over the last year, J. B. Williams operated on a $2 million advertising budget of which 50-60% was in broadcast media. Pharmaceuticals in 1955 billed a total of $7.3 million of which an estimated $6 million was in broadcasting; currently, it bills a total of $9.2 million, spends $8.1 million in broadcasting of which $7.5 million is in network tv—CBS-TV's *To Tell the Truth*, NBC-TV's *Twenty-one*, and other shows, past and future. This fall, it will sponsor a new panel-quiz starring Hal March on NBC-TV titled *What's It For?*

The Williams company, which manufacturers lather and brushless shaving creams, men's deodorants, Lectric shave lotions, Aqua Velva, barbers' professional toilet-goods, Conti shampoo products, Skol suntan products and Kreml hair tonics and shampoos, has used principally spot broadcasting over the past few years. Exceptions have been sponsorship of CBS-TV's *Phil Silvers Show* for six alternate weeks last January-February, filling in for vacating Amana freezers, and various sports programs via MBS last year. Television spot campaigns for Williams—notably for Ice Blue Aqua Velva—have been placed in roughly 43 markets. While bullish on radio in 1956, Williams has made very little use of that medium this year.

According to Pharmaceuticals, Williams' total advertising budget for fiscal 1958 will be increased to $5 million, of which "over 75%" will be in radio-tv. It will share costs on *Twenty-one* and *To Tell the Truth* billboarding as "Pharmaceuticals Inc. and the J. B. Williams Co. present . . ." Spot activities have been undecided inasmuch as the contract was signed only last Wednesday.

Affected by Pharmaceuticals' acquisition are the following agencies: J. Walter Thompson Co., New York, which has been servicing Williams for all products but Conti (Kreml was assigned to JWT from Monroe F. Dreher earlier this year), which will lose all domestic billing to Parkson Adv., New York, but will retain control of the $1 million billing Williams does internationally. Tv and radio are used in Canada, Cuba and Hawaii, among other areas. Doherty, Clifford, Steers & Shenfield, New York, which had been billing an estimated $425,000 on Conti products (75-80% in broadcasting, all spot tv in 8-9 markets), will lose the hair products, which also will be assigned to Parkson. All account switches become effective about Nov. 1.

Pharmaceuticals Inc., a family-owned company, is headed by Matthew B. Rosenhaus, brother of Irving R. Rosenhaus, president and owner of WAAT-WATV (TV) Newark. Since its founding in 1935 as the Serutan Co., Pharmaceuticals Inc.'s history seems to have been one of acquisitions, mergers and sales. Among its acquisitions: *Journal of Lifetime Living* magazine, Nutrex Co., and Low-Calory Food Corp. Last March, Pharmaceuticals sold Hi-V Corp., manufacturer of frozen fruit juice concentrate, to Henry Pape Inc., a New York food distributor. Total Pharmaceutical sales for 1956 may be expected to come to $31 million, with a sharp increase to be registered next year on account of the Williams acquisition.

Bymart-Tintair Sets $1 Million For Tv Over Next 12 Months

Bymart-Tintair Inc., New York, manufacturer of Tintair hair colorings and other hair preparations (Beauty Set Curl Creme), now billing an estimated $500,000 in spot tv, may be expected to be spending $1 million in that medium over the next 12 months.

So reports Product Services Inc., New York (see story, page 42), Bymart-Tintair's agency, which currently is in the process of lining up tv stations in 25 markets preparatory to launching "right after Labor Day" a "Hats off to Tintair" filmed spot campaign featuring Hollywood dancing star Vera Ellen. Miss Ellen, former M-G-M and Sam Goldwyn performer and now with Allied Artists, will be seen not only in a series of one-minute and 20-second tv filmed announcements, but also will promote Tintair via personal appearances in markets such as Los Angeles, Atlanta, Buffalo (N. Y.), Washington, Philadelphia, St. Louis, Boston, Dallas, Toledo (Ohio), Charleston (W. Va.), Chicago, Huntington (W. Va.), Cleveland, New York, Minneapolis, Charlotte (N. C.), and Kansas City. Eighteen markets have been bought so far; 32 stations will be used.

Miss Ellen will appear in dance sequences as well as "hard sell" pitches. There is talk in the agency that she may be used, additionally, as star of a packaged 15-minute musical series to be seen on "a tv network" in 1958. Agency President Les L. Persky declined to name the network.



TIMING'S CRUX OF TIME BUYERS' TRIP

Careful planning and a down-to-the-minute schedule are the ingredients of a successful promotion for timebuyers, if the experience of WCDA (TV) and WROW Albany-Schenectady-Troy, N. Y., is any example.

The stations reported that 130 timebuyers from New York and Boston attended their third annual "Day at the Saratoga Races" August 14. The trip, billed as "all play and no work," was literally that for the timebuyers, who were flown to Albany, spent a day at the track, were served supper, and flown back to home base.

Station hosts, however, were on a tight schedule, with events planned to the minute. In New York, buses met the timebuyers and took them to Idlewild, where a chartered Eastern Airlines Constellation and a Mohawk Airlines Convair were waiting, with coffee ready and bars set up. The Boston contingent was flown in by TWA. Met at the airport in Albany by three mayors, the group then piled into buses which took them, with police escort, to the track.

At the track, station hosts saw that all guests had drinks, name tags, ball point pens, racing forms, and tout sheets prepared as a gag by the stations (which managed to come up with one winner).

One luncheon and eight races later, buses were ready and waiting. The Boston group had to be taken to the airport to catch a return flight for Boston; some New York guests had to catch an early plane. The remainder of the group was taken to the Shaker Ridge Country Club outside of Albany, where the day's schedule of food and drink was continued. At exactly 8:45, the buses were again on hand to get the last contingent back on the Constellation for New York. Drinks and dinner were served on the plane—with buses on hand as the plane landed to take the group back into the city.

The track was clear and the weather fair—the timebuyers picked some winners, some also-rans—but those were the only things that the stations left up to chance.

Hosts for the event were: Tom Murphy, general manager of the stations; George Perkins, manager, WROW; Bill Lewis, WCDA sales manager; Al Fiala, WROW sales manager, and Harry Goldman, promotion director for WCDA.



CHECKING *the odds at lunch before the races: (clockwise, l to r) C. G. Pogan, program manager, WCDA; Harry Goldman, promotion manager, WCDA; Helen Thomas, Street & Finney; Frank Silvernail, BBDO; Gert Scanlon, BBDO; Vera Brennan, Sullivan, Stauffer, Colwell & Bayles; Stephen Suren, SSC&B; Elenore Scanlon, BBDO, and J. W. Knodel, Avery-Knodel.*



TIME-OUT *between hors d'oeuvres: Marie Fitzpatrick and Roger Hutzenlaub, both with Young & Rubicam, N. Y., compare notes on their day at the track. The setting was the buffet supper hosted by WCDA and WROW.*

KLM Airline Drops 3 Agencies In Switch to Erwin, Wasey & Co.

Another major airline advertising account has flown its agency. But this time the switch affects four agencies, two in New York, a third in Amsterdam, Holland, and a fourth in London. As a result, radio-tv may get an expanded budget in the U. S. next spring.

The advertiser: De Koninklijke Luchtvaart Mattschappij or KLM—better known in the U. S. as Royal Dutch Airlines. The agencies: Charles W. Hoyt & Co., Erwin, Wasey & Co., Crawford Ltd., and Smit Abvies Bureau. Effective Jan. 1, KLM will leave Hoyt, Crawford and Smit and settle with the world-wide offices of Erwin, Wasey. The move, attributed by KLM Advertising Director Hans Fisher to a desire by the company to have its advertising placed by one agency instead of the three now concerned, will cost Hoyt alone approximately $1 million billing, of which $75-100,000 was in broadcast media, all spot radio with a minor exception.

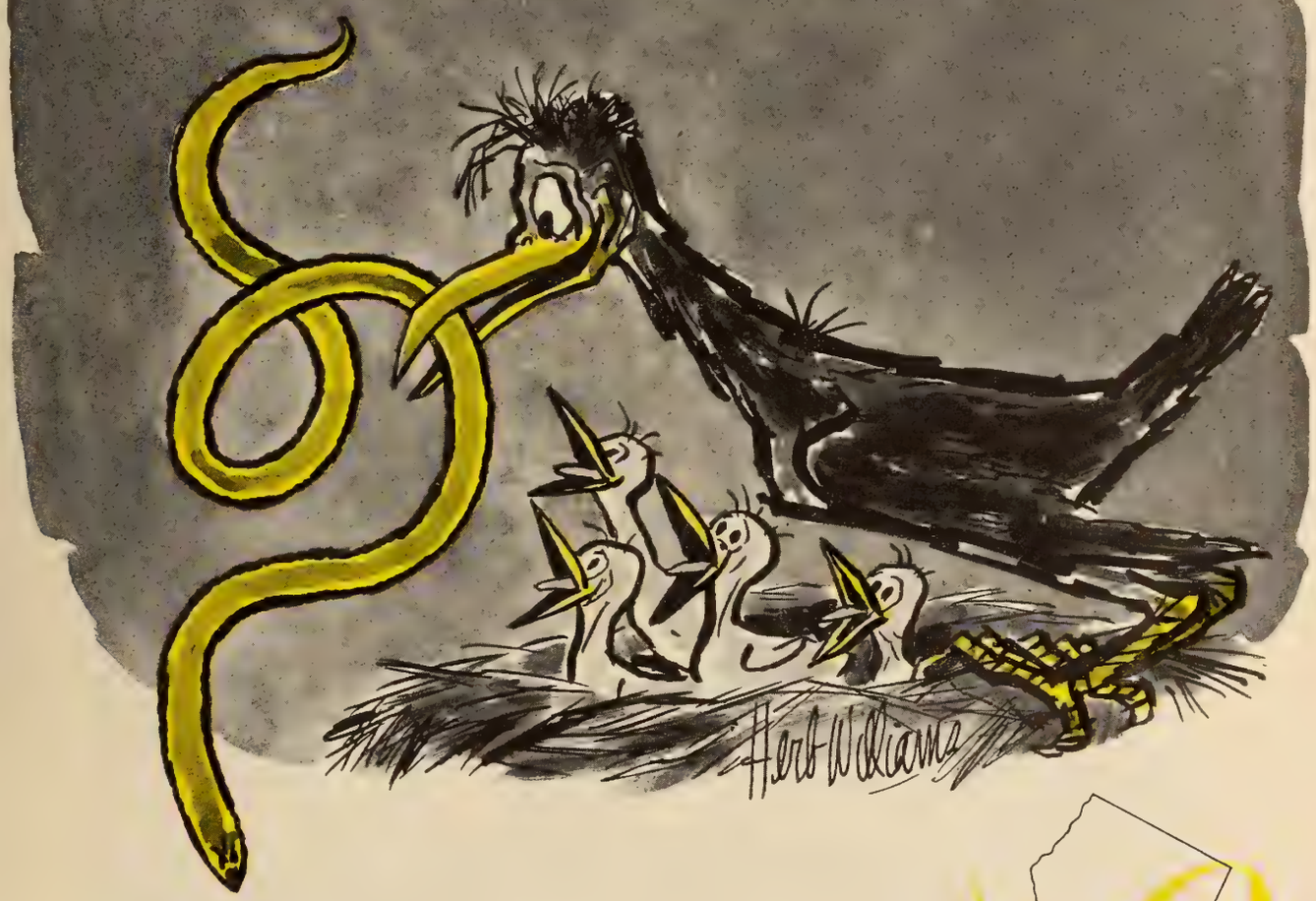
Hoyt, which has had the account since 1946, was responsible for all KLM advertising in the Western Hemisphere; Crawford Ltd., London, serviced KLM in what is commonly known as "The Sterling Bloc," or those nations where the pound sterling represents the staple currency. The Smit agency serviced KLM for the rest of Europe and Asia. Erwin, Wasey & Co., New York, will handle KLM for Canada, the U. S. and Central America; its Rio de Janeiro office will place KLM in South America, and its London office will cover the Eastern Hemisphere, although there is a possibility Erwin, Wasey may call in a "correspondent agency" (associate) in Holland to provide for smoother liaison and surmount the Dutch language barrier.

KLM's Mr. Fisher last week said the airline had "discovered" radio only in recent years and placed most if not all its radio allocations on "long-hair music stations" such as WQXR New York, but also used WNEW New York, a pop music station. It hasn't yet fully explored tv, although it did sponsor a WRCA-TV New York travel series featuring *Esquire* magazine's Travel Editor Richard Joseph. Although Erwin, Wasey hasn't formalized any media plans for the new account, Mr. Fisher declared it is possible the budget for North America—and consequently radio-tv in the U. S.—would be increased next April. "We especially like the new media," Mr. Fisher said, "but we have our budget limitations."

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money



This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . *at by far the lowest cost per thousand.* (Nielsen and SR&D)

They serve this amazingly rich inland market with an effective buying income of more than $4.6 billion — more than Washington (D.C.) metropolitan market — and with a value of farm products sold greater than Minnesota. (Sales Management's 1957 Copyrighted Survey)

McClatchy Broadcasting Company

Sacramento, California
Paul H. Raymer Co.,
National Representative



BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

FIRST TAKER • Nestle Co. (Nescafe), White Plains, N. Y., bought first participations on ABN's *Herb Oscar Anderson Show* (Mon.-Fri., 10-11 a.m.), new vehicle in network's projected all-live music format. Buy, for three weekly segments, is effective Sept. 4. Firm also signed for three segments of ABN's *Breakfast Club* (Mon.-Fri., 9-10 a.m.), effective Sept. 3. Agency: Bryan Houston, N. Y.

FORD RENEWS • Ford Div. of Ford Motor Co. has renewed its sponsorship of NBC-TV's *The Ford Show*, starring Tennesse Ernie Ford (Thurs. 9:30-10 p.m.), according to William R. Goodheart Jr., vice president, NBC Television Network sales. The 52-week contract is effective Oct. 3 and was placed through J. Walter Thompson Co. New York.

CARBON COPY • National Carbon Co. (Prestone anti-freeze and Eveready batteries), N. Y., reportedly signing with ABC-TV for two John Daly newscasts (Mon.-Fri., 7-7:15 p.m.) per week during October, three episodes of *Sugarfoot* (alt. Tues., 7:30-8:30 p.m.) in October and November and *Navy Log* (Thurs., 10-10:30 p.m.) on Oct. 24. Agency: William Esty Co., N. Y.

FOUR ON ABC-TV • Sweets Co. of America, Hoboken, N. J., has signed to sponsor four ABC-TV programs in daytime periods, starting in fall. Order, described as "multi-million dollar" transaction, was placed through Harry Eisen Adv., N. Y. On behalf of Tootsie Rolls, Rockwood Chocolates and other candies, Sweets Co. will co-sponsor *Superman* (Mon. 5-5:30 p.m.); alternate weeks of *Wild Bill Hickok* (Wed., 5-5:30 p.m.), *The Buccaneers* (Fri. 5-5:30 p.m.) and *Tales of the Texas Rangers* (Sat. 5-5:30 p.m.).

AIMING BOTH BARRELS • Flav-R-Straw Inc., Mount Vernon, N. Y., making its first use of network television, has signed to co-sponsor ABC-TV's *Tales of the Texas Rangers* next season (Sat. 5-5:30 p.m. EDT). While continuing company's policy to reach children, new program also will aim at adult market. Series is produced for Screen Gems Inc. by Colbert Clark. Agency: Ruthrauff & Ryan, N. Y.

TV TO TOP ALL • Nestle-Lemur Co. (hair, toilet preparations), N. Y., increasing tv spot activity, with possible $250,000 budgeted for remainder of year. Tv budget for 1958 is figured at $600,000-700,000, equivalent of all-media budget for 1956. Agencies: R. T. O'Connell Co. and Lewin, Williams & Saylor Inc., both N. Y.

CLOAK AND DAGGER • Mennen Co. has signed to sponsor ABC-TV's *O.S.S.* series (Thurs. 9:30-10 p.m. EDT), according to Slocum Chapin, vice president in charge of sales for ABC-TV. "Cloak and Dagger" series is based on Office of Strategic Services of World War II. The series, being filmed at National Studios, near London, England, is an LSQ production in association with Flamingo Films. McCann-Erickson is agency.

THE MALE ANIMAL • American Institute of Men's and Boys' Wear, N. Y., will launch new $1,000,000 campaign for advertising male apparel using magazines and a radio spot schedule on 200 station *Monitor* NBC Radio network. Radio schedule will support the magazine series which runs from Aug. 17 through Oct. 20. BBDO, N. Y., is agency.

Product Services Agency Ends Time Barters With Outsiders

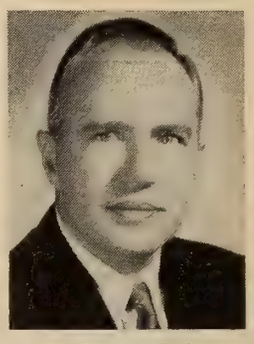
A New York agency that does its own time-product bartering with tv stations last week declared "a moratorium" for the "rest of the year" on all barter deals offered by outside firms.

Product Services Inc., an agency that claims to be billing approximately $5 million a year in tv alone—90% of its total billings are in tv—last week went on record as saying that "most . . . if not all" of the propositions made by firms specializing in barter deals are of "a speculatory nature." Charges the agency president, Les L. Persky: "Their offers have been mostly conversational." He claimed the agency has "too much work on hand" right now to get into new barter deals.

Product Services Inc. is leasing two filmed series from Guild Films—*Kingdom of the Sea* and *Michaels of Africa*—which it is placing through barter in roughly 40 markets. The principal advertiser is Bymart-Tintair Inc (see separate story, page 39).

Morgens to Succeed McElroy As Procter & Gamble President

Howard J. Morgens Jr. last Thursday was named president of the Procter & Gamble Co., to succeed Neil H. McElroy, newly appointed Secretary of Defense. Mr. Morgens had been considered the most likely candidate for the post since news of Mr. McElroy's appointment [B•T, Aug. 12].



MR. MORGENS

Mr. Morgens, 46, had been executive vice president of P&G's United States operations. A Harvard graduate, he joined the P&G advertising department in 1933, became advertising manager in 1946. He was named advertising vice president in 1948, holding the post until he became executive vice president in 1954.

Sheaffer Pen Wants to Drop Remaining Re-runs of 'Lucy'

W. A. Sheaffer Pen Co., Fort Madison, Iowa, hopes to abandon alternate week sponsorship of *I Love Lucy* re-runs on CBS-TV (Wed., 7:30-8 p.m. EDT) before its 13-week contract expires Dec. 18. The cutback was ascribed to budgetary problems, it was understood.

Sheaffer notified CBS-TV of its decision and the network is trying to sell all alternate weeks of the series to another client, through next June if possible, for co-sponsorship with Gold Seal Glass Wax. The pen company was hoping to drop at least three or four of the *Lucy* programs, for which it previously negotiated, starting Sept. 18.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 123,110,000 people in the U. S. over 12 years of age during the week Aug. 11-17. This is how they spent their time: *

59.4%	(73,127,000)	spent	1,482.1 million hours	WATCHING TELEVISION
59.8%	(73,620,000)	spent	1,114.1 million hours	LISTENING TO RADIO
78.5%	(96,641,000)	spent	395.3 million hours	READING NEWSPAPERS**
29.6%	(36,441,000)	spent	159.7 million hours	READING MAGAZINES
23.9%	(29,423,000)	spent	403.7 million hours	WATCHING MOVIES ON TV
50.2%	(61,743,000)	spent	260.3 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

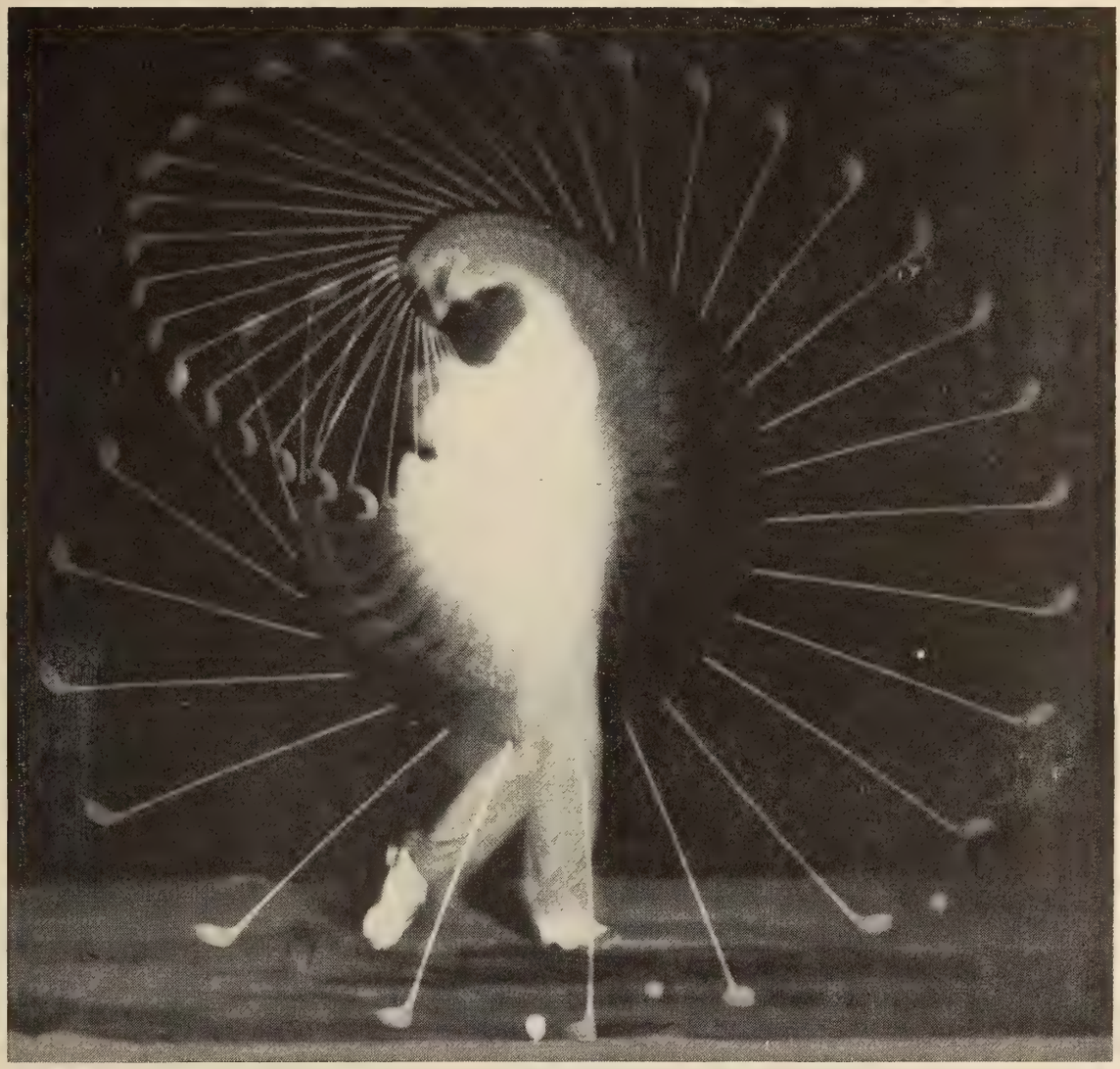
* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

** Newspaper readership is down from 81.8% (100,704,000 people) spending 422.9 million hours for Aug. 4-10 week due largely to the Boston newspaper strike (see page 81).

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO · MEXICO CITY · SAN JUAN · LONDON



Follow through!

One way to get better results . . . not only on the *tee* . . . but on TV! . . . is to "follow through" on your spot commercials.

By personal visits to local markets and stations, Y & R's Local Service Representatives often find better ways to integrate the commercial into programs.

They gather new information on the value of current time slots—bring about energetic, imaginative local merchandising—and return home with a picture of a client's spot activities all over the country.

What it all adds up to is this: making friends with the local TV market can be an important step in getting customers to make friends with the products you advertise.

DECOY



Television's top formula—crime detection—
gets a powerful new twist in

"DECOY"

the all new, action-packed series
that reveals, for the first time, the thrilling
adventures of New York's women police . . .
in uniform and in fascinating disguise
—from rags to rubies . . . as they fight the vice
and crime that threaten America's biggest city.
Based on actual cases . . . filmed on the
streets of New York for authentic realism!

starring

BEVERLY GARLAND

Hollywood and television's fast rising star,
soon to be seen opposite Frank Sinatra in
"The Joker is Wild"!

produced by the makers of

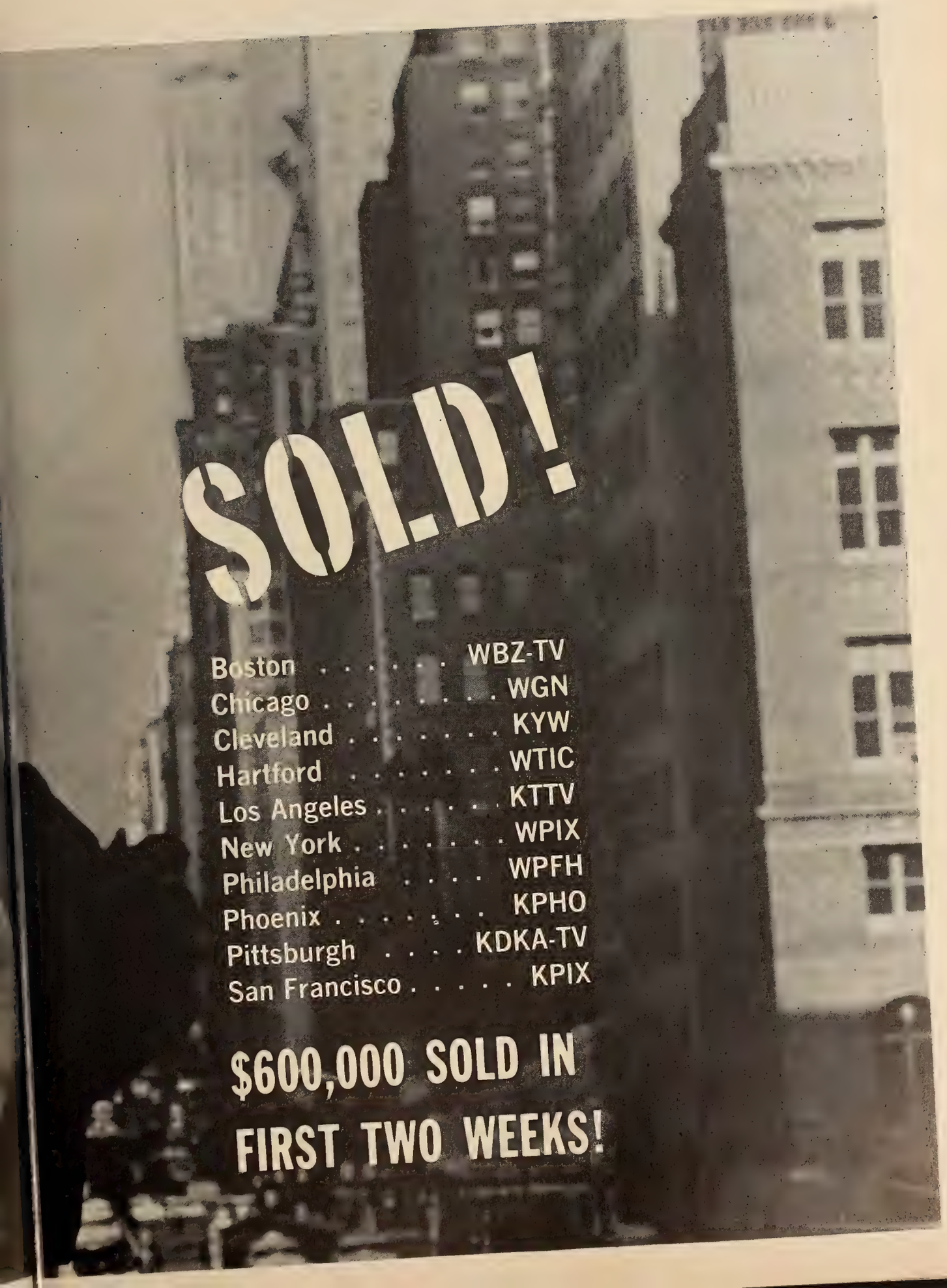
The Big Story
T-Men in Action
The Man Behind the Badge

famous for top sponsor results . .
highest production standards.

call the man from:

OFFICIAL FILMS INC.
25 West 45th Street • New York 36 New York
PLaza 7-0100

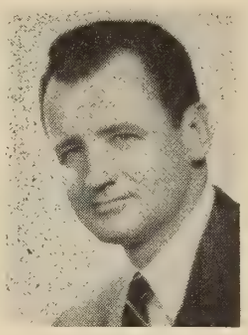
REPRESENTATIVES IN: Beverly Hills,
Chicago, Dallas, San Francisco,
St. Louis, Boston, Atlanta, Philadelphia


SOLD!
Boston . . . . . WBZ-TV
Chicago . . . . . WGN
Cleveland . . . . . KYW
Hartford . . . . . WTIC
Los Angeles . . . . . KTTV
New York . . . . . WPIX
Philadelphia . . . . WPFH
Phoenix . . . . . KPHO
Pittsburgh . . . . KDKA-TV
San Francisco . . . . . KPIX
$600,000 SOLD IN
FIRST TWO WEEKS!

SMATHERS WOULD BAR RADIO-TV FROM BMI OWNERSHIP, RECORDING

- **Bill may come up for Senate hearings next year**
- **BMI 'threatens caliber' of music, Floridian says**
- **ASCAP now using diversionary propaganda, BMI replies**

Sen. George A. Smathers (D-Fla.) last Wednesday introduced a bill (S 2834) which would amend the Communications Act to prohibit radio and tv stations from engaging directly or indirectly in the publishing of music or the manufacturing and selling of phonograph records.



SEN. SMATHERS

The bill, if it become a law, would force the networks and stations to divest themselves of their interests in Broadcast Music Inc., as well as recording companies owned by networks and/or their parent corporations.

Specifically, the legislation provides that no construction permit or license for a broadcasting station shall be granted or held by (a) any person or corporation engaged in, or which owns any interest in a corporation engaged in, the business of publishing music or of manufacturing or selling recordings of musical composition; (b) any corporation which directly or indirectly is controlled by any person or corporation engaged in the business of publishing music or of manufacturing and selling recordings.

Any licensee in violation of the bill, at the time it is passed by Congress, would be given a "reasonable time" to dispose of the interests placing it in violation. The amount of time would be determined by the FCC.

The networks, while not licensed as such by the Commission, would come under provisions of the bill because of their ownership of radio and television stations.

In introducing his bill, Sen. Smathers charged that for many years "the American people have been deprived of the opportunity to hear over radio and television all the music they may like to hear and frequently they are deprived of the opportunity of hearing new songs because those songs do not come from the right, or controlling [BMI] organization. This action has jeopardized to a great extent our entire musical heritage—and if continued, threatens the caliber of the music of the future."

Following the breakdown of negotiations in 1940 with the American Society of Composers, Authors & Publishers (ASCAP), the networks and stations formed BMI, Sen. Smathers said, "to create another source of music and at the same time pay ASCAP less. This was the beginning of the broadcasters' influence and control over the source of music, and it may be said the beginning of the end of the public's freedom to listen to all types and kinds of music unrestricted by monopolistic practices."

Citing figures from a hearing conducted by the House Anti-trust Subcommittee, Sen. Smathers said CBS owns 8.9% of the outstanding stock of BMI; NBC 5.8%, ABC 4.5%, Mutual 6.4%, network affiliated stations 64.2% and independent stations 10.2%.

Sen. Smathers, a member of the Senate Commerce Committee, to which the bill was referred, also hit ownership in recording companies by CBS and NBC. CBS Inc. owns Columbia Records while NBC's parent, RCA, owns RCA-Victor. "This interlocking combination, in my opinion, constitutes in and of itself a structure which —to say the least—is not in the public interest. Consequently, the public today, to a great extent is a captive audience. It is being force-fed a brand of music not always to its liking," Sen. Smathers charged.

"Had these practices been in existence in prior years, many great songs . . . might not have been available for the enjoyment of the public. This, indeed, emphasizes the great dis-service that is being done the public today."

[Although Sen. Smathers did not mention ABC in connection with recording companies, it recently began releasing records under the Am-Par label.]

"I am convinced that it is not in the public interest to have the networks and radio and television stations engaged in the music publishing and recording business," the senator stated. "This legislation is designed to save them from their own excesses. I hope something can be done by the proper committees of the Congress to ascertain why BMI was started and what it has done to good, decent American music since it has been in existence.

"Competition in the free enterprise system, which has made great contributions to this country's growth, economically and musically, is now being stifled and the general public is the ultimate loser."

Sen. Barry Goldwater (R-Ariz.) asked Sen. Smathers if he would not agree (1) that BMI was formed to get around paying royalties to ASCAP and (2) that "the airways of this country have been flooded with inferior music ever since BMI was formed." Sen. Smathers agreed on both counts.

Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, although not taking a stand for or against the bill, said the matter is one his committee long has considered necessary for study. He said there has been some hesitancy to consider the subject "without there being before the Senate a bill such as the one the senator from Florida has introduced," because of the pending ASCAP court suit against BMI. "This is a matter of such importance to the people of America that I am sure by next January there will be very favorable consideration by the committee at least with regard to having hearings and discussing the bill fully."

Sen. John O. Pastore (D-R.I.), chairman of the Commerce Committee's Communications Subcommittee, said members of that unit's staff have been "documenting some of the allegations which have been made by persons who are interested in the bill." He said that when this investigation is completed, "if a hearing is merited, it will be held."

Sen. John F. Kennedy (D-Mass.) and Sen. Mike Mansfield (D-Mont.) also expressed the hope hearings will be held on the bill.

Also Thursday, Sen. Smathers stated that he has no pre-conceived notions but feels that networks should not own "the automobile and the gasoline, too." He said that all he is seeking is hearings on the bill during the next session of Congress.

In New York Thursday, all three of the radio-tv networks and ASCAP declined to comment on the measure. But BMI issued this statement Friday:

"It is unfortunate that a conscientious Senator has been misled by propaganda issued by members of ASCAP, who are suing BMI for $150 million in a private lawsuit.

"Sen. Smathers has assumed that a conspiracy exists between broadcasters and BMI under which broadcasters discriminate against ASCAP music. This is the charge in the lawsuit, and it is not true. Because it is not true and cannot be proved, the plaintiffs in the private lawsuit and their supporters are desperately trying to remove the issue from the federal court, the forum they themselves chose. They are seeking publicity which they hope will prejudice the trial.

"We will prove in the courtroom and, if necessary, before a Senate committee, that BMI was organized and is operated to create healthy competition in the music licensing field, formerly entirely monopolized by ASCAP. We will demonstrate that the overwhelming majority of phonograph records released and the overwhelming majority of performances that take place on the air are of compositions licensed by ASCAP and not BMI. We will prove that BMI stockholders do not play a higher percentage of BMI-licensed music than independent stations which own no BMI stock. We will prove that record companies affiliated with broadcasters do not record a higher percentage of BMI music than other record companies, even those that have affiliations with ASCAP.

"We had no communication with Sen. Smathers prior to his statement and the introduction of his bill. We are convinced that a dispassionate investigation of the facts will demonstrate that BMI has served as a constructive and democratic influence in the music world, and that composers and publishers are better paid and have more opportunities now than before BMI was founded."



"GEE! I'm going to buy that candy!"

He was watching Chicago's top rated daytime TV program—Network or Local — WGN-TV's "Lunchtime Little Theatre" (Average quarter hour rating, 8.3%—June ARB).

Top programming to deliver you the right kind of audience is our business.

That's why Top Drawer Advertisers use WGN-TV

Let our specialists fill you in on some exciting WGN-TV case histories, discuss your sales problems and advise you on current availabilities.

Put "GEE!" in your Chicago sales with WGN-TV

CHANNEL 9—CHICAGO

Bray Again Requests Spectrum Use Study

"Recurring reports that the military establishment is going to request" tv chs. 2-6 prompted Rep. William G. Bray (R-Ind.) last week to call on Congress again to pass his bill (HJ Res 381) to set up a three man commission, to be appointed by the President, to study the present utilization of the radio spectrum [B•T, June 24].

Citing the ever-increasing crowding of the airlanes, Rep. Bray stated that "increasing demands of airwaves are perhaps even more of a problem. It is not a matter to be considered lightly and this resolution was put forth with very serious purposes."

Rep. Bray again attacked objections to his measure, and an identical one introduced in the Senate (SJ Res 106) by Sen. Charles E. Potter (R-Mich.), by Gordon Gray, director of the Office of Defense Mobilization [B•T, Aug. 12]. Mr. Gray said that the "programs for guided missiles, radar networks, earth satellites and other defense necessities will continue to cause an ever-increasing demand for radio frequencies."

"It is in this field that we are trying to provide some light," Rep. Bray countered. He said such a study is not uncommon in matters of great public interest. "Our government has not been and should not become a closed-door operation," he stated.

Rep. Bray also reported that the Bureau of the Budget, in replying to a House Commerce Committee request for comments, reported adversely on the bill (see editorial page 106) and endorsed the views of ODM.

"Should the stations on these channels [2-6] be forced to move, where would they go?" Rep. Bray asked. "If space were found for them in the uhf frequencies, it would greatly alter and impair their service and cause further bumping and jostling of other stations. Television is here to stay as much as the cold war; adequate service is a public demand which must be considered and met."

The President assigns frequency space to the government while the FCC takes care of non-government users "and there is no designated arbiter," Rep. Bray pointed out. "Should the President decide that the national interest required him to appropriate other portions of the radio frequency spectrum for the use of the government, public acceptance would surely be gained more quickly if a study of all available material by competent private persons had been made.

"The need for some independent study is apparent to me, and if Congress decides against the commission proposed, then some other body or a special committee of the Congress itself should be given the responsibility for it."

Both Rep. Bray and Sen. Potter previously had bitterly attacked ODM's objections to their measures. Sen. Potter called them "as phony as a $3 bill" and Rep. Bray claimed ODM's objections were the very reasons why such a study should be conducted.

SPOT RADIO now America's

Does Outdoor Advertising fit into your media strategy? Then budget ample funds for Spot Radio, America's No. 1 Outdoor Advertising medium today.

As an agency executive recently put it: "Radio today is not only the biggest outdoor medium, but the new outdoor poster."

Coppertone, Good Humor, General Motors Acceptance Corporation and major oil companies are among scores of advertisers setting new sales records by reaching outdoor America through spot-saturation in the new leading outdoor medium—RADIO.



EWING GALLOWAY PHOTOS

37,000,000 CAR RADIOS keep motorists in touch with local news and local weather —and with the sales messages of advertisers using local radio, another name for Spot Radio, top outdoor selling force.

OVER 20 MILLION PORTABLES purchased since 1945 enable outdoor America to make Radio part of any outing on beach, at park or in today's millions of pleasure-craft on the water.

No. 1 Outdoor Advertising Medium



EWING GALLOWAY

BY SPECIAL ATTENTION to tastes and needs of outdoor America, alert Spot Radio programming dominates out-of-home listening. As illustrated above left, many stations send mobile request wagons to pick up listener-requests at beaches and parks. Above, typical beach-scene at Atlantic City where—as at most beaches—portable radios keep advertisers in contact with outdoor crowds.



EWING GALLOWAY

SIX MILLION PLEASURE CRAFT make boating America's top family-participation sport, and provide advertisers with an outdoor audience of millions reached only by Radio. For a day on the water, the portable radio is essential as lunch-basket or fishing gear. To and from the water, much travel is on highways where no poster can be seen. But the car radio enables driver and passengers to read the Spot Radio message "loud and clear" night or day. In-home or out-of-home, America has Radio always at hand.

These major-market stations have standout records for sales to the gigantic audience, both in and out of home, that listens to America's 142,000,000 radio sets.

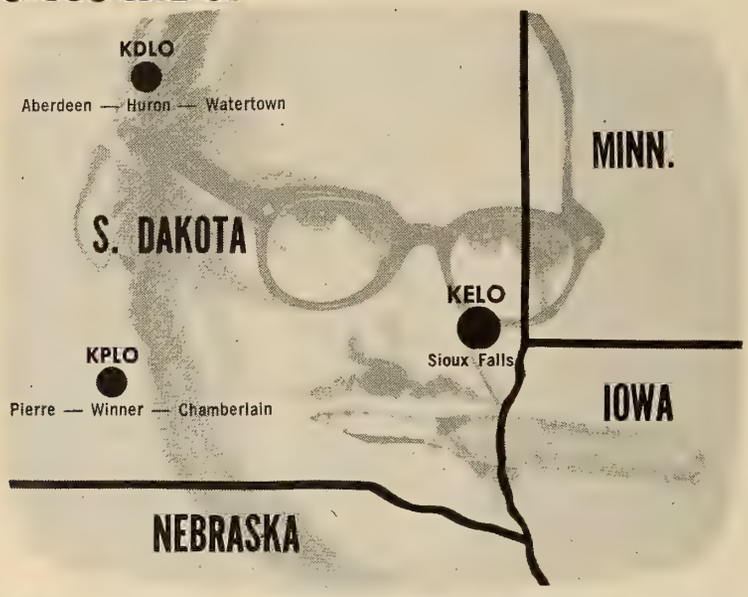
New York	WABC
Chicago	WLS
Philadelphia	WFIL
Detroit	WXYZ
Boston	WHDH
San Francisco	KGO
Pittsburgh	WWSW
St. Louis	KXOK
Washington	WWDC
Baltimore	WFBR
Dallas-Ft. Worth	KLIF-KFJZ
Minneapolis-St. Paul	WDGY
Providence	WPRO
Seattle	KING
Houston	KILT
Cincinnati	WCPO
Kansas City	WHB
Miami	WQAM
New Orleans	WDSU
Portland, Ore.	KGW
Louisville	WKLO
Indianapolis	WIBC
Columbus	WBNS
San Antonio	KTSA
Tampa	WFLA
Albany-Schenectady-Troy	WTRY
Memphis	WMC
Phoenix	KOY
Omaha	WOW
Jacksonville	WJAX
Knoxville	WNOX
Wheeling	WWVA
Nashville	WSM
Binghamton	WNBF
Fresno	KFRE
Wichita	KFH
Tulsa	KRMG
Orlando	WDBO
Savannah	WSAV
Wichita Falls-Amarillo	KWFT-KLYN
Bismarck	KFYR

Represented by

JOHN BLAIR & COMPANY

1 WONDERFUL BUY!!

GETS YOU ALL OF



KEL-O-LAND

It takes five airlines and as many railroads to criss-cross huge, hustling KEL-O-LAND. It takes more than a million people to ring up its $1,220,150,000 annual retail sales. Yet Joe Floyd and his 101-man crew deliver all of KEL-O-LAND to you for your one wonderful single-market buy.

KDLO Aberdeen Huron Watertown CHANNEL 3
KELO Sioux Falls CHANNEL 11
KPLO Pierre Winner Chamberlain CHANNEL 6

KEL-O-LAND'S NEW, BIG RADIO VOICE IS KELO-AM
KELO Radio's 1,032-ft. Tower 13,600-Watt Power, Eqv.

JOE FLOYD, President — EVANS NORD, Gen. Mgr. — LARRY BENTSON V.P.
Gen. Offices Sioux Falls, S. D. **Represented by H-R**

3 Defendants Deny Libel in L.A. Suit

Remarks about Los Angeles Police Chief William H. Parker and Capt. James Hamilton of the police intelligence squad, made by Mickey Cohen on the May 19 ABC-TV *Mike Wallace Interviews* program, were made "in good faith" and "without malice" and "as fair comment and criticism" of public officials, according to answers filed Thursday in Los Angeles Superior Court to the $3 million damage suit lodged by the two policemen [B•T, July 15].

The answer was filed on behalf of American Broadcasting-Paramount Theatres Inc., owner of ABC-TV, Philip Morris Inc., sponsor of the *Wallace* series, and N. W. Ayer & Son, the sponsor's agency, all defendants in the slander and libel suits of the police officers. Robert P. Myers of the Hollywood law firm, Lillick, Geary, McHose, Roethke & Myers, is defense attorney.

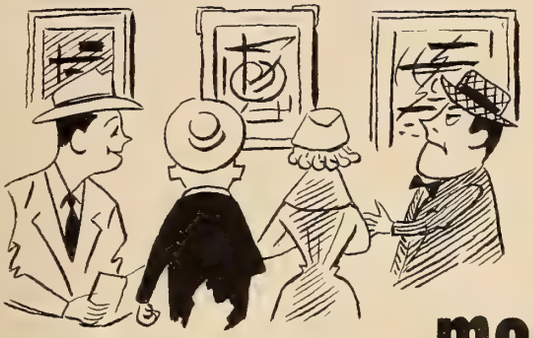
Mr. Parker is suing for $2 million damages, Mr. Hamilton for $1 million. Mr. Cohen, who long has waged a private war with the Los Angeles Police Department, and Mr. Wallace, who provided the opportunity for the remarks—which the police officials claim to be false, defamatory, slanderous, libelous and untrue—also are defendants in the suit but did not join in the common answers of the network, sponsor and agency.

These three defendants, in their answers, deny having "information or belief sufficient to enable them to answer" the allegations of the plaintiffs that Mr. Cohen's remarks, which allegedly reflected on the plaintiffs' "honesty, integrity, citizenship, morality, character, decency and standing in the community . . . were false and untrue." Lacking that "information or belief" and "placing their denial on that ground," the defendants "deny said allegation."

To the plaintiffs' charges that their demands for a retraction of the remarks were not met, the defendants point to the "retraction and apology" made May 26 by ABC-TV Vice President Oliver Treyz on the same program, the same stations and "in substantially as conspicuous a manner as were the statements broadcast and claimed by plaintiffs to be libelous on the broadcast of May 19."

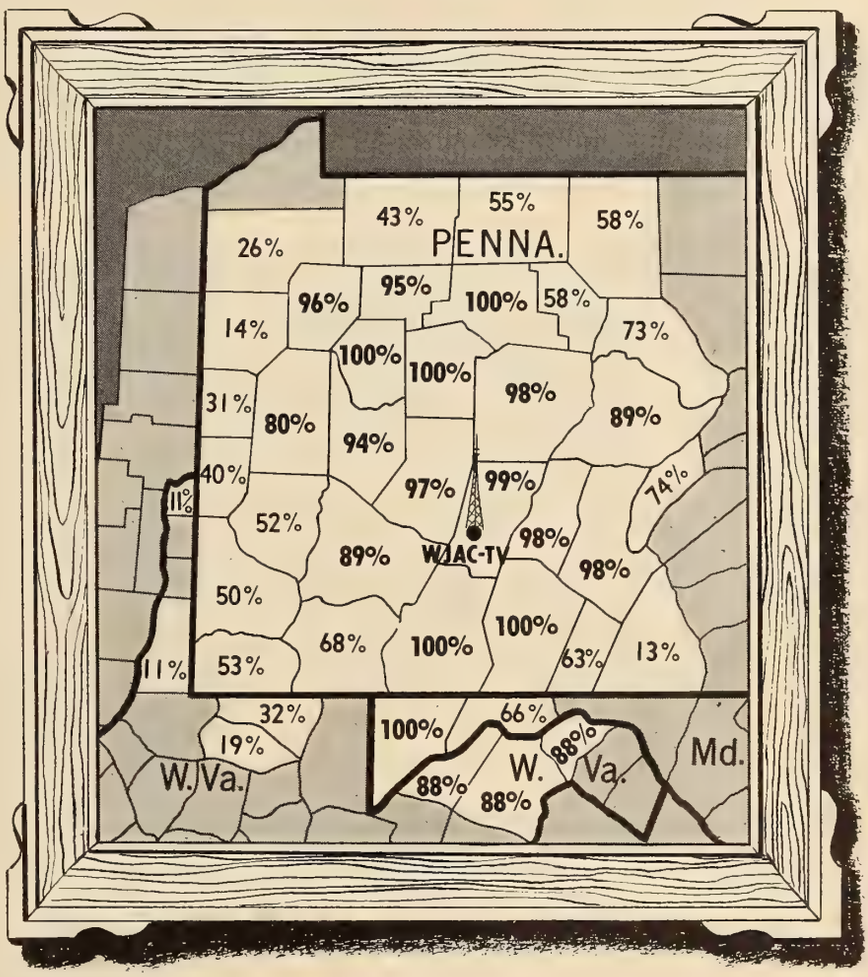
This "retraction and apology constitutes a complete defense" to plaintiffs' complaints, the answers declare.

Stating that they acted in good faith and with due care in that they had no control over the allegedly defamatory statements made on the May 19 telecast, the network, sponsor and agency say that the program was a "privileged broadcast" under California law, "made without malice to persons interested therein by persons who also are interested and by persons who stand in such relation to the persons interested as to afford a reasonable ground for supposing the motive for such broadcast to be innocent with reference to a matter of public interest and concern, namely the official conduct and qualifications of the chief of (or a captain of) the police department of the City of Los Angeles."



the kind of art media men appreciate!

A mighty pretty coverage picture



41 Counties in the Southwestern Pennsylvania Marketing Area!*
80% to 100% coverage in 20 of these counties!*
63% of more than a million TV homes!

Sure, you get top coverage with WJAC-TV, but to make the picture even brighter, you get amazing audience loyalty and program appeal! In the Johnstown-Altoona area, during the 7:00 to 11:00 p. m. period, WJAC-TV leads in 105 periods, while the competition leads in only 7. Put yourself in this picture—cash in on Pennsylvania's 3rd TV market with WJAC-TV.

*Nielson Coverage Services—Report No. 2 (monthly coverage percentages)

Ask your KATZ man for full details!

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

58¢



per thousand*

A leading soap manufacturer buys a thousand viewers for just 58c on KCRG-TV. (Sure we'll tell you who.)

KCRG-TV

Channel 9—Cedar Rapids—Waterloo, Iowa

ABC-TV for Eastern Iowa

The Cedar Rapids Gazette Station

REPRESENTED NATIONALLY BY WEED TELEVISION.

*Based on February ARB Survey.

Community Tv Users To Get Excise Refund

Subscribers of community antenna systems no longer have to pay an 8% federal excise on their service bills, according to a ruling published by the Internal Revenue Service in Washington.

Claims for refund of such taxes paid over the past three years (maximum retroactive period) may come to as much as $16 million. This is a "purely conjectural" figure, however, according to the National Community Television Assn., which said that because of the variables involved, NCTA is unable to give an estimate of the possible claims figure.

The new ruling, which revokes one established in 1953, is based on two federal court decisions in suits contesting the levy. The suits were filed by customers of community antenna systems after tax appeals were denied.

Subscribers of the 610 community systems in the U. S. for the most part have been paying the communications tax through antenna operators, who turned collections over to the government each quarter. Refund claims may be filed collectively through operators or individually.

Some 400,000 homes are equipped for community tv service at present. The average monthly charge for the service is about $3.50, according to Edward P. Whitney, executive director of the National Community Tv Assn.

The ruling IRS reversed was based on the section of the Internal Revenue Code which imposes the excise on "wire and equipment service." The new ruling specifically excludes from the communications tax "wires leading from a central television receiving antenna to the premises of subscribers."

The new ruling is not applicable to closed-circuit pay tv systems, an IRS spokesman said. When the question of taxing closed-circuit subscription sets came up last year, IRS ruled that closed-circuit subscribers must pay the 8% tax.

Under the law, broadcasting stations and networks are exempted from the communications tax on users of telephone wire. These are in the business of furnishing programs to the general public, whereas the IRS considers closed-circuit systems to serve "limited audiences," and therefore are not entitled to the code's exemption granted commercial broadcast service.

The IRS spokesman pointed out also that the new ruling on community systems involves antenna service, whereas closed-circuit operation is based on wire alone.

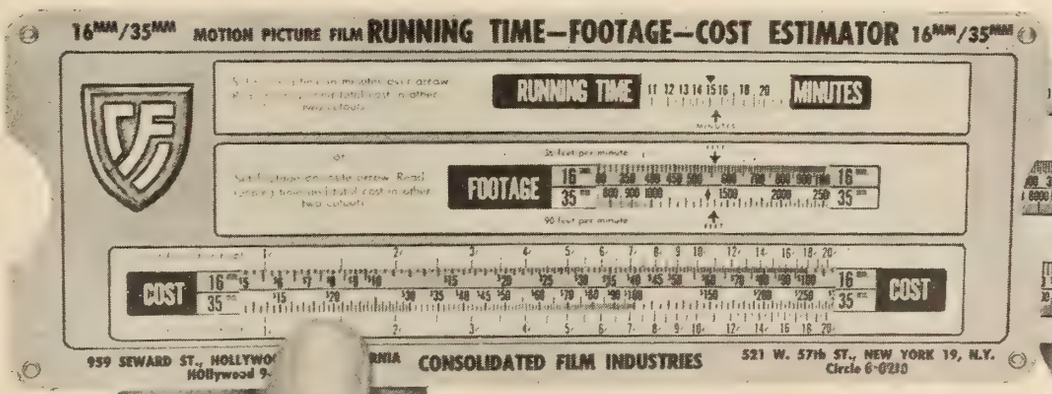
KREM-AM-FM-TV Sale Filed At FCC in $2 Million Deal

The $2 million sale of KREM-AM-FM-TV Spokane, Wash., by Louis Wasmer to KREM Broadcasting Co. [B•T, July 15]. was filed last week for FCC approval. KREM Broadcasting principals are Dorothy S. (Mrs. A. Scott) Bullitt, 40%, and King Broadcasting Co. (KING-AM-FM-TV Seattle), 60%.

Mrs. Bullitt owns 72.56% of King Broad-

AUTOMATIC COST ESTIMATOR
...YOURS WITH THE COMPLIMENTS OF
CFI

If you produce, buy, sell, or use films, you'll appreciate this **automatic film footage & cost estimator.** It's a "slide rule" for the film industry . . . a fast, easy way to figure footage, frames, running time, and processing costs for 16 mm or 35 mm film. The "estimator" and instructions are yours **without cost or obligation.**



Producers, film buyers, editors, advertising agencies, TV stations, film production personnel: Kindly use this coupon or write on your business letterhead.

Consolidated Film Industries BT 1

Send me your FREE automatic film footage & cost estimator. No obligation, of course.

name_____

title_____

company_____

address_____

city_____ zone_____ state_____

CONSOLIDATED FILM INDUSTRIES

959 Seward St., Hollywood 38, California
HOllywood 9-1441

521 W. 57th St., New York 19, New York
Circle 6-0210

casting, which in turn owns Pioneer Broadcasting Co., licensee of KGW-AM-FM-TV Portland, Ore. Mr. Wasmer, who will remain with the Spokane stations as a non-stockholding president, estimated the value of the KREM properties at $629,250. KREM is on 970 kc with 5 kw day, 1 kw night; KREM-FM operates with 4.8 kw on 92.9 mc, while ABC-TV-affiliated KREM-TV oprates on ch. 2 with 100 kw.

Also filed last week was the sale of KTBS-AM-FM Shreveport, La., by George D. Wray Sr. and sons to Foster & Assoc. for $200,000. Not involved in the sale is ch. 3 KTBS-TV. The Wrays also own 30% of Crescent City Telecasters Inc., one of three applicants for ch. 12 in New Orleans.

Foster principals include B. R. McClendon, 85%; Gordon McLendon, 10%, and Dorothy M. Manning, 5%. The McLendons also own KLIF Dallas, KILT Houston and KTSA San Antonio. Net worth of KTBS-AM-FM was listed at $31,671. The am station is affiliated with NBC and operates on 710 kc with 10 kw day and 5 kw night; the fm outlet is on 96.5 mc with 14 kw.

POTTER SEES PAY TV BACKLASH

The U. S. government has made a "virtual promise" to the television set owner "that broadcasting would be a free service in his home," Sen. Charles E. Potter (R-Mich.) stated in a speech prepared for Friday delivery from the Senate floor.

"The proposals for pay tv . . . have caused the proponents of pay tv to launch and sustain one of the most aggressive and calculated publicity campaigns in the history of American industry," Sen. Potter said. "Further growth of television to its full potential as a medium of vital influence on our republican form of life will depend upon the availability of more space to be allocated to free television if we are to have a fully competitive system. These various proposals run absolutely counter to this basic theory of the legislation which established America's broadcasting system. They propose, in effect, to usurp some of the limited free time that is now available and supplant it by a sort of domestic slot machine operation which would require the people to pay" for something they now get free.

Sen. Potter, a member of the Senate Commerce Committee, noted that at various times there have been charges of "monopolistic" practices in the broadcasting industry. "I do not happen to believe this is true," he said, "and I am confident that an analysis of the ownership of America's 510 television stations would reveal that they are held by diversified interests covering a wide span of social, political, economic and religious persuasion.

"Conversely, however, any system of subscription tv closely held and controlled by the purveyors of specified types of box-office programs [boxing, baseball, movies] could in time develop into the kind of monopolistic practice with which our Dept. of Justice has had to deal in the past in the field of entertainment."

Pointing out the "phenomenal growth" of the television industry, the senator said that it has cost $190 million to construct "this nationwide service" and that the public has invested $15 billion. This investment was made by the individual "on the assumption that he was buying an instrument over which he would receive free programs

1956 TV REVENUES $896.9 MILLION, UP 20.4%, FCC REPORTS

Television broadcasters last year rang up $896.9 million in revenues, a 20.4% increase over 1955, according to FCC compilations released last Thursday. In addition, 1956 profits (before federal income taxes) amounted to $189.6 million, a 26.4% rise over 1955.

The 1956 data included the three major tv networks with 15 owned and operated outlets plus 459 other stations. The 1955 totals were based on four networks (DuMont ceased operations in September of that year) with 16 owned and operated outlets and 421 other stations.

The networks and their 15 stations accounted for about 49% of the industry's total revenues last year, taking in $442.3 million. In bettering their 1955 revenues by approximately 18%, the networks and their stations also put profits in 1956 about 26% above 1955. Last year's income figure before federal taxes was $85.4 million.

The 95 pre-freeze vhf stations had 1956 revenues of $260.7 million, 13.3% higher than the preceding year. Profits for this group last year was $89.7 million, about 10% more than in 1955.

Total 1956 revenues of the 364 post-freeze station (269 vhf and 95 uhfs) came to $193.9 million or 21.6% of the entire industry revenues. In 1955, post-freeze stations accounted for about 19% of the industry business.

A further breakdown of the post-freeze station report shows that the 95 uhf had a 1956 loss of $1.9 million (with revenues of $32.5 million) as compared to $4.5 million losses in 1955 (with $28.5 million revenues).

The 269 post-freeze vhfs had total revenues of $161.4 million, or 43.9% above 1955. Profits for this group in 1956 amounted to $16.4 million, up from $4.8 million in the preceding year.

TV BROADCAST REVENUES, EXPENSES AND INCOME: 1956, 1955, 1954
($ MILLIONS)

	[1]1956	[2]1955	[3]1954
Broadcast Revenues			
Networks (including owned and operated stations)	$442.3	$374.0	$306.7
Pre-freeze television stations	260.7	230.0	200.9
Subtotal	703.0	604.0	507.6
Post-freeze television stations:			
VHF stations	161.4	112.2	60.0
UHF stations	32.5	28.5	25.4
INDUSTRY TOTAL	$896.9	$744.7	$593.0
Broadcast Expenses			
Networks (including 6 owned and operated stations)	$356.9	$306.0	$270.2
Pre-freeze television stations	171.0	148.1	133.3
Subtotal	527.9	454.1	403.5
Post-freeze television stations:			
VHF stations	145.0	107.4	63.8
UHF stations	34.4	33.0	35.4
INDUSTRY TOTAL	$707.3	$[5]94.5	$[5]02.7
Broadcast Income (Before Federal Income Tax)			
Networks (including 16 owned and operated stations)	$ 85.4	$ 68.0	$ 36.5
Pre-freeze television stations	89.7	81.9	67.6
Subtotal	175.1	149.9	104.1
Post-freeze television stations:			
VHF stations	16.4	4.8	—3.8
UHF stations	—1.9	—4.5	—10.0
INDUSTRY TOTAL	$189.6	$150.2	$90.3

[1] 1956 data covers 3 networks and 15 owned and operated stations (includes two post-freeze uhfs); 95 pre-freeze stations and 364 post-freeze stations (269 vhfs, 95 uhfs).

[2] 1955 data covers 4 networks and 16 owned and operated stations; 93 pre-freeze stations and 328 post-freeze stations (225 vhfs and 103 uhfs). There were three networks after Sept. 15, 1955, when DuMont ceased network operations.

[3] 1954 data covers 4 networks and 16 owned and operated stations; 92 pre-freeze stations and 302 post-freeze stations (177 vhfs and 125 uhfs).

American fun Radio nets a big one . . .





Herb Oscar audience American Radio

The hottest new selling voice in radio today belongs to Herb Oscar Anderson.

Starting Monday, Sept. 2, the American Broadcasting Network will present the new **live** Herb Oscar Anderson Show 5 times a week, 10-11 A.M.

His show is **live** music—because survey after survey shows that this kind of lively entertainment is what the American housewife wants.*

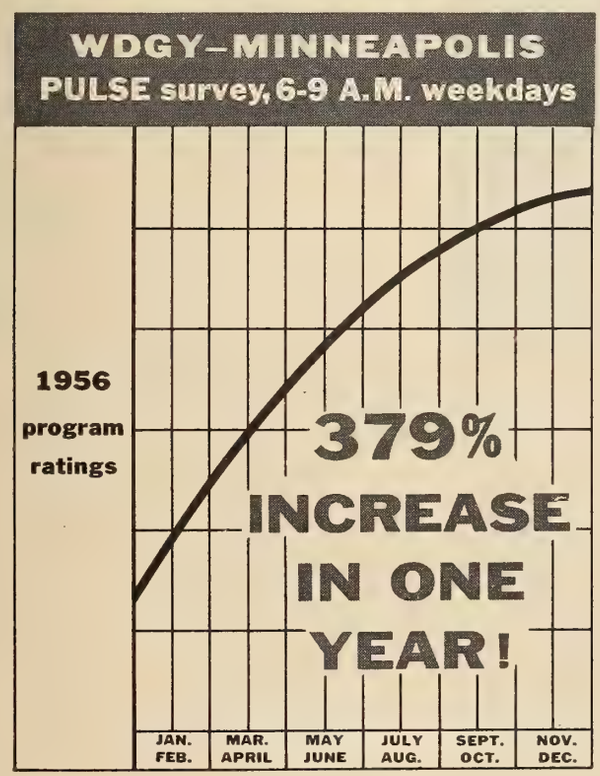
Herb Oscar Anderson brings to American Radio a magnetic personality and a proven record of sales success in the Minneapolis and New York markets. Now he goes Coast-to-Coast on American. With him each morning is singer Carole Bennett (**live**), baritone Don Rondo (**live**), The Satisfiers (**live**) and Ralph Herman's Orchestra (**live**). This is **live,** fun American Radio.

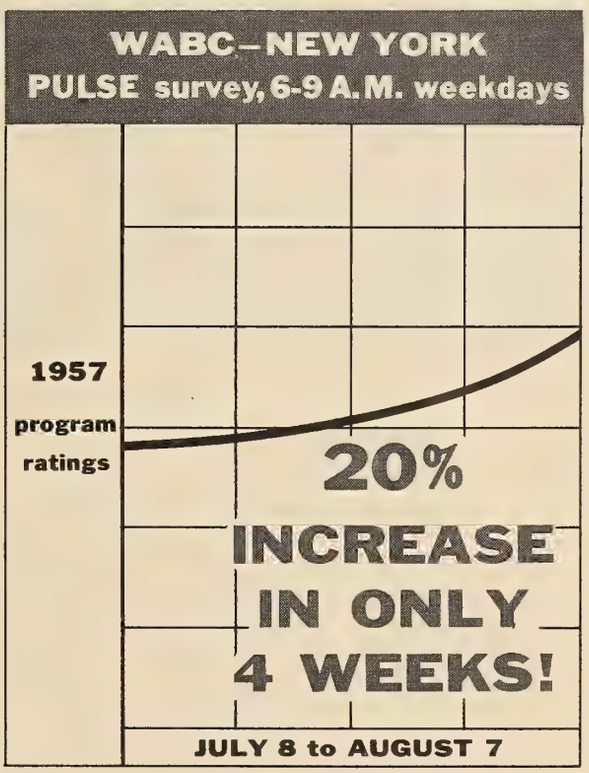
The pre-tested Herb Oscar Anderson show has pace and atmosphere—set to music the way the on-the-go American housewife prefers it.

*RAB Study of Radio and Housewives, March 1957

Anderson, pre-tested for and sales results, brings a new, live musical program

Here's how Herb Oscar Anderson puts zing into ratings:





the live one is

AMERICAN BROADCASTING NETWORK

without further assessment other than that required for the maintenance of the set."

"He had every right to that assumption because it was this Congress which enacted legislation based upon the historic premise that broadcasting would be free. . . ."

Sen. Potter made it plain that his remarks were directed toward "the systems of pay television which would require the partial use of existing broadcast frequencies in order to operate." The major interest involved, therefore, "is the public interest—the public who in a sense own these channels insofar as they constitute a natural resource.

"It seems to me that the people themselves have voted resoundingly for this [free tv] system of home entertainment and education which has been designed along lines that are consistent with our traditional high regard for free media."

According to Sen. Potter, "the prospect of requiring a citizen to drop money in a slot in order to see and get to know candidates for public office is a dismal one indeed."

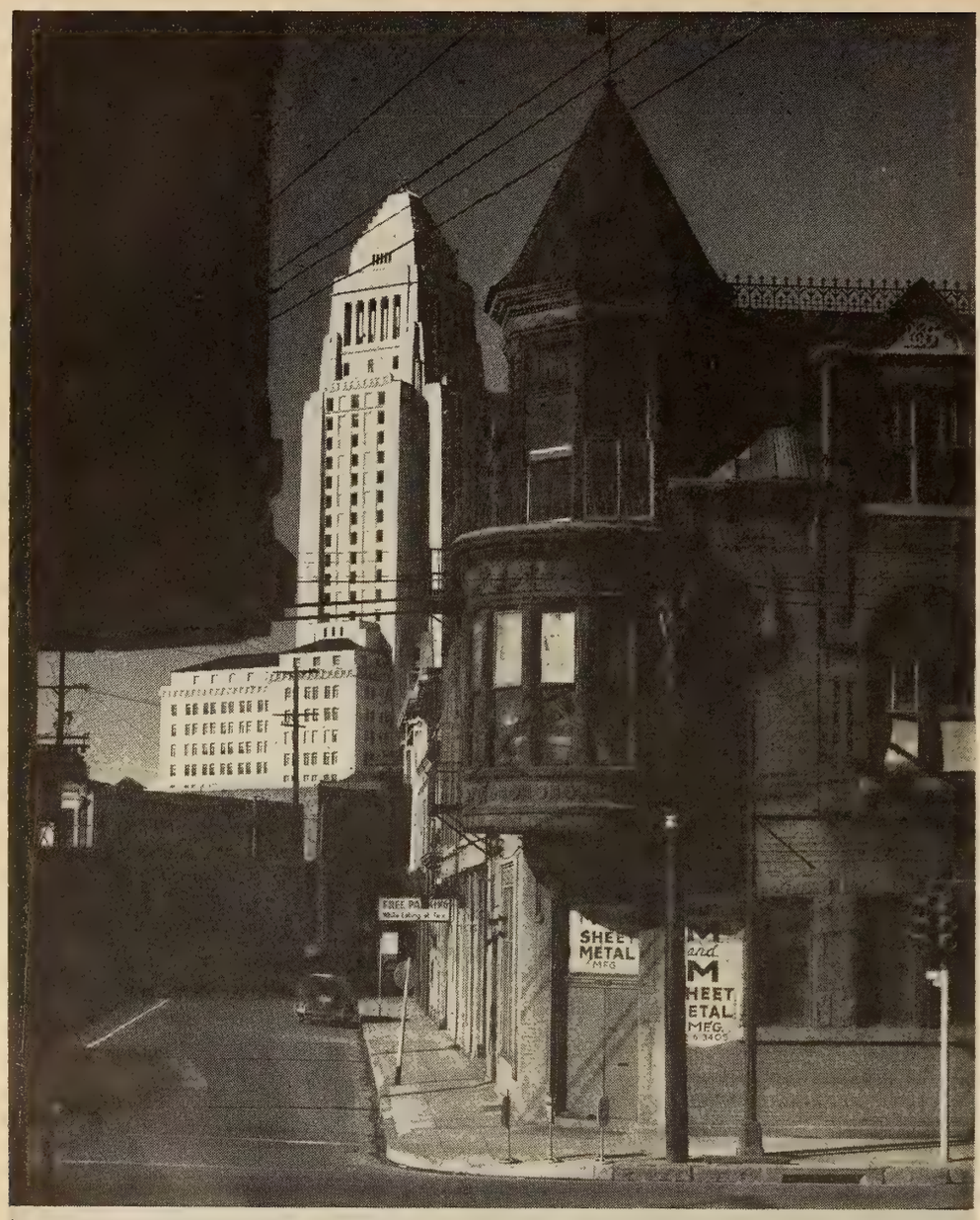
"The FCC has stated that it has jurisdiction in this matter under law and can authorize such a test. Whether or not this is so—and I presume that only the courts finally could decide—the American people certainly have jurisdiction, too—and their representation resides in this Congress. The promoters of pay television have told the Commission that tests such as have been proposed are not entirely satisfactory to them . . . They want to include more cities and facilities than originally were conceived; they want to extend the period of such tests from as little as two to as much as 10 years. Obviously, in other words, they are seeking a test that would give an opportunity to go into business on a permanent basis.

"My own position with respect to pay television that would utilize frequencies allocated for public broadcasting is well known. I am opposed to it. I am opposed also to any utilization of these frequencies for some sort of fanciful trial run that leads inevitably to a derogation of the public interest . . .

"Rather than expend further public funds on seeking a method by which we can limit the time available for free television, we should be bending all of our energies to untangling the current allocations problems in order that more facilities will be available to serve more people, to give them greater choice and to enable more advertisers to sell their goods and services . . ."

WALKER'S BLACK GOLD

Oil, 75-100 barrels of it an hour, now is the primary interest of former FCC Chairman Paul Walker, an original member of the Commission who served a total of 21 years before his retirement in 1953. Mr. Walker, who lives in Norman, Okla., struck oil on a farm he bought 43 years ago and on which he now owns only subsurface rights.



OF VIEW...

If you count all the people in Los Angeles, you've got a statistic.

If you move in close and take them one by one, you've got a story...

Paul Coates gets the story—and gives it—each night at 10:15 in a compelling new KTTV series, *"Hot Light"*.

Coates has the spot, too.

10:00 George Putnam
10:15 "Hot Light"
10:30 "First Show"

Here's television journalism by a pro... Paul Coates... whose Mirror column and syndicated "Confidential File" show guarantee a proven product.

An exposé or a crusade. Maybe a missing person story.

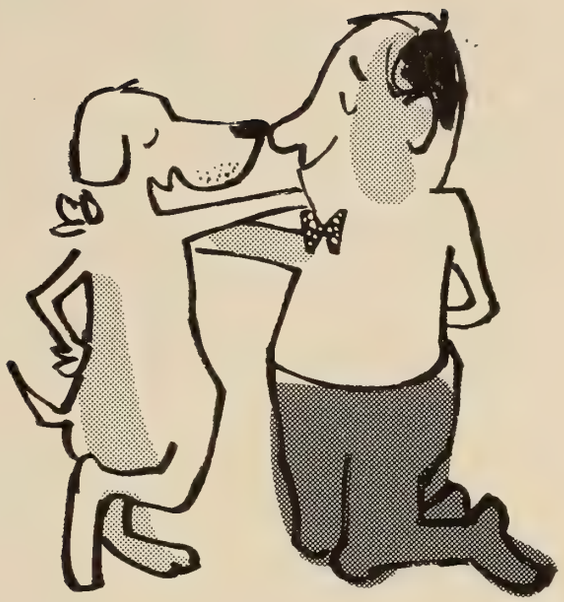
Controversial? Maybe...

Whatever happens, you can be certain that "Hot Light" will shove through the crowd and get some answers, because *people listen to Coates*...

Minutes and *Twenties* are available, within the show.

KTTV
Los Angeles Times-MGM Television

Represented nationally by **BLAIR-TV**



ANOTHER FABLE OF PROFITS*

(The Golden Haze of Dog Days)

ONCE UPON A TIME there was a station manager who thought Dog Days would never end. As the temperature rose, his sales sunk to yearly lows . . . he was sopped with frustration from his head to his toes.

Then, one hot day while beating the Madison Avenue bushes, he met the friendly Bolling man, who quickly cooled his ire by explaining the best methods of spot conditioning his air.* Today, with his new leash on life, he scoffs at the weather in comfort and ease.

The moral of this story is . . . Whether its cold, or whether its hot; Bolling's for *you,* weather or not.

**Re Rise in Revenues, Write us*

THE BOLLING COMPANY INC.

STATION REPRESENTATIVES

247 PARK AVENUE, NEW YORK CITY, N. Y.

CHICAGO • BOSTON • LOS ANGELES • SAN FRANCISCO

The future home of KMOX-TV,
CBS TELEVISION in St. Louis,
designed to "reflect through its
programming the aspirations,
common interests and entertainment
desires" of the nation's tenth
largest television market.





WHICH TV STATION

Dominates

SOUTH BEND?

THE SOUTH BEND-ELKHART TELEVISION AUDIENCE

RANK	PROGRAM	WSBT-TV	STATION "A"	STATION "B"
1.	I Love Lucy	57.5		
2.	I've Got A Secret	44.5		
3.	Red Skelton Show	43.1		
4.	Perry Como Show		43.0	
5.	G. E. Theatre	41.7		
6.	Hitchcock Presents	40.9		
7.	Playhouse 90	40.5		
8.	December Bride	39.6		
9.	Gunsmoke	39.0		
10.	$64,000 Question	39.0		
11.	Climax	36.9		
12.	Lassie	36.4		
13.	The Millionaire	35.2		
14.	Brave Eagle	33.5		
15.	Zane Grey Theatre	32.5		
16.	Your Hit Parade		32.5	
17.	Jack Benny	31.7		
18.	Ed Sullivan	31.4		
19.	The Lineup	30.3		
20.	Loretta Young		29.7	
21.	Burns and Allen	29.5		
22.	Bob Cummings	29.1		
23.	People Are Funny		28.9	
24.	What's My Line	28.5		
25.	To Tell The Truth	28.5		

Latest ARB Rating — April 21 thru April 27

WSBT-TV carries 14 of the top 15 television shows in the South Bend market; 21 of the top 25; 37 of the top 50! One audience study after another proves that WSBT-TV dominates the South Bend television picture. You just don't cover South Bend unless you use it Write for detailed market data.

PAUL H. RAYMER CO., INC., NATIONAL REPRESENTATIVES

WSBT-TV

SOUTH BEND, IND. CHANNEL 34

CBS... A CBS BASIC OPTIONAL STATION

U. S. Will Allow 24 Newsmen To Enter Communist China

The United States' self-imposed news blackout on Red China lifted slightly last week, just enough to present 24 newsmen the opportunity to penetrate the Bamboo Curtain.

The State Department announced last Thursday it will permit 24 full-time American newsmen to travel to Red China for six months or longer on an "experimental basis."

The State Dept.'s permission did not include photographers, but officials said there is nothing to prevent newsmen from taking cameras with them. Ted Koop, president of the Radio-Television News Directors Assn., issued a statement lauding the action as "a great step forward," but added regrets that the department did not see fit to include cameramen in the group. The statement expressed the hope that this point would be reconsidered.

Among organizations authorized to send reporters are ABC, CBS, Mutual, NBC, and the news services, plus several specified newspapers and magazines. In response to a State Dept. poll, all said they wished to send a correspondent for the trial period.

In a statement explaining its decision, the State Dept. said that "new factors . . . make it desirable that additional information be made available to the American people respecting current conditions within China." If Red China permits the newsmen to enter, a point which had not yet been assured, it will end an eight-year ban on American coverage there. U. S. correspondents were ousted by the Communists in 1949. Last year the Reds invited some American correspondents to visit the Chinese mainland temporarily. Although the newsmen wanted to go, the State Dept., with President Eisenhower concurring, refused to allow them.

For Unnamed Sum, Straus Ends Opposition to Sale of KERO-TV

Robert K. Straus last week withdrew his long-standing court suit against Kern County Broadcasters Inc. for its sale of KERO-TV Bakersfield, Calif., to Wrather-Alvarez Broadcasting Inc. (KFMB-AM-TV San Diego), and promised not to tie up the deal any longer [B•T, April 29].

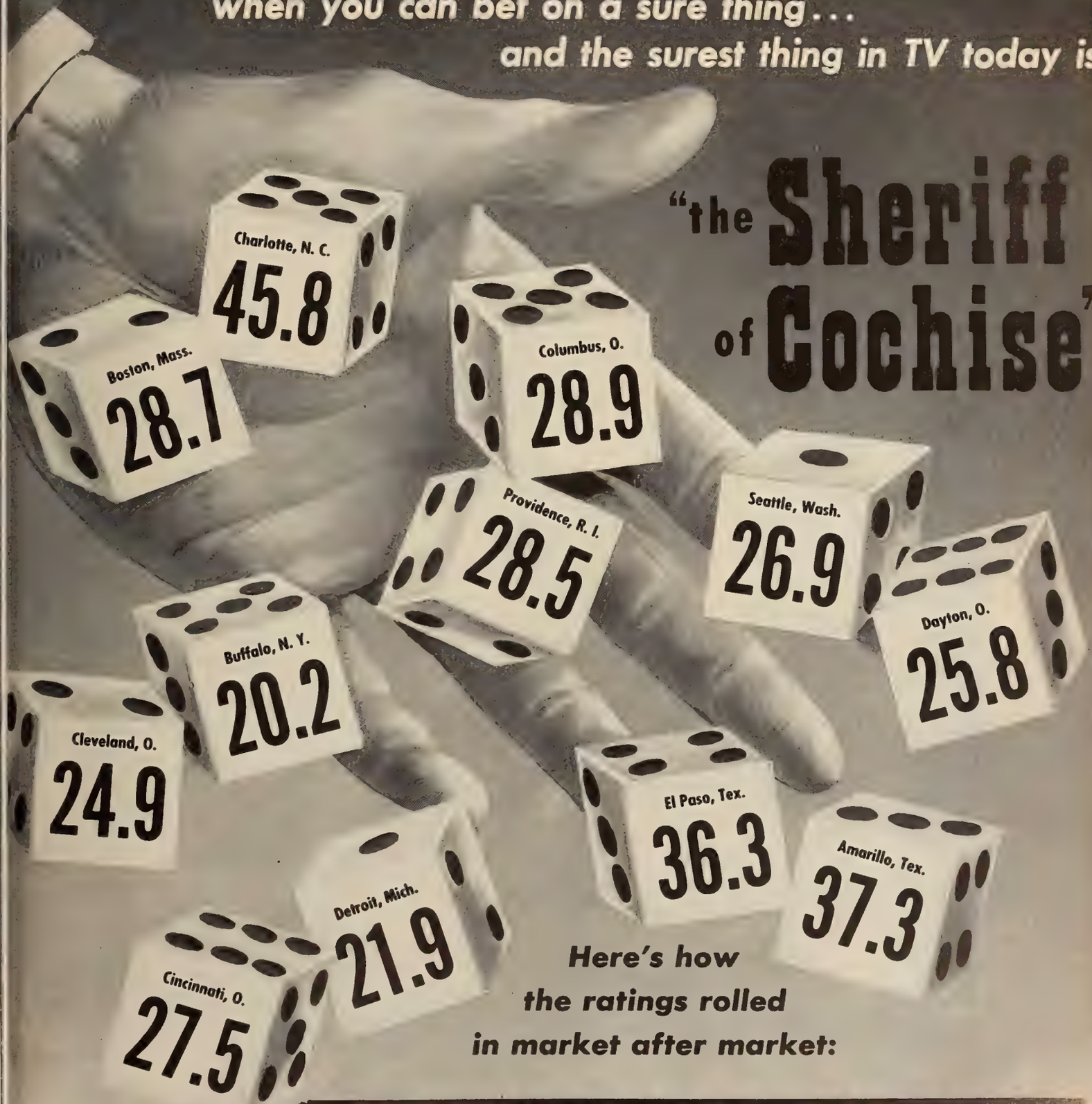
Albert DeYoung, Kern County Broadcasters president and 51% stockholder, last week said his firm had paid Mr. Straus an undisclosed sum and that Mr. Straus will cease his court and FCC efforts to block the sale. This action cleared the way for final consummation of the ch. 10 sale to Wrather-Alvarez, already approved by the FCC.

Mr. Straus had gone to the U. S. District Court for Southern California, claiming a previous contract with Kern County Broadcasters for his purchase of the station for $2,250,000. He also had asked the FCC to refrain from acting on the sale pending the outcome of the suit. Mr. Straus owns about 10% of WITI-TV Milwaukee.

WHY GAMBLE...

when you can bet on a sure thing...
and the surest thing in TV today is

"the Sheriff of Cochise"



Here's how the ratings rolled in market after market:

So successful is this great adventure series produced for NTA by *Desilu* that 39 *New* episodes are now being made!

NATIONAL TELEFILM ASSOCIATES, INC.
60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE PLAZA 7-2100

Harold Goldman, vice president in charge of sales



FILM

AAP Corp. Net $1,237,628 For First Half of 1957

A bright sales picture coupled with substantial earnings for the first half of this year were reported last week by Associated Artists Productions Corp.'s newly-elected President Eliot Hyman, who succeeds Louis Chesler in the post. Mr. Chesler continues as board chairman.


MR. HYMAN

For the six months, net income was $1,237,628, or 76 cents a share on 1,637,236 shares outstanding. Gross revenues totaled $26,660,000, of which $25,840,000 represented contracts with tv stations for the lease of films.

Only two months ago, AAP reported a total of $21,782,000 in sales, covering a 10-month period beginning in June 1956 and ending with the first quarter of this year [B•T, July 1]. At that time, AAP had anticipated a $3.5 million net profit for this year. Presumably, then, AAP's financial chart is right on course.

Also reported by Mr. Hyman: a continuing reduction of AAP's bank debt that was tied to the acquisition of the Warner Bros. library in July 1956. Up through the first quarter, a $14 million bank loan had been whittled to $11 million. Now, the obligation has been reduced to $9,620,000.

Mr. Hyman in 1947 founded Associated Artists Productions Inc., a subsidiary of AAP Corp. He has been president of the subsidiary since the parent corporation's reorganization last July. Mr. Hyman for 12 years had been president of York Microstat Corp., which has played an important role in developing microfilm for engineering use, and has an extensive background in the production and financing of such motion pictures as "Lost Boundaries," "Moulin Rouge" and "Moby Dick."

According to Mr. Hyman, AAP has entered into $26,750,000 worth of contracts representing lease arrangements for the products it has distributed since the firm acquired the Warner Bros. film rights and the Popeye film library from Paramount Pictures Corp. (in June 1956).

CBS-TV Film Sales Reports 'Gray Ghosts' Sold in 75 Cities

CBS-TV, which had hoped to inject "an adult eastern" titled *The Gray Ghosts* into the network season this fall, but which failed to attract a major advertiser, seems to be doing much better on sales, now that it has placed *Ghosts* as a first-run syndicated series.

In a report issued last week by Thomas W. Moore, CBS Television Film Sales general manager, the company said it had racked up sales to date in 75 markets, with 100 market sales not far off.

Gray Ghosts is a Lindsley Parsons Productions Inc. property filmed in Hollywood and distributed nationally by CBS-TV Film Sales. On Aug. 17, Leslie Harris, CBS-TV Film Sales vice president and Mr. Parsons signed a deal whereby the Parsons organization will deliver approximately $1.5 million worth of half-hour shows to CBS over the next eight months. Included are four pilot films for series scheduled for sale next spring.

The series, which will begin showing Oct. 10, has been purchased by Habitant Soup Co., Manchester, N. H., in New England; Welch Grape Juice Co., Westfield, N. Y., in Northern California, Oregon and Washington; Blue Plate Foods Div., Wesson Oil & Snowdrift Sales Co., New Orleans, in Louisiana and Alabama; Tarno Meat Packers in Florida; Brown Velvet ice cream in Louisiana; Adam Dairy in Missouri, and Freihofer and Richters bakeries in Philadelphia and San Antonio, respectively.

Department, chain and grocery stores sold include Foley's in Texas; Sears, Roebuck & Co. in California; Loblaw's Supermarkets in upstate New York; Colonial Stores in the Carolinas, Georgia and Alabama; Wynn-Dixie in Florida, and others. Gunther Brewing Co. has signed for Virginia and Washington, D. C., exposure; Lee Optical Co., Wichita; Waggner's Jewelry Store in Amarillo, Tex., and Holmes Pontiac dealership in Shreveport.

The new series deals with the Civil War exploits of Confederate Col. John S. Mosby, about whom stories were revived over the past few years by Virgil Carrington Jones, manager of the Washington D. C., public relations office of Curtis Publishing Co. *(Saturday Evening Post, Holliday)*. Mr. Jones, who was retained by Parsons to act as advisor on the filming of the series, wrote the two Henry Holt & Co. books, *Ranger Mosby* and *Gray Ghosts and Rebel Raiders,* on which the series is based. An executive of Holt said last week that Mr. Jones had signed for no tv rights, but that the tv series was "loosely based upon" the "idea" of *Gray Ghosts and Rebel Raiders*. He added that Holt would effect merchandising tie-ins with several of the sponsors.

SG Sells 'Horror' Package To Nine Stations in Week

Screen Gems claimed last week that its new "Shock" package of 52 Universal-International "horror" movies has been sold to nine stations in the first week offered on the market. The business reportedly represents nearly $2 million in sales.

The Columbia Pictures Corp. tv subsidiary purchased 600 pre-1948 films from Universal Pictures Corp. earlier this month [AT DEADLINE, Aug. 5, B•T, Aug. 12].

For promotional impact, "Shock" pictures will have a national day-and-date premiere with four of the stations (WABC-TV New York, WCAU-TV Philadelphia, KTLA [TV] Los Angeles and KRON-TV San Francisco) leading with the same "horror" movie early in October and marking the start of what is labeled "National Weird Week." The picture most likely for this exposure is "Frankenstein," the original Boris Karloff thriller. Other pictures in the package: "Dracula," "The Invisible Man," "Werewolf of London" and "The

35 years
of leadership
in South Texas Radio

We at WOAI take pride in more than a generation of service and sales to South Texans. We are proud, too, of the rich oil and agricultural land we live in — peopled by millions who rely on us for the kind of news, entertainment and information that makes life better in South Texas.

BEST BUY EVER!
YOU CAN BUY 10 PRIME 1-MINUTE ANNOUNCEMENTS A WEEK FOR $170

NCS No. 2 SHOWS WOAI HAS MORE LISTENERS: MONTHLY, WEEKLY, DAILY

WOAI HAS:

248% MORE RADIO LISTENING HOMES than San Antonio station #2

197% MORE *MONTHLY* LISTENING HOMES than San Antonio station #2

184% MORE *WEEKLY* LISTENING HOMES than San Antonio station #2

203% MORE *DAILY* LISTENING HOMES than San Antonio Station #2

Count 50% counties — count all counties — count circulation in radio homes reached and, as usual, it takes BIG WOAI RADIO to cover BIG SOUTH TEXAS (and lots of bonus area, too)!

CLEAR CHANNEL · 50,000 WATTS
WOAI
SAN ANTONIO

NBC AFFILIATE

Represented Nationally by
EDWARD PETRY and COMPANY, INC.

2 a real FOR THE SHOW IN TULSA!



Tulsa . . . the heart of a billion dollar market! That's a pretty fair hunk of trade, and, naturally, you'd like to have your share. KVOO-TV would like for you to have it, too—and they are ready to help. You see, KVOO-TV blankets northeastern Oklahoma with the tops in network and local programming. And KVOO-TV doesn't stop there. Market research, merchandising and promotion aids, and constant attention to your account will make you glad you *showed* on KVOO-TV. Yes, it's CHANNEL 2 . . . for a real show . . . of profits . . . in Tulsa!

KVOO-TV channel 2



NBC For current availabilities contact any office of BLAIR-TV

Mummy." Other stations signed for the package are KBTV (TV) Denver; KENS-TV San Antonio; KTNT-TV Seattle-Tacoma; KCRA-TV Sacramento and KBAK-TV Bakersfield, Calif.

If They See It First on Tv, They Stay Away From Movie

Are rave reviews for tv dramatic programs necessarily indicative of guaranteed success of adaptions at the movie house box office? No, say several members of the film industry, who feel the public will not pay for something they already have seen free.

Cases in point: United Artists Corp.'s "Twelve Angry Men" and "Patterns," both based on tv scripts by, respectively, Reginald Rose for *Studio One* and Rod Serling for *Kraft Television Theatre;* U-A's "The Bachelor Party" based on a Paddy Chayefsky script for the old *Philco-Goodyear Playhouse;* Allied Artists' "Dino," again by Mr. Rose; M-G-M's "The Catered Affair" based on another Chayefsky script; M-G-M's "Edge of the City," based on Robert Alan Arthur's "A Man Is Ten Feet Tall," a Philco-Goodyear effort.

These films, while all enthusiastically greeted by reviewers, have floundered at the box office. While thematically, these movies may seem a somewhat heavy diet for patrons used to light entertainment, film executives declare, the fact remains that people will not pay to see something that at one time was "free." Consequently, Hollywood, while still eager for young tv writers, such as Gore Vidal, Messrs. Chayefsky, Rose, Serling, and others, is doing some double-thinking about purchasing new properties which initially received tv exposure.



BRINGING the West to the West, with a renewal of National Telefilm Assoc.'s *Sheriff of Cochise,* is the White King Soap Co., Los Angeles. Signing the contract for showing in approximately 35 western markets are (seated, l to r): Bob Redd, radio-tv vice president for Erwin, Wasey Co., L. A., agency for White King; Berne Tabakin, NTA west coast vice president; (standing, l to r) Larry Nolte, White King advertising manager, and Lou Peterson, account supervisor at Erwin, Wasey.

Ray Robinson Cancels Bout Over C-C Rights

Middleweight Champion Sugar Ray Robinson danced into the headlines last week by calling off his scheduled Sept. 23 bout with Carmen Basilio at Yankee Stadium in New York. Mr. Robinson objected to a contract signed by promoter James Norris, president of the International Boxing Club, which gave Theatre Network Television Inc. rights to put the bout on via closed circuit theatre tv.

Mr. Robinson charged that Mr. Norris and the IBC required his permission and that he desired the tv to be handled by TelePrompTer. According to Mr. Robinson, Mr. Norris turned down the TelePrompTer offer. The boxer said he could earn more from TelePrompTer which, he said, had offered to guarantee the price of 400,000 seats.

Mr. Robinson, battling for a favorable decision, appealed to New York Gov. Averell Harriman, who Thursday said the dispute would be handled by the New York State Athletic Commission. The commission set a meeting for this morning (Monday).

Nathan L. Halpern, president of TNT, said his firm had entered into a "binding" contract with IBC for the exclusive closed-circuit telecast of the bout and that the telecast had been announced weeks ago; that a network of more than 150 theatres with more than 410,000 seating capacity had been organized and that tickets had been on sale in many theatre locations throughout the country. TNT, he said, would proceed with its plans for the fight.

Added Mr. Halpern:

"All of our agreements have been arrived at openly, in which principals have been advised by the promoter as to financial terms. I have the impression that it is not the size and experience of the network, but rather the private deal with one of the boxers by another closed circuit organization that is the crux of the problem. The private deal, offered at this late date, did not take into consideration the other fighter or the IBC."

More Than 50 Firms Licensed To Use Disney's Zorro Trademark

Walt Disney, who has perfected to an art the ability to get the longest-stretching dollar out of his properties through merchandising tie-ins, has effected another means of added revenue when *Zorro* premieres on ABC-TV Oct. 10.

Zorro, billed as an adult western, deals with an early Californian who leads two lives: one, as an educated gentleman, the other as a masked night rider, a sort of "gaucho Robin Hood."

Disney Productions' Character Merchandising Div. in New York last week said it had signed merchandising or royalty contracts with over 50 toy and game manufacturers, jewelry and novelty manufacturers, sales promotion firms and soft goods companies. All items will bear one relation or another with the main character of *Zorro* or with the hero himself. Among

TOP
TV IN LAS VEGAS FOR FOUR YEARS



ACCORDING
TO ALL
COMPLETED SURVEYS,
PULSE, ARB*

Four years of Undisputed Leadership . . .
Four years TOP coverage . . .* Four years TOP ratings.
TOP Power with 55,000 Watts
Four years TOP programming with the Best of CBS

AND OF COURSE
TOP promotion in the TOP morning newspaper in Southern Nevada, the Las Vegas Sun !



KLAS-TV CHANNEL **8** LAS VEGAS, NEVADA
CBS TELEVISION NETWORK

Represented by WEED TELEVISION

the Disney licensees: Am-Par (American Broadcasting-Paramount Theatres) Records; Capitol, Columbia, and Decca Records; RCA Victor, Louis Marx & Co. (toys), Dell and Whitman publishing companies, Simon & Schuster and a number of rubber, plastics and leather organizations.

All items bearing the Zorro brand will be out in time for Christmas, a Disney official explained last week.

Pet Exchange Programs Expand

The National Pet Exchange, radio and tv feature which finds homes for pets, is being made available to tv stations and sponsors in all major markets, according to an announcement last week by Frank P. Wright originator and director of the exchange. The program idea, used by Mr. Wright on the West Coast nearly 20 years, has the full endorsement of the American Humane Society, it was reported.

Harleigh Now Music Makers Inc.

Harleigh Music Merchandising, independent producer of musical commercials, will incorporate with a new trade name, Music Makers Inc., and occupy larger offices at 45 W. 45th St., New York, according to Mitch Leigh, president. Music Makers Inc. will continue to specialize in creating, arranging, scoring and producing musical commercials for radio and television.

NBC RADIO PLANS NEW RATE SET-UP

- **Rate features: participations, single; programs, two-class**
- **Letter to affiliates proposes full-network-only rates**

A new and simplified rate structure and accompanying changes in its formula for compensating affiliates are being worked out by NBC Radio, with Oct. 1 as target date for them to go into effect.

Details of the new rate card still are being polished, officials said, explaining that, therefore, specific examples of the new rates are not available. Affiliates, however, have been notified that the new card will have "these principal features":

"1. A one-class rate for network participations—the same day and night.

"2. A separate two-class rate for program periods, with slightly lower charges after 8 p.m. Monday-Friday than for all other periods.

"3. Rates for participations and program periods quoted for the full network only. with no individual station network rates."

In setting up a single rate for participations, NBC Radio followed the principle—one rate for day and night—adopted by the three other radio networks in 1955 but since adjusted by all three.

A few months ago, CBS Radio raised its daytime rates slightly while cutting nighttime charges; ABC Radio also has boosted some daytime charges, and Mutual, with its changes in program format and operating procedures earlier this summer, has instituted more or less flat rates for participating announcements.

While NBC Radio's new single rate for participations conforms with the concept adopted by the other networks a few years ago, its new rates for program periods, therefore, appear to follow the more recent trend in other networks' rates—that of somewhat lower prices at night.

Generally, it was felt that the rate realignment is essentially a bookkeeping operation designed to make the rate and discount structures simpler and that, at least at the outset, there would be relatively little difference in what the advertiser actually pays for NBC time.

There was no immediate official indication as to whether the third feature of the new rate card—rates to be quoted "for the full network only, with no individual station network rates"—would mean, as some observers felt it did, that advertisers must buy the full NBC Radio station lineup.

Affiliates have been told, in a letter dated Aug. 1 and signed by Harry Bannister, station relations vice president, that the new rate concept "is an easy-to-understand, easy-to-use rate structure—the simplest in the business—which reflects the actualities of present radio network sales and competitive situations."

The new station compensation formula—expected to get extensive consideration during the NBC Radio affiliates' general meeting in New York next month (about Sept. 10)—involves a revision of present affiliation contracts. And since Mr. Bannister told the affiliates that "we cannot operate under the new rates without the associated new compensation formula," effectiveness of both the new rate and the new compensation method presumably depend upon affiliate acceptance. Officials gave no details of affiliate reaction to date except to say that "it's going very well."

Mr. Bannister's letter said the new compensation formula, although "new and simplified" and "streamlined and straightforward," would pay the stations "at least the same amount of compensation as your present formula of the current volume and composition of business." To prove the point, he submitted calculations to each station comparing "compensation actually paid you on the NBC traffic you carried during the first quarter of 1957" with "the compensation which would have been paid under the new formula."

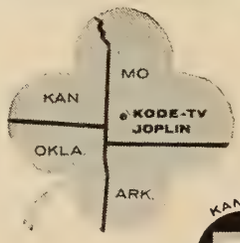
The letter affiliates received from Mr. Bannister described the new compensation method further:

"For increased volume, the new formula provides incentive payments. In keeping with the new rate structure, it pays the same compensation on daytime and nighttime sales. And instead of being based on 'equivalent hours' it is based on 'compensation units,' which reflects the fact

a great new Joplin
MARKET
created for you by
KODE-TV

136,547 TV HOMES* IN THE JOPLIN MARKET
Larger than Duluth, Phoenix, Ft. Wayne
$776,919,000 Buying Income; 669,800 Total Population

*NOW 28% HIGHER TOWER — HIGHEST IN 4-STATE COVERAGE AREA
*NOW 29% MORE POWER — 71,000 WATTS MORE THAN ANY OTHER STATION IN THE AREA
*NOW COVERS 136,547 TV HOMES IN JOPLIN MARKET—AN ALL-TIME HIGH
* Television Magazine Set Count, July, 1957





You'll have more luck with KODE-TV-JOPLIN, MO.

316,000 WATTS Designed Power CBS / abc
101 miles Northeast of Tulsa • 150 miles South of Kansas City
203 miles East of Wichita • 250 miles Southwest of St. Louis

Harry D. Burke, V. P. & Gen'l Mgr.
Represented by AVERY-KNODEL

A Member of the Friendly Group • KODE, KODE-TV, Joplin • WSTV, WSTV-TV, Steubenville • WPAR, Parkersburg • WBOY, WBOY-TV Clarksburg • WPIT Pittsburgh

Reprinted from THE BOSTON AMERICAN, August 6, 1957

Tony Rates WEEI Tops



By ANTHONY LA CAMERA

IF I DIDN'T know any better, I'd have started worrying long ago about radio station WEEI. It doesn't blare out slogans; it doesn't identify itself with deafening jingles; the golf abilities of its personalities remain a dark secret; it doesn't live by lists of top tunes; its disinterest in barometric pressure amounts to sheer irresponsibility, and not one of its personnel has ever stepped inside a stock car.

Despite such palpable negligence, especially while so many other radio stations are striving to out-do each other with gimmicks, WEEI keeps rolling along without giving cause for worry. It consistently ranks 1-2-3 in ratings competition and, from the financial standpoint, it is enjoying its best year since World War II days.

So how come? Very simple. If WEEI doesn't have a slogan, it certainly has a policy—an insistence on balanced broadcasting. Aware that they can't please everyone at the same time, its programmers stick to an over-all schedule which includes network and local shows in just about every category.

As Boston's CBS affiliate, it runs the network's varied offerings of drama, mystery and adventure shows (CBS Radio Workshop, Suspense, Indictment, Gunsmoke, The FBI in Peace and War, and Yours Truly, Johnny Dollar), soap opera (Helen Trent, Ma Perkins, etc.), comedy, (Sez Who, the Stan Freberg Show, Amos 'n' Andy), variety (the Robert Q. Lewis and Rusty Draper shows), music (Woolworth Hour, Summer in St. Louis, World Music Festivals), news and information (Ed Murrow, Lowell Thomas, Invitation to Learning, World Tonight, Capitol Cloakroom).

All this and Arthur Godfrey, too.

Local Talent Featured

ON THE LOCAL LEVEL, WEEI maintains one of the few remaining house bands in American radio—the Frank Bell Orchestra, which provides accompaniment for Carl Moore's daily Beantown Matinee. This "live" program, in turn, has provided a rare opportunity for such local talent as baritone Bill St. Claire, the Hampton Sisters, Priscilla Howe, the Valenti Sisters, and Pat O'Day.

In its news, sports and feature departments, the station features such "live" personalities as Priscilla Fortescue, Charles Ashley, Ralph Morse, Ed Myers, George Richards and Fred Cusick. Sportscaster Cusick, who handled the play-by-play last winter for CBS-TV's hockey telecasts, will be reporting all the Boston College football games on WEEI next fall.

The station even prefers to consider those who spin records for it as personalities, rather than as disk jockeys. Whatever the classification, Tom Russell has been doing a fine platter-and-chatter job each morning; John Marion displays excellent musical taste on his Saturday-afternoon show, and Jerry Howard has a faithful late-evening following.

Anyway, it's quite obvious from the foregoing that balanced broadcasting—meaning the inclusion of something for everybody—can and does pay off in the long run.

WEEI-BOSTON *CBS Radio*

REPRESENTED BY CBS RADIO SPOT SALES



In this industry-rich, farm-rich Peoria area, one station has the top programs, the top power (500,000 watts), the top tower (660 feet) and the top ARB ratings for March, 1957 (17.1 all-day average compared to 13.3 for Station B).

abc
WTVH
CHANNEL 19
PEORIA, ILLINOIS
affiliated with PEORIA JOURNAL STAR
EDW. PETRY & CO.
NATIONAL REPS

that the bulk of all radio network business is in participations.

"A 'compensation unit' consists of 20 one-minute participations or their equivalent, with 30- and 6-second participations equal respectively to 75% and 30% of one minute, as at present. Time period sales are converted to 'compensation units' on the basis of each 60 minutes of time period sales (generally containing 12 minutes of commercial time) equal to 12/20th of 60% of a 'compensation unit.'

"With this basis, the compensation formula itself becomes very simple. The number of waived 'compensation units' in your new formula is equal to the number of waived hours in your present formula. In the succeeding paid brackets, each 'compensation unit' is compensated at the dollar amounts stated in the enclosed contract.

"Here is how we arrived at the dollar compensation-per-unit for the first paid bracket: We took your actual compensation for the first quarter of 1957 and your equivalent 'paid' hours of NBC traffic (after the waived hours). We converted these 'paid' hours into 'compensation units.' Then we divided the actual compensation by the number of these compensation units. The result is a dollar rate per compensation unit that has the built-in effect of maintaining your present compensation on present business; and for increased volume—reflected by the succeeding brackets—the rate of compensation is increased."

Mr. Bannister said the new formula had been reviewed in detail with the radio affiliates executive committee "and they endorse its principles, recognizing that affiliation contracts are matters for individual decision by each affiliate." He called upon the affiliates to sign the necessary contract amendments, "since these changes can only be to our mutual benefit," and added: "Let's get these mechanics behind us, so that we can move ahead in accelerating the radio network's forward momentum."

CBS Radio Gets $1.4 Million In New Business and Renewals

CBS Radio has signed $1.4 million worth of new business and renewals during the past week, according to John Karol, vice president in charge of network sales. Kelvinator division of America Motors Corp., through Geyer Adv., signed to sponsor five *Impact* segments a week for two weeks, beginning Nov. 30. American Bird Products, Chicago, purchased a 7½-minute unit of Art Linkletter's *House Party* beginning Sept. 19, for 52 weeks. George H. Hartman Co. is agency.

P. Lorillard Co., New York, renewed 16 *Impact* segments per week, for 13 weeks, beginning Sept. 20, through Young & Rubicam. Pharma-Craft Co., Batavia, Ill., renewed two weekly quarter-hours of *House Party* each week beginning Sept. 16. The 52-week deal was arranged through J. Walter Thompson Co. GMC Truck & Coach Division, Pontiac, Mich., renewed three weekly *Impact* segments, beginning Aug. 31, through Kudner agency.

Chrysler Div. of Chrysler Corp., Detroit, ordered six weekly *Impact* segments for four weeks beginning Aug. 23, through McCann-Erickson [B•T, Aug. 12].

Ream Named CBS V.P. In Washington Office

Joseph H. Ream, former executive vice president of CBS and for many years a leading figure in radio and television affairs, is rejoining CBS Inc. as vice president in charge of its Washington office.

Dr. Frank Stanton, CBS president, is announcing the appointment today (Monday), effective Sept. 16. Mr. Ream succeeds Ralph W. Hardy, who died Aug. 5 after a heart attack.

The return of the former executive vice president terminates a five-year absence from active participation in broadcasting. He resigned Aug. 1, 1952, for what he described as "purely personal reasons," and moved with his family to Tallahassee, Fla., where he has resided since. His resignation, it was said, was motivated by the illness of his wife, who died in 1955.


MR. REAM

For the past year Mr. Ream has served as deputy director of the National Security Agency in Washington.

During Mr. Ream's tenure at CBS, he and President Stanton developed a wide reputation as a top-flight operating "team." On his retirement he was hailed for his "creative and administrative contributions" and "realistic and homely counsel."

Born Oct. 5, 1903, in Bedford, Iowa, Mr. Ream grew up in Topeka, Kan., and joined CBS in 1934 after graduating from the U. of Kansas and Harvard Law School and then serving eight years with the New York law firm of Cravath, deGersdorff, Swaine & Wood. His first assignment at CBS was to organize the legal department, which he then headed for eight years.

He was named secretary in 1938, a vice president in 1942, a board member in 1945, and executive vice president in 1947.

Throughout his later years with the company he was one of its most frequent spokesmen before FCC and other government bodies.

NBC-TV to Colorcast Football

Four college football games, including the Army-Navy game (Nov. 30) will be colorcast as well as shown in black-and-white this fall over NBC-TV, according to Tom S. Gallery, NBC sports director. Other games set for color are Oklahoma-Notre Dame, Nov. 16, and two Big Ten games Oct 19 and Nov 2. These games are part of the nine-date schedule of National Collegiate Athletic Assn. football games to be shown on NBC-TV next season.



YOU MIGHT CAST A TROUT FLY 194 FEET—*

BUT . . . YOU NEED WKZO-TV TO "MAKE THEM BITE" IN KALAMAZOO-GRAND RAPIDS!

AMERICAN RESEARCH BUREAU
MARCH 1957 REPORT
GRAND RAPIDS-KALAMAZOO

TIME PERIODS	Number of Quarter Hours With Higher Ratings	
	WKZO-TV	Station B
MONDAY THRU FRIDAY		
8:00 a.m. to 6:00 p.m.	143	57
6:00 p.m. to 11:00 p.m.	94	6
SATURDAY		
8:00 a.m. to 11:00 p.m.	50	10
SUNDAY		
9:00 a.m. to 11:00 p.m.	40	16

NOTE: ***Survey based on sampling in the following proportions—Grand Rapids (42.8%), Kalamazoo (18.9%), Muskegon (19.8%), Battle Creek (18.5%).***

Take a look at those March 1957 ARB figures at the left. WKZO-TV is first in 327 out of 416 quarter hours—*or 78.6% of the time!*

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Telecasts on Channel 3 with 100,000 watts from a 1000′ tower. Serves one of America's top-20 TV markets—*over 600,000 television homes in Western Michigan and Northern Indiana.*

100,000 WATTS • CHANNEL 3 • 1000′ TOWER

AM – TV – FM

The Fetzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA
Associated with
WMBD RADIO—PEORIA, ILLINOIS

WKZO-TV

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

** Jack Crossfield, San Francisco, California holds this world's record*

MBS New Sales Hit $1.75 Million Mark

Mutual rang the cash register for $1.25 million in new business last week and network radio won over a juicy tv spot account —the million-dollar Diversified Cosmetics of America Inc. budget, which on Oct. 1 goes to MBS. With these acquisitions, Mutual now has tallied $1.75 million in new business since coming under the new management-ownership of the Paul Roberts group [B•T, Aug. 19].

Diversified Cosmetics, a Newark manufacturer which this past year has spent a million dollars on tv spots in 35 major markets for Tint-N-Set and Rand's Permanette, switches to five daily five minute newscasts Monday-through-Friday on Mutual Oct. 1.

Martin Himmel, president of Diversified's agency, Dunnan & Jeffrey, New York, was quoted by Mutual as stating "our experience has found that daytime television is too static." He explained the audience composition "does not change enough to give a cosmetic advertiser the range and saturation needed to support a national campaign in behalf of local drugstores, cosmeticians, department stores and others who handle our products, including wholesalers."

Mr. Himmel pointed out that the newscasts would give his client "diversified and unduplicated audience" since surveys show women "are avid news program listeners" and are on the move, listening to radio while driving to shop when not listening at home. He made special note of today's mobile suburbia.

The agency executive felt daytime tv rates are too high for "static audience," claiming the same women watch the same format of film shows day by day without much variation, MBS said.

Mutual reported the same agency, in behalf of Consumer Drug Corp., Portland, Ore., has purchased 10 newscasts weekly for 13 weeks starting Sept. 1 for Oragen, a diet supplement made from orange peel. Consumer also will use participations in the nighttime adventure block.

Beginning last Friday, *Reader's Digest* opened a 10-day saturation campaign using every available newscast on the network. Agency is J. Walter Thompson Co., New York.

WHLI "THE VOICE OF LONG ISLAND"

DELIVERS
A Major Independent Market
NASSAU COUNTY

POPULATION 1,180,000	10th	among U.S. Counties	
BUYING INCOME			
Total $2,928,340,000	8th	among U.S. Counties	
Per Family ....$ 8,503	5th	" " " "	
RETAIL SALES $1,534,786,000	11th	" " " "	
Food Store ....$ 403,423,000	9th	" " " "	
Auto Store ....$ 252,922,000	11th	" " " "	
Lumber, Bldg., Hardware ...$ 113,879,000	5th	among U.S. Counties	
Apparel .....$ 113,070,000	13th	" " " "	
Gas Stations ...$ 86,967,000	10th	" " " "	
Furn. House, etc. $ 81,857,000	14th	" " " "	

(Sales Management, May 1957)

One station— WHLI —has a larger daytime audience in the MAJOR LONG ISLAND MARKET than any other station! (Pulse Survey)

SOON WHLI WILL INCREASE ITS POWER TO 10,000 WATTS

Big Bonus Coverage
(Nassau, parts of Queens, Suffolk & Brooklyn)

Population	3,063,135
Net Income	$6,730,794,000
Retail Sales	$3,365,152,000

Represented by GILL-PERNA

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of long island

Paul Godofsky, Pres. & Gen. Mgr.
Joseph A. Lenn, Exec. VP Sales

NBC Radio Sales Up Sharply With $1.6 Million in 2 Weeks

NBC Radio sales billings continued to rise sharply during the past two weeks as new and renewal orders amounting to $1.6 million in net revenue were placed with the network, according to William K. McDaniel, vice president, NBC Radio network sales. This is in addition to the almost $5 million in net fall business reported earlier this month and brings to $6.5 million (net) the total business placed by advertisers to begin on or after Sept. 1, according to Mr. McDaniel.

Sixteen advertisers placed new orders. They are, with agencies in parentheses:

Massey-Harris-Furuson Inc. (Needham, Louis, & Brorby) has ordered *This Farming Business* (Sat. 8-8:15 a.m.) for 52 weeks starting Aug. 31. Quaker Oats Co. (Wherry, Baker & Tilden) has ordered a schedule of 11 participations a week for 23 weeks, starting Sept. 9, in several shows.

Whitehall Pharmacal Co. for Anacin (John J. Murray Adv.) has ordered a total of 19 participations a week for 13 weeks starting Sept. 16 in several shows including *Nightline* and *Monitor*. RCA (Grey Adv.) ordered a total of 25 participations a week for 11 weeks starting Oct. 7 in several shows. Chrysler Corp. (McCann-Erickson) ordered 16 participations a week for four weeks starting Oct. 3 in *Life and the World*, *Nightline* and *Monitor*.

Foster-Milburn Co. for Doan's pills (Street & Finney) has ordered one participation a week for 52 weeks starting Sept. 2 in *My True Story*, Edison Electrical Institute (Fuller & Smith & Ross) has ordered a special half-hour evening program Oct. 17, five "Bob and Ray" *Monitor* segments for four weeks starting Oct. 18 and five "Believe It or Not" *Monitor* segments each weekend for three weeks starting Oct. 25.

Lever Bros. for Pepsodent (Foote, Cone & Belding) has ordered a two-week saturation campaign calling for 100 six-second participations a week for two weeks in several shows. Sterling Drug Inc. for Phillips toothpaste (Dancer-Fitzgerald-Sample) ordered two participations a week for 13

WORK AT TWICE THE DISTANCE WITH NO LOSS OF PRESENCE

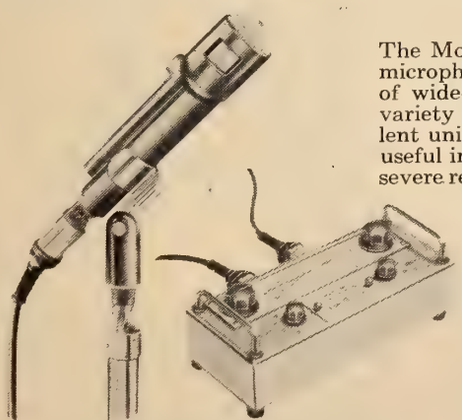


Electro-Voice®

666 BROADCAST CARDIOID DYNAMIC with REVOLUTIONARY VARIABLE-D DESIGN

Front-to-Back ratio 2 to 6½ times that of most cardioid microphones!

Artists can work twice as far away from the 666 as from cardioid microphones in common use,yet there is no bass accentuation when worked closely. The 666 provides from 2 to 6½ times the front-to-back ratio of most broadcast cardioid microphones. An amazing feature of the 666 is its ability to pick up dialog and sound at distances up to 10 feet or more without appreciable loss of presence. This minimizes pre-recording. Picture crowding is also eliminated with the 666 because of this distance factor. For an exciting new experience, *test the 666 today!* List price: $255.00



Model 667 All-purpose broadcast cardioid-dynamic Microphone with Preamplifier

The Model 667 is an all-purpose broadcast microphone designed to fulfill requirements of wide-range reproduction under a great variety of conditions. Because of its excellent uniform polar response, it is especially useful in locations where ambient noise and severe reverberation exist. List price $600.00

• ***Ask a Broadcast or Recording Engineer about E-V Microphones***

Electro-Voice®

ELECTRO-VOICE, INC. • BUCHANAN, MICHIGAN

Export: 13 East 40th Street, New York 16, U.S.A. Cables: ARLAB

ANNOUNCING
the NEW
950 CLUB PROGRAMMING
ON
WORL
BOSTON
the one and Only musical set-up of its kind in all New England

☆ ☆ ☆

PROMISES TO BE THE BIGGEST SMASH HIT WITH LISTENERS EVERYWHERE!! AND YOU, THE ADVERTISER, WILL REAP THE BENEFITS!

☆ *It'll be the only STARBRIGHT SPOTLIGHT Station!!*

☆ *Only the 950 CLUB SPOTLIGHT will shine on 950 musical stars every week!!!*

☆ *Only on the 950 CLUB will each star get the spotlight for 15 minutes — all day long — all week long — on the Big Revolving Bandstand!!!*

★ *ROUND & ROUND THE BANDSTAND GOES — EVERY STAGE HAS A STAR — EVERY STAR HAS THE SPOTLIGHT FOR 15 MINUTES!*

☆ *EASY TO FIND ON THE DIAL . . . 950 CLUB — 950 ON THE DIAL!!*

As we did 7 years ago — as we're about to do once again —

☆ *WATCH US SET ANOTHER TREND IN BOSTON RADIO AS WE GO ROUND & ROUND WITH A BRAND NEW SOUND*

☆ THE ONLY STATION WHERE A BRAND NEW CONCEPT BRINGS THE LISTENER MUSIC OF THE PAST , PRESENT and FUTURE — — ALL DAY LONG!

ON BOSTON'S ONE & ONLY

950 CLUB-WORL

REPRESENTED NATIONALLY BY HEADLEY-REED CO.

weeks, starting Oct. 1, *My True Story*. Scholl Mfg. Co. (Donahue & Coe) has ordered two one-minute participations a week for 10 weeks starting Sept. 24 in *News of the World*.

Bon Ami Co. (Ruthrauff & Ryan) ordered five one-minute participations a week for three weeks, starting Aug. 18, in *Monitor*. General Electric Co. (Grey Adv.) ordered 10 "Bob and Ray" segments on *Monitor* for the weekend of Nov. 23. Zenith Radio Corp. (MacFarland, Aveyard & Co.) ordered four participations a week for four weeks, starting Nov. 23 in several shows. Christian Reformed Church, (Stoetzel & Assoc.) ordered a half-hour Sunday program for 52 weeks starting Oct. 6. Abstainers Assn. of America has ordered a 15-minute program on Oct. 27. Insurance Co. of North America (N. W. Ayer & Son) ordered a special program, *Salute to Security* Sept. 4 [B•T, Aug. 19].

Three advertisers placed renewal orders: Morton Salt Co. (Needham, Louis & Brorby) renewed *Topic for Today* on Saturday 12:25-12:30 p.m. for 52 weeks effective Aug. 31. Dodge Div. of Chrysler Corp. (Grant) renewed *Monitor* segments for four weeks. Gillette Safety Razor Co. (Maxon) renewed *Gillette Cavalcade of Sports* for 52 weeks effective Sept. 6 [B•T, Aug. 19].

Sarnoff Hints Changes in Tv May Deter Nation's Economics

NBC President Robert Sarnoff last week advised the proponents of changes in the present television system to "look beyond the short-range effect. Keep in mind what the ultimate effect might be on an instrument of communications that, through its commercial messages, has become a prime catalyst in the creation of new mass consumption desires in a nation that consumes its way to prosperity, growth and strength."

In a "Letter to the Radio-Tv Editor," Mr. Sarnoff said, "Television is a child of controversy. In 10 years of commercial life it has known few tranquil moments and there is no indication that the years ahead will differ. Requests for legislative restriction, demands for different programming, and proposals for pay, instead of free, television stalk the industry in endless procession."

The network head made similar statements in an August column in the *New York Herald Tribune*.

Mr. Sarnoff claimed that television helped bring the economy out of the recession of the late '40s and on to "new heights of abundance." He pointed to the almost doubling of the gross national product from $257 billion in 1948 to an estimated $428 billion in 1957.

"The nationwide advertising impact of network television has, I believe, stimulated increased expenditures in other media—so much so that advertising is moving ahead at a faster pace than the economy itself. Newspapers, for example, increased their total revenue from $1.75 billion (in 1948) to $3.3 billion (in 1956)," Mr. Sarnoff stated.

Mr. Sarnoff claimed that what black & white television has accomplished the past 10 years "color will do in the next 10."

WESCON SESSION SPOTLIGHTS VTR

- **Problems, advantages discussed**
- **Show gets large attendance**

A symposium on video tape recorders was the high spot of a Wednesday afternoon session on tv and radio broadcasting at the ninth annual Western Electronic Show and Convention, held Tuesday-Friday at San Francisco's Cow Palace.

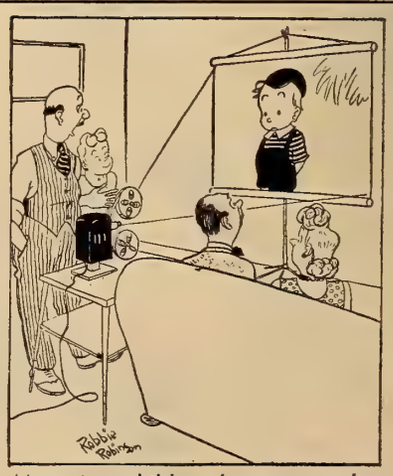
As of Thursday noon, registration at the 1957 WESCON had reached 14,500. Even more significantly, attendance was 9,000 on the opening day and 10,865 on Wednesday, with 13,000 expected Thursday and that many or more on the closing day.

Helmer Anderson, engineer in charge of tape recording for CBS-TV Hollywood, and Oscar Wick, supervisor of tv technical operations for NBC-TV Hollywood, discussed the advantages and problems arising from the use of VTR for delayed west coast repeats of network shows in talks with Ross Snyder and Charles Ginsburg of Ampex Corp., manufacturer of the recording machines, and Robert Von Behren of Minnesota Mining & Mfg. Co., supplier of the tape on which tv programs are recorded.

ChromaChron, color palette developed by the art department of KRON-TV San Francisco to aid the artist, who uses color in a subtractive manner to deal with tv, was described in a paper presented at the broadcast session by William Wagner of KRON-TV. Dr. Matti Siukola, RCA, reported on a traveling wave tv transmitting antenna developed for vhf high channels.

Leonard R. Kahn, Kahn Research Labs, described a compatible single-sideband system of am broadcasting which he said would allow an increase in the number of am broadcast channels by a reduction in bandwidth which also would provide a means for reducing adjacent and co-channel interference. Improved nighttime coverage and signal-to-noise ratio also will result from this system, which requires a transmitter adapter but no change in the home receiver, Mr. Kahn said.

The development of an improved tv demodulator, precision receiver used to



"Amazing child — he even understands world affairs — listens to KRIZ Phoenix all day long."

check the adherence of the transmitted signal to FCC and EIA (formerly RETMA) technical standards, was related by W. Herbert Hartman, chief engineer, KCRA-AM-FM-TV Sacramento, Calif. Harry Jacobs, chief engineer, KGO-TV San Francisco, presented a detailed resume of the operation, maintenance and field testing of quadrature-fed antennas. J. L. Berryhill, chief engineer, KRON-TV, was chairman of the afternoon session.

At a Friday session on tv receivers and televisual devices, W. D. Schuster and E. O. Stone of Sylvania Electric Products, and C. E. Torsch of Rola Co., presented a paper on "securing the 110-degree sweep for the public domain," a report of the development of the shortnecked picture tube, which has permitted the manufacture of today's compact tv sets. C. W. Baugh Jr., Westinghouse Electric Corp., described a new system of applying automatic fine tuning to tv sets. Other papers at this session were "The Television Color Translating Microscope," by V. K. Zworykin, RCA; "21-inch Direct View Storage Tube," by N. J. Koda, N. H. Lehrer and R. D. Ketchpel, Hughes Research Labs; "A Brightness Enhanced Color Receiver Employing Automatic Decoding in the Chromatron," by R. H. Rector, Litton Industries.

The four-day WESCON opened Tuesday morning with a brief ceremony honoring three men whose professional careers spanned a half-century of electronic history in the West; Douglas Perham, who began experimenting with wireless techniques in Palo Alto in 1906, and in the early 1920's built the first radio station in Iowa; Cyril Elwell, who conducted pioneering experiments in radiotelephony between Palo Alto and Los Altos in 1908, and Leonard F. Fuller, who was an amateur radio operator in 1906 and during 1913-19, and who, as chief electrical engineer for Federal Telegraph Co., was responsible for several important developments in radio transmission.

RCA Unit Realigns Staff

Realignment of the engineering staff of the RCA semiconductor division was announced last week by Dr. Alan M. Glover, general manager. Dr. L. Malter, chief engineer, will assume additional responsibility for the coordination of all engineering programs, including product and equipment development.

D. H. Wamsley, formerly manager of development, Somerville, N. J., semiconductor plant, has been appointed manager of the engineering department. Reporting to him will be R. M. Cohen, appointed manager of entertainment product development; L. R. Shardlow, who will be manager of engineering services, and Dr. W. M. Webster, who becomes manager of advanced development.

Sylvania Declares Dividend

Sylvania Electric Products Inc. Wednesday declared a dividend of 50 cents per share on the company's common stock, payable Oct. 1 to stockholders of record at the close of business Sept. 10. In addition,



ADULTS WITH BUYING POWER

* In the June, 1957 ARB of the Wichita area, KTVH leads the way **where it counts** — with 2,872,897 adult viewer impressions in the top 73 quarter hours. Four out of five viewers on KTVH are **adults**, who pack real "grownup" buying power!

TO SELL KANSAS . . . BUY KTVH. Exclusive CBS-TV for Central Kansas.

KTVH Channel 12

Howard O. Peterson, General Manager • Represented Nationally by H-R Television, Inc.

United Press Facsimile Newspictures and United Press Movietone Newsfilm Build Ratings

Sylvania declared a regular quarterly dividend of $1 per share on $4 cumulative preferred stock, payable Oct. 1 to stockholders of record Sept. 10.

Radio-Tv Set Shipments Up During June, Reports EIA

More radio and tv sets were shipped to dealers by manufacturers in June of this year than in May according to a report last week by the Electronic Industries Assn. (formerly RETMA). One-quarter million more radios were shipped in June than in May, and nearly 50,000 more television sets.

EIA reported that cumulative radio shipments during the first half of this year totaled 3,436,428 radios, including 9,042 sent to U. S. territories, compared to 3,270,809 during the same months last year. Cumulative tv set shipments during the first half of this year declined from the number shipped during the same six-month period in 1956. Tv set shipments totaled 2,503,966, including 7,174 sent to U. S. territories, compared to 2,775,022 for that period last year.

Following are the number of radios shipped to dealers by states during the first six months of 1957:

State	Total	State	Total
Alabama	40,612	Nebraska	19,358
Arizona	17,236	Nevada	4,963
Arkansas	14,922	New Hampshire	11,767
California	260,219	New Jersey	147,585
Colorado	24,802	New Mexico	10,731
Connecticut	56,338	New York	542,258
Delaware	6,064	North Carolina	51,233
D. C.	31,557	North Dakota	8,606
Florida	75,028	Ohio	191,344
Georgia	63,613	Oklahoma	30,596
Idaho	7,715	Oregon	30,016
Illinois	290,215	Pennsylvania	253,590
Indiana	63,619	Rhode Island	21,836
Iowa	35,407	South Carolina	21,937
Kansas	28,089	South Dakota	7,910
Kentucky	49,359	Tennessee	44,385
Louisiana	50,653	Texas	149,653
Maine	18,117	Utah	11,798
Maryland	68,165	Vermont	7,943
Massachusetts	132,197	Virginia	51,807
Michigan	155,219	Washington	48,531
Minnesota	58,031	West Virginia	25,945
Mississippi	19,176	Wisconsin	71,640
Missouri	81,965	Wyoming	3,988
Montana	9,648		
		Grand Total	3,436,428

Following are the cumulative tv set shipments to dealers by states during the first six months of 1957:

State	Total	State	Total
Alabama	38,609	New Hampshire	6,852
Arizona	15,471	New Jersey	88,039
Arkansas	22,283	New Mexico	10,386
California	241,253	New York	297,382
Colorado	21,079	North Carolina	49,884
Connecticut	41,449	North Dakota	8,417
Delaware	5,920	Ohio	140,700
D. C.	24,806	Oklahoma	26,815
Florida	89,341	Oregon	26,082
Georgia	52,246	Pennsylvania	168,141
Idaho	7,879	Rhode Island	13,978
Illinois	147,044	South Carolina	21,192
Indiana	62,017	South Dakota	8,597
Iowa	26,719	Tennessee	43,628
Kansas	27,543	Texas	140,532
Kentucky	41,613	Utah	10,992
Louisiana	48,534	Vermont	5,126
Maine	12,998	Virginia	39,878
Maryland	34,909	Washington	38,845
Massachusetts	73,713	West Virginia	24,988
Michigan	96,175	Wisconsin	40,714
Minnesota	36,035	Wyoming	5,421
Mississippi	23,023		
Missouri	55,632	*U. S. Total*	2,496,792
Montana	12,100	Alaska	1,697
Nebraska	17,817	Hawaii	5,477
Nevada	3,995		
		Grand Total	2,503,966

GE to Honor Tv Technicians

Nominations for the General Electric "1957 All-American Awards" for television service technicians may be made by any individual or organization according to an announcement by General Electric. A letter containing the name and address of the nominee and a full description of any public service he has performed in the two years preceding Sept. 30 of this year should be sent to All-American Awards Committee, General Electric, Owensboro, Ky. Eleven top service technicians will be chosen from those nominated, each to receive a trophy and $500 for a public service activity or a charity of the winner's preference. The nominations for these first All-American Awards must be mailed no later than Oct. 18.

Carr & Assoc. Acquires Control Of Scatter Communications Inc.

L. H. Carr & Assoc., Washington consulting engineering firm, has acquired controlling interest in Scatter Communications Inc., Bethesda, Md. Scatter Communications was formed recently and specializes in the design, engineering and installation of scatter radio communications systems.



MR. CARR

In addition to Mr. Carr and his associates (William S. Alberts, formerly general engineering department, Crosley Broadcasting Co., and G. F. Leydorf, formerly engineering director, WJR Detroit), Scatter Communications also includes Clinton F. Foss, William E. Yost Jr. and F. L. McCutchen.

Mr. Carr also is president-50% owner of Developmental Engineering Corp., Leesburg, Va., and 50% owner of Continental Electronics Inc., Dallas, Tex.

DuMont Develops 'Scatter' Link

Successful operation of a complete "forward scatter" communication link in the 2180-mc frequency band was announced Thursday by the development division of Allen B. DuMont Labs. Tests have been conducted between Cedar Grove, N. J., and Somers, Conn., near the Massachusetts border, a distance of 124 miles. The transmitter is capable of handling 72 voice channels with a band-width of 2.5 mc, DuMont said. The system will function line-of-sight as well as scatter, DuMont explained, and is applicable to both communication and military service.

MANUFACTURING SHORT

RCA Camden, N. J., reports shipments of six-section superturnstile antenna to KVSO-TV Ardmore, Okla.; two 2-kw transmitters to WHDH-TV Boston, and 25-kw transmitter to WINR-TV Binghamton, N. Y.

TRADE ASSNS.

SRA Group Approves Spot Plan by GF, B-M

The Tv Trade Practices Committee of Station Representatives Assn. last week gave its views on "partnership" spot campaigns such as the tempest-raising deal between General Foods and Bristol-Myers earlier this year [B•T, July 29].

In short, the committee gave a clean bill of health to such arrangements, but pointed out that the final decision on acceptance is always a matter for station decision [CLOSED CIRCUIT, Aug. 19].

In the unique buying arrangement that touched off the controversy, Bristol-Myers is taking over some of General Foods' prime spot positions during the summertime and at intermittent periods during fall and winter. When the plan became known, some stations, reps, and agencies protested, at least one agency contending this sort of arrangement, if extended, would enable as few as three agencies to get control of prime spot time in virtually all markets. Officials of another agency, Cunningham & Walsh, charged it allowed General Foods to get a summer hiatus without losing its prime positions and also that it was tantamount to time brokerage.

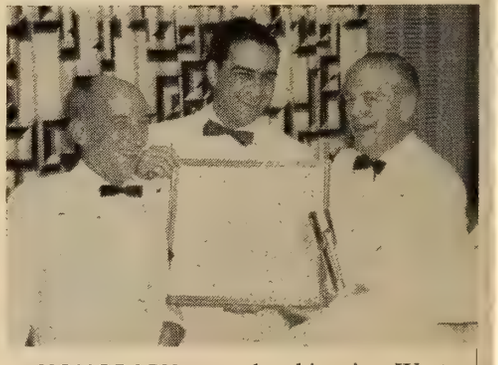
Benton & Bowles, GF agency, worked out the plan for Bristol-Myers, whose principal regular agencies are BBDO, Young & Rubicam and Doherty, Clifford, Steers & Shenfield.

The position of the SRA Tv Trade Practices Committee, headed by Edward Codel of the Katz Agency, was spelled out last week in a memorandum sent to members by SRA Director Lawrence Webb.

The memorandum said that when two advertisers wish to use the same spot schedule for non-competitive products and "make definite commitments for any given number of weeks of tv spot advertising" (assuming their products are acceptable), then the committee feels that:

"(A) these advertisers may be regarded as alternate sponsors of any schedule so purchased;

"(B) the arrangements between two or



HONORARY membership in West Virginia Broadcasters Assn. was presented to Gov. Cecil H. Underwood at the state group's Aug. 16-18 meeting at White Sulphur Springs. L to r: Tom Garten, WSAZ Huntington, association president; Gov. Underwood, and Harold E. Fellows, NARTB president.

more such advertisers do not involve time brokerage, since the stations concerned thoroughly understand who the clients are, which products are involved and at what rate each client shall be charged;

"(C) such arrangements do not grant the advertisers a 'hiatus,' since contracts have definitely established when each advertiser will use the spot schedule purchased;

"(D) because such arrangements between two or more advertisers represent a definite commitment on the part of these advertisers for the period of time involved, the station concerned is not confirming orders more than thirty (30) days in advance;

"(E) apart from any conclusions reached by this committee, or by other persons interested in these matters, in the final analysis stations have the right to accept business under conditions they deem in their best interests, as long as they grant other advertisers similar opportunities."

SRA Says Sales Up 37.9% in Spot Radio

Advertisers' purchase of spot radio time during the first six months of 1957 leaped 37.9% ahead of the same period of 1956 and appeared headed toward an all-time record of close to $200 million for the full year, Station Representatives Assn. reported last week.

SRA Managing Director Lawrence Webb said the half-year report, based on information compiled for the association by the Price, Waterhouse accounting firm, showed spot radio's gross dollar volume for the January-June period totaled approximately $97,401,000 as against $69,215,000 for the same six months of 1956.

Mr. Webb noted that if spot radio sales continue at the present pace the full-year total will exceed by more than $50 million the estimated total of $149,921,000 spent in 1956.

He said the gains are being recorded most strongly in the major markets but that no definite pattern could be recognized on a market-by-market basis. While some important markets have shown losses in spot radio volume because of various factors, including the addition of new tv facilities, other similar areas have registered gains, he asserted.

Mr. Webb said national spot radio business "without any question" is running far ahead of any other medium in its percentage of growth over previous periods. Advertisers, agencies, station management and station representatives, he asserted, all are entitled to "a tremendous amount of credit for having found new ways to use one of the most versatile and powerful sales weapons of all advertising media."

Michigan Group Sets Sept. 11-13

The fall meeting of the Michigan Assn. of Radio & Television Broadcasters will be held Sept. 11-13 at Hidden Valley, Gaylord, with a panel of station representatives included on its agenda. To participate are Lewis H. Avery, Avery-Knodel Inc.; Adam Young, Adam Young Inc., and Sterling B. Beeson, Headley-Reed Co.

Slate of Top Speakers Set for NARTB Meets

Figures prominent in national life have been booked for the series of eight NARTB regional meetings starting Sept. 16 at Schenectady, N. Y., and ending Oct. 25 at Memphis, Tenn. Topping the list is former President Harry S. Truman, who will speak at the Oct.10-11 meeting in Kansas City.

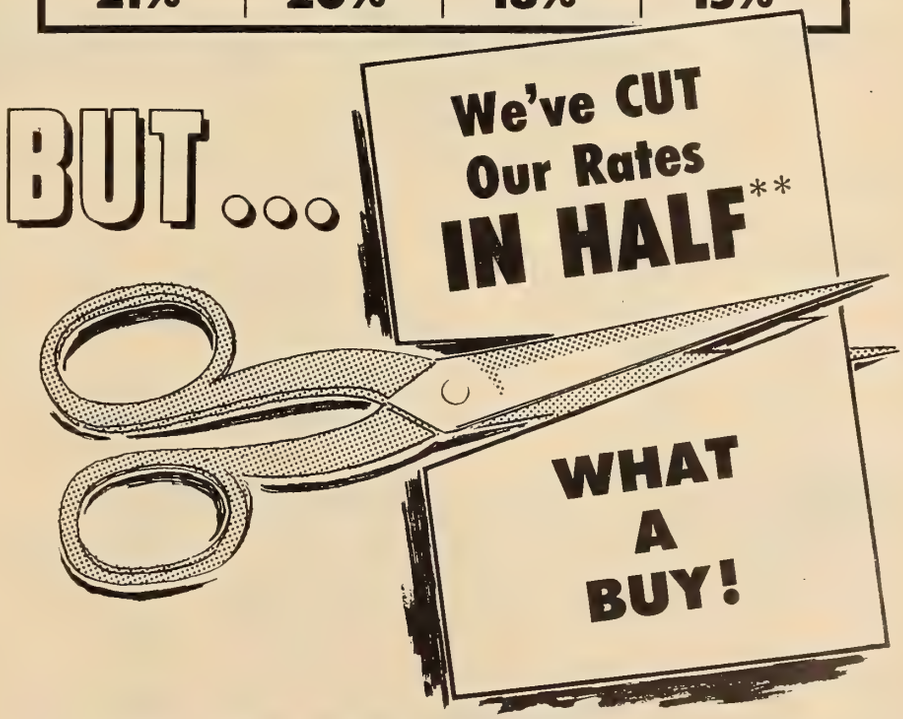
Members and non-members of NARTB are eligible to take part. Two problems face industry review—proposals to change the association's name back to National Assn. of Broadcasters and to conduct a nationwide tv audit circulation study.

Presentations will be given at all meetings by Television Bureau of Advertising and the NARTB Tv Code Review Board.

NARTB President Harold E. Fellows said, in announcing a list of speakers, "We are gratified to have these distinguished men address the conferences, which have as their theme, 'A Time for Decisions'." Agenda topics include toll tv, legislation affecting radio and tv, and spectrum allocation. Opening and closing sessions of the two-day conferences will include NARTB executives who will report on government relations, public relations and broadcast economics. President Fellows will speak at the opening day luncheon. Separate concurrent sessions for radio and tv broadcasters

EVENINGS from 7 P.M.
WHEC, Rochester, N. Y.
Gets the BIGGEST Share of Audience — 25%*

STATION B	STATION C	STATION D	STATION E
21%*	20%*	18%*	15%*



*Latest Rochester Metropolitan Area PULSE, Report March 1957
**Our New Class D Nighttime Announcement Rate

BUY WHERE THEY'RE LISTENING: -

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

will be conducted. John F. Meagher, radio vice president, will lead radio sessions. Thad H. Brown, tv vice president, will lead tv discussions.

Hosts for each conference will be the NARTB Radio Board member in the district where the conference is held. Hosts follow: Simon Goldman, WJTN Jamestown, N. Y.; Robert T. Mason, WMRN Marion, Ohio; James H. Moore, WSLS Roanoke, Va.; Ben B. Sanders, KICD Spencer, Iowa; Thomas C. Bostic, KIMA Yakima, Wash.; George C. Hatch, KALL Salt Lake City; Alex Keese, WFAA Dallas, and F. C. Sowell, WLAC Nashville. (See meeting schedule in UPCOMING, page 90.)

Guest speakers include: Region 1, Gov. W. Averell Harriman, of New York, and Philip D. Reed, board chairman of General Electric Co.

Region 2—Rep. Hugh Scott (R-Pa.).

Region 3—Rep. Oren Harris (D-Ark.) chairman of House Commerce Committee, and Frank R. Ahlgren, editor, *Memphis Commercial Appeal*.

Region 4—Sen. Charles E. Potter (D-Mich.) and Ben R. Donaldson, Ford Motor Co. director of institutional advertising.

Region 5—Ex-President Truman and Charles N. Kimball, president, Midwest Research Institute.

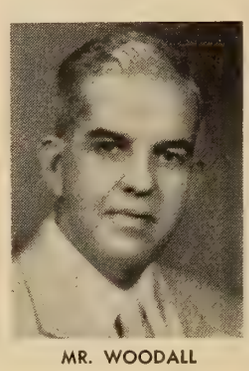
Region 6—Sen. Ralph Yarborough (D-Tex.) and Arthur A. Smith, vice president First National Bank, Dallas.

Region 7—Sen. Gordon Allott (R-Colo.), and Robert Eastman, president, American Broadcasting Network.

Region 8—Sen. Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee, and Gov. Robert D. Holmes of Oregon.

Woodall Heads RAB Group

Allen M. Woodall, veteran broadcaster and president of Radio Columbus Inc., owner and operator of WDAK Columbus, Ga., has been appointed chairman of the executive committee of the Radio Advertising Bureau, according to Kevin B. Sweeney, RAB president. Mr. Woodall succeeds Ward Ingrim, general manager of RKO Teleradio Pictures Inc.'s Don Lee division and its KHJ Los Angeles, who recently relinquished the committee chairmanship upon FCC's grant of ch. 2 at San Francisco-Oakland to San Francisco-Oakland Television Inc. [B•T, July 1]. Mr. Ingrim is part owner of the grantee. Mr. Woodall, who takes over the head of the seven-man committee immediately, has been closely associated with RAB since its inception in 1951.



MR. WOODALL

IT'S RADIO ACTIVE

There's Buying Power In This Here Valley

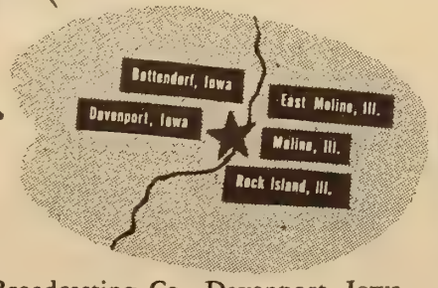


$463,891,000*
Annual Effective Buying Income
(253,000 People)

$1,827*
Annual *per capita* Effective Buying Income
($200 above the national average)

$5,955*
Annual *per family* Effective Buying Income
($500 above the national average)

"Stake out your claim" on this market by placing a schedule of advertising on WOC — NOW!
WOC is 5000 watts . . . 1420 Kc. . . . and an NBC Affiliate.
*Sales Management's "Survey of Buying Power - 1956"



Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

WOC

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

Tri-City Broadcasting Co., Davenport, Iowa

KVOO, NABET Talks Stalemated As Strike Enters Third Week

KVOO Tulsa, Okla., and the National Assn. of Broadcast Employes & Technicians (NABET) still were stalemated last Friday as a strike of six of the station's 14 technical employes moved into its third week. KVOO has maintained uninterrupted programming operations throughout the strike.

The strike was called Aug. 9 after the union had unsuccessfully sought a new contract that would include a closed shop and substantial increases in the pay scale. The station, while offering to compromise on the matter of wages, has refused to comply with the demand that union membership should be a condition of employment.

"We have always respected the right of any employe to join a union of his choice if he so desires, and we equally respect his right not to join," KVOO stated last week. "We strongly believe we should not be forced to fire a person who no longer desires to pay union dues."

The station noted that the lowest paid KVOO transmitter engineer currently receives "considerably" higher wages than the highest scale paid by any other radio station in Tulsa or eastern Oklahoma. KVOO added that, despite this, it had offered increases that would bring wages an average of $65 above those in the largest cities of the South.

Pickets have been maintained around KVOO studio and transmitter sites as well as the Broadcast Center Bldg. under construction in Tulsa which will be utilized by KVOO-TV. In this latter connection, KVOO pointed out that it is owned by Southwestern Sales Corp., while KVOO-TV is owned by Central Plains Enterprises Inc., separately owned, operated and managed.

Earlier this year, NABET had filed charges with NLRB, alleging "unfair labor practices" by the station. NLRB dismissed the charges July 26 and Aug. 9.

NABET spokesman Mary Ellen Trottner, Region 4 director, Friday denied the union seeks a closed shop, but acknowledged advertisers had been contacted in connection with buying of KVOO-AM-TV time. She termed this normal procedure and said it was not a secondary boycott. NABET further claimed that KVOO's wage offer was insufficient and expressed dissatisfaction with plans to integrate certain radio and tv functions in Tulsa.

WGAW Registers Objections To Mass Screening of Pilots

Following complaints from members, Writers Guild of America, West has taken steps to halt mass screenings of tv pilot films for writers.

As many as 75 or 100 writers have been invited to such screenings, only to find themselves pitted against each other for comparatively few assignments, and frequently asked to submit fully developed stories, not ideas or synopses, if interested in writing for the series.

"While the Guild always has recognized that there is a necessary area of proper and constructive exchange of ideas between writer and producer," said Curt Kenyon, president of the Guild's television-radio

branch, "solicited submission of a written story for which payment is contingent on producer approval is pure speculation and as such is proscribed by our minimum basic film television agreement." He commented that stories tailored for a particular series are usually unsalable elsewhere.

WGAW has notified all producers to let the Guild know in advance of any pilot screenings whether or not they are to be "mass" affairs and WGAW in turn will inform its members as to the nature of the screenings. Writers have been asked to notify the Guild of invitations they get to attend screenings and agents also have been informed. Producers also are asked to arrange for a WGAW representative to attend all screenings.

The guild also may adopt rules requiring reports of all interviews between producers and writers to be filed at WGAW headquarters, as well as duplicate copies of all "ideas" or "premises" sought by producers, as part of its all-out fight to stop producers from violating the guild's speculative writing prohibition. The WGAW working rules committee is examining the whole question of what constitutes permissable submissions by writers to producers and studying stringent recommendations made by the tv-radio writers board.

Hollywood AFM Local Polls Arrangers, Copyists on Scale

Arranger and copyist members of the Hollywood Local (47) of the American Federation of Musicians are being polled by the union as to what action, if any, they wish taken to enforce the increased wage scale adopted by the local for work on phonograph records.

The new scale, raising base rates for orchestrating from $3.99 to $5 a page and for copying from 81 cents to 90 cents a page, has not been recognized by the phonograph recording companies, who have continued to make payment for such work at the old rate [At Deadline, Aug. 12].

Recording companies have a national AFM contract running until Dec. 31, 1958, which specifies a national scale for instrumentalists, but not for arrangers and copyists, leaving that up to the individual locals. New York and Hollywood locals, whose members do most of the phonograph recording work, have set scales. Most other locals have not, making individual agreements on payment for the infrequent recording work they may have.

The national agreement has a no-strike clause which would prevent performing musicians from joining in a strike of arrangers and copyists, so if these AFM members did decide to stop work for the recording companies unless the new scale is paid, they might merely be putting themselves out of work, since the companies could transfer such work to some other city. The possibility of an inter-city agreement among AFM copyists and arrangers to prevent such a work transfer also is being studied.

KMGM-TV SOLD TO NATL. TELEFILM

National Telefilm Assoc., tv film distributor and producer and half-owner of the NTA Film Network, is announcing today (Monday) the purchase of 75% of KMGM-TV Minneapolis-St. Paul, its first broadcast station acquisition.

Although the purchase price was not disclosed, it is understood to be in the neighborhood of three quarters of a million dollars for the 75% interest of United Television Inc. Loew's Inc. will retain its 25% ownership in KMGM-TV.

For some time, NTA has let it be known that it would enter the station field. It is understood that NTA will seek still other stations, is negotiating with several now and expects to acquire three or four more outlets within the next two to three months. NTA also has plans to acquire radio stations in those markets where they would be complementary to tv station acquisitions.

The controlling interest in KMGM-TV was purchased from Sy Weintraub, United Television president, who also controls Flamingo Films, tv film producer-distributor, and Thomas B. Johnson, principal stockholder and board chairman. Negotiations for the sale were conducted by President Ely Landau, Edythe Rein, vice president, Ted Cott, asst. to the pres., for NTA; Messrs. Weintraub, Johnson and George W. Eby for United Television.

In announcing the purchase jointly with Mr. Weintraub, Mr. Landau said, "this marks the entry of NTA into the tv station ownership field. NTA expects to expand in that direction until we have our full quota of stations authorized by FCC." (Five vhf and two uhf stations.) At the outset, he said NTA will limit itself to independents.

KMGM-TV, which began operations Jan. 9, 1955, as KEYD-TV on ch. 9, will be operated as an autonomous and self-contained company. NTA will organize a new corporation for its broadcasting activities.

The present owners of the station bought the property from Family Broadcasting Corp. last year. That sale was approved by FCC in May of last year. KMGM-TV operates with an authorized power of 316 kw visual and 158 kw aural.

NTA was organized by Mr. Landau in August 1952. Currently it is the exclusive distributors of all films from 20th Century-Fox, comprising 23 film series and 1,450 short subjects and cartoons. In addition to this distribution activity, NTA produces film series in conjunction with Desilu Productions and TCF Inc., the latter the tv division of 20th Century-Fox Film Corp. NTA and 20th Century each own 50% of the stock of NTA Film Network which began commercial operations last April. National advertisers of the network series (feature films) have included Warner-Lambert Pharmaceutical Co., Sunbeam Corp., Hazel Bishop Inc. and P. Lorillard Co. (Old Gold cigarettes). Other NTA divisions:

RATE CARD

SPANISH AND SOUTH AMERICAN MUSIC*

MONTHLY FEES

1 yr. contract	2 yr. contract	3 yr. contract
$7.00	$6.00	$5.00

* *one of the 9 sections available from*
The SESAC Transcribed Library

THE SPANISH AND SOUTH AMERICAN MUSIC SECTION CONTAINS:

- 244 rumbas, sambas, tangos, authentic Spanish dances, waltzes, beguines, boleros.
- Informative program notes for each selection.
- Gay, saleable scripts.
- Outstanding artists on top quality discs.

For complete information, write—

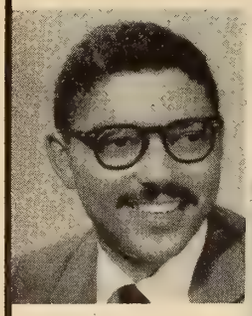
SESAC INC.

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

as always . . .
New Orleans'
ONLY
STATION
with 100%
All Negro

WMRY

★ PROGRAMMING
★ PERSONALITIES



"Versatile"
Larry McKinley
10 to 12-noon
4 pm to Sign Off



"Sister"
Bessie Griffin
12 to 2 pm



"Deacon"
Jack Willman
8:30 to 10 am



"Groovy"
Gus Lewis
Sign on to 8:30
2 to 4 pm

WMRY
The Sepia Station
1000 WATTS 600 KC.
New Orleans
Mort Silverman—Exec. V. P. & Gen. Mgr.
Gill-Perna, Inc.—Nat'l. Rep.

NTA Pictures Inc., theatrical releasing company, and Famous Films-Programs for Television, a division handling reruns.

NTA claims assets "in excess" of $30 million. It became a publicly-owned corporation in June 1955 when it offered 300,000 shares of stock for sale. The stock is traded on the American Stock Exchange. Last July, NTA Inc. had a public offering of $5 million of 6% sinking fund subordinates notes with common stock purchase warrants attached and 350,000 shares of common stock, with the total underwriting figure reaching $7.5 million.

Brown Group Sells KFEQ-AM-TV to Fines

Kenyon Brown, Harry L. (Bing) Crosby Jr., George L. Coleman and Joseph A. Thomas last week sold KFEQ-AM-TV St. Joseph, Mo., in which they are equal partners, to the Fine family for $841,928 plus assumption of other obligations which could bring the total sales figure to about $1 million. The Fines (Jesse, Oscar, Isadore and others) operate a theatre chain in Indiana and once owned WFIE (TV) Evansville, Ind. The sale is subject to FCC approval.

Other stations sold last week, also subject to FCC approval included: WDLP Panama City, WCOA Pensacola, WTMC Ocala, all Florida, and 50% of WMEG Eau Gallie, also Florida, and WEKR Fayetteville, Tenn.

Mr. Brown, who presently lives in Wichita Falls, Tex., said the sale of KFEQ (680 kc, 5 kw) and KFEQ-TV (ch. 2) was prompted by the wishes of he and his associates to devote more of their attention to KCOP (TV) Los Angeles, sold to them by Copley Press Inc. last June for $4 million [B•T, June 3]. This deal is expected to be consummated shortly. Meanwhile, Mr. Brown will move to Beverly Hills to be close to KCOP.

His other broadcasting interests include: sole ownership of KLYN Amarillo and KWFT Wichita Falls, both Texas; about 50% of KANS Wichita, Kan., and KBYE Oklahoma City; and about 20% of KGLC Miami, Okla.

Film star Bing Crosby and Mr. Coleman each own 6% of KGLC. Mr. Thomas is a senior partner in the investment banking firm, Lehman Bros., New York. The four partners bought KFEQ-AM-TV in 1955 for $550,000 from Barton Pitts.

John H. Perry Jr. last week sold three Florida ams for a combined $550,000. WDLP Panama City (590 kc, 1 kw) and WCOA Pensacola (1370 kc, 5 kw) went to Denver T. Brannen for $400,000. Mr. Brannen also owns WDEB Gulfport, Miss., and KCIL Houma, La.

The third station, WTMC Ocala (1290, kc, 5 kw) was sold to Ray Herbert Gunckel for $150,000. He is seeking FCC permission to sell his 60% of WABR Orlando to James Sawyer.

The transaction leaves Mr. Perry with WJHP-TV Jacksonville and WESH-TV Daytona Beach, 11 Florida daily newspapers and another in Kentucky. Broker for the multiple sale was Blackburn & Co.

Smaller stations deals involved the sale of the remaining 50% of WMEG Eau Gallie, Fla. (920 kc, 1 kw), by Seymour Krieger and Norman Jorgensen, Washington, D. C., attorneys, to A. V. Catterton and Victoria C. Martin, vice president and treasurer respectively, for $32,000. Each already owns 25% of the outlet.

A 25% interest in WEKR Fayetteville, Tenn. (1240 kc, 250 w), was sold by John R. Crowder to James W. Tate, station manager there, for $15,000. Mr. Crowder still has a 50% interest. Both of these purchases were negotiated by Paul H. Chapman Co.

'H' MARKS THE SPOT

A package "full of pills and needles" was discovered by some youngsters during KILT Houston's recent $25,000 treasure hunt, and station newsmen promptly alerted the local narcotics squad.

The police then returned the bundle to its original spot, staking out the place to await the dope "pusher." But so many treasure hunters kept finding the parcel that the trap was abandoned. Narcotics experts estimated the kit contained $15,000 worth of heroin.

WILD Becomes WYDE; Plans Set For 'WYDE-aWAKE' Promotion

WILD Birmingham will take new call letters WYDE on Labor Day, but not before joining its sister station, WAKE Atlanta, in a "WYDE-aWAKE" promotion that starts today (Monday).

Both of the Bartell stations will push the campaign until Friday when free coffee will be served to Labor Day travelers on one of the busiest highways in Alabama for the entire holiday weekend.

Restaurants throughout Birmingham also will give free coffee to any customer telling they they want to be "WYDE-aWAKE." Another build-up will include airplanes towing "WYDE-aWAKE" safety reminders over the region.

WOI-TV Revises Rate Card

WOI-TV Ames, Iowa, has published a new rate card, effective next month, which shows simplified time classifications and higher charges. The schedule has been revised to show three time classes, A-C, instead of the former Classes A-D. Class A rates are $650 for one hour and $52.50 for 10 seconds. Old rates in that classification were $500 and $50. Frequency discounts are offered.

Radio Buy...
KOSI Denver
1
KOBY San Francisco
HOOPER — PULSE — NIELSEN
KOSI—See Forjoe
KOBY—See Petry

Radio-Tv Carry Ball In Boston, Detroit

As Boston stations continued to serve a newspaper-struck community for the second week [B•T, Aug. 19], Detroit radio-tv last week found itself in a similar situation, also resulting from a disagreement between newspaper mailers and management.

In contrast to Boston stations, few Detroit outlets publicized special news and local advertising programs. James H. Quello, promotion manager of WJR Detroit, said Wednesday the strike was expected to end from day to day and that there had not yet been any strong pressure at WJR from advertisers who ordinarily rely on print.

The Detroit Newspaper Publishers Assn. bought spots on some stations Sunday, Aug. 18, the day after mailers had begun picketing the *News,* to explain why there were no newspapers. (The *Times* and *Free Press* also were shut down because of joint labor contracts.) The Karl G. Behr Advertising Agency placed the association schedule.

WWJ-TV flew in film of James R. Hoffa's Washington testimony for hour shows twice daily in the Teamster leader's bailiwick. Meanwhile from New York, Television Bureau of Advertising, under direction of Howard P. Abrahams, director of retail sales, has sent storyboards to retailers in both cities showing how to translate print ads to television. Radio Advertising Bureau took no special action, since stations already had been supplied with retailer aids.

With the Boston newspaper strike continuing since Aug. 9, stations have noted substantial sales gains, while providing stepped-up service in news, special interest, and sports features.

Many radio stations report some customer-relation problems due to inability to fit heavy strike business into already tight schedules. For the most part city and Greater Boston radio independents report a 15% to 17% increase in billing.

Both radio and television report a notable increase in business from all major Boston department stores, men's specialty shops, real estate firms, drive-in theatres, and national magazines. Tv reports a slight increase in furniture and automobile booking. Many station managers believe "first time," remained in that category, however, cast schedules after the newspaper strike ends.

WHDH radio, an outlet of the *Herald-Traveler* newspaper group, has especially heavy booking in nighttime shows, and late afternoon slots. All news digests before the strike carried sustaining remained in that category. Hearst papers bought additional daily roundups, however.

CBS o&o WEEI reports "a very healthy increase" especially in department stores and specialty shops. Little extra news has been added, but WEEI continues to feature its regular obituary notices, Dow-Jones averages, extensive financial news, sports commentary and background. As a business service, a daily memo is sent to all city banks, listing obit notices read on the air, permitting banking officials to seal safe deposit boxes and close-out trusts. WVDA Boston has sent a newsboy to street corners to promote a special broadcast service, three daily editions of the half-hour *Radio News Journal.*

Among radio independents, WCOP, WHIL, and WCRB report a 20% sales increase. WHIL reports significant gains in neighborhood and drive-in theatres, and suburban real estate spots.

Likewise, the increase in billing concerns itself with regular advertisers increasing allowances. Both WBZ-TV and WNAC-TV report many firms still holding out with television advertising in the hope that newspaper-union negotiations will end the strike. The respective Westinghouse and Yankee stations indicated that national print advertisers as well as local outlets are pushing products on tv. WBZ-TV has been especially successful in a real estate promotion with two half hour blocks bought by Town & Country Homes.

Boston department stores heavily patronizing the two tv outlets with one-minute and 30-second spots have reported excellent results in sales of women's clothes. The Yankee Network, WNAC and WNAC-TV are running 38 hourly and half-hour daily news bulletins and news digests and posting news at crossroads points around town. WBZ-TV supplemented regular news schedules with 112 bulletins in the past week.

Merchandise publicity that might otherwise have appeared in newspaper columns has been converted for television by some retailer promotion departments. The R. H. Stearns Co., Boston and suburban department store, staged a doll fashion show that resulted in film coverage on three stations.

The Manchester, N. H., outlet, WMUR-TV, reports heavy booking from Boston department and specialty stores, together with added automobile spots. WMUR-TV, although a regular advertising outlet for some Boston market advertisers, attributes a nearly 20% billing increase to the print strike.

The Boston educational outlet, WGBH-TV had added hours to its schedule for extra service. On Sundays when no regularly scheduled live shows are seen, the station is producing two hours of live news roundups and features.

Baltimore Dinner Honors Carter

Some 200 prominent citizens of Baltimore, along with broadcast executives of that city, paid tribute to Kenneth L. Carter, recently resigned general manager of WAAM (TV) at a testimonial dinner last Tuesday. Mr. Carter, who served five years on the NARTB Board, latterly as its vice chairman, told the group he shortly would

BUY SOUND-FACTOR PLAN
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

ALL TEN
OF THE
TOP TEN
PLUS
24 of the
TOP 25
ON
WSAZ-TV

In the June 1957 ARB survey of the 110 county area served by Huntington Charleston television . . .

WSAZ-TV PROGRAMS
ARE
WAY OUT IN FRONT

1 THE FORD SHOW
2 THE PERRY COMO SHOW
3 YOUR HIT PARADE
4 THE LORETTA YOUNG SHOW
5 THE CHEVY SHOW
6 THE PEOPLE'S CHOICE
7 FATHER KNOWS BEST
8 THE STEVE ALLEN SHOW
9 TWENTY ONE
10 THIS IS YOUR LIFE



HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

announce his new connection but could not say whether it would be in or outside broadcasting.

Mr. Carter resigned coincidentally with the transfer of the ch. 13 ABC outlet to Westinghouse Broadcasting Co. in a $5.1 million transaction in Westinghouse stock. Larry Israel, WENS (TV) Pittsburgh, succeeded Mr. Carter as general manager.

DATELINES

Newsworthy News Coverage By Radio and Television

NEW YORK—WOR set up advance telephone contact with those who were later to become involved in the Levittown, Pa., incident in which police used clubs to break up demonstrators protesting a Negro family's purchase of a home in the all-white community. As a consequence of this preparation, the station reports, it was able Aug. 19 to air on-the-scene descriptions of the events by beeper, as well as interviews fed by Mike Flaherty of WBUD Trenton, N. J. Directing the coverage for WOR were Marvin Camp, assistant news director, and Tom Glennon, news writer.

BOSTON—WBZ-TV camera-correspondent Phil Galligan surprised two thieves trying to pry open the door of his car which contained several hundred dollars worth of photographic equipment. The youths fled the scene. Mr. Galligan "armed" himself with a camera and chased the two down the street shooting film as he ran. He finally was joined in the chase by two policemen who shortly cornered the culprits. Within minutes, WBZ-TV's Sunday 11:00 p.m. broadcast featured the films.

SAN ANTONIO—KITE now is providing daily courtroom reports on the libel trial of *Confidential* and *Whisper* magazines, writes the station, with Pat Harty of KLAC Hollywood beeper-phoning major courtroom developments as they happen. Background stories are taped for use throughout the day.

REPRESENTATIVE APPOINTMENTS

WOL Washington, D. C.; WDOV Dover, Del., and **WNAV Annapolis, Md.,** appoint Headley-Reed Co.

KOAT-TV Albuquerque, N. M., names Bolling Co., N. Y.

WJQS Jackson, Miss., appoints Branham Co., N. Y.

WWTV (TV) Cadillac, Mich., appoints George P. Hollingbery Co., effective Sept. 1.



NBC-TV, Ann Arbor Center Set 5 New Live ETV Network Series

NBC-TV and the Educational Television and Radio Center at Ann Arbor, Mich., will present five new series of live television programs over an educational tv network beginning, Oct. 28, NBC-TV announced last week. Programs will be developed in the fields of the International Geophysical Year, current affairs, American resources and in two other areas to be announced later.

Each of the five series will include 10 sessions to be televised over a 10-week period Monday-Friday 6-6:30 p.m. EST. NBC will underwrite the costs and be responsible for development of three of the series; the center will underwrite and produce the other two. Educational stations which will benefit from the project are affiliates of the center and number 23 now on the air and four others which are expected to be broadcasting in time to pick up the programs.

WTHS-TV on School Schedule

WTHS-TV Miami, Fla., non-commercial, educational station on ch. 2, has announced it will sign on at 8:30 a. m. during the coming school year to broadcast to classrooms of nine schools selected from the Dade County system.

Tv classes between 8:30 and 3 p. m. will be beamed to three elementary schools, three junior high and three senior high schools, reaching a minimum of 4,400 students per day in various classes, according to Vernon Bronson, director of the station.

The school hours are in addition to WTHS-TV's regular schedule.

META Gets New $25,000 Grant

Metropolitan Educational Television Assn. has received for the third consecutive year a grant of $25,000 from the New York Foundation toward META's operating expenses. META, at its production center in the Carnegie Endowment Bldg., 345 E. 46th St., New York, plans to prepare live and filmed educational television programs for presentation over existing New York stations and for distribution to other educational tv stations in the U. S.

SHOESTRING TV

A closed-circuit television network, dubbed "Operation Shoestring" because it cost less than $3,000, has been employed at Euclid Elementary School in Schenectady, N. Y., during the past four months, it was announced by General Precision Lab, Pleasantville, N. Y. Scores of fifth and sixth grade children participated in a project which utilized second-hand tv sets and the school's motion picture sound amplifier, the announcement said. A General Precision classroom vidicon camera with interchangeable lenses was used in the operation.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Jack Kopp, brand supervisor, Leo Burnett Co., N. Y., elected vice president. **Nelson Winkless,** chief of tv writers, Needham, Louis & Brorby, N. Y., and **Grace Teed,** assistant director of home service, Whirlpool Corp., St. Joseph, Mich., join Leo Burnett as tv film copy supervisor and home economics adviser, respectively.

James S. Cohan, formerly marketing-merchandising consultant, D'Arcy Adv., N. Y., on Budweiser beer account, to Dreyfus Co., L. A., as account executive.

John M. Clampitt, formerly advertising program manager of Aluminum Co. of America, to Marsteller, Rickard, Gebhardt & Reed, Chicago, as account executive. **Bradley M. Wyatt** and **David B. Smart** appointed assistant account executives.



◄ **Norman Traynor,** manager of radio-tv department, Brooke, Smith, French & Dorrance, Detroit, named director of radio-tv.

George A. Karl promoted from senior research analyst to market research director at The Buchen Co., Chicago.

Maurice Lesemann, vice president, Foote, Cone & Belding, L. A., transfers to S. F. office as creative director. He will be responsible for basic campaign planning. Other appointments in S. F. office are **Thomas J. Sexton** (formerly with N. W. Ayer & Son, S. F.), art director; **William McCauley** (formerly with Buchanan & Co.), production supervisor, and **George Westfall** (sales promotion and advertising offices of General Electric), copywriter.

Thomas G. Johnston, formerly creative group head at Needham, Louis & Brorby, Chicago, to McCann-Erickson, same city, as associate creative director.

Robert J. Hooper, assistant account executive on Rambler Div. of American Motors Corp. account, Geyer Adv., N. Y., promoted to manager of agency's service department.

Edmund W. Morris, formerly with Lever Bros., to Bristol-Myers, N. Y., products division as manager of product development.

Robert M. Van Brundt, formerly tv advertising manager at Motorola Inc., Chicago, to Zenith Radio Corp. as advertising manager for hearing aid division.

Ward F. Parker appointed coordinator of merchandising and marketing at J. Walter Thompson Co., Chicago.

Richard Barrett, Stiller, Rouse, Berggren & Hunt, Beverly Hills, Calif., to Stromberger, LeVene, McKenzie, Los Angeles, copy staff.

Tom Kaufman, formerly operated his own public relations office in Milwaukee, Wis., to Henry J. Kaufman & Assoc., Washington, D. C., public relations division.

FILM

William A. Cruikshank Jr., president of Four Star Films Inc., elected member of board of directors, Official Films Inc.

Harvey L. Fichter, account executive with Television Programs of America and head of its New England sales division, to Official Films Inc., N. Y., as northeast account supervisor. Other new account executives, in addition to Mr. Fichter, are **Frank Meyers,** Republic Pictures, now heading Official's Dallas office; **George Gilbert,** formerly with Screen Gems and Interstate TV; **Stan Byrnes,** previously with TPA and Studio Films, and **Ray Fuld,** MGM-TV.

Myron Elges, San Francisco manager of Western Dailies, newspaper representative firm, to Television Programs of America as account executive for northern California and Northwest. **John Morgan,** from TPA's central division, named account executive for southern California, Nevada and Arizona. Mr. Elges will headquarter in San Francisco and Mr. Morgan in Hollywood.

Norman Powell, recent graduate of Cornell U., to Four Star Films Inc., Hollywood as second assistant director.

Mitchell Leisen, veteran motion picture director, named executive consultant on forthcoming one-hour Shirley Temple fairy tale film programs being produced by Henry Jaffee Enterprises at Screen Gems studios on west coast.

John Wilkoff, supervisor of tv sales promotion for NBC, to Screen Gems, N. Y., as special program presentation writer.

NETWORKS

Richard G. Cahill, member of ABC Central Div. sales staff, to NBC Chicago Tv Spot Sales Dept. as account executive.

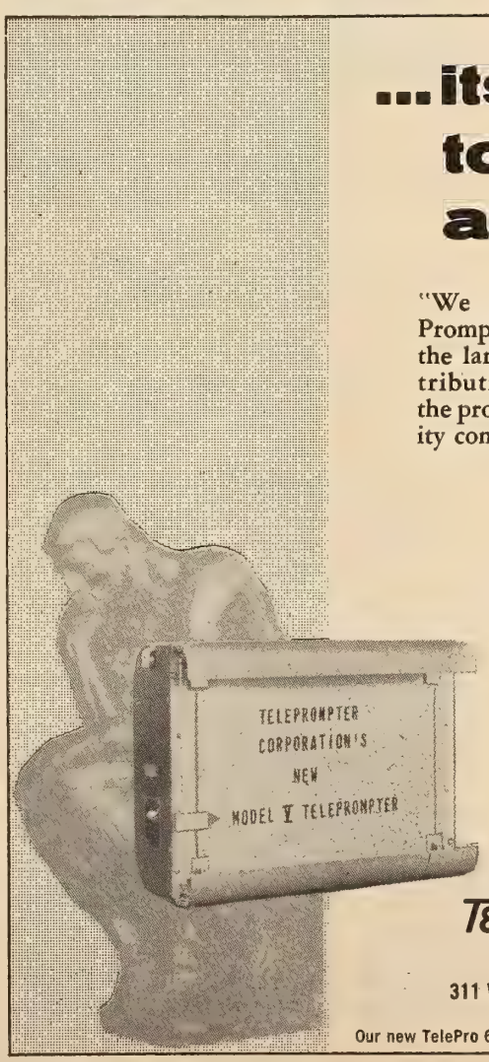
Jack Shea, director of last season's Bob Hope tv shows, named director of *Jerry Lewis Show,* starting on NBC-TV, Nov. 4 (Mon., 9-10 p.m.), **Walter Scharf,** veteran conductor-arranger-composer, will be musical director and **Nick Castle,** motion picture-tv dance director, will be choreographer for series. **Ernest D. Glucksman** previously was named producer of show.

Ted Rogers, formerly executive producer of NBC-TV's *Home* show, named producer of network's *Wide, Wide World.*

Del Reisman, assistant story editor of CBS-TV's *Playhouse 90,* promoted to story editor.

William T. Kilborn, 59, member of board of directors, American Broadcasting - Paramount Theatres, died Aug. 14.

Mary Taylor, 56, originator of NBC pro-



...its words to the wise are sufficient

"We feel that TelePrompTer has made the largest single contribution possible to the production of quality commercials."



Mr. Bill Fall
Program Director
WFBM-TV
Indianapolis, Ind.

National advertisers and the television networks utilize TelePrompTer on 8 out of 10 top shows.

TELEPROMPTER CORPORATION
Jim Blair, *Equip. Sales Mgr.*
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

Our new TelePro 6000 rear screen projector changes 62 slides every 60 seconds

THE BIG NEW SOUND
IN EAST TEXAS IS
DOUBLE FORMER POWER
KTBB TYLER TEXAS
1000 WATTS 600 KC
Ask Venard Rintoul & McConnell, Inc., in New York & Chicago or Clyde Melville in Dallas about the all new programming on KTBB in which "News & Music" predominate, plus the only Tyler station with mobile news unit, award winning news staff, radio farm director and 28 county coverage.



gram in 1930s, *Consumer Time*, died in New York last week of cerebral tumor. She most recently was director of division of reports of children's bureau, Dept. of Health, Education and Welfare.

STATIONS

Theodore F. Mueller, vice president-publisher of *Newsweek* magazine; **Borden R. Putnam,** vice president, treasurer and director of international divisions of *Newsweek*, and **Hoyt Ammidon,** member of board of directors, *Newsweek*, elected to board of directors of KFSD Inc. (KFSD-AM-FM-TV), San Diego. **Jay Grill,** director of sales, KFSD-TV named vice president of KFSD Inc.



◄ **John F. Box Jr.,** executive vice president of Bartell Group, named general manager of WBMS Boston. He will continue to supervise KRUX Phoenix where he has been general manager since Bartell's acquisition of station early in 1956.

Bill Morgan, executive, McLendon Corp., to KIXL Dallas, Tex., as general manager.



◄ **Irv Laufer,** general manager of KBMI-KSHO (TV) Las Vegas, Nev., to KFOX Long Beach, Calif., in similar capacity. Before joining Las Vegas stations in 1956, Mr. Laufer was associated with KFWB Hollywood for four years as account executive.

George Brooks, KSUM Fairmont, Minn., to KMRS Morris, Minn., as general manager.

Wally Rossmann, sales manager, KXL Portland, Ore., named station manager.

Edwin L. Doyle, WHAW Weston, W. Va., promoted to station manager, succeeding **George W. Yazell,** who joins WJLS Beckley, W. Va.

Theodore W. Herbert, formerly eastern sales manager of MBS o&o stations, has been appointed to new post of national sales manager in charge of New York office of WPAT Paterson, N. J.

Art Rivera, public relations director, WQXT Palm Beach, Fla., takes on additional duties as sales manager.

Doug Thompson, program director, KCTV (TV) San Angelo, Tex., to KPAC-TV Beaumont-Port Arthur, Tex., as program manager and **John Stegall,** formerly director and production supervisor of KFJZ-TV Fort Worth, to KPAC-TV as production manager.

Max Goldfarb, formerly with WJLB Detriot, to WGHB Wayne, Mich., as commercial manager.



◄ **A. H. (Chris) Christensen,** promotion manager, KEX Portland, Ore., to WAAM (TV) Baltimore as advertising and sales promotion manager. **Keith McBee,** WBAL-TV Baltimore newsman, joins WAAM as new editor. **Buddy Deane,** WITH Baltimore, and **Jack Wells,** WCBM, same city, to WAAM as disc jockeys.



◄ **Robert S. Yeager,** Building Digest Inc. (industrial magazine publishers), to WFBM Indianapolis as program director. Mr. Yeager previously was program director of WLW Cincinnati, Ohio, and WTMA Charleston, S. C.

John Edington, program director, KLAS Las Vegas, Nev., to KLIX Twin Falls, Idaho, in similar capacity. **Don Cederstrom,** chief engineer of KLIX-AM-TV, named engineering director and **Dave Evans,** KLIX-AM-TV announcer, named KLIX-TV operations manager. **Norm Gray,** production manager of KID-TV Idaho Falls, to KLIX-TV as account executive-director and **Lou Munroe,** traffic director-copywriter, KEEP Twin Falls, to KLIX-TV as account executive. **Don Foley,** program director, KEEP, to KLIX-TV as announcer and **George Williams,** sales service representative, *Ogden Standard Examiner*, Ogden, Utah, to sales service staff of KLIX.

Edward M. Hoerner, associated with WWL New Orleans for past 17 years, named WWL-TV program director.

Richard D. Morgan, radio-tv director, Lewis E. Wade Adv., Ft. Wayne, Ind., to WPTA, same city, as director of sales service.

Royal McCullough named director of public relations for WSM Nashville, Tenn., succeeding **Harrianne Moore.**

Sharon Sims, assistant publicity director, KTRK-TV Houston, promoted to publicity director. **Betty Mahan,** KTRK-TV's accounting department, named assistant publicity director.

Robert MacFadyen, publicity department, KTTV (TV) Los Angeles, named assistant publicity director.

Jim Adelson, sports director, KXJB-TV Valley City-Fargo, N. D., resigns to join WINR-AM-TV Binghamton, N. Y., in similar capacity, and is succeeded by **Sid Cichy,** football coach at Shanley High School in Fargo.

Gilbert Stein, art director, WJAR Provi-





WTOC-AM-FM-TV Savannah, Ga., business manager, Esther Pruett, receives a trophy from John Jacobs, associated with WDUN Gainesville and new president of Georgia Assn. of Broadcasters, for her "many years of outstanding service" to the association. The trophy bears the inscription "To you in recognition of what you have meant to the Georgia Assn. of Broadcasters."

dence, R. I., to WTIC-TV Hartford, Conn., in similar capacity.

G. Dale Larson, production staff and scenery department, WOW-TV Omaha, Neb., named director of staging.

John Traxler, formerly film buyer, KTVI (TV) St. Louis, to WLWI Indianapolis as film buyer and director.

Lenard Sait, formerly with WNRC New Rochelle, N. Y., to WLIB New York as account executive.

Doug Boaz, Moloney, Regan & Schmitt Inc. (newspaper representatives), S. F., to KGW Portland, Ore., as account executive.

Jim Richey, formerly with KIMN Denver, to KBTV (TV), same city, as account executive.

Star Thomas, head of his own insurance business in Lebanon-Corvallis (Ore.) area, to KEX Portland as account executive.

William L. Brooks, formerly state and regional manager, Medley Distilling Co., to WFIE-TV Evansville, Ind., as account executive.

Lee Boyan, WDGY Minneapolis, named account executive.

Bob Taylor, announcer-director, WFIE-TV Evansville, Ind., promoted to production supervisor.

Marcella Hein, procurement supervisor at WNBQ (TV) Chicago and storyteller on station's *Bible Time* series, resigns to move to West Coast. **Adele Hemphill,** with NBC Chicago for 25 years, succeeds her as supervisor.

John Utley, program operations coordinator, KABC-TV Los Angeles, to KLAS-TV Las Vegas, Nev., where he will be in charge of continuity and promotion. He is succeeded by **Mark Goode,** KABC-TV typing department.

Bob Kerr, announcer at WDAF-TV Kansas City, Mo., for past five years, to KFI Los Angeles as producer-announcer.

Robert M. Henry, news director, WBIR-TV Knoxville, Tenn., to WFGA-TV Jacksonville, Fla., as night editor of news department.

Jim O'Leary, disc jockey, KCBQ San Diego and formerly with KBIG Catalina, Calif., returns to KBIG as host of *Catalina Bandstand.* He succeeds **Don Lamond,** resigned.

Charlie Murdock, formerly with WRVA Richmond, Va., to WQAM Miami as m. c. of afternoon record show.

Michael Whorf joins WTAG Worcester, Mass., announcing staff.

George Glavin, formerly sales manager, KTVW (TV) Seattle, to KOL, same city, sales staff. **Robert Ward** joins KOL publicity and promotion staff.

Alex A. Kolensky, sales department, KOMA Oklahoma City, to KGEO Enid-Oklahoma City sales staff.

Patt Wright, media assistant, Kenyon & Eckhardt, to KLAC Los Angeles operations department.

Charles Topmiller, president, WCKY Cincinnati, Ohio, is serving as volunteer head of United Appeal's radio division.

David M. Segal, president, Mid-America Broadcasters Inc. (KOBY San Francisco; KOSI Denver, Colo., and WGVM Greenville, Miss.), married Jeanne H. Shwayder.

George Watson, 57, WBBM Chicago comedian, character actor and announcer, died Aug. 18.

REPRESENTATIVES

Esther Rauch, timebuyer with Leo Burnett Co. on International Harvester, Convert rice, Marlboro and Tea Council, to John Blair & Co., Chicago, as midwest sales development manager.



◄ **Jack Davis,** formerly manager of McGavren-Quinn Co.'s New York office, to Stars National Inc., same city, as account executive.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential



Only ONE is atop the
Continental Divide
Serving both the Atlantic and Pacific Sides of America
KXLF - TV4 Montana
Butte
East—The Walker Co.
West—Pacific Northwest Broadcasters

Advertisement

C.C.A. Considered Terrific Success

Ken Kilmer, General Manager of Radio Station WMRI in Marion, Indiana, writes John C. Gilmore, Vice President of Community Club Awards, "Now that we have finished our first Community Club Awards campaign on WMRI, I thought you would like to know that we not only consider it a terrific success, but I'm happy to report that over 75% of our clients are continuing with a regular schedule.



KEN KILMER

"You'll be hearing from us in the near future when we get some plans laid for our next campaign," says Kilmer, manager of one of the 175 stations already running or signed to run CCA.

COMMUNITY CLUB AWARDS
Box 11296
NORFOLK, VA.
Phone: MA 2-4842

Seymour (Hap) Eaton, north central sales supervisor, NBC Television Films, Chicago, to Peters, Griffin, Woodward Inc., N. Y., as tv account executive.

Kevin McDermott, account executive, Katz Agency, to Blair Television Assoc., N. Y., as account executive.

TRADE ASSNS.



◄ **Russ Severin** joins NARTB, Washington, as field representative covering South. He has been in broadcasting since 1947 and has had experience in sales, production and programming with WTAR-TV Norfolk, Va.; WXEX-TV Petersburg, Va.; KRGG (TV) Jefferson City, Mo.; KWTV (TV) Oklahoma City, and KRCA (TV) Hollywood. Mr. Severin succeeds **Barney Ogle** who joins Hamilton, Stubblefield, Twining & Assoc. [AT DEADLINE, Aug. 19]. **Gerald W. Elbers,** assistant to executive director of President's Committe on Education Beyond High School, joins NARTB as publications editor. His duties will include editing NARTB's weekly *Highlights,* writing speeches and press releases.

Sid Held, general manager, KVEN Ventura, Calif., elected to board of directors of Southern Calif. Broadcasters Assn. He will represent District One (extends from Ventura to Santa Maria). Others elected to board of directors are **Ben Paschall,** general manager of KAFY Bakersfield, who will represent District Two (Bakersfield and Wasco) and **Bob Blashek,** vice president, KCMJ Palm Springs, who will represent District Three (San Diego to San Bernardino, except Los Angeles and Orange counties).

George C. Webster, management consultant and board member of Electric Institute of Washington (D. C.), named to represent National Appliance & Radio-Tv Dealers Assn. at President's Small Business Conference in that city Sept. 24-26.

PROGRAM SERVICES



◄ **Richard W. Hubbell,** most recently vice president and general manager of Carlos Franco Assoc., N. Y., to International News Service as business representative. He will work out of INS New York office and handle services to radio-tv stations, newspapers and advertising agencies in New York and New England areas.



◄ **John A. Buning,** former American Broadcasting Network account executive, also joins INS as business representative. Mr. Buning will be in southern division and headquarter in Atlanta.

PROFESSIONAL SERVICES

H. DeWitt Landis, Hamilton, Stubblefield, Twining & Assoc., Dallas, elected vice president.

Leroy J. Bieringer, vice president Harshe-Rotman Inc., Chicago public relations firm, appointed executive vice president in charge of eastern operations headquartering in N. Y.

Dorese Bell, radio-tv coordinator, Dine & Kalmus (public relations firm), N. Y., takes on additional duties as director of women's activities for all media.

Joe Bernard Magee, 48, casting director, William Morris Agency, died Aug. 13 in Harkness Pavillion, N. Y., following gall bladder operation.

Bertha D. Smith, 48, wife of Karl A. Smith of Hogan & Hartson, Washington law firm specializing in FCC cases, died Aug. 15 of coronary thrombosis in Wareham, Mass.

MANUFACTURING

Robert F. Bender, formerly vice president, treasurer and director of Minute Maid Corp., to International Telephone and Telegraph Corp. as vice president for finance.



◄ **Matthew James Leonard,** head of sales and services, Hughes Aircraft Co., Hughes Products Div., Culver City, Calif., to Hycon Mfg. Co., Pasadena, Calif., as vice president of customer relations.

Leonard T. Donnelly, formerly administrative assistant to sales manager of W. L. Maxson Corp. instruments division, to Allen B. DuMont Labs, government division as manager of component sales.



◄ **Richard D. Kennedy,** advertising account supervisor in apparatus department, General Electric Co., named advertising-sales promotion manager of General Electric Receiving Tube Dept., Owensboro, Ky.



◄ **John P. Day,** electronics design authority formerly associated with U. S. Naval Electronics Labs, Lockheed and Convair, to Kin Tel Div. of Cohu Electronics as chief development engineer.

Benjamin B. Bauer, formerly vice president in charge of engineering and research, Shure Bros. Inc. (manufacturer of electro-acoustical devices), Chicago, to CBS Labs., division of CBS Inc., as head of audio and acoustical research section.

INTERNATIONAL

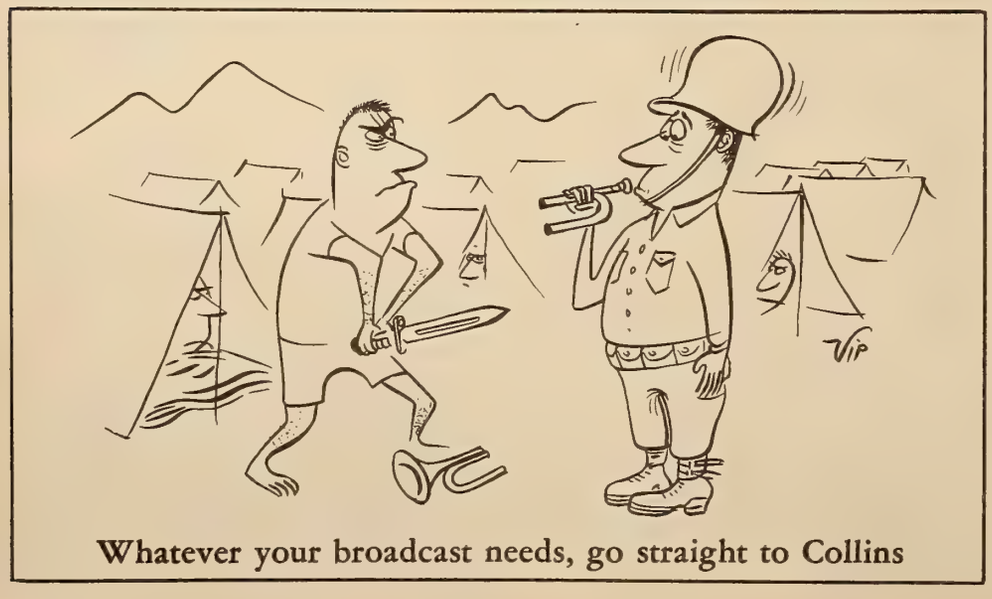
John J. Kingan, vice president and general manager of Canadian Marconi Co., Montreal, Que., appointed vice-president and assistant to P. J. Castella, president of RCA-Victor Co. Ltd., Montreal. **J. D. Houlding,** manager of electronics, industrial products and atomic energy division of Canadian Westinghouse Co. Ltd., Hamilton, Ont., to vice president of technical products, RCA-Victor.

W. H. Hogle to manager of newly formed news and public affairs division of CFRN-AM-TV Edmonton, Alta.

GOVERNMENT

Charles M. Gowdy, legal assistant to former FCC Chairman George C. McConnaughey, now compliance officer, office of general counsel, Federal Housing Administration. He serves as liaison officer between FHA and Housing & Home Finance Agency and serves as adviser to FHA commissioner and other officials on compliance matters.

Henry Geller, in charge of research and compliance in FCC's litigation division of its general counsel's office, to Justice Dept.'s anti-trust division, appellate branch, effective Sept. 3. His new duties at Justice will include assignments on industry appeals against FCC decisions on all cases other than broadcast licensing.



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Station Authorizations, Applications

(As Compiled by B•T)

August 15 through August 21

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through August 21

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	282	411	144
Fm	539	519	54	59	0

FCC Commercial Station Authorizations

As of June 30, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,044	519	344
Cps on air	3,079	530	519
Cps not on air	159	31	132
Total authorized	3,238	561	651
Applications in hearing	153	3	87
New station requests	322	24	79
New station bids in hearing	109	0	50
Facilities change requests	185	8	46
Total applications pending	975	134	366
Licenses deleted in June	1	3	0
Cps deleted in June	1	0	0

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through August 21

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	389	88	477[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	362	327	678[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Comercial	1,095	337	867	587	1,452[3]
Noncomm. Educ.	67		38	33	68[4]
Total	1,162	337	905	620	1,520[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

APPLICATIONS

Los Angeles, Calif.—K-UHF (TV) uhf ch. 34 (590-596 mc); ERP .27 kw vis., .135 kw aur.; ant. height above average terrain 795 ft., above ground 22 ft. Estimated construction cost $13,350, first year operating cost $9,000, revenue $40,000. P. O. address Box 1056, Burbank, Calif. Studio location Los Angeles. Transmitter location Santa Monica Mountains. Geographic coordinates 37° 7′ 33″ N. Lat., 118° 22′ 1″ W. Long. Trans.-ant. Adler. Equal partners are **Frederick Bassett** and **William E Sullivan.** Mr. Bassett is salesman and Mr. Sullivan personel mgr. food company. Announced Aug. 14.

San Diego, Calif.—Sherrill C. Corwin uhf ch. 21 (512-518 mc); ERP 43 kw vis., 21.5 kw aur.; ant. height above average terrain 720 ft., above ground 247 ft. Estimated construction cost $135,-325, first year operating cost $150,000, revenue $160,000. P. O. address 122 S. Robertson, Los Angeles 48, Calif. Studio location San Diego. Transmitter location San Diego. Geographic coordinates 32° 50′ 18″ N. Lat., 117° 15′ 00″ W. Long. Trans.-ant. RCA. Legal counsel Joseph Brenner, Beverly Hills, Calif. **Sherrill C. Corwin** will be 100% owner. Mr. Corwin is 15% owner **KAKE-AM-TV Wichita, Kan.** minority stockholder in **KPRO Riverside, KROP Brawley, KYOR Blythe, KREO Indio,** all Calif., and permittee **KABY-TV San Francisco,** applicant for ch. 34 Los Angeles and 1190 kc at Anaheim-Fullerton, both Calif. Announced Aug. 21.

New Am Stations

APPLICATIONS

Mariposa, Calif.—Universal Electronics Network 790 kc, 500 w D. P. O. address John F. Carter, 100 Montgomery St., San Francisco, Calif. Estimated construction cost $27,219, first year operating cost $24,000, revenue $45,000. Dante P. Lembi and Louis O. Kelso each own 50%. Mr. Lembi is investment and property management expert; Mr. Kelso is attorney. Announced Aug. 21.

Farmville, N. C.—Farmville Bcstg. Co. 1280 kc, 1 kw D. P. O. address Box 24, Farmville, N. C. Estimated construction cost $21,000, first year operating cost $36,000, revenue $48,400. Owners are **R. E. Mayo** (75%) and **J. H. Mayo** (25%). R. E. Mayo is farm equipment manufacturer; J. H. Mayo is chief engineer **WHNC Henderson, N. C.** and owner of tv servicing firm. Announced Aug. 15.

Middleport, Ohio—Radio Mid-Pom Inc. 1390 kc,

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

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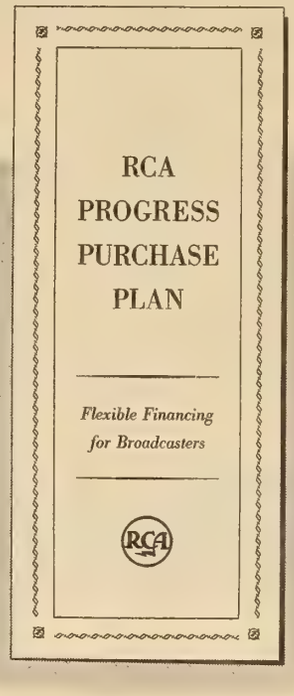
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1 kw D. P. O. address Box 464, Athens, Ohio. Estimated construction cost $20,238, first year operating cost $33,000, revenue $42,000. Owners are **John E. M. Kerr** (39%), **Roy E. Stephenson, Frank L. Nolan** and **Frank X. Rauch Jr.** (each 19.5%) and **R. J. Jones Jr.** (2.5%). Mr Kerr is advertising and commercial manager of **WATH Athens, Ohio.** Mr. Stephenson is public accountant; Mr. Nolan and Mr. Rauch are theatre operators; Mr. Jones is attorney. Announced Aug. 20.

Lubbock, Texas—Garrison-Huntley Enterprises 1420 kc, 500 w D. P. O. address 1109 Massey St., Killeen, Texas. Estimated construction cost $10,795, first year operating cost $30,000, revenue $41,000. Owners are **Bob Garrison** (51%) and **H. H. Huntley** (49%). Mr. Garrison is advertising manager of **KLEN Killeen;** Mr. Huntley has tv and appliance interests. Announced Aug. 21.

New Fm Stations

APPLICATIONS

Ventura, Calif.—Coast Ventura Co. 100.7 mc, 12 kw unl. P. O. address Box 1611, Ventura, Calif. Estimated construction cost $20,073, first year operating cost $18,000, revenue $25,000. Principals include **Carroll R. Hauser** (45.3%), **John P. Hearne** and wife (20.9%) and others. Mr. Hauser owns **KHUM-AM-TV Eureka, Calif.** Mr. Hearne owns 33.33% of **KAFY Bakersfield, Calif.,** 5% of **KUAM-AM-TV Agana, Guam** and minority interest in **KCOK Tulare, Calif.** Announced Aug. 19.

Detroit, Mich.—Meadowcroft Bcstg. 94.7 mc, 20.4 kw unl. P. O. address 1095 Badder Rd., Troy, Mich. Estimated construction cost $26,533, first year operating cost $47,740, revenue $52,416. Owners are **Garvin H. Meadowcroft** (66.67%) and **Henry G. Meadowcroft** (33.33%). Garvin Meadowcroft is general sales manager for **WSIM-AM-TV Lansing.** Henry Meadowcroft has been design supervisor with Detroit Edison Co.. Announced Aug. 15.

Greensboro, N. C.—Herman C. Hall 98.5 mc 5.76 kw unl. P. O. address 903 Howard St., Greensboro, N. C. Estimated construction cost $5,250, first year operating cost $5,000, revenue $7,000. Mr. Hall, television sales and service interests, will be sole owner. Announced Aug. 19.

Ownership Changes

APPLICATIONS

KAFP Petaluma, Calif.—Seeks assignment of license from **Redwood Empire Bcstg. Co.** to **Broadcast Assoc. Inc.** for $75,000. Broadcast Assoc. is owned by **W. Shelby Oliver** (50%), **Irving C. Phillips** (25%), **Thomas J. Long** (12.50%) and **Hamlin Co.** (12.50%). Mr. Oliver is physician and surgeon; Mr. Phillips is manager of **KYA San Francisco;** Mr. Long has drug and gas interests; Hamlin Co. is realty and investment firm controlled by **O. D. Hamlin.** Announced Aug. 19.

WIOD Sanford, Fla.—Seeks assignment of license from **Sanford Bcstg. Co** to **Kenneth J. Crosthwait** for $45,000. Mr. Crosthwait was former stockholder in **WTCW Whitesburg** and **WKYV Harlan** both Ky., and **WNBG Grundy, Va.** Announced Aug. 19.

WCHK Canton, Ga.—Seeks assignment of license from **Christian & McClure** to **Cherokee Bcstg. Co.** Messrs. Christian and McClure are selling 40% of station to **T. N. Privette** and wife (20%), **M. H. McDougald** (10%) and **R. D. Peterson** (10%) Messrs. Prevette, McDougald and Peterson are employes of WCHK. Mr. Christian owns controlling stock in **WRFC Athens, Ga.,** owns stock in **WGBA Columbus, Ga.,** and is partner in **WULA Eufaula, Ala.** Mr. McClure owns stock in WRFC, WGBA and is partner in WULA. Announced Aug. 19.

WTJH East Point, Ga.—Seeks assignment of license from **James S. Rivers** and **Doris R. Rivers** to **James S. Rivers** and **Fulton National Bank of Atlanta,** trustees for three Rivers children, for $5,000. Mr. Rivers will continue to operate station and remain 52% owner.

WTMV East St. Louis, Ill.—Seeks assignment of license from **On The Air Inc.** to **Radio Missouri Corp.** for $212,500. Radio Missouri Corp. is owned by **Robert W. Day** (90%) and **Donald H. Richardson** (10%). Mr. Day is vice president of New York advertising agency; Mr. Richardson has real estate and insurance firm in Washington, D. C. Announced Aug. 15.

KLIL Estherville, Iowa—Seeks assignment of license from **Estherville Bcstg.** to **KLIL Inc.** for $15,000 plus rental fees. KLIL Inc. is owned by **Jack W. Turnbull** (50%) and **Lucille Turnbull** (50%). Mr. Turnbull is station manager of KLIL; Lucille Turnbull owns beauty salon. Announced Aug. 21.

KANV Shreveport, La.—Seeks transfer of control of licensee corporation from **Travis T. Hailey, Turner B. Morgan** and **Glenn V. Wilson** to **John M. McLendon** and **Anne P. McLendon** for $100,000. The McLendons own **KOKY Little Rock, Ark.,** 50% of **WNLA Indianapolis** and **WOKJ Jackson,** both Mississippi, and formerly owned **WKDL Clarksdale, Miss.** Announced Aug. 15.

WSBS Great Barrington, Mass.—Seeks relinquishment of negative control of licensee corporation by each **James W. Miller, Hope N. Miller, John T. Parsons** and **Blanche S. Parsons,** through the transfer of stock (15%) to **Montgomery S. Crane** for $11,500. Mr. Crane is New York businessman. Announced Aug. 21.

KOH Reno, Nev.—Seeks assignment of license from **McClatchy Bcstg. Co. of Nevada** to McClatchy Newspapers. Corporate change. No change of control. Announced Aug. 21.

KLAD Klamath Falls, Ore.—Seeks assignment of license from **Philip D. Jackson** to **KLAD Bcstrs.** for $175,000. KLAD Bcstrs. is owned by **Burton Levine, Rose L. Lerner, Myer Feldman** (each 30%), **Bessie Von Zamft** and **Melanie Thurman** (each 5%). Mr. Levine owns 40% of **WROV Roanoke, Va.** Mr. Feldman owns 14.25% of **KOMA Oklahoma City, Okla.** Rose Lerner, Bessie Von Zampft and Melanie Thurman are house-

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION 0

AWAITING ORAL ARGUMENT: 7

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57). Cheboygan, Mich., ch. 4 (6-21-57); Butte, Mont., ch. 6 (8-14-57).

IN HEARING 10

Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Ogden, Utah., ch 9 (7-3-57); Buffalo, N. Y., ch. 7 (9-24-56); Baton Rouge, La., ch. 18 (7-11-57); Elko, Nev., ch. 10 (7-11-57); Beaumont-Port Arthur, Tex., ch. 12.

IN COURT: 5

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10; St. Louis, ch. 11; Boston, ch. 5.

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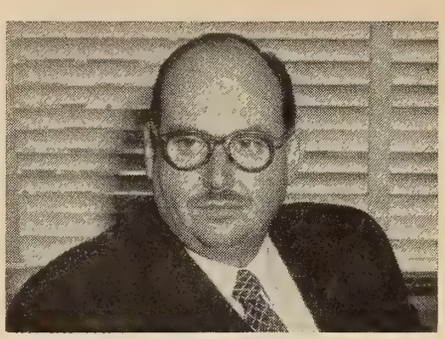
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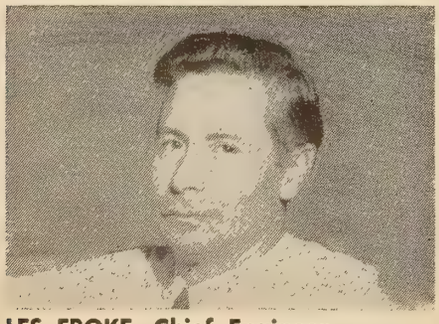


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wives. Announced Aug. 21.

KLIQ Portland, Ore.—Seeks assignment of cp from **Robert E. Bollinger** to **KLIQ Inc.** KLIQ is owned 100% by Robert Bollinger. Corporate change. No control change. Announced Aug. 19.

KCLW Hamilton, Texas—Seeks assignment of license from **Hamilton Bcstg. Co.** to **Coy Perry** as part of dissolution of partnership in several enterprises including **Hamilton Broadcasting Co.** and *Hamilon Herald-News*. Mr. Perry is a Texas businessman. Announced Aug. 21.

KCMR McCamey, Texas—Seeks assignment of license from **Sprayberry Bcstg. Co.** to **McCamey Bcstg. Co.** for $15,000. McCamey Bcstg. is owned by **Jim Sample** and **Donald Boston** (each one-half). Mr. Sample has gas interests in Pecos, Texas; Mr. Boston is commercial manager of **KIUN Pecos**. Announced Aug. 21.

KBBC Centerville, Utah—Seeks assignment of cp from **Bountiful Bcstg. Co.** to **Davis Bcstg. Co.** for $2,000. Davis principals include **J. Fred Pingree** (24.8%), **Marjorie C. Pingree** (24.8%), **Howard W. Pingree** (49.56%) and others. Howard Pingree is manager of **KWIC Salt Lake City**. Fred Pingree is Salt Lake City businessman; Mrs. Pingree is housewife. Announced Aug. 16.

KXLE Ellensburg, Wash.—Seeks transfer of control of licensee corporation from **Goodwin Chase, Jr.** and **Joseph B. Kendall** to **Willis R. Harpel** and **Stephen C. Wray** for $80,000 plus accounts receivable and other considerations. Mr. Harpel will own 51.3%; Mr. Wray will own 48.7%. Mr. Harpel is announcer at **KNXT (TV) Los Angeles** and Mr. Wray is radio-tv school instructor. Announced Aug. 19.

KREM-AM-FM-TV Spokane, Wash.—Seeks assignment of license from Louis Wasmer to KREM Bcstg. Co. for $2,000,000. KREM Bcstg. is owned by Dorothy S. Bullitt (40%) and King Bcstg. Co., (60%) which Dorothey Bullitt controls. King Bcstg. owns licensee of **KGW-AM-TV Portland, Ore.** Announced Aug. 19.

Routine Roundup

BROADCAST ACTIONS
By the Broadcast Bureau
Actions of August 16

Granted licenses for the following tv stations: **WLBR-TV Lebanon, Pa.; KLEW-TV Lewiston, Idaho; WQED (TV)** Educational **Pittsburgh, Pa.; KVOO-TV Tulsa, Okla.**

KHOL-TV Kearney, Neb.—Granted cp to change ant. system.

KEW Seattle, Wash.—Granted cp to change ant.-trans. location, makes changes in ant. (increase height).

WMRY New Orleans, La.—Granted cp to change ant.-trans. location and make changes in ant. system (increase height and mount tv antenna).

KGY Olympia, Wash.—Granted cp to change ant.-trans. and studio location, make changes in ant. system (increase height).

WHMA-FM Anniston, Ala.—Granted cp to change ERP to 3.7 kw, ant. height to 190 ft. and change trans. location.

WMTN Morristown, Tenn.—Granted mod. of cp to change type trans. and change studio location.

KXLJ-TV Helena, Mont.—Granted mod. of cp to change ERP to vis. minus 0.973 kw, aural minus 0.486 kw, ant. height to 370 ft.; change trans. and studio locations.

The following were granted extensions of completion dates as shown: **WHFI Newark, N. J.,** to 12-31; **KDBX Los Angeles, Calif.,** to 12-31; **KLON Long Beach, Calif.,** to 9-30; **WFHA-FM Red Bank, N. J.,** to 11-29; **WBRD Bradenton, Fla.,** to 11-19; **KSTF Scottsbluff, Neb.,** to 12-12.

Action of August 15

WRNC Oakland, Md.—Granted extension of authority to remain silent until 10-1-57, pending changes in am station (WPGC).

Actions of August 13

WEEK-TV Peoria, Ill.—Granted cp to change ERP to vis. 371 kw, aur. 186 kw, ant. to 710 ft.

KLIQ Portland, Ore.—Granted mod. of cp for change in ant. location, approximately 125 ft., make changes in ant. (increase height).

KVSO-TV Ardmore, Okla.—Granted mod. of cp to change ERP to vis. 41.8 kw, aur. 20.9 kw, ant. height 830 ft., specify studio location.

UPCOMING

August

Aug. 30-31: Annual meeting of Montana Radio Stations, Inc. Florence Hotel, Missoula, Mont.

September

Sept. 3: Annual meeting, North Carolina Associated Press Broadcasters, Sir Walter Hotel, Raleigh, N. C.

Sept. 7: United Press Broadcasters of Indiana, Indianapolis.

Sept. 8-14: National Television Week.

Sept. 10: Premium Advertising Conference, Hotel Sheraton Astor, New York.

Sept. 10-12: Electronic Industries Assn. (formerly RETMA), Ambassador Hotel, Los Angeles.

Sept. 11-13: Michigan Assn. of Radio and Tv Broadcasters, fall meeting, Hidden Valley, Gaylord, Mich.

Sept. 13-15: International Sight and Sound Exposition's annual High Fidelity Show, Palmer House, Chicago.

Sept. 26: Washington State Assn. of Broadcasters, semi-annual meeting, Wenatchee, Wash.

Sept. 28: Annual Screen Cartoonists Guild film festival, Ambassador Hotel, Los Angeles.

Sept. 30-Oct. 1: Illinois Broadcasters Assn., fall meeting, Abraham Lincoln Hotel, Springfield, Ill.

October

Oct. 3-4: Kentucky Broadcasters Assn., Hotel Beecher, Somerset.

Oct. 4: United Press Broadcasters of Kentucky, inaugural meeting, Cumberland Falls State Park, Kentucky.

Oct. 4: North Dakota Broadcasters Assn., annual meeting, Bismarck, N. D.

Oct. 7-9: 13th Annual National Electronics Conference, Hotel Sherman, Chicago, Ill.

Oct. 7-11: Fall meeting, American Institute of Electrical Engineers, Hotel Morrison, Chicago.

Oct. 9-12: 1957 Convention of the Audio Engineering Society, New York Trade Show Building.

Oct. 11-13: Annual convention, AAAA Western Region, Sun Valley, Idaho.

Oct. 20-21: Texas Assn. of Broadcasters, Baker Hotel, Dallas.

NARTB CONFERENCES

Region 1 (New England, N. J., N. Y.)	Sept. 16-17	Van Curler Hotel Schenectady, N. Y.
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-20	Statler Hotel Cleveland
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Sept. 23-24	Grove Park Inn Asheville, N. C.
Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Oct. 10-11	Muehlebach Hotel Kansas City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H.)	Oct. 14-15	Multnomah Hotel Portland, Ore.
Region 7 (Mountain States)	Oct. 17-18	Brown Palace Hotel, Denver
Region 6 (Kan., Okla., Texas)	Oct. 22-23	Baker Hotel Dallas
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 24-25	Peabody Hotel Memphis

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No charge for blind box number.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

Sales manager wanted, for top midwestern independent with fm affiliate. Here's real opportunity for a proven man to work with finest facilities in expanding market, plus top residential-social area. Must be strong on training, organization, market research, and program know-how, and solid citizen. Salary-incentive plan in five figures. Box 897A, B•T.

Top-rated 5 kw midwest radio station seeks sales manager with management opportunity. Send complete information and picture. Box 929A, B•T.

Salesmanager—Ohio. Central Ohio major independent has immediate opening for top man. Box 955A, B•T.

Sales manager, excellent opportunity for good producer. Strong independent, major Indiana market. Box 956A, B•T.

Sales

South Florida. Radio salesman. Give resume. $100.00 against 15%. Box 570A, B•T.

Top pay for a good producer in northwest Florida. Box 869A, B•T.

Salesman who is a self starter. A man with ideas and gimmicks. A man who makes all his presentations on disc or tape. You'll be joining one of top music-news in one of the top markets and you'll make top money. Send all information including picture to Box 927A, B•T.

Opening for good radio salesman with strong independent station in Washington, D. C., metropolitan area. Salary based on past experience. Box 937A, B•T.

Adv. salesman: Sell radio adv. with progressive N.W. radio station. The man we're looking for is a family man willing to work and live with his accounts. No hot shots. We want a man who can and will sell advertising in a protected territory. Good solid proposition. Box 953A, B•T.

Indianapolis major independent. $6000 guarantee, plus to proven salesman. Capable of growth. Box 957A, B•T.

Wanted: Solid salesman for northern Illinois station desirous of being sold solid. For a bright future, send your past to Box 959A, B•T.

Minnesota station needs salesman-announcer. Good salary plus commission. KTOE, Mankato, Minn.

Salesman: first time sales job open on aggressive regional station. We want experienced imaginative salesman who has been selling successfully, and now wants to join a young multiple station ownership group where there is a definite prospect of management. Commission basis, should average minimum of $7,000 first year. Family man preferred. Contact Joseph Amaturo, WESO, Southbridge, Mass.

Expanded activities require an extra radio time salesman, on NBC-owned station. If experienced and capable, write, wire or phone Gustave Nathan for interview. WKNB, West Hartford 10, Conn.

Have opening for experienced salesman. Commission plus car expenses. Write Manager, WNAM, Neenah, Wisconsin.

Announcers

South Florida. Sell radio fulltime. Do one hour airwork. Experience necessary sales-announcing. Send tape, resume. $100.00 against 15%. Box 569A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Polished DJ wanted—Rapid-fire delivery at a sportscast pace. Glib. Informal lingo. Rhyming intros to records. Wanted by midwest station. $160 a week. Box 669A, B•T.

Pennsylvania independent wants announcer with commercial experience. Must have good voice and run control board. Familiar with western and pop music. $75. Box 724A, B•T.

Experienced announcer. Young, ambitious man who wants a permanent position with a future. Chain operates several stations in Pennsylvania. Play-by-play experience an advantage. Car essential. Offer good pay with regular raises. Only experienced men need apply. Send tape, resume and photo. Box 810A, B•T.

Good announcer. Must be bright and sharp. Northwest Florida, top pay. Box 870A, B•T.

Independent Michigan market. Top music station needs strong dj, commercial and news men. Paid vacations. $80 to start. Send audition tape and photo to Mel Moss, Program Director. Box 921A, B•T.

Announcer-copywriter good in both departments for new modern music-news in up-state New York. Starting salary $70.00 per week. Apply to Box 928A, B•T.

Have opening for two announcers, southwest Texas station. Less than 40 hours a week. Box 942A, B•T.

Illinois kilowatt offers position to announcer who can handle varied assignments. Send data sheet, salary, tape. Box 961A, B•T.

Midwest power station wants top-flight air salesman. Salary starts at $7,800.00. Must have 1st phone license, minimum five years experience, clean credit and moral record. Send commercial tape, complete background. Box 962A, B•T.

Announcer-engineer. Combination board work and maintenance. First phone. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Top Texas independent needs top announcer-engineer. Emphasis on announcing, no maintenance required. Salary open. Send tape, photo, and background to: William A. Duke, Station Director, KDSX, Inc., Denison, Texas.

Double-in-brass personality dj skilled in interview shows with ability to fill in occasionally on play-by-play sports. John W. Powell, KHAS, Hastings, Nebraska.

Announcer-salesman with promotional ability. Some experience required. Write KLFT, Golden Meadow, Louisiana.

Staff announcer. Contact Bill Vogel, KLOV, Loveland, Colorado.

Come west immediately! Ambitious announcer receives above average pay. May sell on commission. Excellent living conditions! Hunting, fishing wonderland. First ticket pays extra. Rush airmail tape, photos, phone KPRK, Livingston, Montana.

Wanted, experienced announcer copywriter for growing radio station. Good hours and salary. Rush tape and resume. WAFC, P. O. Box 448, Staunton, Virginia.

Immediate opening for experienced dj. 5000 watt, independent station. Ideal working conditions. Must have good references. Send tape with background resume. WBUY, Lexington, N. C.

Ambitious announcer-salesman. Must be experienced in all phases. First phone desirable. Top pay for top man. Send tape, full resume to Claude Jones, Manager, WCFV, Clifton Forge, Va.

Wanted: Announcer, holding first class license permanent position with benefits. $400 monthly. Send tape and full particulars WEED, Rocky Mount, N. C.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer. Some selling required. WEHH, Elmira Heights-Horsehead, New York.

Announcer: regional station wants experienced announcer, preferably with personality approach. Contact Joseph Amaturo, WESO, Southbridge, Mass.

Wanted: A whizz for WIZZ! Announcer with first phone to become program director. $100.00 a week to start. Contact Vernon Nunn, WIZZ, Streator, Illinois.

Immediate opening for announcer with first class ticket. Good opportunity. Fast growing community. Radio Station WKEN, Dover, Delaware.

Announcer with training and experience. Must be able to do combination work and operate console. At least restricted operators license required. Night shift 6:00 PM to 12:00 M. Send audition tape, snapshot, references and past experience to: WKWF, Key West, Florida.

Immediate opening: Announce-sales combination. Salary and commission. Southern 250 going 5 kw. Play-by-play desirable, not necessary. Send tape and resume to Jim Gibbon, WLAU, Laurel, Mississippi.

Morning man, good ad libber, $85.40 to start. Profit sharing plan, WPAZ, Pottstown, Pa.

Immediate opening for announcer with first class ticket. Also seeking fulltime newsman with good voice. Send complete information to Robert Bodden, General Manager, WSWW, Platteville, Wisconsin.

Technical

Chief engineer-announcer, limited announcing. Must be strong on maintenance since you're the only engineer. Early morning shift done by noon. Six days. $1.65 to start with guarantee of $73.34. Box 754A, B•T.

Chief Engineer. 1000 watt remote control station in North Wilkesboro, N. C. Ideal working and living conditions. Box 905A, B•T.

Chief engineer wanted for 250 watt station, southeast. Combination man preferred who is good maintenance man and can do part-time announcing trick. Salary $100.00 a week. Write Box 948A, B•T.

Wanted, first class transmitter engineer. 250 watts. Daytime directional. Permanent. Post Office Box 573, Massillon, Ohio. Phone Temple 25-755.

Opening for chief engineer-announcer, permanent employment, starting salary $80.00 per week plus overtime. Contact if interested KLCO, Poteau, Oklahoma.

Announcer-first class engineer for mountain studio-transmitter. Single, car, like good music, be able live and work well with others. Liberal time off. Send tape, references, salary requirements to WMIT, Charlotte, N. C.

Wanted-engineer first class license, good salary and good working conditions. Reply to Director of Engineering, WQED, Pittsburgh 13, Penna.

Chief engineer-announcer with first class ticket. WTRB, Ripley, Tennessee.

Production-Programming, Others

Live wire newsman. Background of reporting, editing, with forceful air presentation. Excellent opportunity at north central metropolitan am-tv stations. Send tape, snapshot and full details about previous experience, and advise salary expected. Confidential. Box 687A, B•T.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Dairy-minded farm editor wanted for medium-sized Maryland market. Should be able to dj country music early morning program as well as collect, prepare and present area farm news in noon show. Pleasant working conditions. Desirable degree of security and future for right man. Include photo and resume in first letter. Box 939A, B•T.

Copywriter: Girl, experienced in spot copy and log work. Board work available, if desired, not a requisite. Progressive northwest radio station. Box 954A, B•T.

50,000 watt showmanship station—offers good opportunity for man or woman with experience in creative writing that produces sales for advertisers. Persons versatile in production as well as copy writing are particularly invited to respond as this is chance to join enthusiastic staff of top-notch radio professionals. Send photo, personal and professional resume plus salary requirement first letter to Westinghouse WOWO, Fort Wayne.

Gal Friday to take over traffic and help in copy department. Write Manager, WNAM, Neenah, Wisconsin.

F.C.C. LICENSE

QUICKLY!

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821 19th Street N.W. Washington 6, D. C. **OR** 1505 N. Western Ave. Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my commercial FCC license quickly. I understand there is no obligation and no salesman will call.

Name ----------

Address ----------

City ---------- State ----------

I am interested in:
☐ Home Study, ☐ Resident Classes

RADIO

Situations Wanted

Management

Enthusiastic, experienced, capable, selling, successful general manager of 5 kw station desires change. Age 36, college, married, family, non-drinker, church-goer, civic affairs, community interests. Available September. Box 844A, B•T.

Manager-sales manager: I possess authentic operations manual used by country's top rated music-news stations. Successful operation resulted in my station's pending sale. New owner plans to manage. May I submit proven twelve year administrative-sales experience record, quality industry acceptance and reputation. Confidential. Box 873A, B•T.

Manager or assistant. Eight years small market experience. Family, age 36. New owner will manage station I put on air and managed year with better than average record and profit. Box 908A, B•T.

General manager of top rated and news radio station in southwestern metropolitan market seeks opportunity to manage and acquire interest in smaller market station, preferably central or east Texas. Excellent record. Age 38. Box 920A, B•T.

6'3"-175 lbs. Brown hair. Hazel eyes, white, male, Floridian. Have 3 females, wife, daughter, dog. Manager of a small radio station. Announcer-program director-salesman-collector-public relations-minor maintenance, etc. My problems money, 2 (equal partnership bosses, other than my wife) and size of market. That's my story, may I hear yours? Box 922A, B•T.

Manager-sales manager: Ten years experience all phases radio and tv. Presently managing medium market independent. Excellent references. Box 924A, B•T.

Is your station suffering because of absentee ownership? Aggressive radio management available with capital to invest. Write Box 940A, B•T.

Gal late twenties wants offers, managerial, creative work radio-tv. Broad employment experience. Vicinity Los Angeles. Box 943A, B•T.

Manager-salesman, experienced indie operation; college grad; top references, permanent. W. E. Tarbutton, Federal 3-3577, Washington, D. C.

Sales

Experienced selling, engineering, announcing. Presently employed large market. Want position medium midwest market with good future. Box 841A, B•T.

Experienced salesman desires connection with financially stable station. California preferred. Box 892A, B•T.

Commercial manager, account executive Florida only. Proven sales and management ability. Excellent references, 20 years background. Highest type representative, no floater. Available Sept. 1st. Write P. O. Box 1261, Bradenton, Florida.

Announcers

Girl personality, dj run own board, eager to please. Free to travel. Gimmicks and sales. Box 756A, B•T.

DJ beginner, capable, eager to please, salary second to opportunity. Grad N. Y. radio school. Tape and resume immediate on request. Box 757A, B•T.

Personality dj. Strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 758A, B•T.

Staff announcer desires position in Illinois, Wisconsin, or Iowa. Reliable. Box 779A, B•T.

Versatile announcer-1st phone, California desired. 8 years radio. Box 838A, B•T.

Country and western personality dj. Fifteen years experience as entertainer on three major networks. Good adlib, run own board, desire permanent position. References, no tapes. Personal interview. Box 891A, B•T.

Experienced disc jockey, finest references. Employed at No. 1 Hooper station, competitive market. Box 901A, B•T.

Country-western dj. Announcer. Guitar. Third. Thoroughly experienced. Box 903A, B•T.

Young man 23 years old, thoroughly familiar with the latest records. Have done many Record Hops. No station experience, willing to start as trainee, salary unimportant. Need experience, travel anywhere. Box 904A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Would like to settle in midwest, preferably within 300 miles of Chicago. Have 3½ years experience, some tv. Age: 24. Veteran. Married. Box 909A, B•T.

Ticket-(no maintenance), good voice, some experience, desire easy operation. Box 918A, B•T.

DJ experienced in air-selling in major eastern market of two million! 3 years experience in production gimmicks, working board, and disc-jockeying air sales. 22 years old and willing to grow on air and in production with progressive station. Box 926A, B•T.

Attention north, east, west only. Better than average news and dj-announcer. Wants $100.00 per week minimum or guarantee with talent. Proven ability congenial, compatible, knows music. No R&R. Prefer independent operation. Box 925A, B•T.

Seeks dj show audition. Tape available, well trained, good background. Box 931A, B•T.

Announcer-director, 4 years experience, can operate all equipment. Married, desire to relocate. Box 933A, B•T.

Announcer, music, news (sales), willing to gather local news; good tape and experience. Prefer 2-3 station city. Box 934A, B•T.

Announcer, music, news, commercials. Can operate board. Tape available. Box 935A, B•T.

Versatile announcer with first phone available immediately. College graduate. Piano-voice. 27. Strong news-commercials. Excellent appearance. 1½ years experience. Former teacher. Box 938A, B•T.

Play-by-play, major sports, five years local news experience. Box 944A, B•T.

Attention Florida: Top morning man wants to come south. Presently employed; 4 years experience, some writing; tv training; musical background; college; married. Box 947A, B•T.

Good, versatile announcer. 2 years staff experience, car, board operation. Box 950A, B•T.

Five years experience major and minor market. Lively play-by-play and top Hooper record shows. Looking for a place to settle and raise a family. Can we get together. Box 952A, B•T.

Announcer. Recent radio grad, colored, top of class, personable, veteran, two years college. Determined to make good at your station. Box 958A, B•T.

Combo—1st phone, ham, young, married, A.A. Degree, 6 months experience. Want permanent job with progressive chain or station. Box 960A, B•T.

Announcer—1st phone. Experienced. Apt. 304, 1302 Linden Ave., Mpls., Minn.

Staff announcer good board operator all staff duties. Weaver, Route 1, Box 136, Corbin, Kentucky. Phone 1-354M.

Broadcasting school grad. DJ and news, can operate console. Eager to please. Have tape, photo, and resume on request. Joseph Baker, 7337 S. Lowe, Chicago 21, Ill. Tel: Aberdeen 4-7480.

Announcer with six weeks summer replacement experience, plus training. Tape, resume available. Charles Gerrard, 205 Centennial Courts, LaSalle, Ill.

Adaptable radio personality, capable dj, strong on commercials and news. Heavy Army and Air Force experience on national nets ("This Is West Point" MBS, "Moods In Melody" ABN, others) and transcriptions shows ("Proudly We Hail", produced-hosted "Manhattan Melodies" 1200 outlets). Network voice, BA in broadcasting, and seven years overall experience. Married, 27, out of service and available end of January. Prefer northeast or west coast. Tape, photo, resume: Ralph Rowland, Recruiting Publicity Center, Governors Island, New York 4, N. Y.

Versatile, adaptable, announcer. Married. Good voice with excellent potential. Air experience doing three weeks relief 500 watt station. Radio school graduate, 2½ years college. Move now for permanent offer. Jim Waran, 6328 N. Mobile, Chicago. Newcastle 1-4364.

Technical

Chief engineer—installation operation maintenance specialist. Plenty experience. Excellent references. Box 882A, B•T.

Capable engineer would like permanent connection as chief with chain or group operation anywhere south. $8000 year plus moving. Box 902, B•T.

Engineer, 3 years broadcast. Good maintenance. No announcing. Will accept chief. Box 906A, B•T.

RADIO

Situations Wanted—(Cont'd)

Technical

Chief engineer-announcer, experienced, wants to relocate in the south. $100 minimum. Box 911A, B•T.

Engineer 1½ years experience as chief, first phone, now available. Box 912A, B•T.

Desire position in radio or television. Have experience in educational broadcasting as control room operator and recordng technician. Knowledge of photography. Resume sent upon request. Box 913A, B•T.

First phone. Experienced in directionals. Available immediately. Prefer midwest. Box 915A, B•T.

Chief, 25 years radio, 1 to 50 kw, directionals, construction, 13 years chief, 10 present position. Prefer west or midwest. Box 963A, B•T.

Available immediately. Chief engineer. Presently employed, with announcing experience. Desires permanent position. 4 years experience, inclues installation of new equipment. Write, wire or phone Engineer, 2019-17th Street, Rock Island, Illinois, 8-9135.

Top engineer, interested position as C.E. to work with top manager in building station. Fair announcer, well experienced, good reference, married. Prefer 5 kw medium market on west coast, but will consider all offers. Write stating salary etc., 154 S. E. G St., Ephrata, Wash.

First phone, age 36. Experience. Desire work in Florida. Langlois, Colony St., Ansonia, Connecticut.

Production-Programming, Others

Foreign correspondent, newspaper, wireservice, radio, tv experience domestic and abroad. Young, family. Highest references. Looking for new assignment. Strong on: editing, feature writing, news analysis, network broadcasting. Box 890A, B•T.

Available September 15—Now toiling as summer replacement in a Met area news and music operation. Copywriting experience. References will prove congeniality and adaptability. Air check. Box 898A, B•T.

News director, playwright, producer, 30 years experience in show business, four years in radio. Lots of experience in voicing, procuring and editing local news. Also can sell advertising. Southwest preferred. No Spanish. Box 899A, B•T.

5 years radio, 2 television, family man, wants program directorship. Box 900A, B•T.

Program director with 7 years experience in indie and network operation, looking for good opportunity. Go anywhere for right job, all replies answered. Box 910A, B•T.

Well-known woman broadcaster-producer, radio-television, available for major station affiliation. Box 966A, B•T.

TELEVISION

Help Wanted

Management

Commercial manager for vhf station in important Texas market. Box 775A, B•T.

Sales

Energetic salesman who can produce for large Texas market vhf. Box 776A, B•T.

Need top flight experienced tv salesman for ABC affiliate in fast growing southwest market. Salary and commission open, write KELP-TV, Box 105, El Paso, Texas.

Announcers

Wanted immediately by Florida station, experienced announcer, good newsman, some sports, capable of producing good taped announcements. Opportunity to sell if desired. Salary open. Send tape and resume. Box 907A, B•T.

Man for midwest regional VHF. Live commercials, weather shows. Must have strong sell. Excellent working, living conditions, growing market. Give full details first letter. Our staff knows of this ad. Box 930A, B•T.

Young announcer—4 years radio-tv experience. Presently employed straight tv major southeast station. Good commercial man. Prefer northeastern metropolitan market. Will consider others. Salary above 400 dollars month. Best of references. Highly recommended by J. D. Hastie, President, WUSN-TV. Contact him or Don Harris, WUSN-TV, S. C.

TELEVISION

Help Wanted—(Cont'd)

Technical

Studio technician with first phone license. Please supply complete resume and photograph. Box 880A, B•T.

Operator with 1st class license. Good salary and good working conditions in Missouri. Radio and tv operation. Box 887A, B•T.

Immediate opening engineer first class ticket. Operation—some maintenance. Call Elmira 3-5536, Elmira, New York.

Immediate opening, two licensed engineers. Experience desirable but not necessary. Salary based on experience. Car necessary. Contact W. M. Greely, KHOL-TV, Holdrege, Nebraska.

Transmitter engineer, four days per week, mountain transmitter. Finest living quarters for engineer and wife allowance. State background and required salary Chief Engineer KOAT-TV, Albuquerque, New Mexico.

Need experienced engineer for California VHF. Must be experienced in all phases of studio and transmitter maintenance. Contact Bill Hargan, KSBW-TV, Salinas, California.

Wanted: 2 experienced first class engineers to install and operate transmitter and studio equipment. Permanent position, good pay. Send complete resume, references, photo and minimum salary first letter. Start October 1st. Write Chief Engineer, WBOY-TV, Clarksburg, W. Va.

First class engineer for tv transmitter, experience not essential. Living quarters available at the transmitter, company supplies skis. Call or write Chief Engineer, WCAX-TV, Burlington, Vermont.

Expanding schedule need first class engineer. Good salary based on experience. Paid vacations, insurance benefits. WDAY-TV, Fargo, N. D.

First class engineer for central Illinois' most successful UHF station. Will train. Wire or call collect 8-0465. Merritt, WICS-TV, Springfield, Illinois.

Production-Programming, Others

Television executive wants girl Friday with knowledge of television and radio business, shorthand and typing. Free to travel in or out of the United States and able to handle travel details, appointments, etc. Apply Box 696A, B•T.

Experienced photographer, 16mm, develop own film: Send resume; state salary expected. Contact RO, Box 626, Fargo, N. Dak.

Experienced commercial copywriter for television and radio. If interested in a career on NBC-owned station, write, wire or phone Gustave Nathan for interview. WNBC-WKNB, West Hartford 10, Conn.

Are you, the experienced, inventive, personable, permanent young woman we need in our television continuity department? Above average salary, best working conditions with a pioneer tv station. Address resume and snapshot to Continuity Director, WOC-TV, Davenport, Iowa.

TELEVISION

Situations Wanted

Management

Commercial and/or sales manager. Offers experience and industrious leadership. Box 916A, B•T.

Sales

Experienced salesman in radio desires connection with growing television station. West coast only. Box 893A, B•T.

Announcers

Announcer-director-sportscaster, production assistant, thoroughly trained tv-radio, experienced, creative. Also business administration graduate, 30, veteran, finest references. Walt Sterling, Box 34, Woodmere, N. Y.

Technical

Studio engineer, 1st phone, 1½ years experience, some maintenance. Box 895A, B•T.

First class license tv engineer, experienced all phases studio operations, three city interconnected color network. Honor graduate tv school, married, age 28, excellent references. Box 896A, B•T.

1st phone, 5 years tv including color with top network desires to relocate in Florida. Married and reliable. Box 914A, B•T.

AVAILABLE!
A MONOPOLY STATION IN THE WEST

LOCATION: Wyoming county seat

POWER: 250 w. full time

AFFILIATION: Mutual

MARKET: 100,000 audience in Wyoming and Colorado

GROSS: Running near $100,000 rate.

NET: Near $15,000

FACILITIES: Modern studio building completely equipped. 150 foot tower. Seven acres of land.

PRICE: $109,000. Half in cash. Balance on terms. Price includes $15,000 in net quick assets

Full information available to qualified buyers.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON
1625 Eye Street, N.W. National 8-1990

NEW YORK
60 East 42nd Street Murray Hill 7-4242

CHICAGO
35 East Wacker Drive Randolph 6-6760

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Film editor well rounded film experience. Presently employed, d sires permanent position with larger responsibilities. Box 547A, B•T.

Director. Two years experience. "Can give high quality productions with low cost know how, can handle local commercial spots with variety and care, a very good imagination with the ability to put it to good use." Box 804A, B•T.

T.D., engineer, some directing experience, production, school grad, seeking opportunity in directing. Box 894A, B•T.

Director-cameraman. Family, creative, imaginative. 5 years experience all phases production. Presently employed 20th largest market, top basic affiliate. Desire more opportunity. Personal interview. Box 919A, B•T.

TV school grad, wants position as film editor. Eleven years experience with film. Details on request. Midwest preferred. Box 923A, B•T.

Continuity wirter, director; radio-tv experience with station and agency. Young. Cooperative. Box 936A, B•T.

Who? TV director, producer, writer, employed top metropolitan station (married, 28, college grad) seeks progressive relocation. Where? First class operation only. Why? Present stagnation. Box 945A, B•T.

Art director, 8½ years WAAM, Baltimore. Seeks position in tv or agency as visual man. Have designed and executed visual, static and live for beer accounts, food accounts, etc. Have had 15 years designing buildings and painting scenery for theaters and tv. Designed and executed Hopkins-Peabody Award show. Designed and executed DuPont Award winning show. Call HUnter 6-7531, Baltimore, Maryland or write Barry Mansfield, % Schriber Estates, Old Court Road, Pikesville 8, Maryland.

FOR SALE

Stations

Manager to invest in upcoming 500 watt daytime operation. New California market, ideal coast location, excellent potential. Box 856A, B•T.

5,000 watt station in largest metropolitan area in the south. Reasonable down payment, terms. Financially qualified principals will recognize outstanding potential. Reply to Box 967A, B•T.

Upper Connecticut valley area single station market priced near gross, $70,000. $20,000 will handle. Paul H. Chapman Company, New York office, 17 East 48th.

Southern metropolitan market small station with wide acceptance—priced near 5 year average gross at $150,000. Some terms. Paul H. Chapman Company, Atlanta office, 84 Peachtree.

Sold. Listing NX. Sale price index GBO. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

Sold. 60% of all the am stations offered by this agency since its establishment. Ralph Erwin. Broker. Tulsa.

Oregon, fulltime, $48,500, $14,500. down, excellent growth area, wire or write, Norman & Norman Inc., Davenport, Iowa. Phone 3-5642.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Private, conservative service to qualified principals only. Ralph Erwin, Broker, 1443 South Trenton. Tulsa.

Equipment

Texas radio station will sell 60 watt vhf mobile news unit, including station transmitter and receiver, and mobile unit in 1956 station wagon. Will sell with or without the car. Best offer takes it. Reply to Box 771A, B•T.

UHF equipment, used. I kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Very reasonable. Box 946A, B•T.

FOR SALE

Equipment—(Cont'd)

For sale: Complete Lang-Worth transcription library on 8 inch discs. May be purchased either with or without cabinet. About 1400 discs. Write Box 917A, B•T.

For Sale—Available August 20, increasing power, 1 kw, TTU1B RCA transmitter, Channel 23, filterplexer, harmonic filter, frequency monitor. 3 years old, good condition. Make us an offer. WMSL-TV, Decatur, Alabama.

For sale: We quit operations. Equipment for 1 000 station. Station WOKW, Sturgeon Bay, Wisconsin.

For sale. 4 Gates CB-11 3 speed turntables, $75 each. WE 20-B rectifier $75. Magnecorder PT-6. Joe Pelletier, WPME, Punxsutawney, Penna.

General Radio type 25A frequency monitor, completely reconditioned by the General Radio Company. Write or call WSTC, Stamford, Conn.

For sale: One Blaw-Knox 300′ self-supporting tower. Is 33′ square at base, will support FM antenna or light tv antenna. Contact Radio Station WTBF, Troy, Alabama for further information.

WANTED TO BUY

Stations

Principal interested in medium size station in good market, need not show huge net. Prefer eastern seaboard. Write in strict confidence. Box 793A, B•T.

Am selling my interest in station. Now have $50,000 cash for down payment on solid am deal. Midwest, southwest or east. Box 839A, B•T.

Station wanted, small or medium market. 15-20 down. Interested midwest, Pennsylvania, Maryland, Delaware, Virginia. No brokers. Box 864A, B•T.

Present owners of three am stations desires to purchase station with annual volume of $150,000-$200,000 range. Prefer midwest or eastern city of 75,000 or greater population. Responsible, well financed. Broker inquiries are invited. Box 868A, B•T.

Individual interested in purchase or control of radio station. Medium size market. Middle Atlantic states-south. Write in confidence. Box 941A, B•T.

Stations wanted. New Mexico, Colorado, Texas, Oklahoma, Missouri, Arkansas, Louisiana, Kansas. Ralph Erwin. Broker. Tulsa.

This agency has operated continuously under the same name and in the same city since its original establishment. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

Stations wanted. New Mexico, Colorado, Texas, Arkansas, Louisiana, Missouri, Kansas. Ralph Erwin, Broker, Tulsa.

Sold. 60% of all the am stations offered by this agency since its establishment. Ralph Erwin, Broker. Tulsa.

Equipment

Wanted to buy: 10 kw fm transmitter. Also want fm monitor, other accessories. Reply Box 602A, B•T.

5 kw or 2 kw used tv transmitter. Contact Jay Cowen, KSHO-TV, Las Vegas, Nevada.

Desire 3 kilowatt fm transmitter, monitor and antenna. Henry G. Bartol, Jr. Box 1317, Tryon, N. C.

INSTRUCTIONS

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

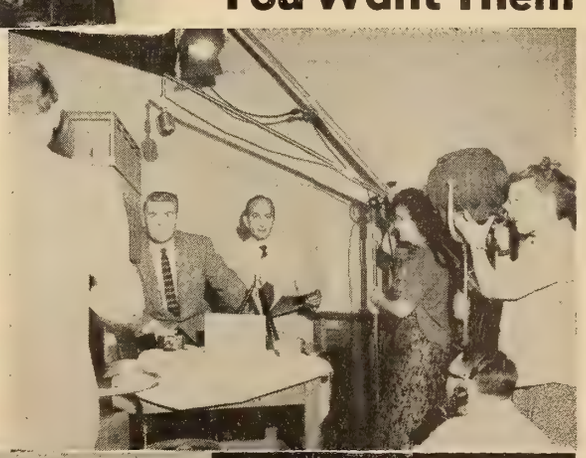


TOP PEOPLE IN TELEVISION ALL SECTIONS OF COUNTRY

TV Experienced Eager, Willing To Learn To Do Things The Way You Want Them

These people have just finished their training under the direction of TV professionals in Portland.

Northwest people are well-grounded in the practical aspects of TV production, but still anxious to learn *your* station's way of doing things. For TOP TV People, call Northwest First.



NORTHWEST
Television–Radio Division
SCHOOLS
HOME OFFICE:
1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA
1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS . . . . . .
540 N. Michigan Avenue
DE 7-4504

RADIO

Help Wanted

Management

SALESMANAGERS
STATION MANAGERS

We are expanding in the South—we want to expand even faster. We cannot afford personnel problems. We want two young men with experience—plenty of potential for our sales department who can become managers. We want to help these men develop their best qualities . . . men with their feet on the ground, who want to manage first class stations and make money. It's a wonderful chance to go first-class with the finest group of fellas you ever saw. Tell us everything with accompanying photo.

Box 846A, B•T

RADIO SALES MANAGER

Once-in-a-lifetime opportunity for outstanding radio sales manager in a major eastern market. If you're a big league sales manager — or a minor leaguer ready to move up — write or wire full details immediately.

Box 932A, B•T

Sales

SALES ENGINEERS

Broadcast equipment manufacturer has immediate openings for sales engineers to travel and call on radio stations in following territories:

Southern States
Southern California

Salary, expenses and incentive bonus system provides high earning potential for aggressive sales-minded individual. Technical background essential. Permanent position. Many company benefits. Send resume.

BOX 990G, B•T

Announcers

TOP DENVER
MUSIC AND NEWS STATION

Needs top rated, aggressive fast paced disc jockey personality. Rush resume, tape and photo to

Box 951A, B•T

RADIO

Help Wanted—(Cont'd)

Announcers

DJ's

OPPORTUNITY PLUS

Expansion of the Bartell Group of radio stations into new top markets has opened up new opportunities for

TOP TALENTED
DEE JAYS

Write to Gerald A. Bartell, Box 105, Madison 1, Wisconsin. Send a tape and a brief story.

WOKY, Milwaukee
WAKE, Atlanta
WYDE, Birmingham
WILD, Boston
KCBQ, San Diego
KRUX, Phoenix

THE BARTELL GROUP B FAMILY RADIO

WANTED

. . . a disc-jockey who knows he's got that "something" . . . knows the popular music history of America from "Pony Boy" up to NOW . . . has wit, humor and disposition worth national recognition . . . could be a king in the promotion field (if he wanted to) . . . can get the respect of every father in town, charm mama, and keep the kids crazy about him . . . has a sound . . . can take orders sometimes . . . loves money—and is ready to move to a great mid-west indie.

Resume—*QUICK!*

Box 964A, B•T

Our Staff knows about this ad.

RADIO

Help Wanted—(Cont'd)

Announcers

ARE YOU A NEGRO DJ
IN SMALL TOWN?

If you are a pretty good Negro DJ working at a part-time job or in a small town station and someday want to get into big-time radio at an ALL-Negro station—write us and send tape and photo. Really Rock'n-Roll the show. If you look like you can make the grade—we'll help train you to be even better than you are. We have three big Southern markets—and the finest bunch of DJ's in the country—all of them started at small town stations. We prefer men now down South. Apply right now!

Box 847A, B•T.

Production-Programming, Others

ALAS!

Our Gal Friday is getting married. If you have an eye for details, ideas and can write terrific copy, write Bill Montgomery, WNOR, Norfolk, Virginia. We don't have much fun, but we make a lot of money.

Situations Wanted

MODERN CHINESE PROVERB:

"Is better to have a good man working and all tubes perking." Say! That's good advice!! Over five years reliable service to broadcasters. Versatile announcer. Top maintenance engineer. Multi station experience. Veteran (exempt). 26. Single. Good references. PHONE: GR 9-4285. P. O. Box 537, High Springs, Florida.

WANTED

a Music Librarian who speaks fluent "thirty-three," "forty-five," and "seventy-eight"—for whom an album is *not* something to put pictures in—can plan a program of integrated music or desegregate rock-and-roll without causing a local revolt—*remembers* more about hits, bands, sidemen, band-leaders, and cataloguing than the boss will ever know—can agree with a dee-jay without crossing the P.D. and vice versa—can live on a good salary and is eager to move to a great mid-west indie.

Resume—*QUICK!*

Box 965A, B•T

Our Staff knows about this ad.

TELEVISION

Help Wanted

WE'RE EXPANDING

Television Station WWTV, a strong regional VHF with CBS and ABC affiliations, needs:

ACCOUNT EXECUTIVE. A veteran member of our sales staff has purchased a radio station. His replacement will sell and service local and regional accounts in a busy, growing area which has produced five figure income.

SPORTSCASTER. An aggressive air man who'll become "Mr. TV Sportscaster" in a sports-minded area with excellent hunting, fishing plus organized sports. One who will come up with local sports stories, films, interviews to supplement AP wire and Photofax. Excellent pay arrangement.

STAFF ANNOUNCER. Man with strong commercial ability for live commercials, weather shows. Excellent opportunity for one who works hard at his profession.

CALL, WIRE OR WRITE NOW to Gene Ellerman, General Manager, WWTV Cadillac, Mich.

FOR SALE

Equipment

1—Model 250K RCA 250 watt transmitter and tubes

2—1400 KC crystals

1—311AB RCA frequency monitor

1—731A General Radio modulation monitor

2—RCA 70C turntables.

BEST OFFER TAKES

Reply to Box 886A, B•T

FOR SALE

Two second hand guyed Stainless, Inc. AM towers.

One Truscon self-supporting AM tower.

ACE-HIGH TOWER COMPANY

BOX 55, GREENVILLE, S. C.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

BUSINESS OPPORTUNITIES

RALPH J. ERWIN
Licensed Professional Broker
1443 South Trenton
Tulsa
Shreveport • Tulsa • Albuquerque

WANTED TO BUY

Equipment

WANTED

Used fifty kw radio transmitter. Advise make and model and we'll contact you to talk price.

Box 949A, B•T

INSTRUCTION

96% OF ALL GRADUATES OFFERED POSITIONS IN RADIO OR TV!

Courses in Announcing, Acting, Writing, Production. 1 year of intensive training. Founded in 1934. Professional teachers with national network background. Term starts September 26th.

NATIONAL ACADEMY OF BROADCASTING
3338 16th Street, N.W. Washington, D. C.
Dept. B

EMPLOYMENT SERVICES

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 Fourteenth Street, N. W.
WASHINGTON 5, D. C.

PROFESSIONAL SERVICES

Facts About People and Jobs

We refer announcers to stations only after listening to audition tapes and checking backgrounds. For sales and production personnel for radio or tele ision, we require personal interviews.

HENRY SCHAPPER AGENCY
Personnel for the Communication Arts
15 East 40th Street, New York 16, N. Y.
Murray Hill 3-8626
PAUL BARON
Director for Radio-TV-Film, Advertising
No advance registration fees

TELEVISION

Help Wanted

Management

PROMOTION MANAGER
WANTED

with tv experience for a midwestern network basic station in a major metropolitan market. Box 968A, B•T.

PROGRAMS & PROMOTIONS

Campaigns Set in 47 Cities For National Television Week

Local campaigns for National Television Week Sept. 8-14 and the follow-up Television Fall Festival have been promised in 47 major cities in 29 states, according to A. W. Bernsohn, chairman of the manufacturing-retailing steering committee for the nationwide observance.

He reported "the largest number of local campaigns the retailing phase of National Television Week has ever had" and added that "widespread evidence of interest coast-to-coast" promises the 1957 campaign will be a "highly successful promotion and merchandising program for television."

A "comprehensive battery" of campaign instructions, project plans and publicity materials has been mailed to local chairmen for the national celebration. Materials include a chairman's handbook, handbook supplement and a third kit with a variety of prototype releases, plus two tv interview scripts, for businessmen unfamiliar with publicity techniques.

Mr. Bernsohn reported "every possible phase of the program which could be preplanned by the public relations staff of Daniel J. Edelman & Assoc. has been so blueprinted."

WHCT Mails Promotion Series

WHCT (TV) Hartford, Conn., believes in spreading gossip—if it's of the harmless variety. It has mailed a series of four cards —each one planned to arrive on a different day—to promote its programming. The first one shows a man whispering to a woman, "What's up in Hartford?" and then goes on to say that the station carries 15 of the top 25 evening shows in that area; in the second, the couple is joined by another man who asks, "What's Happening in Hartford?" and is told that WHCT has the "biggest average share of audience morning and evening"; in the third, the trio is joined by another woman asking, "What's the Word in Hartford?" and she is answered with the information contained on the first two cards; in the fourth, the quartet is joined by another man asking, "Heard about Hartford?" and then repeats the information already given and in addition says "to get the facts, call CBS Television Spot Sales." The station is also using the cards as a series of ads in trade publications.

Pioneer Recipe Book Published

ABC Film Syndication, in conjunction with its merchandising program for *26 Men*, new television film western series, has published "Rangeland Recipes," a booklet containing recipes for authentic pioneer and modern western dishes. The booklet can be imprinted with sponsor's name and message and is designed as a giveaway and as a self-mailer.

CKWX Gift Plugs Power Move

To promote its move to 1130 kc with its new 50 kw transmitter this month, CKWX Vancouver, B. C., offered $11.30 as a gift to each child born in the Vancouver area on the day of the change-over.



IN a pre-show kick-off, Shari Lewis (above), star of WRCA-TV New York's new *Hi Mom* series, carriaged up and down Fifth Ave. on a Sunday afternoon and distributed over 1,000 helium-filled balloons which urged, "See Shari Lewis on *Hi Mom* weekdays, 9-10 a.m. on WRCA-TV, channel 4."

NBC-TV to Carry 'Wisdom'

Twenty-six filmed visits with outstanding figures of our time will be telecast by NBC-TV in a weekly series entitled *Wisdom* beginning Sept. 15 (Sun. 2:30-3 p.m. EDT). First subject will be Pablo Picasso. Some of the films in this series—known previously as "Conversations with Elder Wise Men," "Visits with Distinguished Persons" and "Wise Elders"—will be new, others will be repeats. Other subjects scheduled are Israel Prime Minister David Ben Gurion, composer Igor Stravinsky and Ruth St. Denis and Ted Shawn, founders of modern American dance.

'Face to Face' Debuts on CBS

A new live weekly series (Wednesday 9:30-10 p.m.) *Face to Face*, which originates directly from the homes of prominent personalities, was premiered last Wednesday by CBS. Arnold Michaelis, former executive with Columbia Records, is conducting the series. Producer Mike Todd was interviewed on the first show, and Mrs. Eleanor Roosevelt is scheduled to be the guest this Wednesday.

THE COMMUNITY-NEWS VOICE
RADIO WSRS
GREATER CLEVELAND'S NUMBER 1 STATION
SRS "Radio-Active" MBS

Anheuser-Busch Contest Offered Bavaria Trip or Ford as Prize

A new 1957 Ford V-8 was the first prize awarded by Anheuser-Busch Inc. in a "Where's Harry?" contest publicized on the Cardinals Baseball Network broadcasts. Listeners were asked to obtain entry blanks at stores selling Busch Bavarian beer and correctly identify sketches of faces of three Cardinals announcers—Harry Caray, Jack Buck and Joe Garagiola. Second requirement was to supply a fourth last line for a Busch Bavarian jingle ("If you've been to the land of Bavaria, Where Hearts are light and gay, It's undoubtedly true you have tasted the brew, . . ."). Entry blanks were made available at Busch Bavarian outlets in six states reached by the Cardinals regional network. The winner was given his choice of an all expense-paid trip to Bavaria or the Ford. Other prizes in the contest, which drew over 100,000 entries, were nine runnersup expense-paid trips to any Cardinals' home or road series and 90 portable transistor radios.

WHEN-AM-TV Plan for State Fair

WHEN-AM-TV Syracuse, N. Y., have announced plans for broadcasting all local live programs from the auditorium and stage of the city's Women's Building as their exhibit during the nine day 1957 New York State Fair. The fair begins Saturday and runs through Sept. 7. In addition to the regularly scheduled programs, special programs pertaining to the exposition have been added, bringing the total number of broadcasts from the fair to 41 tv shows, 37 radio shows and an hour and a half simulcast.

BMI Prepares Script Series

Broadcast Music Inc., New York, has prepared radio scripts based on the lives of famous handicapped people. The stories of famed composers, musicians, sports personalities, writers, political figures and entertainers will be featured in the series which is titled *Reason for Living*. The scripts, which will be available to radio stations throughout the U. S., were prepared at the invitation of President Eisenhower's Committee on the Employment of the Physically Handicapped.

KDB Gives Away Tickets, Money

In a recent public service promotion for the Fifth Annual Kiwanis Pancake Breakfast, KDB Santa Barbara, Calif., offered 17 tickets to anyone who stopped at the rear door of the station on a first-come first-served basis. When the tickets were gone within a few minutes, KDB then offered to give the price of the tickets in cash to anyone coming to the station. As a result, KDB estimates it gave away between $250 and $300 and reports that when it closed its doors, a crowd of sixty or more people waited and milled around the station.

WWJ
DETROIT
FIRST IN DETROIT
• PROGRAMMING
• EXPERIENCE
• SALES RESULTS
ASK DETROITERS!
BASIC NBC AFFILIATE
WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS
National Repersentatives:
PETERS, GRIFFIN, WOODWARD, INC.



MY MOMMY LISTENS TO KiTE
More Mommies and Papas in San Antonio Listen Daily to KiTE Than to Any Other Station*
*NCS #2
Call Avery-Knodel, Inc.

TvB's TV VISION IS A BRIGHT ONE

President Norman Cash gives picture of tv impact to Western audience

Norman E. (Pete) Cash, president of the Television Bureau of Advertising, presented TvB's Vision of Television, 1957 *to West Coast agencies and advertisers in Los Angeles last Tuesday, in San Francisco last Wednesday.*

We are here to talk about a vision—a vision called television, 1957.

Ten years ago, the word "Friday" stood only for a day of the week. The word "Kukla" was only the Russian for doll. The word "Bilko" stood for a baseball player. "Howdy Doody" was only a greeting. "Earp" was only a sound.

Today, "Ampex tape" and "kinescope" and "coaxial cable" are common words.

Television has changed our language, our knowledge, our understanding of people, of places, of products. It has become a force that daily changes our life. Whether we consider it as social force, as advertising force, as selling force or as a vision, television is the basic force to move products to people and to move people to action.

This high voltage, high vacuum, electronic miracle has become commonplace, taken for granted.

Here is the number of U. S. tv homes: 40,300,000.

Here is how fast tv grew and is growing: one new television home every 8 seconds of every hour all last year.

Here is the number of commercial tv stations now on the air to take your message where you want it, when you want it: 478.

Here is the percentage of homes now outside the range of television: 3%.

Here's what advertisers think of television: They invested $1.21 billion in it last year.

This is the amount advertisers invested in spot television, which the Television Bureau of Advertising measured for the first time last year: $325 million.

Here's what national advertisers think of television: They voted it their number one medium for the second straight year.

With all its growth, television keeps on growing in viewer attention. Last year, 10 of the 12 months were all-time highs in the amount of time spent watching by the average tv home.

We believe that the more you know about tv, the more tv you will use—and the better you use it, the better your results from tv will be. So our approach to tv has been to measure its dimensions in terms of homes, types of homes, types of homes measured in terms of ownership or consumption or intention to buy actual products.

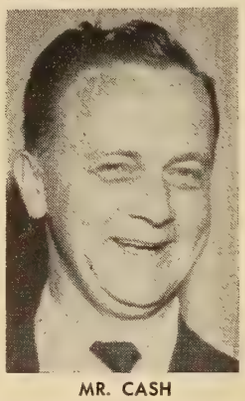
First, we find that television offers you the quality audience.

In the morning, 16% of all the nation's low income (under $3,000) homes watch tv during the average day and 35% of high income (over $10,000) homes. In the afternoon, 29% of the lower income homes are watching, and 44% of upper income homes. In the evening, 41% of all low income homes and 86% of upper income homes watch each day. Television, therefore, appeals more strongly to the homes with the money to spend, both in set ownership and set viewer-ship.

Because TvB's study was based on all homes, we can compare tv with newspapers. This comparison is used only to highlight and add significance to these tv dimensions. It does not imply there is anything wrong with newspapers as an advertising medium.

The average low income home in America spends 11 hours a week with newspapers and 29 hours a week with tv. The average high income home spends 13 hours a week with newspapers, and 50 hours a week with tv.

Both media are more popular with the upper than the lower income homes. While tv is more than twice as popular as newspapers in the lower income homes, it is almost four times more popular than newspapers in the upper income homes.



MR. CASH

The vision that comes to people's minds when they hear your name is important to you. Call it your "corporate image." How quickly does the public accept a new product or new use of your current product? What do your stockholders think of your company? In case of a strike can you compete with headlines? What do they think of you in the capital? In Washington?

With television, you can create, mold and prove the image for which you stand to both public and business simultaneously.

The roll call of industrial concerns using television to show the world their corporate image is a *Who's Who* of American business.

General Electric	Minneapolis-Honeywell
Westinghouse	IBM
U. S. Steel	Sperry Rand
Alcoa	Carrier
General Dynamics	Dow
American Machine & Foundry	Reynolds Metals
Du Pont	Johns-Manville
American Radiator	Bank of America
Pacific Tel. & Tel.	

The coming season will see more. Monsanto will have 10 major television shows illustrating the conquest over hunger, disease, etc. Du Pont has a new series of hour and a half productions for the coming season called *The Du Pont Show of the Month.*

The Department of Agriculture reports that the average small family spends $18 a week for food, the large family $35 a week.

In the morning, 17% of the small families and 35% of the large families watch television. In the afternoon, 29% of the small families and 55% of the large families watch every afternoon. In the evening, two-member-family viewing goes up to 63% and five-member-family viewing to 80%.

Now let's be practical and see what you, as an advertiser, can reach: The advertiser's delivered audience.

You Bet Your Life with Groucho Marx reaches 31.9% of the television homes with a single telecast. *Lineup,* a different type of program entirely, also reaches 31.9%, both shows reaching 12,537,000 tv homes. On the surface, the audiences are equal. But with television, the advertiser goes beyond circulation to homes reached and beyond homes reached to the types of homes reached.

Groucho Marx reached over half (50.3%) of the older families, a total of over five million, while *Lineup* reaches only 26.6%, or under three million of these older families. *Lineup* wins in the large families, reaching almost four million of them while Groucho reaches only a few over two million large families.

The sponsors of these shows know their audience, know they can aim their advertising at their own particular audience, their market, whether it be young or old, large or small.

How about smaller budgets via spot television? This same pinpoint precision is available, taking 60-second commercials, in the top 50 markets of America, Monday through Friday.

You can be a television advertiser for $23,035 a week by going on the air at 12:30 p.m., or for $23,875 by telecasting at 4:30 p.m. What will this buy you in newspapers or magazines? We don't know, but in tv Nielsen reports that at 12:30 you could deliver over 12 million sales calls and over 15 million at 4:30. The later time period also delivers more different homes. But suppose your target was primarily the older home. Now the earlier time period is better, delivering over 600,000 more of these older homes than the later, higher rated period.

We should mention here that TvB is about to release its first analysis of 506 advertising budgets, ranging from $2,700 to over $106,000 a week. We cover seven periods of the day, four degrees of national coverage, two levels of frequency, three types of tv spots. We'll know our audience by age of housewife, family size, and, most important, by the ownership and rate of

consumption of specific product categories. This will be available to advertisers through TvB members in the near future.

TvB has worked with the A. C. Nielsen Co., the Market Research Corp. of America, The Pulse Inc. and the Institute for Motivational Research to study television and its effects. We find one thing over and over again: the homes that view the most, buy the most.

Now let's see how tv can be put to work for you.

One of the problems in all advertising is that of enough space in which to show all the product's features, tell all about its advantages. Large space ads with dominant illustrations continue to increase in print popularity as the advertiser learns he must out-show his competition, must prove his product has more of what's good. A full page newspaper ad is about 300 square inches. This is your selling area.

The average television screen is about 200 square inches. But there's a difference in this selling space on tv and the selling space in newspapers. In tv, your ad is not just one full page, it's a series of full pages, each seen in turn, each dominant. We estimate that the average 20-second television spot gives you four full tv pages. The average minute commercial gives you up to ten tv pages. Thus, when the average full page newspaper ad requires only five or six tv pages to show the same thing, you have other space, extra space, on tv. The space of tv is about six times that of newspapers, ad for ad, selling point by selling point.

We hear the familiar cry that tv's fine—but too expensive.

Suppose you wanted to reach a million people. How small a budget can you use to reach them? The answer was documented by the Leo Burnett Co. of Chicago last April. Leo Burnett reports that to reach the million people via page black and white in newspapers will require an advertising budget of $10,790. To reach a million people via page black and white in women's service magazines will require $6,480. But in nighttime television, you can reach your million homes for only $1,420 and with daytime television it is even cheaper, $1,050.

Look at the cost of tv another way. Take the treasurer of your company. He is responsible for the dollars the company already has and for seeing that these dollars are wisely invested to earn more dollars.

Two advertising managers come to him for their advertising *loan*. Advertising budgets consist of dollars that have been removed from other corporate operations. The advertising manager receives his loan upon the agreement that he will invest it in reaching people; that, in reaching these people effectively, he will create in them the desire to buy the product; that the product will be sold—at a profit—and the advertising budget or loan returned to the corporation in terms of increased profits.

Look at it from the treasurer's point of view, his responsibility. The rate of interest he charges you for your advertising budget will depend on three things: (1) how good a risk you are, (2) the amount of money you require and (3) the length of time between now and when you return the money.

Let's look at each of these three in turn.

When you as advertising manager invest your advertising loan, how will you be able to account for where it went and what it bought? Take print. Suppose you bought a full page in a major monthly magazine with a circulation of 5 million. This ad will cost you about $20,000. Now your ad has run, appeared in print. What can you report back to your treasurer? Did you reach 5 million families? If you did, your readership would have had to be 100%. Your cost per thousand would be $3.60.

But suppose you had 50% readership, your cost per thousand now is $7.20. Or with 30% readership your cost is up to almost $11. Starch reports that your cost will average about $80 per thousand readers. So, in your report to your company, you'll have to say you bought *some* homes at a cost of between $3.60 to over $80 a thousand—you don't know how many, what type and how well they fit your market. You just can't say.

In newspapers, there are only six Starch-rated papers in the country, over 2,300 with nothing but gross circulation. Again, how can you audit your expenditures?

In print, you know the potential: The *Life* reader, the *Ladies' Home Journal* reader, how about *your* reader—what do you know about him?

With your advertising loan invested in television, you bought a full minute commercial at 6:30 in the evening in each of the nation's top 75 markets on the highest cost station in each. Time cost $12,500. It will deliver to your commercial over 5 million homes. Its cost per thousand will be $2.38.

Here is your report to your treasurer. Not just the homes you could reach but the homes you did reach. You can account for each dollar spent.

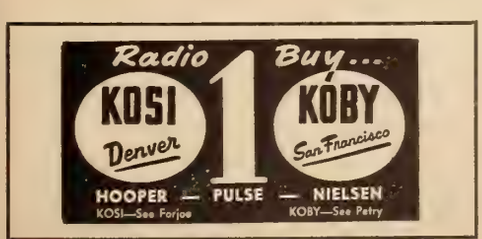
Which represents the greater risk to your company's treasurer?

Let's go to point two, the amount of money you must ask your treasurer for. Notice the example we just used. Both were aiming at about 5 million. The magazine required about $20,000 for the opportunity of aiming at these 5 million. Television required $12,500 for delivery of these 5 million.

And now for what we believe to be the most important point of this entire presentation: the speed of television.

Almost 2,400 years ago, Sophocles wrote "Oedipus Rex." It has been a constant favorite among theatre goers for all the years since 429 B. C.

On March 3, 1957, this same "Oedipus Rex" was shown on television. More people





WHBF
RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower
CBS
REPRESENTED BY AVERY-KNODEL, INC.



ABC AFFILIATE CHANNEL 2
Peters, Griffin, Woodward, Inc.
REPRESENTATIVES

saw it in one night than had seen it in all history. A history of theatre-going was concentrated into one evening of television viewing.

Billy Graham had a record turnout in New York's Madison Square Garden. Yet, if he had been there for a full year, with capacity crowds to fill each of these thousands of seats, a full year in Madison Square Garden could not equal his audience of a single, hour-long telecast. Again, tv did a year's work in one night.

Let's return to our corporation treasurer and his problems, the two advertising managers. Both are aiming at 5 million homes. Forget now about impact or cost efficiency. Pretend that both reached their target, 5 million homes. Now who wins?

One ad manager reached his 5 million via magazines. The sales opportunity is once over a period of 30 days in a monthly publication. It takes one month for the issue to reach its audience. It took the ad manager some 30 days to deliver his audience his commercial message or advertisement. The weekly magazines allow a seven day repeat at his sales target.

Our other ad manager reached his 5 million homes via television. He did it in one night.

If the impact is the same (which it isn't), and the cost is the same (which it isn't), and the audience is the same (which it isn't), then the one that reaches the homes in the shortest period of time will be the one to create the quickest sales.

And this speed is important. If the purpose of advertising is to create sales, the purpose of sales to create profit . . . and from the profit comes the money for more advertising—if this is true, isn't it more logical, and practical, that the faster this cycle of advertising-to-sales-to-profit-to-more-advertising can be accelerated, the faster you will be able to re-enter the medium with new advertising for still further sales, further profits?

We have created an era of high speed production. We make more things faster than ever before. The obligation is to find ways to sell these same things equally fast. We can't wait a month or a year for the sales we could have tomorrow. Our rate of advertising must be at least as fast as our rate of production.

First Commercial Tv To Open in Scotland

Commercial tv comes to Scotland next Saturday when Scottish Television Ltd. is scheduled to commence service from its headquarters studios in the Theatre Royal, Glasgow. The transmitter, located at Blackhills (Lanarkshire), is expected to blanket almost 80% of the country.

Sales offices, under Anthony Jelly, STV sales director, have been set up at both the Glasgow headquarters and at Television House, Kingsway W. C. 2, London.

First rate card ranges up to (for 8-9 p.m. Sunday night) £135 for 15 second advertisement, £210 for 30 seconds, £255 for 45 seconds, and £300 for 60 seconds.

The new Scottish tv station has been telecasting test signals at selected times, Monday through Saturday, since last March to assist set installations and conversions. In addition, STV held 20 exhibitions in towns throughout the country to introduce Scotland's first independent television service.

Roy Thomson, chairman of STV, estimated that about four million people will be within range of the new service and said 75% of the 500,000 tv homes would have multi-channel sets by late this summer.

Start of the Scottish tv outlet will bring to five the total number of commercial stations operating in Great Britain under the Independent Television Authority.

Further planning for ITA's proposed station in southern England, scheduled to commence next summer, was announced with the appointment of C. D. Wilson as general manager for the program contractor. Mr. Wilson has resigned from the board of Associated Rediffusion and as business manager of Associated Newspapers Ltd. to accept the new post.

The southern program contractor, as yet without an official name, is a new group formed by the Rank Organization, Associated Newspapers (which already has a stake in Associated Rediffusion) and the Amalgamated Press. The projected station is expected to provide another two million viewers with commercial tv. It will serve a semi-circular region stretching across its base from Weymouth through Ventnor to Brighton and reaching to Newbury in the North.

Canada's BBM Sets Nov. 11-17 For Nationwide Audience Survey

A new audience survey for both radio and television is to be made throughout Canada during the week of Nov. 11-17 by the Bureau of Broadcast Measurement, Toronto, Ont. The full week survey will be made in 30 major markets, while the rest of Canada will have a survey for the first four days of the week.

This marks the first time BBM has announced the dates of the survey in advance since it put into operation its new type of audience survey late in 1955.

The results of the survey last spring have been distributed to all BBM members during August and a meeting for comments and criticism is being held by BBM directors for all stations, representatives and advertising agency executives in the King Edward Hotel, Toronto, on Sept. 10 at 10 a.m.

As a result of the 1956 fall BBM survey, the Broadcast Advertising Bureau, Toronto, has made a report on home radio listening, the first complete report of its type ever made in Canada. The report shows with graphs and figures how much time is spent hourly by Canadian metropolitan and non-metropolitan audiences listening to radio in the morning, afternoon and evening. The report, in booklet form, shows that Canadian families on a daily average spend 4 hours and 17 minutes listening to radio programs, with metropolitan areas listening 3 hours and 57 minutes and non-metropolitan areas 4 hours and 37 minutes.

Radio-Tv Ads Up in Canada

Radio and television advertising in Canada were both up in the first half of 1957, compared with the similar 1956 period, according to a survey by the Toronto weekly advertising publication, *Marketing*.

Its national advertising survey showed that only radio and television advertising were up to forecasts, with radio up 10% to 15% and tv up 25%. Radio had a slow start but a record-breaking June, with a growing number of advertisers returning to radio after ventures in other media. Some stations in secondary markets showed a slight drop, though in general the increased radio advertising was nationwide.

New Government Ad Agencies

Radio and television advertising of Canadian government departments is to be handled by new advertising agencies, following a big switch in agencies by the recently elected Progressive-Conservative government. Bank of Canada and Department of Finance advertising, which uses a great deal of radio and tv for bond drives, is to be placed by McKim Adv. Ltd., Toronto, with French-language copy for the Department of Finance to be handled by J. E. Huot Publicite Ltd., Montreal.

Department of National Defense, which

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

uses some radio and tv advertising for recruiting, will use three new agencies, H. E. Foster Adv. Ltd., Toronto; O'Brien Adv. Ltd., Vancouver, and Burns Adv. Ltd., Montreal.

Seasonal radio and tv advertising is used by the Canadian Post Office Department and this in the future will be placed through H. E. Foster Adv. Ltd., Toronto, while Department of Labor copy will go through McKim Adv. Ltd., Toronto.

Canadian Agencies Set Record: $204.5 Million in '56 Billings

Canadian advertising agencies handled more billings last year than in any previous year, according to findings of the government's Dominion Bureau of Statistics.

In its annual report on advertising agencies, released in mid-August, the bureau stated outlays on advertising and other services for clients rose 15.4% to a record of $204,581,000 from $177,240,000 in 1955. There were 110 advertising agencies in operation in 1956 compared with 104 the previous year.

Gross revenue increased by 15.7% to a high of $32,204,000 from $27,690,000 in 1955. Net revenue, before taxes, was up 18.7% to $3,291,000 from $2,772,000. Advertising handled for clients on which commissions were paid rose to $201,797,000 from $174,925,000. Agencies also collected $694,000 for market surveys and other research work, up from $391,000 in 1955, while other fees increased to $2,089,000 from $1,925,000.

Radio-Tv Talks Set for Queen

Queen Elizabeth II will make two radio and television appearances while in Canada from Oct. 12-16, the Canadian government has announced. On Oct. 13 at 9 p.m. EDT the Queen will broadcast nationally over all Canadian radio and television network stations and on Oct. 14 she will open the Canadian Parliament at 3 p.m. EDT. The ceremony and her address to the Parliament will be broadcast and televised.

The four day visit of the Queen and Prince Philip will be broadcast and telecast from all public receptions and tours of the Ottawa area, the only city the royal couple will visit in Canada.

Canadian Radio Sales Up, Tv Down

More radio receivers and fewer television receivers were sold in Canada in the first six months of 1957 than in the similar 1956 period, according to the Radio-Electronics-Television Mfrs. Assn. of Canada. In the first half of 1957 a total of 254,188 radio sets were sold compared with 243,271 sets in the previous year. Tv set sales totaled 170,672 units compared with 216,196 in the 1956 period.

Ontario province led in sales in the first half of 1957, with 117,925 radio sets and 64,756 tv sets. Quebec province followed with 57,975 radio and 47,856 tv sets.



LIVING SOUND
captured at last in
TV spot news on
SOUNDCRAFT
16mm MAGNA-STRIPE RAW STOCK

You can now get Soundcraft Magna-Stripe (film with pre-applied magnetic sound track) in raw stock form! The availability of Magna-Stripe Raw Stock, and equipment for its use—now enables you easily to convert from optical to magnetic sound track—to achieve living sound for your TV spot news films! Only Soundcraft's Magna-Stripe provides *Oscar-winning oxide formulation!

Because optical developing processes cannot affect sound already recorded on Magna-Stripe, you can develop your films for maximum optical clarity. All the advantages of tape recording are yours with Magna-Stripe! First adopted in CBS-TV Newscasts—Magna-Stripe has won viewer and critic plaudits for "live" sound quality in spot news broadcasts. To learn how easily you can convert to Magna-Stripe Raw Stock ...write Soundcraft today!

*1953 Academy of Motion Picture Arts & Sciences Award

REEVES SOUNDCRAFT CORPORATION
10 E. 52nd St., New York 22, N.Y. • West Coast: 338 N. La Brea, L. A. 36, California
WORLD'S LEADING MANUFACTURER OF RECORDING FILMS

DISCOVERED IN L. A.: A SOLUTION TO ALL THOSE CHARITY APPEALS

Broadcasters, like all other American businessmen, are beset by a multitude of appeals from charity and social service agencies for permission to solicit funds from employes. Often there is also the request that employes be allowed to pledge contributions to the charity which can be paid off through deductions each payday—with the employer, naturally, donating the cost of the extra bookkeeping involved.

Unlike other businessmen, broadcasters also are called on to support the various fund-raising drives with volumes of on-the-air publicity ranging from brief announcements to round-the-clock talkathons and telethons, to which performers, writers, announcers, producers and technicians are also expected to contribute their services gratis. But that's another story and beside the point.

The point here is that, unlike other businesses and other broadcasters elsewhere, the managements of Hollywood's radio and tv stations have managed to rid themselves and their employes of the annoyances of a steady parade of fund-raisers following one after another week after week and month after month. More than 2,000 appeals are made annually in Los Angeles alone.

It was in 1949 that Sidney N. Strotz, then NBC's vice president in charge of the network's Pacific division, got all network and station managers together to see what could be done to halt the waste of time and money occasioned by the continuous stream of employe appeals. Executives from allied fields joined in; the result was a decision to permit but one employe solicitation a year and to establish an organization to handle this solicitation of funds for charity and the disbursement of the funds collected to charity.

The organization is Radio-Television-Recording-Advertising Charities Inc., commonly referred to by initials (RTRA) which are as familiar to West Coast broadcasters, advertisers, agencies and recording organizations as NARTB or AFM. Each fall (October-December), RTRA conducts a drive among the employes of all firms falling within the categories the organization embraces. Most members subscribe to the RTRA "Golden Ruler Plan" for payroll deductions ranging from ½% to 2% of the individual's salary, although some prefer lump sum donations which have run as large as $5,000 from an individual and much more than that from organizations.

The moneys collected are distributed to eight charities: Community Chest Agencies, American Red Cross, American Cancer Society, American Heart Assn., City of Hope, Sister Kenny Foundation, United Cerebral Palsy and YMCA. These benefiting charities in exchange agree not to solicit RTRA member firms or their employes at work or the employes and their families at home.

Neatly sidestepping difficult annual allocation decisions and the pressure that inevitably would be exerted to influence these decisions, RTRA allots its charity funds—collections minus costs of the campaign—on the basis of how much money each charity has raised by itself in the Los Angeles area. The charity collecting the largest sum on its own gets the largest percentage of RTRA money. And it's a tidy sum. The 1956-57 RTRA campaign collected $271,000 from 6,343 contributors and turned about 90% of it over to the charities.

RTRA can do this because the organization begs as avidly for itself as it does for the charities for whom it raises funds, never buys what it can get by asking. Typing jobs are divided among the girls of a score of organizations. Publicity and promotional pictures are taken by network publicity photographers and the networks also provide as many prints as are needed at no cost to RTRA. For the first five years, the organization occupied rent-free offices: three years using space donated by J. Walter Thompson Co. and two as guests of CBS in Hollywood's old Earl Carroll Theatre Building. When it took its own quarters, RTRA got the furniture it needed from the new furniture division of Beekins Van & Storage Co., veteran radio advertiser.

The net result is that costly campaigns are averted. This year, to pay its executive director (Burt Zinn, with RTRA since 1950 and its only full-time paid executive), secretary, additional campaign help, stationery, printing and mailing costs, rent and overhead, the RTRA board has set aside only $27,000.

Another major factor in RTRA's success is its enlistment of top level industry figures for voluntary administrative positions. For example, the RTRA presidents, starting with Mr. Strotz, have included Thomas C. McCray, vice president and general manager of KRCA (TV) Los Angeles; Robert O. Reynolds, president, KMPC Los Angeles; M. J. Rockford, executive vice president for radio of Music Corp. of America; Donn B. Tatum of Walt Disney Productions; Walter A. Tibbals, vice president, Anderson-McConnell Adv. Agency, and actor Ben Alexander, newly elected 1957-58 president, who is best known for his role of Frank Smith, sidekick of Sgt. Friday in *Dragnet*.

RTRA's six-year campaign record breaks down this way: In 1951-52, 2,872 persons contributed $118,819; 1952-53, 4,212 persons gave $152,584; 1953-54, 4,693 persons gave $174,218; 1954-55, 5,083 persons gave $196,783; 1955-56, 6,011 persons gave $223,318; and in 1956-57, 6,343 persons gave $271,000.

When the annual RTRA campaign period rolls around each October, the organization has the advance readiness of a Normandy invasion. A campaign chairman is selected and committee fund-raising heads appointed for such industry divisions as publicists, law firms, talent organizations, tv film distributors, business managers, music publishers, special gifts, radio and tv schools, station representatives, advertising agencies, networks, independent stations, production companies, record companies, unions and guilds.

Board members make as many as three speeches a day to special groups throughout the campaign. Bulletins and broadsides saturate the area. There is departmental pride when personnel hit 100% subscription to RTRA's Golden Ruler Plan.



THE RTRA BOARD OF DIRECTORS: Standing (l to r), Cliff Gill, vice president KBIG; Mike Eliason, personnel director, CBS; Cy Pearson, vice president and manager, California Bank, Hollywood; Harold R. Maag, vice president and western manager, Radio Corp. of America; H. Bruce Baumeister, counsel for KTTV (TV) (RTRA secretary); Frank Nelson, president, National Board, American Federation of Radio & Television Artists; Karel Pearson, director of radio, NBC; Elton Rule, general sales manager KABC-TV; Robert P. Myers of Lillick, Geary, McHose, Roethke & Myers (RTRA legal counsel), and Burt Zinn, executive vice president of RTRA.

Seated, C. Burt Oliver, vice president, Foote, Cone & Belding (vice president RTRA); Pat Martin, assistant personnel manager KTTV (assistant secretary RTRA); Hilly Sanders, vice president, Dan B. Miner Co.; Ben Alexander, actor (RTRA president); Liz Gould, executive secretary Radio-Television Directors' Guild (RTRA treasurer), and M. J. Rockford, executive vice president in charge of radio and tv, Music Corp. of America (RTRA ex-officio).

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



Are you ready for emergencies like these?

Now is the time to check your first-aid cabinet . . . for during the summer months there is a daily average of 280 accidental deaths, to say nothing of the almost endless number of burns, cuts, bruises and other injuries.

So, it is important to know *what to do* and *what not to do* in situations ranging from minor scratches or cuts to more serious injuries such as broken bones.

To treat minor cuts: most cuts heal quickly if cared for promptly, but can become serious if infection develops. The first thing to do is to wash the cut under warm running water. Then promptly apply a mild antiseptic and sterile compress.

If iodine is used, remember that it becomes stronger with age and old solutions should not be applied.

To treat more serious injuries: falls cause many serious injuries, especially among young children and people age 65 and over. If you suspect a fall has caused a broken bone, do not move the victim unless absolutely necessary. Keep the patient comfortable and get medical care promptly.

If an accident occurs and you cannot determine its extent or seriousness, call a doctor. Describe the injury, tell him where the victim is, what you have done and the victim's apparent condition.

With your description, the doctor can offer suggestions. decide how urgently he is needed and foresee what equipment he should bring.

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

From 6 AM to Noon in the Nation's Capital...



WRC IS THE SPEAKER OF THE HOUSE!

WRC brightens the mornings of more listeners than any other Washington radio station. During the period from 6 AM right up until Noon, WRC averages a 22% share of the total radio audience . . . which amounts to a convincing *10% advantage over the second station!*

Al Ross' "Timekeeper" program starts it all off with three hours of entertainment that attracts and holds homemakers and husbands getting set to work *and to buy.* Gene Archer follows with his "Date in Washington," which wins a wide, loyal following throughout the Capital area. WRC's local hits are followed by network favorites such as the "NBC Bandstand" show, for a fully balanced morning schedule.

In Washington's 17-radio-station market, WRC's big advantage will prove to be to *your* advantage, too. Let WRC Radio speak for *you* in the nation's booming Capital!

WRC·980

WASHINGTON, D.C. SOLD BY NBC SPOT SALES

Source: NSI Report, Total Station Audience–Washington, D.C., Area–May, 1957

from **RUSS YOUNG**, *vice president, Russel M. Seeds Co.*

DON'T EXPECT TO RIDE THE COATTAILS OF RADIO'S RESURGENCE

Radio, as they say on Madison Avenue, has "happened." Billings have soared, sponsor interest is booming. Radio representatives, station managers and time salesmen are wearing smiles that won't come off.

Cinderella not only has attended the ball, she's married Prince Charming and, unless they lose all touch with reality, they should live happily ever after.

In fact radio is so popular, there's some danger of it becoming a fad. If advertisers start jumping into radio with the idea they can't miss, there is many a rude awakening ahead.

Television became a fad, especially network tv, which is one reason costs have risen so steeply, and each year we see a number of advertisers pulling out to lick their wounds. At this time of year, when the major tv networks used to be practically SRO, there are an alarming number of excellent nighttime programs with alternate sponsorships open—but no takers. It seems that last season's 75% mortality among new shows has made the bankrollers a bit gun-shy, and with reason. This is rough because tv is probably the greatest medium ever made available to an advertiser, but advertising is supposed to be an investment, not a speculation.

So that's why some of us are a little worried about this sudden boom in radio. Radio isn't a new "miracle medium"; it's an old reliable standby that most of us have been using for years. Even the popular new catchword, "saturation," is not as new as many people believe. We used this approach as long ago as 1950. For one of our clients, more than 60,000 radio announcements were broadcast throughout the country over a two-week period.

As I recall, we weren't particularly impressed with ourselves. This was just the way to do that particular job. It was a successful campaign, but heavy frequency and complete coverage were not the only factors! Success hinged on what we said, how we said it, and when we said it, as well as where and how often. So we shouldn't get to thinking of radio as a panacea. There's no all-purpose media formula that will work wonders automatically.

BE REALISTIC IN COMPARING RADIO AND TV

Radio, however, does offer today an attractive opportunity for many advertisers. The medium is not over-priced (yet) and a carefully-thought-out campaign with really top copy and creative work and timebuying strategy can pay off in blue chips. But success can't be taken for granted just because radio is enjoying a phenomenal rebirth in popularity and looks a lot less costly than television. Even though radio costs do look low by television standards, radio is not cheap enough that we can afford to prop it up on the media checkout counter as an impulse item. And let's don't kid ourselves that there is any valid and direct relationship between radio cost-per-thousand and television cost-per-thousand. A minute of television advertising is still worth more than a minute of radio advertising and, I think, always will be.

There are a number of reasons for this, but we'll look at only the most obvious one. Radio, for the most part, plays to an audience which is not really attentive. The radio listener, when he turns on his set, may just want to check the time, news or weather, and listen with only half an ear until what he wants to hear comes along. Or he may just want company, a little noise around the place, pleasant music and talk as a background for other more engrossing activity. He may, and usually does, "hear" a commercial message many times before he really "listens" to it. Unless there is something in the commercial which gets his attention, he may never get the message, except through an unconscious mental osmosis—a plus, but an unmeasurable one.

When a person turns on his television set, however, he usually intends to watch something. This is still no guarantee that he'll watch the commercial every time you want him to. When the commercial comes on, he may well turn to his friends with some light conversation, get up and open the traditional can of beer, or contribute his bit to the "water pressure" survey. But often he just sits and watches the commercial. And when he watches it, he *watches* it! As a result, he gets the full impact of the product story transmitted in sound and pictures and maybe even color—a combination only television can give.

By this comparison, I don't mean to disparage radio's effectiveness. My point is that you usually have to reach a consumer many more times with a radio message than you do with a television message to get a comparable response, and this wipes out the apparent cost differential to a considerable degree.

RADIO'S STRONG POINT: COST PER IMPRESSION

But radio does offer a lot of immeasurable plus. A shopper in a supermart often will stop and look at a displayed product which he had no intention of considering and, without knowing why, either pass it by or put it in his cart. Here we see at work the unconscious effect of all advertising, but in this area, radio, with its ability to deliver more multiple impressions for the money than competing media, scores high.

Usually it's some bright copy twist or production device that catches the vagrant attention and fancy of the radio listener. In Chicago they can still tell you what kind of coffee "Mortimer" was not to forget to bring home. New Yorkers today can identify "that heavenly coffee," and radio listeners all over the country who haven't yet figured out where the yellow went, know beyond hesitation what toothpaste banished it.

We hear plenty of success stories about radio today, but behind every success story there is a well-constructed and well-researched advertising plan created by an advertising agency or group of agencies that know what they are doing.

Any radio advertiser has a right to expect the best qualified talent his agency can offer for his radio effort, because that's what it takes. Radio is great—but in itself, it is no panacea.

So let's don't let radio become a fad. It's just as easy to fail in radio today as it ever was.

Research it, plan it, give it the best creative work possible to get, and then buy. And when you buy, buy enough!



Russell Blackburn Young; b. June 20, 1910, in Chicago. Attended School of Art Institute of Chicago. Was legitimate actor, set designer and director. Joined WGN Chicago in 1935 as announcer-producer. Became radio director, Blackett-Sample-Hummert in 1943; radio director, Hill Blackett & Co., 1944; assistant director of radio, Russel M. Seeds Co., 1947; account executive, Atlas Film Corp., 1948-49. Rejoined Seeds in 1950, named director of radio-tv later same year, and vice president and member of plans board in 1951.

Perseverance Pays Off

HOW perseverance pays off was never better demonstrated than in the administration's about-face on the admission of U. S. newsmen, representing all media, to Red China.

For the past eight years our newsmen have been excluded from Communist China, unable to write or broadcast eye-witness news. Persistent efforts during the last year to get State Dept. approval for readmission of news correspondents proved futile—until last week. Now the administration has permitted 24 newsmen, including correspondents for ABC, CBS, Mutual and NBC, along with the press associations and large newspapers and newsmagazines to go to Red China on a six-month basis.

This would not have happened if the news organizations had not persisted in their efforts to break down the indirect censorship. Public opinion was for it because there was logic in the arguments for free access to news. Bureaucratic road-blocks could not stem the tide of public and Congressional opinion.

Chalk this one up as another important victory in the constant battle for freedom of information. News is news wherever it can be found.



Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . And now a brief resume of last night's picture for those of you who fell asleep during the late, late show!"

In Imminent Danger

ANY DOUBTS about the imminent danger to chs. 2 through 6 through pre-emption by the military is now dispelled. It now seems to be a matter of when the pressure will be applied to have the President, by executive edict, clear the way for a transition, whether it be in one, five or ten years.

The military contends that the electronic devices needed for missiles and satellites in push-button warfare are so complicated that additional spectrum space is needed. This much, after continued denials of reports in this journal, now is admitted.

It is frightening to comprehend the staggering dislocations that would be caused through clearance of the 50 to 90 megacycle range constituting chs. 2 through 6. More than 200 stations now are operating in this band, serving millions of Americans. Receivers, in which the public has invested billions, would become useless or only half-sets. Tens of millions in broadcasters' investments would be wiped out.

And there can be no assurance that it would stop there. Would the other seven vhf channels remain secure? Is there anything to stop the military from going after any or all of the 70 uhf channels?

Heretofore, little more than lip service has been given to a move of all television to uhf. It was first broached in 1949 by the then FCC Chairman Wayne Coy. There were less than 3 million television sets as against some 39 million today. There were 108 stations on the air as against 500 today. The Coy trial balloon blew up because of the "heavy investment" by the public in receivers and the untold havoc that would be wrought.

Ever since, broadcasters and the FCC alike have been dealing in the dark. The military has never shown its hand. It did not have to. It is responsible only to the White House on its use of spectrum space. It gets its allocations from the White House without regard to private needs. There is no arbitration. The use it makes of its vast expanses of spectrum is unaccounted for. It turns a deaf ear to contentions that it is using continuous recordings on many frequencies, holding them on a stand-by basis.

It is entirely possible that a wholly wrong approach has been taken on spectrum allocations. Possibly the answer lies in an entirely new philosophy of allocation. If it is true that a substantial portion of the present allocations to the military is for standby or emergency purposes, perhaps the answer is in a dual structure.

Could a half-dozen additional vhf channels be carved out of present military allocations to be used commercially with military operations taking over during silent hours for their test runs or even communications traffic? In a national emergency provision already is made for the silencing of any and all communications by Presidential order. Conelrad, using am radio only, takes over to keep the public informed.

If this proved feasible, perhaps there would be sufficient contiguous space to accommodate vhf demands, giving existing uhfs first priorities. Perhaps the military would satisfy its immediate needs by using vacated uhf channels.

We do not argue that these are the answers. Manifestly, no reasoned conclusion can be reached until a definitive study is made and until the military, on the one hand, and the FCC representing private users on the other, sit down together.

Sen. Potter (R-Mich.) and Rep. Bray (R-Ind.) have introduced identical bills proposing the appointment of a three-man commission, independent of government, to study utilization of the spectrum by the Federal government. The military now wants no part of it. The Budget Bureau, which must pass on the funds, recommends against it.

Unless there is Congressional intercession—and we can conceive of no more restrained or careful approach than that proposed by Messrs. Potter and Bray—tv service as we know it could be seriously crippled by the stroke of the Presidential pen.

It's no longer a question of whether the military is wasting spectrum space that might be diverted to expand vhf tv service. It is now an issue of survival.

Joe Ream's Return

AFTER a five-year lapse, Joseph H. Ream, former executive vice president of CBS Inc., returns to the broadcasting fold, to become vice president of CBS Inc. in charge of Washington activities. He succeeds Ralph W. Hardy, who died suddenly at 41 on Aug. 5 of a heart attack, bringing to a tragic end a brilliant career as one of CBS's most promising executives.

Mr. Ream left CBS unexpectedly in 1952 for "purely personal reasons" and moved with his family to a ranch near Tallahassee, Fla. Last year he was called to Washington by the government for a highly confidential assignment. He now resigns his government position to return to the CBS family.

Joe Ream is an executive of proven capacity. A lawyer, he joined CBS in 1934 as its general attorney, and became its second in command as executive vice president in 1948. His return to broadcasting, notably on the more sensitive-than-ever Washington scene, insures a continuity of the able representation provided by his inspired predecessor, Ralph Hardy.

THE leader IN st. louis

...Gil Newsome



1 **A TOP PERSONALITY**

Gil Newsome has been a leading St. Louis personality for years—the past three on radio and TV. For proof of this audience superiority refer to ARB or PULSE—for a real convincer of Gil's 'selling' personality check with KATZ for his latest kine!

2 **A LEADING PROGRAM**

The "Gil Newsome Show" is a fast-paced hour that blends music with pantomine and dance and features a diversified roster of name guests. Combined with quality production, it's a natural with the St. Louis audience! And now, add...

3 **A NEW TIME AND AUDIENCE**

A full hour Monday through Friday from 5:00 until 6:00 p.m.—reaching an all-family audience including the buying team of the household. Hard goods and other major products that require a joint man-and-wife buying decision as well as food and drug items deserve participation on this all-family show.

4 **AT INTERESTING RATES**

Participations, live, film, or slide, begin at $165.00 (1-time, 1-minute) and $99.00 (1-time, 20 seconds) and qualify for the KWK FIVE AND TEN PLANS (20-40% discount). Contact KATZ today for availabilities, the new kine, and the full story on this leading show in St. Louis!

SERVING THE GREAT ST. LOUIS MARKET

● the **LEADER** in St. Louis television

KWK TV CHANNEL 4

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SPORTS ARE TOPS

IN THE RICH PUGET SOUND MARKET . . .



and *KTVW is THE sports station



FOOTBALL

Almost everybody in the Seattle-Tacoma area follows popular high school football . . . and KTVW telecasts 9 games live and exclusively during the 1957 season. A made-to-order audience of teenagers and adults.

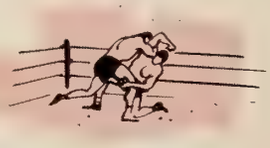


HOCKEY

Interest runs high in the fortunes of the Seattle "Americans." KTVW covers all the action . . . and gets solid results for advertisers on hockey.

BASEBALL

Seattle is truly the "baseball town" of the Pacific Coast, with consistently better attendance than larger cities. Proven sales results with KTVW's live coverage of the "Rainiers" home schedule.



SPECIAL EVENTS

Boxing, wrestling, water sports or other events . . . KTVW's live camera crew is on the job, to bring viewers the best in exciting entertainment.

Your Best Buy In The SEATTLE-TACOMA AREA

In SEATTLE: 230 8th Ave. North—SEneca 3113

In TACOMA: 5544 North 35th St.—SKyline 2-3544

Represented nationally by **HOLLINGBERY**

Best for sales results . . .

over Puget Sound . . .

Channel 13

KTVW

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION SEPTEMBER 2, 1957 35¢ PER COPY

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A psychologist tells why they like westerns	Page 50
Congress going home: what it did, and didn't	Page 58

What happened in Boston

Psyches and six-shooters

Adjournment score card

GET THE NEW *vue*

DELAWARE VALLEY

NEW PERSONALITIES
NEW COVERAGE
NEW POWER

WVUE TV CHANNEL 12
WILMINGTON • PHILADELPHIA



What an opportunity for a timebuyer! Now 7,000,000 people can see the bright new VUE on Channel 12! Our powerful new transmitter . . . located just across the river from Philadelphia . . . blankets the Nation's 4th richest market. Greater sports coverage, the Big 50 Movies, top-rated half-hour syndications and favored local personalities like Pete Boyle and The Selbys are building audiences fast!

For the first time in years you can grab a television FRANCHISE in the Delaware Valley . . . if you act fast. Get a good VUE of the new VUE today!

SALES OFFICES:
New York—625 Madison Ave., Plaza 1-3940
Chicago—230 N. Michigan Ave., Franklin 2-6498
San Francisco—111 Sutter Street, Sutter 1-8689

Represented Nationally by THE KATZ AGENCY, INC.

Here's how Big Aggie measures up to ranking metropolitan markets

Big Aggie Land—the 175 county area defined and delivered by WNAX-570—measures as one of the nation's major markets.

In comparison with these metropolitan areas:

New York-Northeastern New Jersey
Chicago
Los Angeles-Long Beach
Philadelphia
Detroit
San Francisco-Oakland
Boston
Pittsburgh
YANKTON-SIOUX CITY—BIG AGGIE LAND
St. Louis
Washington, D. C.



Big Aggie Land Ranks: *

8th in population with *2,338,800 people*
9th in Total Retail Sales with *$2,392,522,000*
7th in Automotive Store Sales with *$466,463,000*
7th in Filling Station Sales with *$200,014,000*

And Big Aggie ranks with the top fifteen in Spendable Income and Food, Drug, General Merchandise, Apparel and Home Furnishing Store Sales.

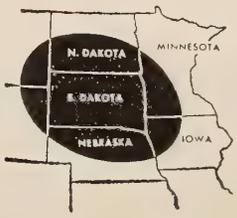
* Compiled from Standard Rate & Data Service Consumer Markets estimates—January 1, 1957

Selling is big business in Big Aggie Land. For your share of the sales, see your Katz man.

35th ANNIVERSARY OF WNAX — 1922 - 1957



BIG AGGIE LAND



WNAX-570

CBS-YANKTON, SOUTH DAKOTA

A Cowles station
Don D. Sullivan, General Manager

WCHS TV STILL FIRST IN 23rd MARKET....WCHS TV

STILL FIRST

Here are latest figures available on the important Charleston-Huntington-Ashland market. WCHS-TV still first. 25 through 31 July ARB* ratings show 14 of top 15 programs telecast over WCHS-TV. With sky high tower, maximum power you dominate West Virginia's largest and wealthiest area on WCHS-TV. Choice availabilities through your Branham man.

*Figures copyrighted by American Research Bureau, Inc.

WCHS-TV

Serving Charleston-Huntington-Ashland . . . from the biggest market!
Charleston's only TV Station

BASIC CBS

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



our vision includes SCENTAVISION

Today, television *pictures* your product. Tomorrow, **"scentavision"** on television may release it's *fragrance* (like this page) and add wonderful new sensory appeal to food and cosmetic advertising. This bold concept of **"scentavision"** reflects the forward thinking of WGAL-TV toward providing more effective service for its advertisers and viewers in America's 10th TV market—the market of

- *3½ million people*
- *in 1,015,655 families*
- *owning 917,320 TV sets*
- *earning $6¼ billion annually*
- *buying consumer goods that add up to $3¾ billion annually in retail sales*

CHANNEL 8 MULTI-CITY MARKET

WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

closed circuit

BARROW'S FINDINGS • While FCC vacationed during August, FCC Network Study Group, under Cincinnati Law School Dean Roscoe L. Barrow, has been working overtime completing report due Sept. 30. Document, to be submitted to FCC committee supervising study (Chairman Doerfer, Hyde and Bartley) will cover in excess of 1,000 pages. It's too early to forecast conclusions but enough has been gleaned to indicate it will go hard on option time, must-buy, multiple ownership and present mode of network operations. Also to be covered will be advertiser-agency, film syndication and talent aspects of overall network operations.

B•T

Special Network Study Staff, which has worked fulltime on report, terminates its assignment Sept. 30 but most of members will be absorbed in present FCC organization and will handle loose ends on report. After Barrow group submits its report, both FCC committee of three and Commission itself get shots at it. Dean Barrow himself will return to his pedagogical pursuits at Cincinnati but will be available for consultation and for whatever appearances may be necessary before committees of Congress in connection with FCC's findings.

B•T

BUY IN BOSTON • Terms of $500,000 payment understood only factor holding up sale of 5 kw independent WVDA Boston (1260 kc) by Vic Diehm & Assoc. to Charles Sawyer, former secretary of commerce under President Truman and multiple broadcast owner (WING Dayton, WCOL Columbus, WIZE Springfield, all Ohio, and WKLO-AM-TV Louisville, Ky.). Agreement for transaction reached, but details of financial arrangements must still be worked out.

B•T

An inkling of FCC Comr. Frederick W. Ford's personality was given last Thursday after swearing-in ceremony (see page 66). He was asked whether he would be carrying along briefcase full of FCC material on his vacation (he'll be gone till Sept. 12)—to "bone up" on significant cases where he may be the key vote (toll tv, clear channel, deintermixture actions, etc.). "No sir," he replied, "I learned a long time ago that if I want to give my best to a job I've got to leave it at the office and not take it home with me. When I come in in the morning, I'm fresh!"

B•T

HARDSHIPS FROM ANTITRUST • Quietly instituted overall survey of economic consequences of antitrust cases may slow down possible Dept. of Justice antitrust actions involving television. While investigations are going forward, it was learned that study of economic consequences of enforcement of anti-monopoly laws through divestitures also embraces overall tv inquiries, i.e., whether end result would do disservice to public interest. Conducting economic appraisal are Dean Ewald T. Grether, of Graduate School of Business Administration of U. of California, economist and business analyst, and Carl Kaysen, youthful professor of economics of Harvard.

B•T

With departure Sept. 1 of Victor H. Kramer as chief of general litigation section of Antitrust Division, Dept. of Justice, to enter private practice, Victor R. Hansen has named Charles Whittinghill as his successor. Mr. Kramer was in direct charge of overall television monopoly investigation, among other duties, and Mr. Whittinghill assumes all these functions. Division has taken cognizance of wired toll tv developments, based, it is understood, on complaints from "within television industry" rather than from public.

B•T

FLORIDIANS PROTEST • Florida broadcasters have protested en masse to Sen. George A. Smathers (D-Fla.) on his bill to prohibit radio and tv stations from engaging directly or indirectly in publication of music or in manufacturing or selling of phonograph records. Through Florida Broadcasters Assn. President James Howe, WIRA Fort Pierce, Florida's 160 stations contend bill would re-establish ASCAP "monopoly" and particularly penalize smaller stations. Sen. Smathers agreed to meet with FAB board during congressional recess—probably in October —and assured association no action would be taken on his bill until all sides of issue are heard.

B•T

In protest to Sen. Smathers, FAB pointed out that survey of stations revealed that they perform ASCAP numbers over BMI 3-1 and that they pay ASCAP about same ratio. ASCAP blanket license runs 2¼% of station gross plus sustaining fee, while BMI runs in area of 1% of gross (see EDITORIAL, *page 102).*

B•T

MORE FROM CELLER • Anti-monopoly fireworks may be expected on Capitol Hill at next session. Chairman Celler (D-N. Y.) of House Judiciary Committee, who is seeking to ascertain whether Dept. of Justice is following up on previous antitrust actions, reportedly has his staff examining all consent decrees entered into in recent times and also has weather-eye cocked toward television. Chairman Kefauver (D-Tenn.) of Senate Monopoly Subcommittee, reportedly is taking similar tack (and has $50,000 added appropriation voted last Friday). Observers point out that 1958 is biennial election year and that almost anything can happen in quest for control of Congress.

B•T

New and up-to-date census data showing number of tv sets in U. S., with breakdowns by regions, city-urban and multiple-set homes will be released by Census Bureau and Advertising Research Foundation by end of month. Raw statistical data cleared bureau's Univac just before weekend and now is going through two-week checking process. Last bureau sampling showed 38.7 million tv homes (76.2% saturation).

B•T

BAYLOR TO TRIANGLE • Announcement shortly will be made by Roger W. Clipp, vice president and general manager, Radio and Television Div., Triangle Publications Inc., of appointment of Ben B. Baylor Jr., former general manager of WANE-TV Fort Wayne (formerly WINT [TV] Waterloo, Ind.) as director of local sales development for Triangle stations (WFIL-AM-FM-TV Philadelphia; WFBG-AM-TV Altoona, WLBR-TV Lebanon, all Pennsylvania; WNHC-AM-FM-TV New Haven; WNBF-AM-FM-TV Binghamton, N. Y., and 50% of WHGB Harrisburg, Pa.). Mr. Baylor is 20-year veteran in broadcasting and has been identified with tv virtually from its start.

B•T

William Zeckendorf, president of Webb & Knapp, New York realtors, and 50% owner of ch. 9 KBTV (TV) Denver, reportedly is identified with Matty Fox's Skiatron Tv Inc., which holds exclusive franchise and license from Skiatron Electronics Corp. to establish, operate and exploit closed-circuit tv. Mr. Fox controls Skiatron Tv Inc. and its only directors outside organization reportedly are Mr. Zeckendorf and David Baird, New York business man. Mr. Zeckendorf formerly sat on board of CBS and ABC.

B•T

JOB CHANGE • Formal announcement shortly will be made of appointment of Les Arries Jr., former manager of WTTG (TV) Washington, now with CBS Tv Spot Sales, Chicago, to executive post with WHDH Boston, reporting to William B. McGrath, vice president and managing director. WHDH holds ch. 5 construction permit for WHDH-TV.

B•T

Although uncertain just what it wants, American Hospital Assn. plans to ask FCC to assign space in radio spectrum for emergency medical use. Frequencies requested would not be on an "exclusive" basis, however. Association expected to decide this week what frequencies it will ask for.



in Kansas City

if you want
"colorful" news
there's a place to go



if you want award-winning reporting

it's KCMO-Radio*

*The only radio station to win both Sigma Delta Chi Award and Distinguished Achievement Award of National Association of Radio News Directors.

KCMO-Radio	**Kansas City**	**810 CBS**
WHEN-Radio	Syracuse	620 CBS
KPHO-Radio	Phoenix	910 ABC
WOW-Radio	Omaha	590 CBS

ANOTHER M MEREDITH STATION

Basic CBS—50,000 Watts
Joe Hartenbower, Gen. Mgr.
R. W. Evans, Commercial Mgr.
Represented nationally by Katz Agency

KCMO . . . One of Meredith's Big 4 . . . All-Family Stations.

Meredith Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

Boston Blackout—Shutdown of Beantown's daily newspapers created a broadcasters' sellers market. Department stores rushed schedules on radio and tv stations as retail sales held steady. Just before 20-day strike ended Thursday afternoon, broadcasters were hanging up SRO signs to advertisers; some of the new business will rub off, but a significant portion will stick. Page **27.**

ADVERTISERS & AGENCIES

Kent Wants to Go Even Faster—Though sales are already in lusty boom, P. Lorillard and Lennen & Newell may push ad budget to $10 million annually. Objective: to put its all-brand unit sales to a new company record high. Page **35.**

Timebuyers Buying More.—Approximately half report they are placing more radio and television time now than a year ago. B•T survey of leading buyers reflects trends in radio and tv, network and spot. Page **32.**

Toiletries Topple Foods—In tv network time buying, toiletries advertisers spent more in June than did food advertisers. A report on tv network buys and buyers based on Publishers Information Bureau data. Page **40.**

New York Stock Exchange Makes Its Bow in Tv.—Plans are for 11-week test runs to pass along "a few friendly words on the art of upping your income." TvB-inspired move is principally designed to sell NYSE-member brokers on tv's impact on the $10,000-a-year income group, 65% of which has never been in touch with brokerage houses. Page **36.**



Those Chaps in Chaps—Motivation expert Dichter explains the basic appeal of the Western And there'll be plenty to appeal to tv viewers, judging by the fare the networks are saddling up this fall. Page **50.**

TRADE ASSNS.

Open Air for Industry Problems—NARTB regional meetings, opening Sept. 16 in Schenectady, N. Y., will go to the heart of fundamental broadcasting issues. Sen. Potter to feature Sept. 18-19 meeting in Cleveland. Page **71.**

TvB to Show Tv on Tv—Tv Bureau board approves record budget, hears plans for "telling the television business story on television." Page **72.**

STATIONS

AB-PT Buys KQV.—Pittsburgh station acquired in $700,000 transaction that assures ABN of continuing outlet in that area and also clears way for tv ch. 4 operation by merged KQV and WCAE Pittsburgh interests. Page **74.**

NETWORKS

NBC Affiliates Set Meeting Agenda.—Separate session for radio and television affiliates scheduled Sept. 11-13 at New York's Waldorf-Astoria. Elections, meetings with network officials planned by both groups. Page **53.**

FILM

Oil And Water Do Mix—It's true when the oil is a petroleum advertiser and the water is in soft drinks. Ziv Television Programs analyzes sales of its product and finds increased sponsorship diversification. Trend away from direct syndicator-to-station sales also is noted. Page **80.**

OPINION



MR. NORMAN

Empathy in Advertising—That's what NC&K President Norman calls the ingredient necessary for a successful sales message. He defines it as relating the product to the customer's wants and desires before attempting to give the commercial. The agency executive writes in B•T's regular Monday Memo series. Page **101.**

GOVERNMENT

As Congress Heads Home—First session of 85th Congress finishes after much talk, little action on broadcast matters. Hardest hit: networks and FCC (which faces a January investigation). Subjects most talked about: pay tv; network "monopoly," must buy and option time practices; military demands on the radio spectrum; DBA problems; FCC, and actions of individual commissioners. Page **58.**

That Tax Blow—Broadcast tax experts pore over details of Internal Revenue Service ruling disallowing amortization of network affiliation contracts and local and national spot contracts. Effect may be felt by all stations, but most particularly by those entities who have engaged in multi-million dollar transactions in recent years. Page **67.**

It's Comr. Ford Now—Frederick W. Ford, one-time chief of FCC Hearing Division, sworn in as FCC commissioner, bringing FCC to full, seven-man strength. Page **66.**

NBC Fires Back—Terms Philco protest renewal of licenses of WRCV-AM-TV Philadelphia "most recent maneuver in its vendetta against RCA." Network points to declining Philco revenue as reason for Philadelphia manufacturer seeking scapegoat. Page **67.**

ASCAP Members Rally to Smathers' Side—Sinatra-Miller feud breaks out again as result of singer's wire to Sen. Smathers supporting bill to divorce networks from BMI and recording industry. Other ASCAP members also rally around Sen. Smathers. Page **65.**

DEPARTMENTS

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

A Time-Buyer doesn't have to dig very far to learn what's what in Miami.

(One station (WQAM) has 42.1%* of the audience.)

That's what the newest Hooper says, continuing a dramatic runaway for WQAM since the start of Storz Station programming less than a year ago. Now WQAM has more than 3½ times the audience of the next station. The latest Metro Pulse, 9-county area Pulse and Trendex also show WQAM in first place. Makes time-buying in Miami rather simple, doesn't it? Don't complicate your life by leaning on 1956 data for support. Get the new figures from John Blair . . . or talk to WQAM General Manager Jack Sandler

* Hooper, 7 a.m.-6 p.m., Mon-Sat., July-August, 1957.

WQAM

. . . serving all of Southern Florida with 5,000 watts on 560 kc . . . and radio #1 in

MIAMI



STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

TV NETWORK GROSS 6.3% ABOVE '56 PACE

Tv network time charges in July totaled more than $38.8 million, 2.8% increase over corresponding month last year, according to Publishers Information Bureau. For seven months (January-July), gross billing reached more than $289.4 million or 6.3% above that period in 1956. In July, ABC-TV increased its comparative billing 14.8%, with boost for all networks at 2.8%. CBS-TV and NBC-TV time charges were near level in July comparisons.

PIB's report:

1956-1957 Comparison

	July 1957	July 1956	% Change	Jan.-July 1957	Jan.-July 1956	% Change
ABC-TV	$ 6,348,496	$ 5,532,030	+14.8	$46,443,714	$44,013,185	+5.5
CBS-TV	18,537,069	18,481,719	+ 0.3	135,299,556	124,981,144	+8.3
NBC-TV	13,935,529	13,733,765	+ 1.5	107,735,033	103,263,497	+4.3
	$38,821,094	$37,747,514	+ 2.8	$289,478,303	$272,257,826	+6.3

1957 Totals to Date

	Jan.	Feb.	March	April	May	June	July	Total
ABC-TV	$6,715,581	$6,175,488	$6,848,848	$6,682,786	$7,258,807	$6,413,708	$6,348,496	$46,443,714
CBS-TV	20,231,474	18,309,088	20,172,173	19,385,098	20,307,762	18,356,892	18,537,069	135,299,556
NBC-TV	16,554,941	14,900,631	16,631,974	15,154,388	15,811,033	14,746,537	13,935,529	107,735,033
TOTAL	$43,501,996	$39,385,207	$43,652,995	$41,222,272	$43,377,602	$39,517,137	$38,821,094	$289,478,303

Erwin, Wasey, Ruthrauff & Ryan Agency Merger Announced Today

Merger of Erwin, Wasey & Co. and Ruthrauff & Ryan is to be announced today (Monday) by David B. Williams, president of Erwin, Wasey, and F. Kenneth Beirn, president of Ruthrauff & Ryan. New agency will be called Erwin Wasey, Ruthrauff & Ryan and will have combined billing of about $80 million.

Principal executives of new agency: Robert M. Watson, former chairman of board of R & R, as chairman of board; Howard D. Williams, former chairman of board of Erwin, Wasey, as chairman of finance committee; Roswell W. Metzger, former executive vice president and chairman of executive committee of R & R, as chairman of executive committee, and Mr. Beirn, former president of Ruthrauff & Ryan, as senior vice president.

Merger was accomplished by exchange of stock of both agencies for stock in newly formed Erwin Wasey, Ruthrauff & Ryan.

Mr. Williams explained that merger was result of both managements' desire to improve client service. He said that as one indication of newly merged agency's belief "in the importance of the creative aspect of the agency business, Mr. Beirn, who has been president of R & R, in the new operation will separate himself from all administrative and line responsibilities with the exception of certain account supervisory responsibilities. He will concentrate on development of fresher and more inclusive creative plans for clients. These areas of activities and responsibilities will be separate from and in addition to the creative departments in the different offices."

Executive vice presidents will be James B. Briggs and Jere Patterson in New York, Haakon Groseth and Larry Northrup in Chicago, and Emmett McGaughey in Los Angeles.

Ruthrauff & Ryan was founded in 1912 and Erwin, Wasey in 1914. Combined agencies have about 1,400 employes.

Firm has offices in Washington, D. C., Cincinnati, St. Paul-Minneapolis, Philadelphia, Detroit, Dallas, Houston, St. Louis, San Francisco, Toronto, Stockholm, Rio De Janeiro, Sao Paulo, and London, as well as New York, Chicago, and Los Angeles.

Agency's London office will continue under direction of Waler Graebner, managing director, who had responsibility with Erwin-Wasey.

BIG DAY (AND MONTH) COMING

Officials of Radio Advertising Bureau are planning ahead for what they hope will be one of most gigantic radio promotions in history. It will celebrate arrival of day when total radio sets in U. S. equal total population of U. S.—a day they calculate will come about autumn 1959. They credit idea to Robert A. Schmid, RKO Teleradio Pictures vice president, and plan to develop it and solicit cooperation of all elements of radio. On less long-range basis, RAB is taking leaf from Philadelphia broadcasters who last year celebrated "Radio Month" rather than "Radio Week." RAB will suggest that its members make next May "Radio Month"—on theory that "you don't sell toothpaste on a one-week-campaign basis, so why try to sell radio in just one week?"

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 27.

NEW HALL MARK • Robert Hall Clothes, N. Y., launching heaviest broadcast ad. campaign in its history this month. With more than 250 stores in 150 cities across U. S., advertiser will use average of 10 spots daily, seven days per week, on more than 300 radio and tv stations. Jerry Bass, vice president of Frank B. Sawdon Inc., Robert Hall agency, estimated campaign will run about 10% heavier than last year's record setter.

SELLING EARLY • Venus Pen & Pencil Corp. (Paradise coloring sets), Hoboken, N. J., launching its 1957 pre-Christmas push Oct. 1 in Minneapolis, Cincinnati, Cleveland, New York, Chicago and Boston with tv spot announcements. Agency is Doyle Dane Bernbach, N. Y.

SPOTS FOR VERMOUTH • Cinzano Inc. (vermouth), N. Y., for its first push out of new agency, understood to be placing 17-week radio campaign today (Mon.) featuring live one-minute announcements on good music stations in 14 top markets. Agency, Burke Dowling Adams Inc., N. Y., also reportedly will purchase 13-week campaign on one as-yet-undesignated Buffalo tv station for 20-second film announcements during evening hours with eye on Canadian market.

THREE SALVOS READY • E. I. Dupont de Nemours' Zerone and Zerex Antifreeze, Wilmington, Del., which already has placed its four-week radio spot schedule starting Sept. 16 in 23 markets [B•T, July 29] starts another schedule in more than 70 markets effective Oct. 7 and third four-week flight in ten markets (Texas and southern areas) on Oct. 21. Frequency in all three flights will be about 25 spots per week. BBDO, N. Y., is agency.

PLOUGH PREPARES • Plough Inc., (cold products) Memphis, planning seasonal radio spot schedule, effective Oct 1 for 26 weeks, using almost 65 markets. Lake-Spiro-Shurman, Memphis, is agency.

LINEUP FOR L&M's • Liggett & Myers (L&M Filter cigarettes), N. Y., placing saturation spot radio campaign in undetermined number of markets, starting in mid-September for approximately five weeks. Dancer-Fitzgerald-Sample, N. Y., is agency.

MOUNDS CAMPAIGN • Peter Paul Inc. (Mounds candy), Naugatuck, Conn., placing spot tv schedules starting in October and to run about eight weeks. Dancer-Fitzgerald-Sample, N. Y., is agency.

at deadline

Federal Law Takes Precedence, NARTB Argues in WDAY Case

Local laws are banned in situations where federal government's power is supreme because of need for national uniformity, NARTB contends in brief filed in libel litigation before North Dakota Supreme Court. Case is expected to clear up constitutional problems arising from Sec. 315 of Communications Act. This section forbids broadcaster from censoring political broadcasts.

Case involves suit against WDAY-AM-TV Fargo, N. D., sued for libel following political broadcast. State court ruled in favor of station on ground federal government had pre-empted political broadcasting field. Appeal was taken to state Supreme Court [B•T, Aug. 19, May 27]. Suit was filed by Farmers Educational & Cooperative Union.

NARTB also contends broadcaster is simply disseminator and not publisher of political broadcasts. It argues federal prohibition against censorship violates due process clause if there is no immunity from liability. WDAY admitted libel and said it had told A. C. Townley, splinter candidate, that material was libelous in nature but was precluded by Sec. 315 from making changes.

CNP Reports Double Success

More than $2 million sales success to be reported today (Mon.) by California National Productions' Jake Keever, vice president of NBC Television Films Div., for CNP's two syndicated tv film series: *The Silent Service* (on submarine warfare) and *Boots and Saddles—The Story of the Fifth Cavalry*. Mr. Keever says sales are each equivalent to network sale (or in excess of $1 million for each). Sales campaign for *Service* started with launching of film in March and "network sale" status reached within 24 selling days. *Boots and Saddles*, he adds, will be in that category in even shorter time. Latter series unfurled in late July. According to CNP, these sales stemmed directly from virtually unbroken pattern of single market and regional placements.

Miller Group Buys WMOO

Sale of WMOO Milford, Mass., by James W. Miller and Associates for $96,000 to group headed by Peter A. Bordes and Joseph L. Rosenmiller Jr. announced Friday, subject to FCC approval. Mr. Bordes, former management consultant, negotiated purchase. He and Mr. Rosenmiller, formerly with H-R Representatives Inc., station representation firm, are owners of WCTC New Brunswick, N. J., and WESO Southbridge, Mass. Group headed by pair also is "actively negotiating" to acquire other station properties. WMOO is 250 w independent on 1490 kc.

Network Tv Audience Jumps

All time high in network tv audience this year reported Friday by Television Bureau of Advertising. TvB says 11% more homes being reached by average daytime tv advertiser, compared to last year, and 21% more homes by average evening tv advertiser. Analysis is based on Nielsen Audience Reports covering January-July of each year. Average evening network program reached more than 8.2 million homes per broadcast or more than 1.3 million over past year. More than 3 million homes per broadcast reached by average daytime network program, increase of 294,000 homes over 1956.

Regulatory Agencies Criticized

Congress should impress on regulatory agencies quasi-judicial nature of administrative proceedings, says Harvard Prof. Louis L. Jaffe in current (September) issue of *Harper's Magazine*. Using FCC as example, Prof. Jaffe cities purported inconsistencies by Commission in McClatchy, Clarksburg and Boston tv cases.

Biloxi Ch. 13 Grant Appealed

WLOX Biloxi, Miss., filed appeal with U.S. Court of Appeals, Washington, Friday against Aug. 1 grant by FCC of ch. 13 Biloxi to WVMI that city [B•T, Aug. 12]. WLOX claimed Commission erred in not counting Edward Ball as one of owners of WVMI tv group.

THINGS ARE JUMPIN'

The switching game in Pittsburgh radio affiliations isn't over, but you can bet there will be efforts to end it as soon as possible. With NBC buying American Broadcasting Network's affiliate (WJAS) [B•T, Aug. 12] and ABN buying CBS Radio's (KQV) (story, page 74), it is now CBS Radio's and Mutual's turns to go looking for new affiliates. There are two independent 5-kw regionals in Pittsburgh—WCAE and WWSW—not to mention Westinghouse's 50-kw KDKA which, having gone independent with big fanfare just last year, presumably means to stay that way. Though they want to line up new outlet as soon as they can, CBS officials don't expect to be pressured into too-hasty action. They point out KQV cannot terminate its affiliation without six months' notice and as of Friday they had had no word at all. Mutual has had no affiliate in Pittsburgh since about six weeks ago; until then, it shared WJAS with ABN.

PEOPLE

WILLIAM W. VICKERY, controller, Harcourt, Brace & Co., N. Y., to Benton & Bowles, N. Y., as vice president, finance, and controller.

WILSON EDWARDS, vice president and general manager, KSDO San Diego, Calif., to executive staff of Breast-O'-Chicken Tuna Inc., same city.

THOMAS M. COOLEY II, Washington radio attorney, named dean, U. of Pittsburgh Law School. Mr. Cooley is senior partner in Washington law firm of Weaver & Glassie.

ROGER VAN DIZER, general manager, KTVK (TV) Phoenix, will join KNTV (TV) San Jose, Calif., as station manager Sept. 15. Fran Conrad remains general manager of KNTV.

JIM SONDHEIM, account executive for WATV (TV) and WAAT Newark, named national sales manager of WAAT.

JOHN HELD, formerly assistant radio-tv director, Calkins & Holden, to Donahue & Coe, N. Y., as tv director-producer.

BILL PERSKY, continuity director, WNEW N. Y., promoted to director of press relations and station promotion.

KEN JONES, tv copy supervisor at Leo Burnett Co., Chicago, appointed radio-tv creative director for Campbell-Ewald Co., Detroit.

Comments Split on Erie Shift

Comments filed Friday at FCC on proposal to shift ch. 12 Erie, Pa. (now used by WICU [TV]), to Cleveland or Cleveland-Akron were split 4-4, with a ninth petition seeking channel for Canton, Ohio. Move would make Erie all-uhf. Favoring proposed move were ch. 35 WSEE (TV) Erie, ch. 49 WAKR-TV Akron, WGAR Cleveland and ch. 19 WHK-TV Cleveland. Expressing opposition were Storer Broadcasting Co. (WJW-TV Cleveland), Westinghouse Broadcasting Co. (KYW-TV Cleveland), WEWS (TV) Cleveland and WICU, all vhf stations.

Westinghouse said if move is made, ch. 12 Cleveland should be reserved for educational use. WHBC-AM-FM Canton asked FCC to assign channel to that city.

Victory on the Hudson

Phillips-Jones Corp. (Van Heusen shirts), N. Y., and Carter Products (Rise shave lather), N. Y., sponsor *West Point Story* on ABC-TV (Tues. 10-10:30 p.m., starting Oct. 8). Purchase gives ABC-TV sellout of 10-10:30 period on all weeknights for first time in its history, and also assures continuation of Ziv package whose dropping by CBS-TV had brought public protests. Agency for Phillips-Jones is Grey Adv., N. Y., for Carter Products, it's Sullivan, Stauffer, Colwell & Bayles, N. Y.



newest
of the
NEW
in
Pittsburgh

WIIC
CHANNEL 11

BASIC NBC-TV AFFILIATE

REPRESENTED BY BLAIR TV

Now on the Air

WHICH WOULD YOU



The top hit show at the regular box-office price? Or some thir

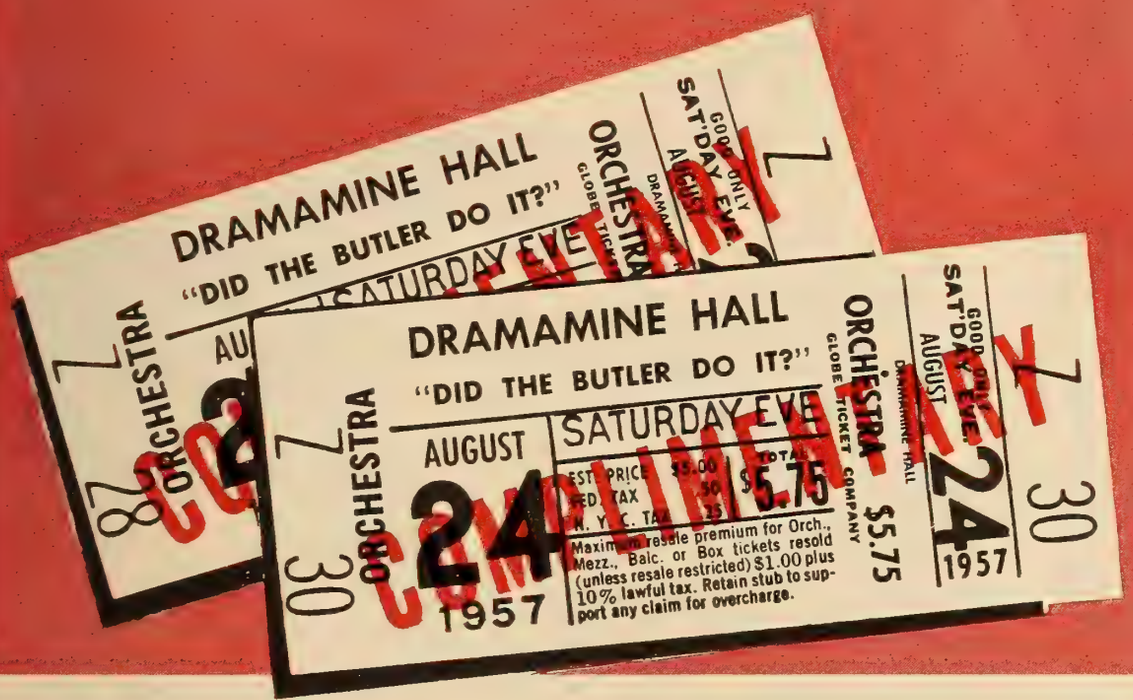
When people really want something, they're willing to pay for it. When they don't . . well, you may have to give it away to get rid of it.

Elementary. It happens among radio-&-television business publications, for instance. The leader — BROADCASTING-TELECASTING — gets the *paid* circulation. Twice as much of it as any other magazine claiming to serve the field!

The rest have to fill their theatres of distribution with lavish giveaway of copies — particularly in the important agency-advertiser areas of their audience.

Today, B-T has more *paid* distribution than the other three radio and TV publications combined . . a popularity you'll find documented down to the last decimal by the Audit Bureau of Circulations. Nothing shines such a glaringly precise spotlight as an ABC statement does upon *what* — and *how many* — people actually *pay* for a publication. Small wonder that B-T alone of all the journals in the radio-TV field has voluntarily sought (and qualified for) membership in the Audit Bureau of Circulations.

RATHER HAVE?



...ater that can only fill up its theatre by giving the tickets away?

...ammed to the veritable balconies with *paying* cus-...omers, the B-T audience — according to the very ...test ABC statement — tallies thusly:

1) **a "full house" averaging 18,428 *paid-for* copies during the first six months of 1957 . . *more paid distribution than all other radio-TV business publications combined!***

2) **a box-seat group of 5,053 *paid* agency-advertiser subscribers who look upon B-T as a vital partner of each week's work.***

When you invest your money in a new play, you never can be *quite* sure how it's going to pay off. But when you invest your advertising money in BROADCASTING-TELECASTING, you know that a *guaranteed* audience is always waiting . . counted, classified, and receptive.

This is likely to be at least *one* of the many reasons why radio-TV advertisers ran 4,063 pages in B-T during 1956 — more than they did in the next three publications combined. There's always something about a hit that just naturally packs 'em in!

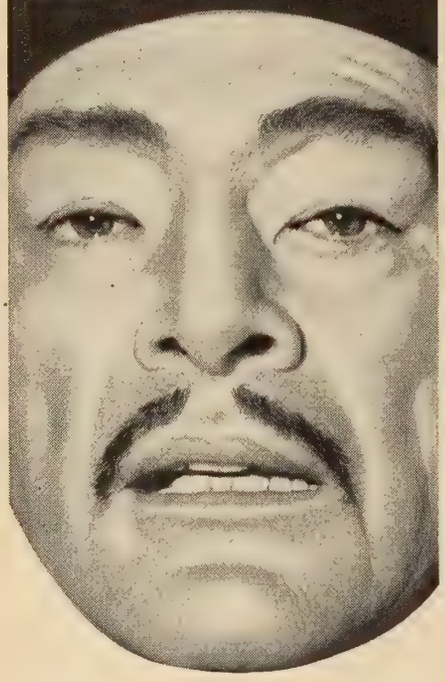
**Among these, not so incidentally, are some 1,000 big-decision-makers at America's 40 largest radio-TV agencies. Last year they steered the spending of about $1,000,000,000 (yep, Billion) in the two electronic media! It's enough to make a station manager drool . .*

BROADCASTING ⚡ TELECASTING

1735 DeSales Street, N.W., Washington, D.C.

a member of the Audit Bureau of Circulations

NEW
CHARLIE CHAN SELLS!



78 markets snapped up in first six weeks! Coca-Cola in Atlanta! NBC O-&-O in Los Angeles! Dixie Beer! Bowman Biscuit! Prescription 1500 in 10 markets! J. Carrol Naish, the NEW Charlie Chan, "the best ever to do the role." See it today, and you'll have to agree the new CHARLIE CHAN sells!

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

IN REVIEW

THE LITTLEST LEAGUER

Sal Maglie, consigned a little more than a year ago to baseball's junkpile, has been parlaying his comeback into a bit of tv money. First there were the shaving commercials, then on Aug. 25 the Flatbush idol tried his hand as a thespian on *Goodyear Tv Playhouse's* "The Littlest Leaguer." Unfortunately, he was cast as Sal Maglie, star of the Brooks, who doles out philosophy and encouragement to a confused youngster. His wooden, self-conscious efforts served only to mar an otherwise interesting story line.

The show received a timely buildup that very day. A scant three hours before program time, pitcher Maglie came out of the bullpen at Ebbets Field with bases loaded and two outs in the ninth to toss the three straight strikes that preserved a Dodger one-run victory.

Production costs: Approximately $30,000 (summer budget).
Sponsored by Goodyear Tire & Rubber Co., through Young & Rubicam. Telecast Sun., Aug. 25, 9-10 p.m. EDT.
Producer: Philip Barry Jr.; director: David Green; writer: Blanche Hanalis.
Cast: Peter Lazar, Nehemiah Peroff, Vivian Nathan, Jacob Kalisch and featuring Sal Maglie.

BOOKS

MEASUREMENT OF MEANING, by Charles E. Osgood, George J. Suci and Percy H. Tannenbaum; 342 pp; U. of Illinois Press, Urbana, Ill. $7.50.

For seven years, the authors and associates at the U. of Illinois have been concentrating on the objective measurement of meaning, and this book is largely a progress report of that research.

The first half is a thorough analysis of the theoretical background, the logic of semantic measurement, the basic factor research and a critical scientific evaluation of their measurement procedures.

The second part of the book describes many applications and tests to determine semantic differentials, including a survey of tv viewers and non-viewers to a congressional hearing telecast several years ago on WKAR-TV Lansing, Mich. Among other phases discussed are the effects of background music in broadcast drama and the application of color in advertising.

TRANSISTOR MANUAL, second edition. General Electric Co., Syracuse, N. Y. 112 pp. 50 cents.

This second edition contains expanded basic information on transistors and their use in electronic circuits. The application information section of the manual has been tripled in size and the device circuit diagram section has been almost doubled. More than 100,000 copies of the first edition were distributed within six months after printing. In addition to being available from GE's Section PRR, semiconductor products department, Syracuse, the manual also may be procured through local GE transistor and tube distributors.

OPEN MIKE

Be It Ever So Humble

EDITOR:

Be it ever so humble—there's no place without a tv. This "quaint" old homestead located in the hillbilly area of eastern Oklahoma, exemplifies what rural electrification has done for the natives of this and many other states. Although the roof leaks, the place is in shambles and reeks of poverty, at least they have a tv!



While I observed several small houses with television antennas, they were fairly well kept up and the people could probably afford a set. However, this dilapidated old shack was most outstanding in the incongruity of the picture it presented.

Ralph H. Snyder
Safety Service Co.
Oklahoma City, Okla.

The Other Side of the Coin

EDITOR:

In an effort to standardize the cueing system when we move into our new studios next week, the production manager, Baylen Smith, issued a memo to all operating personnel with the standard cues and their meanings.

The engineers at the transmitter, which houses the film and slide projection equipment, felt that this format was not quite complete and made up a supplementary cue sheet. Knowing that your magazine is well read by those engineers that can read, and that there are a few directors with a sense of humor, I am forwarding this supplementary memo:

"TAKE IT": Whatever I told you to stand by for two minutes ago take now.

"TAKE WHATEVER IS NEXT," "WHAT'S NEXT" and "WHERE ARE WE": These all mean the director has lost his place.

"GO," "DO THE BREAK" and "NOW": These all mean the director has lost his place, but knows it's supposed to be a break.

"HOLD IT" and "WAIT A MINUTE": Director gave film roll cue too early.

"OOPS": I thought the spot was over.

"ROLL YOUR SLIDE": Director really wants a slide.

"ARE WE OUT ALREADY": Director



For Complete Coverage, Complete Merchandising with Complete Facilities call...

WAVY-TV

REPRESENTED NATIONALLY BY H-R

Hunter Phelan, President
Carl Burkland, Ex. V. P. and Gen. Mgr.

801 Middle St.
Portsmouth, Va.
Tel. EX 3-7331

709 Boush St.
Norfolk, Va.
Tel. MA 7-2345

channel **10**

ABC Affiliate
316,000 Watts
1,050 Ft. Tower





was in studio and forgot about coming out of a film.

"STTTTT": One director's way of warming up for a standby.

Don Andres
Director
WISN-AM-TV Milwaukee, Wis.

It Wasn't 'Wired' Tv

EDITOR:

B•T deserves great credit for its timely and much needed status report on pay tv [B•T, Aug. 26]. That you could find source material to write thousands of words on the wired tv development alone should dispel the last vestige of complacency and wishful thinking on the part of all broadcasters.

There is an important correction. In the second paragraph [page 32] you state: "His letter drew three-score lucid replies from broadcasters, most of whom conceded the new wired tv medium should develop with the guidance and capital of broadcasters." Everything is accurate in that sentence except the word "wired." It should read . . . "conceded the new subscription tv medium should develop with the guidance and capital of broadcasters." Actually, only four of the replying broadcasters advocated industry invasion of the wired tv field. Preponderant opinion, even among those who oppose pay tv generally, was that if (your report removed the "if") toll tv were inevitable it should be under the control of broadcasters via their own broadcast frequencies. These expressions once again reveal the realistic foresight with which our grass-roots leaders face a problem once they meet head-on with an incontrovertible fact, even though some find it, philosophically, an unpalatable one.

Raymond F. Kohn
President
WFMZ-TV-FM Allentown, Pa.

Offers Toll Tv Plan

EDITOR:

I found your study of the toll tv situation [B•T, Aug. 26] very interesting, and I have come to some conclusions concerning the matter.

1. The FCC should have authority over all wired tv systems.

2. Wired toll systems should occupy upper channels on the uhf band (e.g., channels 75-83). They should install their systems on tv sets so all sets would have a full uhf band, or just the uhf channels assigned to the area. This would give uhf stations a guaranteed market size, so they could operate economically.

3. Wired toll systems should not accept advertising and regular broadcast stations should not offer pay tv programs.

This way everyone would benefit. Pay tv would open many new events to tv (e.g., top movies, stage hits, boxing, baseball, football, etc.). Regular stations would have little fear of losing advertising revenues, and the uhf stations would be helped for they would have a larger audience or could even go into operation in markets which would seem impractical for such stations. Of course, the public would be benefited



THE WAY THE WIND BLOWS...

MEANS MONEY IN THE BANK

Top quality wheat means money in the bank for Kansas farmers. Top quality news — the kind delivered by The Associated Press — means money in the bank for radio and television stations. It means money in the bank, too, for the sponsor.

To Kansans — and to people in every state — local area news is prime listening material. The Associated Press makes sure, every day, that its member stations get thorough, accurate regional news — the latest in weather, crop and market reports, state house activity, sports, and politics.

When you build your news programs on AP's complete radio wire service, your station develops added character and prestige. With AP, you are on your way to more listeners . . . satisfied sponsors . . . and money in the bank.

THE ASSOCIATED PRESS
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

also for they would be offered a wider variety of programs.

Herb Schoumacher
Chicago

Robots Won't Replace Engineers

EDITOR:

My compliments to John M. Outler [B•T, Aug. 19] for his comprehensive and inspirational review of the broadcast industry covering some 35 years.

Now that I have him off guard, I'd like to go a round or two with him:

His attack on FCC regulations requiring station control by an engineer is unjustified. I'm proud of my FCC first class phone license; to me it represents a profession of people with ethics, people devoted to the design and control of intricate, complex, scientific, lethal - high - voltage apparatus. Never underestimate an engineer. An engineer's work and study is never done. Trying to keep current with am, fm, tv, color, vhf, uhf, microwave, multiplex, scatter, transistors isn't an eight-hour job—it's a 24-hour job!

No robot can replace a vital transmitter part in a hurry and while that transmitter is dead—you're dead.

Every engineer is worth his wages! The FCC engineering rules and regulations are not "silly"; they are designed to keep your transmitter on the air, on frequency, without interference. Without a controlling engineer authority such as the FCC, without controlled and qualified engineering personnel examined by the FCC, the broadcast industry could not exist.

Robert R. Leach
College Park, Md.

Uses Right 'Textbook'

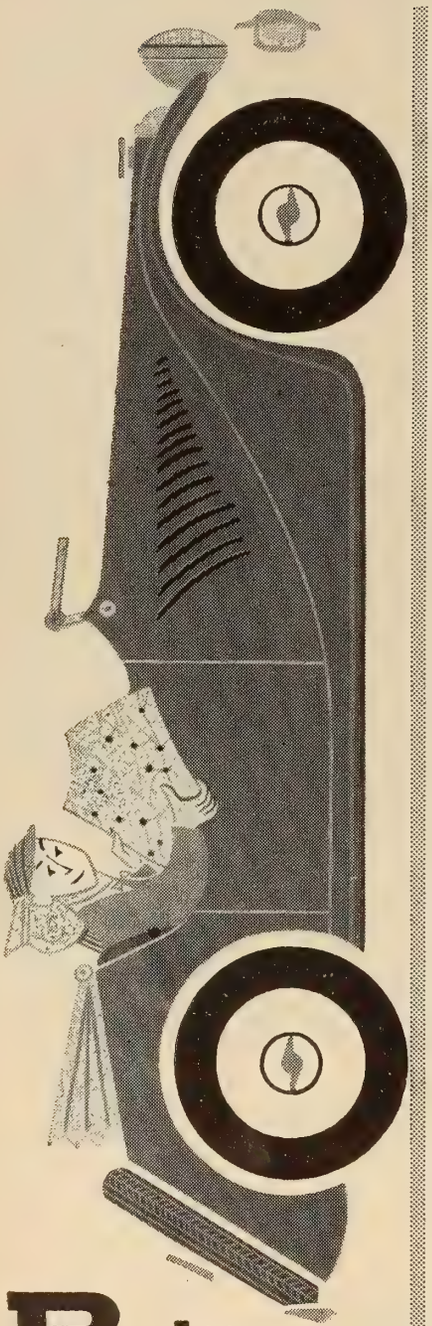
EDITOR:

. . . I am only a high school student who would like to work in television after I graduate from college, but I have received more information and help from your magazine than from any other single source. It is a wonderful magazine. . . .

Robert Parks
Madison, N. J.

Gagwriters Invited

The National Assn. of Gagwriters, as part of a national search for comedy writing talent, has invited humor writers throughout the country to submit sketches by Jan. 1. The 10 best will be presented by the New York chapter of the Comedy Workshops of America as part of the 13th annual National Laugh Week, April 7-14. Material, running no less than two minutes but no more than 10, should be addressed to Gagwriters, Box 835, Grand Central Station, New York 17.



Baltimore

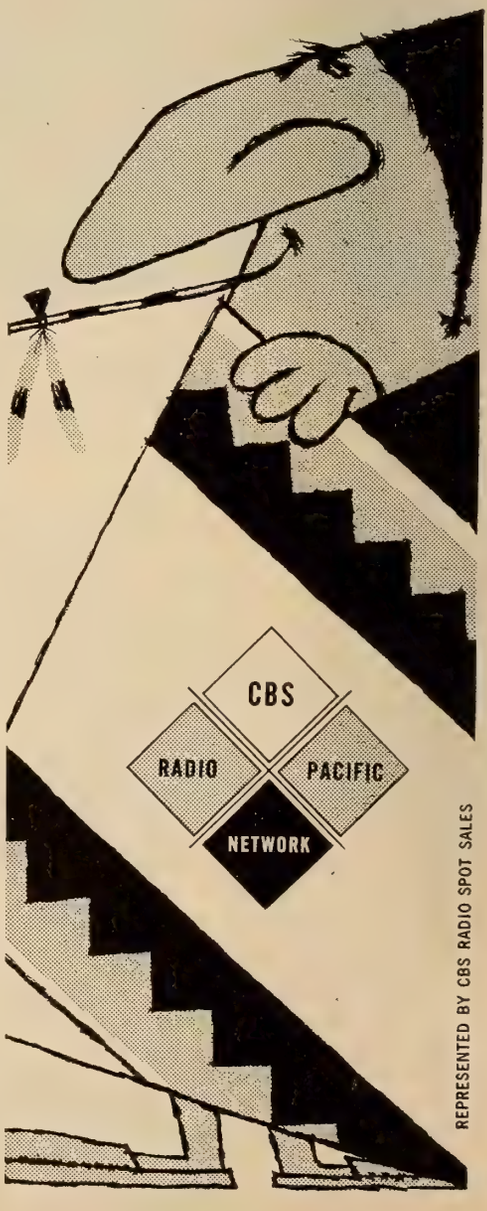
is so easy to reach when you ride with

WFBR

REPRESENTED BY
JOHN BLAIR AND CO.

Same blanket... new label

Same power-packed station lineup, same blanket western coverage. Only the label is changed. From now on, the Columbia Pacific Radio Network is going to be called the CBS Radio Pacific Network. That way, you know at a glance who we are and the things we are proud of.



REPRESENTED BY CBS RADIO SPOT SALES

Meet Morie Pierce



32 years of broadcasting . . . important contributor to the technical growth of the industry . . . builder of WANE-TV CBS . . . keen businessman.

Active in civic affairs and, like WANE-TV, a vital part of community life, Morie Pierce knows Fort Wayne and how best to serve it.

Morie is one of the important reasons why WANE-TV CBS is now the leading station in the billion-dollar all-UHF Fort Wayne market.* Represented by Petry.

*Total week (15 County Fort Wayne Area ARB, 2/57)

WANE-TV
FORT WAYNE

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa . KGUL-TV Galveston, serving Houston . WANE & WANE-TV Fort Wayne . WISH & WISH-TV Indianapolis

114% MORE audience
than Station B ALL DAY!*

WILS

Mar.-Apr. '57 Hooper In Lansing Shows
MONDAY THRU FRIDAY

	WILS	Station B
7:00 a.m.-12 noon	61.4	23.5
12 noon-6:00 p.m.	53.7	30.1

5000
LIVELY WATTS

MORE listeners than
all other stations
heard in Lansing
combined.*

* Mar. thru Apr. average
C. E. Hooper, Inc.

LANSING

Represented
Nationally by
Venard, Rintoul
& McConnell, Inc.



WILS
music news sports

OUR RESPECTS

to Hamilton Shea



DEEP in the heart of Virginia's Shenandoah Valley a former New Yorker likes to gaze skyward at the Blue Ridge mountains, pointing up this optical treat with recollections of the barren skyscrapers that once flanked his Radio City office in Manhattan.

Hamilton Shea, once an active member of the gray flannel set, has undergone a complete transformation into a smalltown businessman who gleefully ponders the metropolitan miseries endured by his old friends at NBC. As president and 50% owner of WSVA-AM-TV Harrisonburg, Va., he is a confirmed small-market habitue. When he starts talking about the realities of life in Harrisonburg his voice almost throbs with conviction.

The route from Middlebury College, Vt., to Harrisonburg was via big-city trails. Having been graduated in 1936 with honors in economics and political science, he went to work for Chase National Bank in New York. His financial leanings took him to Telautograph Corp. as chief accountant for the manufacturer of message transmitting apparatus. Having a better job, he married Dorothy Hill of Larchmont, N. Y.

By 1942 Mr. Shea was secretary-treasurer and controller of Telautograph. Then came the break that led toward broadcasting—treasurer-controller of Emerson Drug Co., Baltimore, whose Bromo-Seltzer was a big user of radio (Parks Johnson and his *Vox Pop* program). While approving budgets for radio advertising he met up with a broadcasting phenomenon, the complicated bills that networks send. He learned, too, the techniques of promotion and retail distribution.

A 1948 tip that NBC was looking for a controller to handle finances of the network's new owned-and-operated stations division led him to New York where James M. Gaines, now of WOAI-AM-TV San Antonio, was getting the new division underway. Mr. Gaines hired him, and at that point Mr. Shea started a practical education in broadcast management. He set up the accounting system for the NBC division and soon made a surprising discovery—the true extent of the profit that o&o stations contribute to the network till.

THREE YEARS of o&o experience provided a solid background for his next assignment—general manager of WTAM and WNBK (TV), then the NBC o&o stations in Cleveland. To a Manhattan-reared man, Cleveland was a "smaller" city. There, as he puts it, he found "the joy of living as a broadcaster in a community and a real appreciation of the service broadcasting can provide to its citizens." As to the business trend in his two-year Cleveland assignment, he said, "We were able to build the business to interesting new levels."

Mr. Shea was moved back to New York in 1953 to be vice president and manager of WRCA-AM-TV, then WNBC and WNBT (TV). "This was a tremendous experience," he recalls, but he couldn't get away from the yen for a less metropolitan livelihood. The chance came in June 1956 when he bought 50% of WSVA-AM-TV, with Transcontinent Television Corp. (WROC [TV] Rochester, WGR-AM-TV Buffalo) holding the other half. He serves as a vice president of Transcontinent.

The Harrisonburg station's community role gives Mr. Shea a deep sense of humility, he says, especially when he opens the morning mail and reads comments from the public.

He has completely shed the metropolitan traits acquired from childhood days in Brooklyn (born Nov. 7, 1914). In New York high schools he edited a school paper and played both basketball and football. At college he augmented his scholastic activity with intensive skiing, a hobby he abandoned after selling his skis to pay some college debts.

One advantage of small-market living, Mr. Shea says, is "the chance to do things with the family." His brood of four daughters ranges from 3 to 14. "Anyone who thinks that living in a house with five women isn't an experience can drop me a note, and I can write him a book," he said. A favorite sport is golfing. Besides civic affiliations, he is active in Catholic Church affairs.

After a recent trip to New York, where he saw friends and gratefully headed back to the Virginia hills, he said, "The greatest feeling of all in small-market broadcasting is the knowledge that you can help a cause that you believe to be good and in so doing, help your neighbors. After all, you simply can't get this close to the audience in a larger city. An active interest in community affairs brings active interest in the station's broadcasts and automatically an audience for sponsors' messages."

always first in syndicated film shows, now...



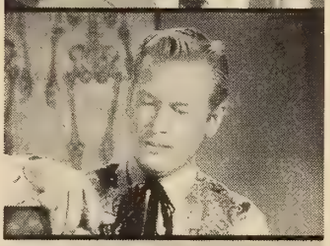
"THE GRAY GHOST"

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IN PUBLIC INTEREST

KSTP-AM-TV Sets Up Reward

KSTP-AM-TV St. Paul-Minneapolis has set up a $1,000 reward fund for information leading to the arrest of the killers of a patrolman who died in the line of duty Aug. 17. Frequent radio and tv appeals are being made to individuals, groups and companies in an effort to track down those responsible for the death of Patrolman Robert Fossum, who was killed by three unidentified men riding in a stolen car. KSTP-AM-TV also set up a $1,000 family fund and is soliciting contributions by announcements for Mr. Fossum's widow and three children and for the family of Patrolman Ward Canfield, who was wounded in the automobile chase.

WAKE Boosts Safe Driving

WAKE Atlanta scheduled 496 safety announcements over the Labor Day weekend, in an effort to reduce the annual holiday toll of fatalities. The announcement went as follows, "Wake to walk Tuesday, drive as if your life depends upon it."

WAVE Comes To Pewee Valley

What began as a gag in a WAVE Louisville promotion turned out to be a big factor in helping a Kentucky town finance a payment on a recently-purchased fire truck. The station held a contest for listeners, to choose the "most popular WAVE personality," with the winner to weekend at Pewee Valley, Ky. (pop. 720), as the prize. At the same time, Pewee Valley was preparing a carnival to raise the funds for an annual payment on the new truck. The station and the townspeople got together and agreed that the winner of the contest would reign as "King of the Carnival," whose duties would include emceeing a beauty contest featuring male members of the volunteer fire department. WAVE personalities turned to using all types of zany tricks to win votes in the contest, which was climaxed by the theft of the ballot box before the votes were counted. The box finally was found empty by the Coast Guard, on a snag in the Ohio River. With no votes to count, a drawing was held to determine the winner, Foster Brooks. The carnival was a success, the station said, and the necessary money was raised.

WCKR Offers Storm Program

With the advent of the hurricane season, the news staff of WCKR Miami and the Miami office of the U. S. Weather Bureau have joined forces to prepare a special 15-minute program which deals with all phases of hurricanes. The program includes the precautions people should take before, during and after a hurricane and also the ins and outs of the Weather Bureau warning system. The station has available for its listeners and all radio stations a written version of the program which may be purchased for costs and postage.

KBUN Leads to Fugitive

A radio broadcast by KBUN Bemidji, Minn., is credited by police with leading to the apprehension of an escaped con-

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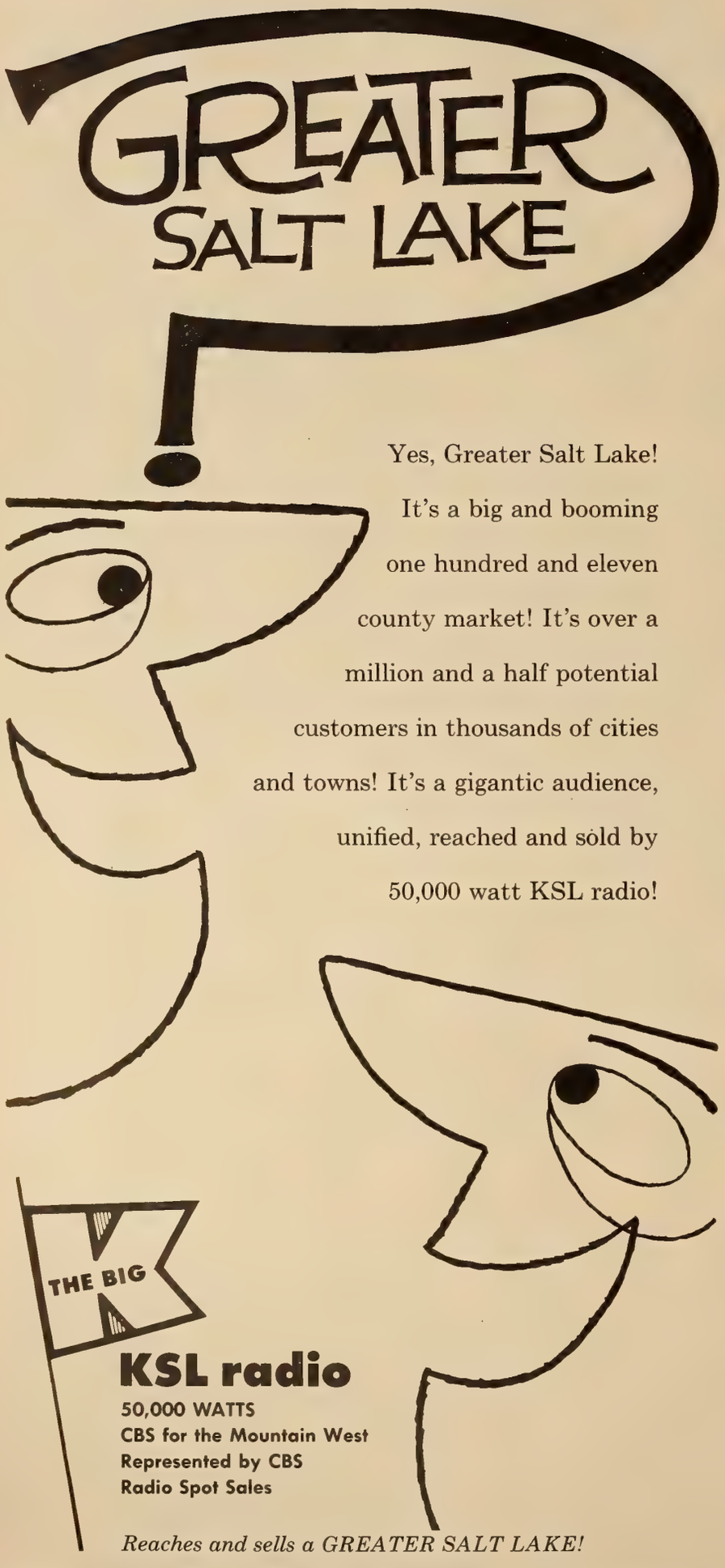
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If you throw papers in the street
You're a Litterbug
If you don't keep our beaches neat
You're a Litterbug
If you throw litter from your car
A Litterbug is what you are
If you throw litter anywhere
street, beach or in the air
You're a Litterbug.

LOS ANGELES is out to get the "Litterbug," and the above jingle is the key of radio-tv cooperation with the city's Clean City Crusade. Created for the campaign by Song Ads Productions Inc., the rhyme is being sung on radio, played as background for recorded messages and used on tv with an animated spot (above).

The whole campaign is being conducted on a no-cost basis, with agencies, radio-tv stations, recording and film companies and personalities donating time and talent.

vict from a county jail. According to the station, a woman heard a KBUN broadcast giving a complete description of the escapee, Leo Otto Boser, and spotted him at a county fair in Northome. She promptly notified authorities who arrested and held him for Beltrami county officials. Sheriff John Cahill praised KBUN's coverage and the broadcast leading to the arrest, according to James R. Hambacher, vice president and general manager.

KSTN Helps Locate Missing Boy

Stockton, Calif., police were alerted when a 10-year-old boy's aunt reported he had wandered away from playmates and could not be found. Since the boy was a diabetic, the situation was considered urgent. A missing persons bulletin was sent from the sheriff's office and at the same time a KSTN Stockton reporter broadcast a description of the missing boy. A KSTN listener heard the broadcast in his car and looking out the window, saw the boy, and immediately phoned for police to pick him up.

WQAM Prevents Suicide

Cecile Kirby, receptionist at WQAM Miami, was called on by the station's news staff to persuade a man to give up the idea of committing suicide. While Miss Kirby talked to the man on the telephone, police surrounded his house and drove him out with tear gas.



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There's every kind of appeal—from singing to gun-slinging—in these all-time western favorites. Pack your product on the saddle of Roy Rogers and Gene Autry... for the biggest, fastest draw in Washington!

Call in your NBC Spot Sales representative for details of participation

WRC-TV · 4 WASHINGTON, D. C., SOLD BY NBC SPOT SALES

BROADCASTING TELECASTING

Vol. 53, No. 10 SEPTEMBER 2, 1957

WHAT HAPPENED IN BOSTON

• Advertisers report impressive, efficient performance by radio-tv outlets

• Stations' crowded schedules return to normal as newspaper strike ends

Boston's first and only newspaper blackout in its long history was over at midafternoon Thursday. Its six dailies, which had suspended publication on the evening of Aug. 9, were to resume press runs beginning Friday afternoon.

At an end was one of the most hectic 21-day periods ever experienced by both advertisers and broadcasters in New England's biggest city. If the strike proved anything for broadcasters, it was that the media can perform impressively and efficiently in providing service to public and clients.

The newspaper shutdown had affected an approximate 1.25 million population that places Boston as sixth in the country in metropolitan area population and seventh in the family ranking by metropolitan county centers.

It also had created an unprecedented advertising situation as the area quickly became a tight, sellers' market for radio-tv.

To sum up the situation, B•T last week did an on-the-spot canvass of greater Boston's advertisers (mainly department stores and advertising agencies) and its two commercial tv and 11 radio outlets. As the strike ended Thursday, when representatives of 251 mailers agreed to arbitrate with the six dailies, this was the general picture:

• Radio and tv, along with suburban weeklies and some outlying city dailies, were the sole sources of news (current events and shopping items) except for a limited number of out-of-town newspapers.

• Prime time availabilities on stations were at a premium; most stations were loaded to commercial capacity. Business volume was up at every station, some as high as 40%, most at the 20% level.

• Some stations, it was reported by those on the scene, double and triple spotted, although clear-cut policies were difficult to determine in the clamor for additional schedules and the quick-shifting frequency of schedules already on the air. Stations, quickly sold out, adopted a policy of continuing public service programming even though customers had to be turned away.

• Relations with advertisers were becoming strained at some points. Thus, while station business was up substantially, broadcasters were seeking relief from an unprecedented and mounting pressure from both old and new clients seeking additional commercial schedules. There was strain, too, on newsgathering facilities and the extra services provided citizens who otherwise existed in a new news void.

• Early evidence indicated that department store sales did not suffer from the strike, though final conclusions cannot be drawn at this early date, and may never be settled to the satisfaction of all.

• At least one of the Big Four among the departments store groups in greater Boston —Raymond's—became convinced early in the strike of the power of broadcast advertising and apparently will use it at a stepped-up and consistent rate from now on.

• A self-service retail chain, J. M. Fields, Boston, one of the fastest growing store groups in the New England area, opened its eighth and ninth stores in the Boston suburbs during the strike. It used radio and television only to promote the openings and drew crowds above normal expectations. According to Fields' advertising agency, Gabriel Stern Inc., the broadcast media will be used extensively in the future.

• Store opening success during the strike period was not confined to Fields. Gilchrist's, another of the Big Four department stores, with stores in Quincy, Framingham, Brockton, Waltham and Medford, opened a new outlet in Cambridge during the strike, and reported a brilliant turnout. Although the store could not credit broadcast advertising as the sole motivator (it distributed a heavy batch of hand circulars), Gilchrist's, a faithful newspaper user, was impressed that the retail world somehow could get along without a newspaper hypo.

• A telephone survey among 501 housewives in the Greater Boston area was conducted during the second week of the strike by Edward J. Noonan Market Research Organization, Boston, for WBZ. Results



NEWSSTANDS IN BOSTON, like this one before Old South Church, were in business during the strike, but not selling newspapers—not one is in sight. Boston advertisers put their business in radio and tv, and found they shouldered the load admirably.

showed that 50% of the housewives turned to radio for news coverage and shopping information, 27% to television and 23% to newspapers (suburban and other city dailies or weeklies). Most housewives (72.3%) also said they did same amount of shopping as usual in downtown stores.

Indicative of most stations was the report by WORL Boston, 5-kw outlet, of new business coming from these advertising groups during the strike period: department stores, moving picture theatres, real estate firms, employment agencies, appliance dealers, amusement operators (ballrooms, nightclubs etc.), auto dealers, specialty shops and discount houses. Of these, department stores, theatres, appliance dealers, auto dealers and discount houses increased their normal schedules. Others were quite new.

Other stations reported national distributors of motion pictures (such as 20th Century-Fox and Metro-Goldwyn-Mayer) as having placed heavy air schedules in the Boston area during the strike.

Metropolitan Boston rates about sixth as a primary trading area in the U. S. As such, it is the haven for some of the biggest department store chains in the world. Jordan Marsh Co., with three stores—the huge downtown outlet and two others in suburban Malden and Framingham—and William Filene's Sons Co., with a big outlet in the heart of the city and nine other store units spreading from Hyannis along the Cape up through Boston's suburbs and north to Lewiston, Me., together have the largest dollar volume of any similar store groups in the U. S. Each has in excess of $100 million volume per year. Jordan Marsh is owned by Allied Stores Corp. Filene's is part of the Federated Department Stores.

Gilchrist's estimates it has about a 23 million dollar sales volume per year. Raymond's which did not supply an estimate, has shopping centers in Boston, in Quincy on the south shore and Lynn on the north.

Here is a report from each of the stores:

Filene's—the store group which calls itself the "world's largest specialty store" actually is not a department store in the technical sense since it does not have a "durable" or hard goods line. Before the strike, Filene's used radio sparingly, though at times it ran saturation campaigns. During the strike period, its radio placements were all of the saturation type and on "most" of the Boston stations.

MAKING THE MOST OF A SERVICE

Newspaper-struck Boston resembled a news poster city last week, the displays provided by promotion-minded stations in the area (see cuts).

WEEI set up a bulletin board at Sheraton Plaza Hotel; WBZ and WNAC used billboards on the historic Boston Common; WBZ had a special teletype service in the window of the American Automobile Assn. headquarters on School St. in the downtown area; WBZ installed a news ticker in the lobby of the Statler where it posted news on a bulletin board and supplied employes of the John Hancock Insurance Co. with latest news bulletins; WNAC installed a news bulletin board at South Station and distributed a newsletter to the Kenmore, Somerset and Sheraton Plaza hotels.

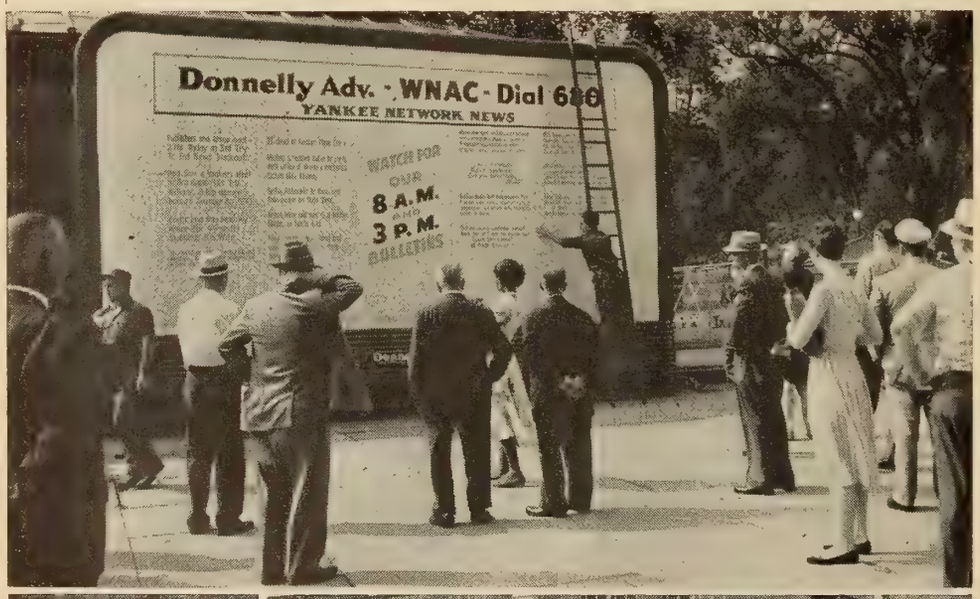
Visitors driving into Boston during the strike weeks were startled to hear a sudden recital of local theatre playbills either preceding or following newscasts on their car radio. If they tuned to some of the stations, they learned in detail who had died in Boston that day.

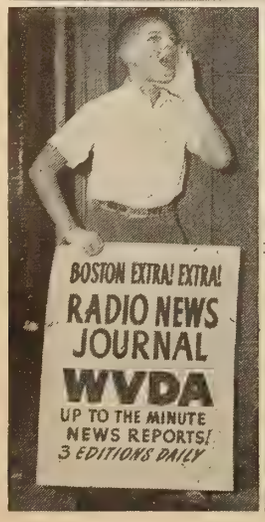
Conservative Boston displayed a penchant for wry humor. A station disc jockey apologized to listeners because of a preponderance of commercials, and a dealer in antique clocks startled staid Copley Square by hanging a Chinese newspaper in his window with a "for sale" sign.

Out-of-town newspapers (principally New York papers) were being black marketed at $1.25 for a Sunday copy. George Lipscomb, manager of the Greater Boston Distributors, the largest wholesale distributor of New York papers and consumer magazines in the area, emphasized he had instructed dealers not to charge more than 35 cents for Sunday papers and 10 cents for dailies. He reported regular allotments of newspapers with an influx of Providence and Manchester (N. H.) papers but not to any big extent. The *Christian Science Monitor*, which is printed in Boston, at first banned street sales within 30 miles of the city, but later lifted that restriction.

Radio and tv stations hired some of the unemployed 5,000 newspaper employes affected by the walkout of 251 mailers. WNAC-TV reported that Ed Sullivan would appear at the Boston Garden on Sept. 12 for a benefit performance with proceeds to go to unemployed newspaper workers.

Dick Waterbury, advertising manager for *Tv Guide* in Boston, reported a sell-out in the first week of the strike—it prints more than 300,000 copies in the area. By the second week, 100,000 additional copies were run. Mr. Waterbury said the *Guide* was not equipped to handle a demand of department stores who sought big display space. Although advertising picked up "a little," the magazine was unable to boost its lineage because it makes up two weeks in advance.







B•T found Filene's store officials in the midst of preparing rush radio copy that had to get out momentarily to one of the Boston stations. Though heavy in radio during the paper shutdown, the store was using tv only "slightly."

Filene's reported that its "overall" business during the strike was running ahead of sales last year and that all its suburban stores had been "doing very well," though it possibly might have been more ahead in sales had it had full access to lineage. But the store was not suffering. The downtown unit held a special attraction of a children's zoo set up on one of the store's floors. The feature was drawing an average of 5,000 people daily. Of course, radio helped, the store's spokesman said, but he thought possibly it was more "word of mouth" that did the trick. Filene's, though heavy in radio, thought it would trim its sails in the medium as soon as the strike ended.

WBZ, 50-kw Westinghouse station, reported that Filene's saturated the station with 80 announcements a week, divided equally between the upstairs and the downstairs store. The current contract continues through Sept. 27 and features heavy announcement saturation on Sunday. The store also had saturation campaigns on WHDH, the *Herald Traveler* 50-kw station; had increased to the maximum on WCOP, a 5-kw outlet which normally carries about 50 one-minute announcements weekly for the store, and had schedules running on most other radio outlets in Boston. In tv it was sponsoring station breaks on WBZ-TV and had a campaign on WNAC-TV.

Raymond's—Carl Bates, advertising manager, said sales had been "very good" for the first two strike weeks, though the store was off "just a little" in the second strike week. Raymond's is a promotional retailer, runs big sales and normally is a heavy newspaper advertiser.

During the strike, the store used radio and tv for the first time and reported "excellent results." A news wire service received by Boston stations quoted Raymond's as having achieved "gratifying" store traffic after advertising on the very first weekend following the newspaper shutdown (the strike started on a Friday night). Concentration in radio was on "big sales days." It used several radio outlets and minutes on both WNAC-TV and WBZ-TV.

Mr. Bates said that Raymond's now believes it will use radio and tv in Boston to supplement its print advertising as a result of its strike experience. Mr. Bates thought the store chain would try to use the media to best advantage, chiefly promoting certain makes of clothing. (WBZ-TV reported late in the week that Raymond's, which had been using live commercial minutes on the station, had signed a 52-week contract for a half-hour weekly segment of its 5:30-7 p.m. *Pleasure Playhouse* feature film [Warner Bros. product] program on Sunday evenings.)

Gilchrist's—the store that opened its Cambridge outlet successfully during the strike is a firm believer in space buying. But the newspaper suspension hadn't affected sales appreciably. In fact, a spokesman noted, "business is better than expected but probably not as good as it would have been with newspapers." The store turned to radio, direct mail, hand delivery or circulars and sign posters. It hardly used radio before the strike, and when it did so it was in a limited way—a few spots.

The sales steadiness was attributed by this store to schools opening a week earlier than usual. This store also indicated that should the strike last beyond three weeks (which, of course, it didn't), it would be inclined to restudy all its media plans.

Jordan Marsh—this store group claims to be "the largest department store group in New England and the fourth largest in the country" and is considered to be the largest department store space buyer in the U. S. While business was "not bad" during the strike, the spokesman thought perhaps it "could be better"—the stock answer of the retailer.

Jordan Marsh has been a heavy user of television—that is, in comparison to what other Boston department stores usually do in the medium. The store usually schedules a "fair amount" of advertising in radio. During the strike, however, the store stepped up its radio 50-60%, according to the store's own estimate. In tv, the increase was not substantial and consisted for the most part of a few extra station breaks. Additional radio advertising by the store, of course, was in news breaks and on disc jockey vehicles.

Jordan Marsh found it difficult to assess the effectiveness of its aired commercials. For one thing, the store said, the weather has been more favorable in Boston this year and customers without newspapers are just "coming into town anyway" and shopping at random. This was one of the few department store groups to increase substantially its suburban newspaper advertising. It used 40 papers and resorted to circulars and direct mail. The cost? Nothing additional; all the money was diverted from regular newspaper advertising allocations and Jordan Marsh kept within its budget.

CRITICAL TIME FOR STRIKE

Generally, the newspaper strike hit at a rather critical time for Boston's department stores. The stores were recovering from a bad business slump.

According to the board of governors of the Federal Reserve System, the Boston district had been lagging 4% behind sales last year for the week ending July 20; 1% for the week ending July 27; 13% for the week ending Aug 3 and 1% for the week ending Aug. 10. The Boston district, according to this tabulation (the only measurable indicator of department store sales), and specifically, the downtown stores, were doing quite poorly in the summer. Sales were behind in July and August, hitting a 13% lag for the week ending Aug. 3 for the district and 17% that same week in the downtown area. These decreases were in marked contrast to a general improvement in average department store sales for the entire U. S.

The Boston district, however, was on an even keel for the weeks ending Aug. 10 and Aug. 17 (also see table, page xx). The downtown stores had improved their sales, lagging only 1% and 3%, respectively, for the two August weeks (the strike started Aug. 9). Suburban stores, meanwhile, showed marked increases.



NEW BUSINESS *for WBZ-TV came with this commercial, one of a number purchased by Raymond's Department Store. Jo Somers, fashion coordinator for Campbell, Emory & Lutkin agency, directs the models through their paces.*

While the stores were coming out of a poor sales period, the strike also caught retailers in the middle of planned pre-school sales, some of the biggest set for the Labor Day weekend.

A smaller department store, R. H. Stearns Co., which operates units in downtown Boston and in suburban Chestnut Hill, normally uses newspapers (twice a week—Wednesday and Sundays—in the *Globe* and *Herald* with dominant displays). This store, according to its advertising manager, was not using much radio, preferring to "sit tight and see what happens."

But the "wait and see" policy did not prevail at J. M. Fields.

Here is the Fields story as capsuled by Gabriel Stern, owner of the Gabriel Stern Inc. advertising agency in Boston:

On Aug. 19, ten days after the strike's start, Fields simultaneously opened its eighth and ninth "self-service" department stores in Natick and Medford (both within the greater Boston area). Backbone of the entire pre-opening campaign was radio and tv. Eight radio stations in the Boston area and WBZ-TV were used.

Fields has been a continuous radio user. Other stores are in the Schenectady-Troy area, Manchester, N. H., and Lowell, Lawrence, Salem, Everett and Somerville, all in Massachusetts. The chain is opening still another store in Jersey City.

Only 1½ years old, the chain, according to Mr. Stern, is the "largest and fastest growing self-service department store group in New England." More than 200 tv announcements were used in the week preceding the Natick-Medford openings, while "several hundred" spots were used on radio. The above-normal crowds delivered, according to Mr. Stern, "is a great tribute to the power of radio and tv . . . and an outstanding demonstraton of what the media can do." He cited still other examples of

client success during the strike weeks, including a 20-spot campaign on WORL that half filled a Medford drive-in theatre (capacity of 2,000 automobiles) which featured a twin-bill of "horror" movies that ran from 11:30 p.m. to 3 a.m.

BOSTON: STATIONS KEPT ON JUMP

• City's outlets report added news, services, increased business

Boston stations during the three-week strike period, upped news schedules, programmed special services and increased their business volume.

By the third week, many of the stations reported they were sold out. Some stations had individual "success" stories to report, only a few of which are highlighted here because of space limitations.

At least six nationally known broadcast group owners are represented in the Boston market: They are, Westinghouse Broadcasting Co., Plough Broadcasting Co., CBS, the Yankee Network, Victor Diehm Assoc. and the Bartell group.

The stations operated by these group owners and other strong outlets in the area generally reported this summary of activity:

WBZ-TV—A 52-week contract for Raymond's Department Store was signed as a result of performance by the station during the strike period (see main story) and an unusual experience was met by the Liberty Dress Co., a small dress manufacturer located in downtown Boston.

Liberty, which has a constant turnover of stitchers and sewers, had been spending $80 per week in the Sunday *Globe* and *Herald* newspapers advertising for new help, coming up with two or three interested people after the weekend. On the first Saturday morning (Aug. 10) during the strike, Liberty paid $140 for one ID at 11:10 between a weather and news telecast. On Monday morning, 18 girls were standing in line at Liberty; by six p.m., 22 to 23 people had applied. The firm was not taking any more employment risks —it purchased a one-minute live commercial over the past weekend.

Furniture store business fostered by the strike at WBZ-TV included purchase by John Scott Rockford of 24 IDs, starting Aug. 26; Kennedy's men clothing store sponsored four IDs in AA time during the second week of the strike and renewed for the third week. J. M. Fields (see main story) in one week placed 50 spots Aug. 18-21 and 44 more Aug. 21-23. Employment agencies placed business with WBZ-TV on an "in-and-out" basis. Raytheon, the electronics firm that is active in the Boston area, bought six IDs for recruiting personnel during the second week of the strike. Other advertiser groups: restaurants, summer theatres, auto dealers. A real estate firm, Town & Country Homes, a big newspaper advertiser, sponsored a 25-minute live show in a late Saturday afternoon period Aug. 17, then renewed for Aug. 24 and Aug. 31. Approximately $2,000 worth of business was placed on the station by theatre owner groups in the first weekend after the strike, all of the money in IDs.

WBZ-TV hit a record high of 112 weekly newscasts added to hourly bulletins and cutins on regular programming when the news situation warranted, At a busy section of town, the station set up a UP wire in the window of the American Automobile Assn. on School Street. News items were pasted on a map on a continuous basis to keep passers-by informed of latest events.

WNAC-TV—The station expanded newscasts to every 15 minutes, and 5- and 15-minute newscasts were carried every hour on the half-hour. The station practically was sold out. Among the department stores placing schedules: Filene's, WNAC-TV's regular client Jordan Marsh and Raymond's. Movie theatres (particularly those in the suburbs) also increased schedules.

WHDH—This station was nearly sold out before the newspaper blackout. By the middle of last week, there was no room to accommodate additional advertisers. The station, however, emphasized it would not overcommercialize and would provide public service programming during the strike. Among its features: It added 9 hours 20 minutes of news broadcasts sustaining (it already had sponsored newscasts hourly on the half-hour and its schedule jumped to newscasts every half-hour); increased business volume about 20%; declared it would not accept any more business at least until after tomorrow (Tuesday), and had to turn back business from department stores.

Other Outlets Report Increase

WCOP—Before the strike, Filene's, Jordan Marsh and Raymond's (leased departments) used the station exclusively, running about 50 one-minute announcements weekly. During the strike all three (and including for the first time, Raymond's owned departments) increased to maximum saturation. Total increase in business attributable to the strike: about 20%. The station was running completely sold out and was refusing "thousands of dollars of business" rather than overload the station with commercials.

Increase in business prodded by the strike came from department stores, real estate firms (normally in classified sections) and food product advertisers (chiefly regional food firms). Special attention was given to a rise in movie schedules, both theatre owners and national advertisers on behalf of new pictures. WCOP, which has a music and news format, thus had full sponsorship in announcements. It did not program any more news than it did normally, having programmed five minutes of news before each hour. WCOP stresses it held to "good programming procedure of not overloading the station, for this would defeat our purpose of serving the community."

WBZ—Its most outstanding contract was sponsorship of 62 newscasts per week by Jordan Marsh, the schedule starting Aug. 13 with contracts to continue through Sept. 16. J. M. Fields contracted for a heavy announcement schedule through Nov. 30. Raymond's purchased a saturation campaign and Gilchrist's also signed for announcements. The movie industry's schedules (both local and national) averaged $300-$800 per week while automotive and airline business also were reported. Much of this business came from newspaper-allocated dollars, according to the station.

WORL—The station reported its prime time was filled quickly, with department stores and movie theatres among the first to "get in fast" when the strike started. Its business increase because of the strike was 20-25%. It programmed two newscasts per hour, including obituaries (also run by WHDH and WEEI), as part of its public service programming, the station ran theatre playbills at no charge. Obituaries were collected via a check of 500 funeral directors and placed on the air each hour. Noted the station: The strike situation forced a number of reluctant advertisers to try the broadcast media. Also, WORL pointed to two local fairs held in Weymouth and Marshfield (both south of Boston), promoted only on radio during the strike, and which reported more gross revenues than anticipated.

WEEI—The station reported an increased advertiser activity on the station. WEEI cooperated with local newspapers in compiling obituaries, which also were mimeographed and sent to all local banks.

WBMS (WILD as of Sept. 1)—The strike occurred during WBMS' changeover to ownership by the Bartell group. John F. Box Jr., executive vice president of the Bartell group and general manager of the sunrise to sunset station, reported that immediate effects were a tripling of newscasts, purchase of an additional news wire, hiring of two newsmen, acquisition of a mobile unit (Aug. 15) and an order placed for a second unit. Newscasts were aired every half-hour.

The station was to change to a music and news format on Sept. 1. Because of this transition, new orders for business were restricted with the station seeking new charter accounts based on the new format. On this basis, three 52-week contracts came in: 10 spots daily by Jordan Marsh; an unspecified number of spots by Plymouth Dealers Assn., and 20 spots per day on behalf of six local Pepsi-Cola bottlers, all starting Sept. 3.

WCRB—A "good music" station, WCRB was "sold out" but "not oversold, no double or triple spotting" in line with its programming policy, since a commercial load "hurts our type of audience," according to Theodore Jones, president. Because of the strike situation, the station doubled its few newscasts and inserted short news bulletin capsules every hour. Three times daily a special roundup of "cultural" events in the field of entertainment and the arts were programmed. Stock market reports were aired twice a day. Business increased 35% during the strike. Only "some concessions" were made to the strike, but the list of advertisers included R. H. Stearns (also using WEEI, WNAC and WCOP), which had never before used radio. Other stores: Filene's, Raymond's and Quality Limit Stores (specialty linen shop), which previously had used only print.

WMEX—Bob Richmond, president and executive director, said business had quadrupled because of the strike. He reported that double and triple spotting were "prevalent" in the area. Heavy schedules were in prime time. The station has a music and news format and news capsules were put on the air during the strike every 25 minutes and regular newscasts on the hour. Mr. Richmond reported department store, employment agency and real estate company business.

WBOS—A foreign language station 50% of the day with the remainder of its time devoted to popular music, WBOS reported an increase in business with prime time sold out. Increases on the station came from department stores, movie theatres and motion picture distributors. Newscasts and commentaries in the foreign language programming schedule were stepped up as were some of the English language news programs.

WMUR-TV Manchester, N. H.—This station is 50 miles away from Boston but reaches a substantial segment of the population in the Boston suburbs, particularly along the north and south shores. WMUR-TV which maintains a sales staff in Boston, had a schedule from Raymond's and was negotiating with Filene's and Gilchrist's. Raymond's was running ten 20-seconds spots a day on a two-day renewal basis. WMUR-TV also picked up some motion picture theatre business. It maintained its newscast schedule of two minutes every half-hour and added a special program, *World Tonight*, a half-hour nightly in Class AA time.

WVDA—Special newscasts three times a day were added by the station, which, because it carries both ABC and NBC programming, had network news on the hour. WVDA sent printed news bulletins to advertising agencies in Boston as a service. The station had a 30% increase in its business volume with a rise in the schedules of real estate firms, department stores and motion picture theatres.

WGBH-TV—Boston's educational station featured special news shows during the strike period in cooperation with *Boston Globe*.

Many of the stations reported hiring editorial workers idled temporarily by the mailers' dispute with the publishers.

Dow-Corning Picks Radio to Sell Invisible Syl-Mer Fabric Finish

How can a company whose product is thrice removed from the consumer make the consumer aware the product exists? Dow-Corning Corp., Midland, Mich., which manufactures a silicone-based water repellent fabric finish named Syl-Mer, has found radio can do it.

Syl-Mer is applied to fabrics at the mill end. From there the fabric goes to the clothing or furniture manufacturer who in turn sends it to the retailer where it finally appears on the sales floor. But even then the consumer cannot see Syl-Mer. It is invisible.

According to Dow-Corning's advertising director, Robert Argyle, D-C will make ample use of radio when it kicks off a four-week campaign Sept. 23 on 41 stations in about 15 large markets [AT DEADLINE, Aug. 26]. A total of 1,088 jingles and announcements will be featured, highlighting the theme, "Safer With Syl-Mer." They will be open-end to allow local announcers to fill in merchandising details. Featured on the announcements are the Honeydreamers accompanied by a small musical group.

Mr. Argyle explains that "radio was selected to spotlight the campaign because of its definite dramatic impact." Fill-in to the Syl-Mer story will be done in non-broadcast media. Dow-Corning merchandising teams will join members of Anderson & Cairns, New York, D-C agency, in visiting each of the 15 markets for local promotion.

PREVIEW — MUSIC TO BUY CADILLACS BY

How do you translate into aural terms the visual symbol of brilliancy and majesty that is Cadillac? And, once translated, what is there to sell?

The answer: music and words—a lot of music, few words. The transmission medium: radio—lots of radio.

To the man who owns a Cadillac—or wants to own one—Cadallac is sophistication, power, smoothness. Whatever it is, it is not brassiness.

With these factors in mind, MacManus, John & Adams, Bloomfield Hills, Mich., has come up with six individually-scored sound tracks that will be as distinctly Cadillac as the golden-spoked wheel of the Coupe de Ville. Composed by a man whose chief forte to date has been an ability to "sell" rock 'n roll—Am-Par Recording Corp.'s A&R director, Don Costa—and recorded by Ray Hall, RCA Victor engineer, the "Cadillac themes" will make their debut this October on some 1,300 U. S. radio stations and MJ&A predicts that "hi-fi buffs" will treat this commercial with reverence.

The music in the spots—60 seconds long but consisting of at most 30 seconds copy—are to be to radio what "white space" is to magazines and newspapers: enormous "margins" drawing the reader—or in this case, listener—to the message in the center of the "page."

Considering the expense and work involved in producing a full-color magazine ad for Cadillac—the agency actually has gone to Paris just to shoot one picture with an Eiffel Tower backdrop—the radio commercials cost half as much and were produced within a two-hour span of time. The expedition to shoot the Eiffel Tower picture in color could cost perhaps $20,000-plus, industry observers estimate.

The new concept in commercials of Mark Lawrence, MJ&A vice president in charge of radio-tv, bore fruit the evening of Aug. 21 in New York's Webster Hall, a recording studio frequented by the nation's recording companies for its almost-perfect acoustical structure.

He explained that both agency and client, aware of the great boom in concert music recording sales and hi-fi equipment, wanted to do something "different" but in such a way as to entertain first, sell secondly. In picking Mr. Costa, MJ&A retained a professional musician who "feels by ear," one who had had very little—if any—actual practice with "medium hair" music, and asked him to come up with anything that he, Costa, felt best described Cadillac in sharps and flats.

Meanwhile, the agency signed a contract with Olmsted Sound Studios to use its recording equipment, asked for the "best possible engineer," and through the offices of Harry Landon, an Olmsted executive, managed to persuade Mr. Hall to cut his vacation short. Mr. Costa then was instructed to go out "and collect the finest musicians in New York." That he did is attested to by the fact that of the 17-man string section, 11 were concertmasters. Most of the 42 men had been more accustomed to the podium behavior of a Bruno Walter than to the antics of a reputed rock 'n roller. Surprisingly, Mr. Lawrence noted, "there were very few 'takes.' "

Recording was done stereophonically. Sixteen microphones were scattered throughout the sound stage and they in turn led to two separate banks of tape recorders. Through such a set-up Olmsted "milked" the orchestra of its fullest fidelity, and MJ&A, which had not yet prepared copy at the time the recording took place, now could insert the "sell" without sacrificing any of the tonal qualities. "We will merely tune down one phase of the track to make room for the announcer, leaving the other track free to provide full-fidelity background music."

Though MJ&A would not discuss budgets or costs, it was learned from reliable sources outside the agency that talent costs ran no more than $2,500, while mechanical reproduction (initial cutting to final processing and pressing of 1,400 discs) added another $5,500 to the budget. Unspecified: cost of retaining Mr. Costa or of placing the campaign on 1,300 stations.

For Mr. Lawrence, the man behind the "wheel," Cadillac's satisfaction and the expected public enthusiasm about a non-irritating car commercial will prove to be "the penalty of leadership." His own composition for Cadillac last year titled "Eldorado," has already been recorded by RCA Victor for fall release and there were reports last week in New York's Tin Pan Alley that "at least five" major record firms have made a bid for commercial rights to the 1958 Cadillac themes. Ownership and copyright rests with Detroit, but still Mr. Lawrence bemoans his fate: "How can I top these next year?" He asks.

RADIO-TV UPSURGE TO CONTINUE

- **B•T study finds half of agencies increasing buys**
- **Of the rest, more than half are holding to 1956 level**

Both radio and television face an autumn and winter of still-rising billings.

This happy prospect was seen last week in the results of a survey conducted by B•T among leading agency timebuyers.

The study showed approximately five out of ten are buying more broadcast time now than a year ago, and over half of the rest are buying at least as much as they did then.

The only category in which at least half of the respondents did not report stepped-up buying was that of network radio—and there the total came to 40.9%. In the other categories the number of buyers planning to spend more ranged from 50% of respondents (spot television) to 57.5% (spot radio).

In no category—network or spot, radio or tv—did more than 20% of the respondents say they were buying less time now than a year ago.

Among those who are buying more and who indicated by approximately what percentage their current buying runs ahead of last year's, the average increase in spending was as follows, by category:

Spot radio: up 25.6%.
Network radio: up 37.0%.
Spot television: up 37.0%.
Network television: up 54%.

The returns indicated that, although no more than a fifth of the panelists are buying less time today, those few who have cut back at all have done so substantially. For instance, among the 17.5% who said they were not buying as much spot radio now, those who gave percentages indicated that their spot buying is off, on the average, approximately 60%. In the case of those who indicated approximately how much less network radio they are buying, the decline averaged 47.5% in volume.

Among those who gave a clue to the size of their cutbacks in spot television the average decline was 47.5%, while in the case of network television it was 85%.

The following summary show, by category, the percentage of respondents who said they were (1) spending more, (2) spending less, and (3) spending about the same now, compared to a year ago:

Medium	Spending more	About the same	Less
Spot radio	57.5%	25%	17.5%
Network radio	40.9%	45.5%	13.6%
Spot tv	50.0%	30.0%	20.0%
Network tv	55.2%	31.0%	13.8%

Breeze Detergent Asks Free Commercials

Lever Brothers Co., marketing Breeze detergent, has whipped up a broadcasting gale with a new way of bypassing rate cards.

The soap firm has sent a form letter to station managers and/or promotion managers urging them to have their disc jockeys run free commercials plugging a Breeze boxtop offer.

A Lever spokesman, Humphrey Sullivan, news bureau manager, explained that Lever spends over $15 million in network and spot tv. "We have never used advertising as a gun to promote our products," he said. "This is not Lever's policy and such a philosophy wouldn't be tolerated here for a minute."

A copy of the Lever letter, signed by John M. Williams, brand publicity manager and sent to a western station, explains that Lever "is just coming out with some news which should stir up some excitement among the teen-age population." He adds that Sam Goody, "the world's largest record dealer," will supply any 45-rpm top-10 hit tune to the public for 35 cents and "two regular or one economy size" Breeze boxtop.

Mr. Williams says the free-time idea "is a natural for disc jockeys, and when we think of dejays your stations comes to the fore." Quite frank about it, he adds, "I'm writing even though Breeze isn't currently carrying a schedule because I think the offer is such an unusual one that your listeners (especially the teen-age group) would really be interested."

He continues, "As far as we know, the Lever offer is unique." Having described the free-time plan, his letter adds a postscript, "If you can lend us a hand, I'd appreciate the return of the enclosed card so we can thank you properly."

A list of four suggested unpaid announcements includes this one:

"How'd you like to buy twice as many records without spending any more money? The makers of Breeze detergent have come up with a great offer. For just 35 cents and two regular size or one economy size Breeze boxtops, you can get any 45-rpm record of your choice from among this week's top-10 hit tunes." This is typical of the four proposed free plugs.

At Lever it was explained the deal was worked out through Dave Bland, product manager, and Sullivan, Stauffer, Colwell & Bayles, which recently took over the account from BBDO. Lever currently sponsors two serials on CBS Radio, *Helen Trent* and *Young Dr. Malone*, with the offer promoted on the two network programs as well as in big Sunday supplements and a list of teen-age and movie magazines.

The free offer, Mr. Sullivan stated, went to stations carrying a Pepsodent schedule and was not sent to d.j.'s behind management's back. Asked if the post card return feature of the free offer might put the squeeze on station management, he said, "Nonsense! We don't work that way."

GM Sets Tv for Auto Debuts By Two Foreign Divisions

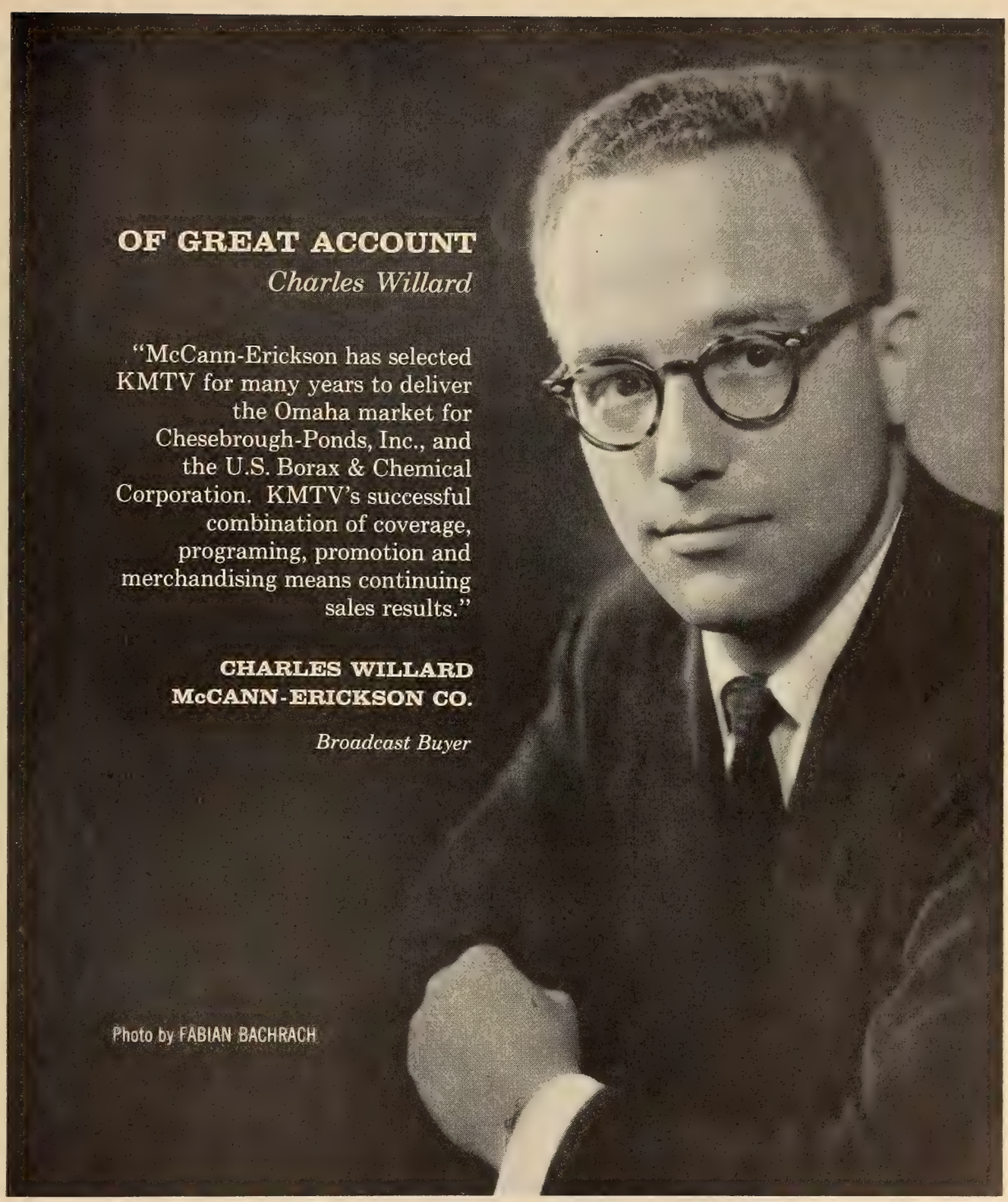
Two new auto advertisers are slated to make their debut on U. S. television this fall, but it's highly doubtful that their appearance—initially—will mark additional revenues for tv stations. Reason: The advertisers are foreign subsidiaries of General Motors Corp., and they will be "riding" on slots purchased by domestic GM divisions.

The autos are the British-made Vauxhall (Vauxhall Ltd., Div. of GM, Luton, England) and the German-made Opel (Adam Opel A.G., Russelsheim, Germany). With the slated appearance of these two cars this fall, it is now a certainty that the U. S. foreign car market has gone beyond the stage of being a "passing fancy." The Vauxhall and Opel both are to be low-to-medium-priced cars, with Vauxhall falling into the "midget" category and Opel into that of the "standard" size sedan. Pontiac dealers have been assigned the Vauxhal, Buick dealers the Opel.

General Motors officials in New York declined to comment about these plans, saying all statements would have to come from GM in Flint, Mich. Tv will figure in both automobiles' marketing plans, though it is doubtful any special buying will be done.

Vauxhall will "sit in" on spots already purchased by the Pontiac Division and it's expected Opel will do the same on Buick's tv purchases. MacManus, John & Adams, Bloomfield Hills, Mich., Pontiac's agency, will handle all tv placement for Vauxhall, with the British car division reimbursing Pontiac for the use of its time purchases. Buick, serviced through Kudner Agency, will likewise be reimbursed by Opel, although the agency also declined to discuss media plans. This much is known about Vauxhall: It will make its tv debut in Washington and Baltimore in September, with nine other markets slated to be such major cities where Vauxhall will be distributed. It's reported that an "offbeat" approach will be used in the copy platform. Colin H. John, associate account executive on Pontiac at MJ&A, also will act as account executive on Vauxhall.

The only major auto manufacturer to have begun distribution on a foreign-made car in the U. S. is Studebaker-Packard Corp., which through its dealer organization (and unique "working partnership" with Daimler-Benz A.G., Stuttgart, Daimler-Benz of North America Inc., New York, and Curtiss-Wright Corp., Wood-Ridge, N. J.), now is distributing the Mercedes-Benz. Daimler-Benz may use radio-tv spot "in the future." American Motors Corp. dealers—principally Nash and Rambler—also are marketing a "foreign" car, the Metropolitan, but this car is built in Britain to AMC specifications, that is, it is not sold in England. It is shown on tv via *Disneyland* and AMC's spot campaigns. Although the Taunus (German-made Ford) and other Ford products manufactured abroad are sold here, they are not marketed through Ford dealers nor advertised as Ford products.



KMTV SERVES MORE TV HOMES THAN ANY OTHER STATION IN NEBRASKA, IOWA AND KANSAS!

COLOR TELEVISION CENTER

KMTV

NBC-TV
OMAHA • CHANNEL 3
Represented by
EDWARD PETRY & CO., INC.

We Sincerely Believe:

1. . . . that the vast majority of WSB Radio's hundreds of thousands of consistent listeners are old enough and mature enough to have minds of their own—

We defend our audience against the untrue theory that "the average mentality of the listening public is that of a fourteen-year old."

2. . . . and that by giving them *variety* in music, intelligent and comprehensive news coverage, interspersed with well planned local and network programs—

WSB Radio is not a juke-box-program typed station with just "the top 10-20-30-40-50 tunes" rammed into our listeners' ears-day and night.

3. . . . presented to them on the air by pleasing *personalities* instead of "characters"—

We insist that our WSB Radio air staffers present themselves as guests in our listeners' homes, easily understood and liked by every member of the family from eight to eighty. All rating surveys prove our dominant acceptance in Georgia.

4. . . . results in a WSB Radio audience with a *purchasing* potential that dwarfs that of any other radio station in the Atlanta market.

If you want to reach the BUYING members of the radio families in the Atlanta market use WSB Radio.



WSB/RADIO

The Voice of the South • Atlanta

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Edw. Petry & Co.

KENT MAY HYPO SPURTING SALES WITH AD BOOST TO $10 MILLION

- **Lennen & Newell, now sole Lorillard agency, to mastermind ads**
- **Drive for bigger market share may see new tv network purchase**

Kent Filtertips cigarettes, whose package emblem is a defensive medieval fort, is on the offensive. Kent is out to regain for the parent company, P. Lorillard, the 6.5% share Lorillard once had in the U. S. cigarette market and to go beyond that to 7% and up.

Some of the bigger guns in its advertising arsenal are television and radio which together now comprise two-thirds of its present $7.5 million advertising budget. But radio-tv allocations may be increased as P. Lorillard Co. gives serious thought to upping Kent's total ad expenditures to $10 million before the end of the year.

The Kent brand, named after former Lorillard President Herbert A. Kent, was first introduced in March 1952 (regular size). It came out with the king-sized filter 28 months later and earlier this year introduced the "flip-top box" size. With present sales pegged at 500% ahead of last year at this time, Kent is expected to pull the Lorillard firm out of a three year slump. Aiding Kent's progress:

• Consolidation of the Lorillard accounts under one agency roof, Lennen & Newell, New York [AT DEADLINE, Aug. 26].

• Around-the-clock cigarette production and packaging at its two southern factories—an emergency measure.

• The possibility of a new network tv sponsorship next season.

• Streamlining of internal corporate management.

According to Harry M. Wootten, a private consultant to the tobacco industry, much of Lorillard's future rides with what Kent will do in months to come. He points to Lorillard's 1956 sales loss of 7.2%, its close-to-20% gain on behalf of Kent, and the latter brand's "almost-unbelievable" track record over the past two months.

Lorillard is an advertiser of means. Total 1957 budget to date approximates $19 million of which two-thirds or $12.6 million is in broadcast media. By the end of the year, industry observers predicted last week, the budget may well be in excess of $20 million, with tv gaining a bigger share than it has had.

In light of Kent's landslide business, it is perhaps exquisite irony that Young & Rubicam, which introduced Kent five years ago, should lose that account as well as the $1.5-2 million Newport Mentholated Filtertip cigarette (brought out only four and a half months ago) to Lennen & Newell, agency for 30 years for Old Gold and other Lorillard products. By B•T estimates, L&N now should be billing over $50 million—a considerable rise over the agency's 1952 billing of $17 million.

The question Madison Avenue executives were asking last week: If Kent is doing so phenomenally well—obviously due to good advertising—and then is lost by the agency that nursed it along from infancy, does it really pay for an agency to do too good a job of advertising? There were few who would care to answer, for the feeling seems to be (in non-agency circles) that while Y&R did an "outstanding" job—Lorillard's President Lewis Gruber himself "regretted" having to sever the "always . . . most pleasant" relations with Y&R—the two factors that helped put Kent over the top had little to do with advertising as such. The first was a matter of basic economics, the second one of mass psychology.

• On Sept. 12 last year, Lorillard cut Kent's "luxury" price tag by $2 per thousand cigarettes and brought the brand in line with other "popularly-priced' names such as Marlboro and L&M.

• On July 9 this year, Kent introduced a "radically-new" Micronite filter that the company clamed would outperform any other filter, and put Kent in a flip-top box. Almost at the same time, *Reader's Digest* magazine propagated the "cancer-scare" sparked by American Medical Assn. with the first two reports on cigarette smoking and cancer and hailed Kent as the only truly "effective" filter brand on the market.

Still, Young & Rubicam made the most of both situations. Around the time of the announced price-cut, Y&R broke Kent's four-year "network-only" pattern by picking up a 60-odd market lineup of tv markets originally ordered through Lennen & Newell for Old Gold Filters which, incidentally, are now up 4% in sales over 1956. And when the *Digest* appeared in July, so did full-page newspaper ads prepared by Y&R's print media department which stated that there now was "conclusive proof" that Kent did the best filtration job. (It was learned, however, that prior to the appearance of the *Digest* articles, Lorillard made a firm promise to Reader's Digest Assn. in Chappaqua, N. Y., that the tobacco advertiser would not take advantage of the *Digest* articles by citing *Digest* statistics. Lorillard stuck to its promise and cited its own Lorillard laboratories studies, not those of the *Digest*.)



A NEW BRAND AND AN OLD ONE

A 4½-month-old entry joins the older standard at L&N, adding its $1.5-2 million budget to Old Gold's $9.2 million.



BIG GUN IN LORILLARD PUSH

Kent, currently alternate-week sponsor (with Revlon Inc.) of CBS-TV's *The $64,000 Challenge*, is understood to have committed itself for the CBS-TV Tuesday, 10:30-11 p.m. slot (as yet unfilled by any specific program) next season, but officials at Lennen & Newell now are considering the possibilities of placing Old Gold in that period. Since 1952, Kent has sponsored such network shows as *The Web, Kent Theatre, Father Knows Best, Appointment With Adventure*, and since a year ago this spring, CBS-TV's *Challenge*. On radio, it has made selected use of metropolitan markets, chiefly to introduce Kent, and recently, it has partaken in CBS Radio's "Impact" segmentation plan.

So well is Kent doing in sales that Lorillard devoted its commercial time on *Challenge* a week ago Sunday to counseling the American consumer to "please be patient if your neighborhood dealer is temporarily out of Kent" because the firm was "exerting every effort to meet the unprecedented demand." Mr. Gruber adds: "Never in our 197-year history have we experienced anything like the runaway demand which our new Kent is engendering." At Kent's Louisville and Greensboro plants, six-day-week schedules are in order, three shifts have been instituted, employment has been doubled and every available piece of equipment Lorillard can lay its corporate hands on has been rushed south. "But with every production jump we achieve," Mr. Gruber laments happily, "the demand jumps a little more, so it is constantly ahead of us."

Lorillard officials say that sales tripled between Sept. 12, 1956, and June 1 on Kent. Since that time, the "scare" has supplanted the "cut" as the principal reason for skyrocketing business. On July 25, Lorillard reported to stockholders that sales (dollar volume) had increased 9% over the first half of 1956, but made clear that this figure

did not reflect Kent unit sales since more packs had to be sold at the lower cost to match Kent's 1956 dollar volume.

The appointment of Lennen & Newell was greeted by that agency as a timely but unexpected "anniversary gift." Thirty years ago, Lennen & Newell, than Lennen & Mitchell, was assigned the Lorillard account and it held it exclusively until 1952 (for all products, including the little-advertised Embassy brand, the Helmar and Murad Turkish cigarettes, Briggs, India House, Union Leader, Friends pipe-cigarette tobacco, Beechnut, Bagpipe and Havana Blossom chewing tobaccos) when Y&R was named for Kent.

While 10 days ago no Lorillard official would comment on the pending switchover (effective Y&R termination: Nov. 30), Mr. Gruber said last week that the decision to consolidate the account was reached "after prolonged serious study and evaluation," and was motivated "by the many and varied benefits to be gained . . . not the least of which is, obviously, more efficient and economical service to Lorillard." He did not enlarge upon the "economics" of the move, though tobacco industry spokesmen intimated last week that the decade-old trend to decentralize tobacco accounts may be at an end. They point to R. J. Reynolds Tobacco Co.'s great success with keeping all brands —Salem, Winston, Camel, Cavalier, Prince Albert, etc.—with one shop, William Esty Co., and predict that henceforth, in efforts to counteract the "irritating" anti-tobacco elements (namely American Medical Assn.), cigarette companies again may look to one-agency advertising strategy.

SPREADOUTS VS. CONSOLIDATION

Over the past 10 years, some notable—and expensive—"spread-outs" have taken place, among them: American Tobacco Co. from Foote, Cone & Belding to BBDO, Sullivan, Stauffer, Colwell & Bayles, and Lawrence C. Gumbinner Adv.; Liggett & Myers Tobacco Co. from Cunningham & Walsh—previously known as Newell-Emmett—to McCann-Erickson and Dancer-Fitzgerald-Sample; Philip Morris Inc. from Biow Adv. to Leo Burnett Co., N. W. Ayer & Son, Ogilvy, Benson & Mather, and Benton & Bowles.

Mr. Gruber underscored this "new direction" by stating that L&N's appointment will "facilitate crystallization of the corporate image to both the trade and consumers, enabling us to build—over and above the vital product images—a pervading corporate concept, which is not possible when our accounts are scattered through a number of agencies." Other factors influencing Lorillard's decision: (a) "coordination of brand advertising and merchandising strategy" and (b) "coordination of product advertising budgets."

The budgets will rise. That's the consensus of both agencies, Young & Rubicam, the loser, and Lennen & Newell, the winner. Although Dale Anderson, Old Gold account supervisor and L&N vice president (the man who probably will be charged with taking over the whole account), refused to discuss (1) budgets and (2) ad strategy as regards radio-tv—thus hewing to the client's line that any public information at all is aiding the competition—it is safe to assume that Kent is to receive "the full treatment" this fall and subsequent winter if Lorillard intends to make sure that Kent's current sales surge will be no mere "fad."

In any case, whatever Lorillard does now will be a considerable notch above what it spent last year at this time. Total 1956 ad budget with over half in radio-tv: $14.8 million—a drop of roughly $1 million from 1955 during which time Lorillard spent close to $10 million in broadcast media.

With Kent's budget already pegged at $7.5 million, Old Gold's is approximated at $9.2 million, of which two-thirds is in radio-tv. Like Kent, Old Gold has gone in strong for network programming. Currently, it is winding up its 52-week contract with CBS-TV (signed initially for the Jackie Gleason programs along with Bulova Watch Co. last summer) by sponsoring a 13-week re-run of the Jimmy Durante Texaco shows. On Oct. 4, it will begin sponsoring NBC-TV's *The Court of Last Resort*, and may or may not take over the Tuesday night slot now vacant on CBS-TV. Late in July, it concluded a 13-week run on the 110-station NTA Film Network and NTA-20th Century Fox Film Corp.'s *Premiere Performance*, and last winter co-sponsored (with Toni Div., Gillette Co.) NBC-TV's *Walter Winchell Show*. Over the past years, it also has advertised on ABC-TV's *Stop the Music*, *Ted Mack's Original Amateur Hour*, NBC-TV's *Truth or Consequences*, and CBS-TV's *Two for the Money*. On MBS, it ran *Queen for a Day* and on CBS Radio the audio portion of *Two for the Money*. It also made occasional use of spot tv and radio.

Thanks to Kent, radio-tv and a still-growing cigarette market despite the cancer scare (overall industry sales are up 4% over 1956 even though the month of June saw a drop of 100 million units or 0.3%), Lorillard is pulling itself out of a three-year-old decline. On July 25, Mr. Gruber announced a 30% jump in net profits for April-May-June; for the same period, sales were up to $56,505,075 as against a 1956 second quarter sales report of $51,673,504. Net earnings for the first half of 1957 were up 18.6% ($2,721,492 as against $2,294,901) and sales were up to $104,641,649 as against 1955's first half sales of $98,815,162. (Of this figure, $1,043,017 came from Lorillard's Muriel cigars—a heavy spot user—sold early in 1956 to Consolidated Cigar Co.) In 1954, Lorillard claimed 6.5% of the U. S. cigarette sales; in 1955, it had slipped to 5.9% and in 1956, it had dropped to 5%. Meanwhile, all rivals were steadily increasing their share of the market. So far, Lorillard is back at 5.4% and expects to reach 6% within a few months. Of Lorillard's total cigarette output, filter brands account for 54%.

These figures—and the desire to surpass its 6.5% share of 1954—reflect the drive of Lorillard's new management team. A year ago July, Mr. Gruber, then sales vice president, succeeded President William J. Halley (who in turn had replaced then-President Herbert A. Kent, the latter now a board member). Manuel Yellen, former west coast sales manager, succeeded Alden James as advertising manager and George Whitmore, former Kent brand manager (all brand manager positions were abolished) replaced Advertising Manager Fred G. Robbe. Their first step was to lower Kent in price; their second, to devote more time to new brands, Kent, Old Gold Filters and Newport and less to the older and established names, Old Gold plain and king.

STOCK EXCHANGE OUT TO PROVE TV WORTH

- **Tests set on WBUF (TV), WGR-TV**
- **TvB sales pitch convinces NYSE**

Television Bureau of Advertising, after almost two full years of discussions and meetings with key officials of the New York Stock Exchange, has sold the exchange on tv.

Effective Sept. 9, the exchange will team up with three Buffalo, N. Y., brokerage firms, Trubee-Collins, Goodbody & Co. and Shields & Co. (the latter two branches of New York firms) on an 11-week test campaign via WBUF (TV) and WGR-TV Buffalo. For the exchange, whose total annual advertising budget is slightly in excess of $1 million, this test will be an expensive one: $25-30,000 just to prove to customers' men that television can sell stock as well as soap.

The campaign represents a culmination of discussions begun Sept. 22, 1955, by TvB executives with Keith Funston, promotion-minded head of the exchange; Ruddick C. Lawrence, public relations vice president of the exchange and former NBC-TV sales development manager; Merlin E. (Mike) Carlock, vice chairman of the board, Calkins & Holden, the exchange's agency; Peter A. Krug, C&H radio-tv director, and others principally concerned.

Before deciding to take the plunge itself (NYSE will pay all production costs on three filmed commercial and live copy and will split time costs with the three Buffalo firms), the exchange watched with considerable interest the tv tests of such brokers as Harris, Upham & Co., and decided that what was lacking was "follow-through."

Exchange officials are very disturbed about what they call "basic facts." Among them:

• That just 23% of the adult population could define common stock; that only 5% could identify the exchange's slogan, "Own your share of American business"; that only 10% of the adult population would consider stock as investments; that only 24% could define the activities of the exchange; that 50% of adults have no conception of brokerage and do not know the location of their local broker.

• That 65% of non-share owners with annual incomes of $10,000 and up have never been in contact with a broker; that 12 million families with annual incomes of $5,000 or more do not own any stock.

Surveying was done for the exchange by Alfred Politz Research Inc. among 3,000

Play it smart! Pick the station that

REALLY saturates

Southeastern Michigan

it takes just one and that's

Reach right into 1,700,000 TV homes and tap 9 billion dollars of purchasing power with a one-station buy! Pick WJBK-TV, proved dominant by all ratings in the nation's rich fifth market.



Detroit's Channel 

WJBK-TV

MOST VIEWERS! No. 1 (Pulse and ARB) in 1,700,000 Detroit and outstate TV homes, including the heavily populated Flint and Port Huron areas.

MAXIMUM POWER! 100,000 watts, 1,057-foot tower.

TOP CBS AND LOCAL PROGRAMS



GEORGE B. STORER, President BILL MICHAELS, Vice President and Managing Director

persons 21 years of age or older, representing a cross-section of the U. S. in such a way as to represent the entire population of about 98 million adults heading 48 million household units.

Last May, TvB stepped in with a more startling statistic to answer the prevalent opinion that the wealthier the citizen, the less he watches tv. TvB found there is three times as much televiewing than newspaper reading being done in America by people earning over $10,000 a year. Where those earning less than $3,000 spend 249 minutes per day with tv, those in the $10,000-plus category watch 424 minutes daily.

The Buffalo test is not meant so much to increase business for the three local brokerage offices as it is designed to show the brokers that tv has a definite impact on those who can afford to buy stock. According to the exchange, everybody can afford it, and it has even instituted among its member firms a "monthly investment plan" whereby an individual can pay, say, monthly installments of $15 to his broker until enough money has been saved to "take a flyer."

Obviously, brokers cannot sell stock as Procter & Gamble sells soap. Securities & Exchange Commission regulations forbid the advertising of stock along the same lines of advertising products; stock cannot be guaranteed to be a "good buy." So the ads will sell "people's capitalism."

Three filmed commercials, lasting 50 seconds each (allowing a 10-second open-end logo, address and phone number slide on behalf of the local broker), have been prepared. The first is a chalk-talk on the values of stock ownership; the second a "pep-talk" by a "typical" gas station attendant; the third a scene in a local bank as a blue-collar worker cashes two checks, one his pay check, the second his dividend check. These will be shown on the two stations. Via WGR-TV, they will be slotted in early evening sports shows and the late night movie; on WBUF they will be slotted between 7-7:30 p.m. and 10:30-11 p.m. as well as on the afternoon *Million Dollar Movie*. Additionally, the exchange and the three companies will work out—through C&H—a series of live commercials to be delivered by such local personalities as WGR-TV's Helen Neville.

Each announcement will offer a booklet telling the viewer more about the exchange and the way it and its member firms operate, what they do for the investor, etc. Unlike many other tests, where the agency itself gauges and interprets inquiries, this one will see the giant NYSE research department process all inquiries and viewer reaction, interpreting them by projecting the Buffalo sample on a national scale, thus giving Mr. Lawrence's public relations section some ammunition with which to convince member firms of tv's strength.

TvB is particularly interested in the outcome. Comments Halsey Barrett, TvB director of national sales: "One of our prime missions is to broaden categories of advertisers using tv. The brokerage business is woefully underspent in television. . . . We wish to widen the scope of clientele and increase buying activities of Americans who think in terms of common stock."

Should the test prove conclusively what the exchange believes already—but which its member companies fail to realize—that tv is an excellent medium through which to increase "people's capitalism" and educate the mass public on investments, NYSE in all probability will turn to other cities for followup "tests." Already being considered: Oklahoma City and Houston.

BDA Adds S-P Dealer Groups For $2 Million in New Billings

Burke Dowling Adams Inc., New York, last week racked up another $2 million in billing when it confirmed reports that the Studebaker - Packard Dealer Advertising Assns.—representing 2,200 S-P dealers in the company's 20 sales zones—all had appointed BDA as their agency. Although most dealer organizations usually join the parent company in the choice of one agency, this reportedly is the first time in S-P history—or Studebaker and Packard's separate histories, for that matter—that the thousands of dealers had banded together in their selection of one major agency. Heretofore, dealers picked local agencies.

A special BDA staff headed by T. Russell Paulson, an executive appointed to service the dealers as liaison between the agency and the S-P account in South Bend, had made separate presentations to each and every dealer association. Mr. Paulson, in New York last week, said radio-tv would play "some" part in dealer advertising strategy during the following year but did not say how much of a part the two media would play. Some of the dealer associations, when the S-P account was serviced by Benton & Bowles, had been sponsoring local programs such as tv news and sportscasts. Mr. Paulson also reported that the Mercedes-Benz auto manufactured in Germany and distributed in the U. S. through 350 of the 2,200 S-P dealers, is doing so well in sales that "delivery is two-three months behind."

'SAYONARA' PLANS

Local radio-tv stations may be able to nibble at the $2 million advertising plum Warner Bros. has allocated to its new Marlon Brando film, "Sayonara," it was learned last week. Claimed to be Warner's biggest advertising budget for a single film to date, the $2 million will be used almost exclusively to pre-sell the Technicolor film this fall, with all media expected to be picked. Phil Solomon, WB account executive at Blaine-Thompson Co., Warner's agency, said most if not all radio-tv purchases (more radio than tv) would be made "at the local level" by theatre owners and managers through co-op funds to back up the heavy national print campaigns scheduled for consumer and trade magazines, newspapers and billboards.

P&T Rescinds Print-only Ukase, Will Keep Some of Budget in Tv

Park & Tilford's Tintex and toiletries division, having failed to (a) persuade NBC-TV to revive *Masquerade Party* this fall for possible Tintex sponsorship and (b) connect with a possible ABC-TV Sunday evening variety show starring Jinx Falkenburg McCrary, has changed its mind about its threatened full return to print media [B•T, April 12].

P&T Tintex and toiletries has decided to stay in television—but on a smaller scale. Effective Oct. 2, it will pick up on alternate weeks the 4:15-5 p.m. segment of NBC-TV's *Queen for a Day* for a 52-week period at an undisclosed cost. Although Grant Adv., agency for P&T's toiletries, placed the NBC-TV order, Emil Mogul Co., agency for Tintex, will share in the billing.

Latter will be based on the number of exposures by Tintex and the toiletries line, both of which will make use of the quarter-hour billboard.

Fred Q. Swackhamer, advertising director for the P&T division, said that the advertising budget, though increased 30% (effective this week), will not necessarily mean that broadcast media allocations will rise considerably. However, he pointed out that as against this past year's usage of network tv for a six-week period (NBC-TV's *Masquerade Party*, April 17-May 22), P&T now will make use of network on a year-round basis. Thus, where Tintex sponsored three full half-hours of network tv this spring, it now will sponsor a total of 6½ hours (one 15-minute period every two weeks).

P&T was considering the possibility of backing on alternate weeks the Tex McCrary Inc. package show, *Weekend at the Waldorf* starring Mrs. McCrary at 6-6:30 p.m. Sundays via ABC-TV on behalf of its new toiletries line. But P&T was unable to find an alternate sponsor, among other complications.

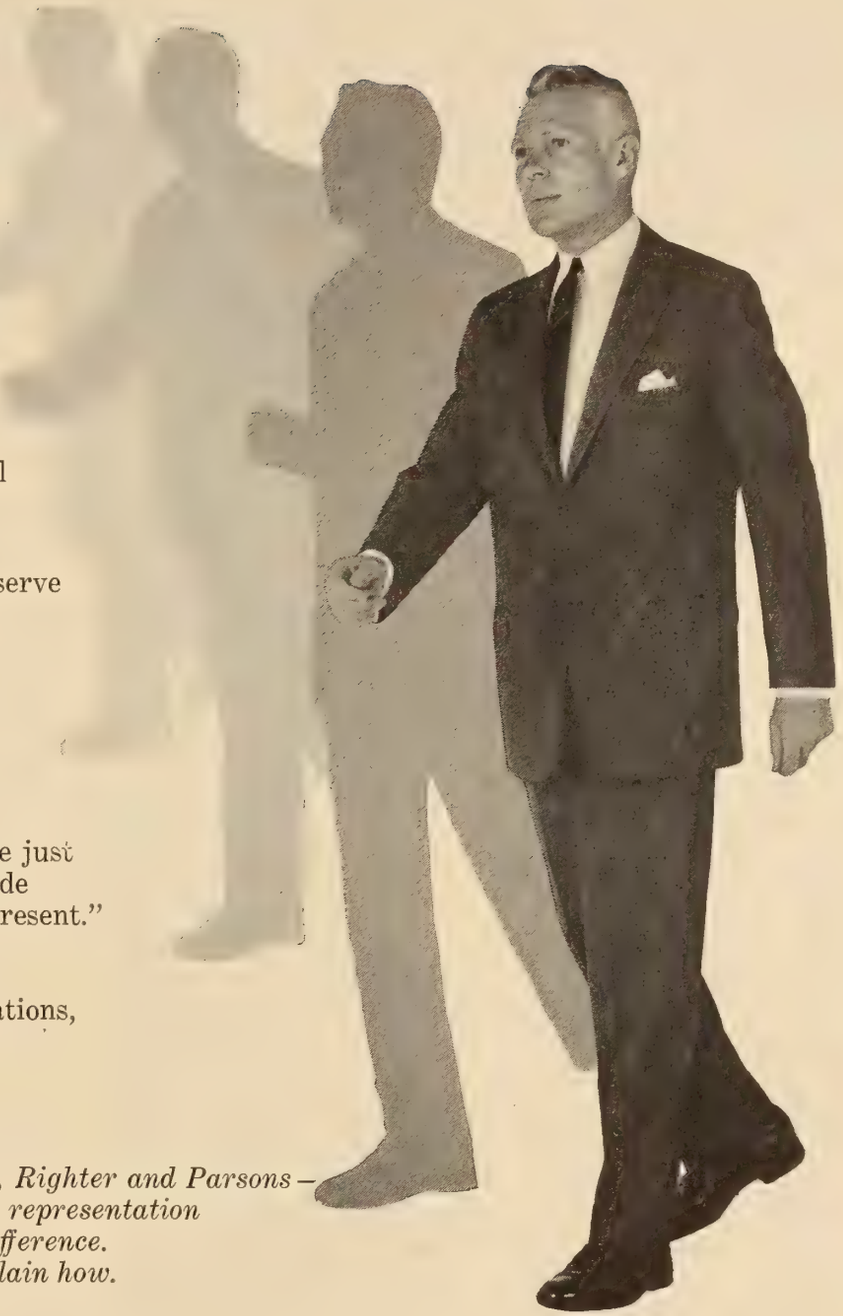
P&T has not finalized its entire fall strategy, but feels fairly certain that print is not going to get as much of an allocation as might be inferred from the signing of a quarter-hour tv show every other week. Mr. Swackhamer declared that there is a good chance P&T will "hypo" activities in some of the markets not covered by *Queen for a Day* by taking to spot tv.

Duffy-Mott Appoints SSC&B

Duffy-Mott Co., New York, has named Sullivan, Stauffer, Colwell & Bayles, New York, as its agency, effective Sept. 15, for all of its products—Mott's apple sauce, Sunsweet prune juice and cooked prunes and Clapp's baby food—it was announced last week by H. E. Meinhold, president of Duffy-Mott.

The account which bills appproximately $1 million in overall advertising had been serviced by Young & Rubicam, New York, for the past 12 years. The reason for the Duffy-Mott switch was the fact that Y&R had been appointed to handle the competitive Lifesavers-Beechnut baby food account [B•T, Aug. 12], thus forcing the resignation of the entire Duffy-Mott account.

Why be just part of the Parade..?



Today it's increasingly
hard to stand out from the crowd.
For every television station
on the air five years ago
there are now four more!
And, at mid-1957, another 350
commercial applications were still
pending for yet more stations.

As the parade grows bigger,
it takes something special to preserve
your identity at the
agency-advertiser level...
to be known for the
individuality that makes *you*
outstanding in your own market.

Ordinary production line
representation won't do it.
Without *specialized* selling, you're just
part of an ever-lengthening parade
your representative tries to "represent."
Quality television stations with
hard-won local leadership,
proud of their community reputations,
deserve something more.

They get it, too,
from Harrington, Righter and Parsons—
where specialized *representation*
makes so much difference.
We're glad to explain how.

HARRINGTON, RIGHTER & PARSONS, Inc.

NEW YORK • CHICAGO
SAN FRANCISCO • ATLANTA • BOSTON

television — the only medium we serve

WCDA-B-C *Albany* **WABT** *Birmingham* **WBEN-TV** *Buffalo*
WJRT *Flint* **WFMY-TV** *Greensboro/Winston-Salem*
WTPA *Harrisburg* **WTIC-TV** *Hartford* **WDAF-TV** *Kansas City*
WHAS-TV *Louisville* **WTMJ-TV** *Milwaukee* **WMTW** *Mt. Washington*
WRVA-TV *Richmond* **WSYR-TV** *Syracuse*

TV NETWORK BUYS AND BUYERS

The toiletries advertisers toppled food's advertisers from top spot on the network tv timebuying totem pole in June, according to a compilation based on Publishers Information Bureau data.

Foods and food products have been the usual product tv leader among network advertisers. But in June, their total slipped to a poor second followed closely by the total gross charges compiled by advertisers of soaps and cleansers.

In the tv network buying analysis for May [B•T, July 29], toiletries and toilet goods advertisers appeared to be making a strong bid for the top, with May totals coming within a half million dollars of food and food products.

While the monthly total hit the No. 1 spot, toiletries advertisers still ranked second to foods in the first six month's compilation. Margin between the two categories: about $2 million.

Toiletries and toilet goods advertisers in June were up $1 million over the total for the same month a year ago, while food's advertisers were billing about $190,000 less.

In the top 10 listing of network advertisers, the usual leaders filled the first nine places. General Motors, 10th in May, gave up its place in June to Bristol-Myers. In June 1956, GM was No. 5 with over $1.3 million invested.

Procter & Gamble, tv's top advertiser, spent more than $4 million at gross rates for time on the networks in June. This was a hefty half million dollars more than its network expenditure in that month a year ago. Except for isolated cases such as P&G and Ford Motor which are spending more for network tv, most blue chip advertisers apparently are not increasing their spending in network time on a monthly basis. This development can be attributed to a trend toward program sharing in sponsorship and a diversity in the types of advertisers entering the medium.

TOP TEN ON TV NETWORKS
JUNE 1957

1.	PROCTER & GAMBLE	$4,029,766
2.	COLGATE-PALMOLIVE	1,510,535
3.	CHRYSLER	1,466,139
4.	AMERICAN HOME PRODS.	1,457,630
5.	LEVER BROS.	1,394,578
6.	GENERAL FOODS	1,334,295
7.	GILLETTE	1,239,474
8.	FORD	1,086,597
9.	R. J. REYNOLDS	957,132
10.	BRISTOL-MYERS	898,464

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING JUNE '57 AND JANUARY-JUNE '57 AS COMPARED TO 1956

	June '57	Jan.-June '57	June '56	Jan.-June '56
AGRICULTURE & FARMING	$	$	$ 79,383	$ 340,929
APPAREL, FOOTWEAR & ACCESS.	325,999	2,011,105	246,855	1,552,002
AUTOMOTIVE, AUTO EQUIP. & ACCESS.	3,864,188	24,804,359	4,641,627	31,028,789
BEER, WINE & LIQUOR	648,995	3,756,833	672,717	3,476,906
BUILDING MATERIALS, EQUIP. & FIXTURES	425,202	2,801,956	333,399	1,904,433
CONFECTIONERY & SOFT DRINKS	498,934	3,354,824	783,948	5,220,185
CONSUMER SERVICES	328,299	2,219,760	280,476	970,993
DRUGS & REMEDIES	3,333,469	22,375,250	2,887,269	18,555,493
ENTERTAINMENT & AMUSEMENTS	22,068	22,068		
FOOD & FOOD PRODUCTS	6,983,363	49,992,832	7,173,982	43,555,407
GASOLINE, LUBRICANTS & OTHER FUELS	99,537	1,408,590	412,935	2,251,635
HORTICULTURE	25,016	102,223	68,297	203,453
HOUSEHOLD EQUIPMENT & SUPPLIES	1,496,806	9,905,377	2,147,118	15,206,525
HOUSEHOLD FURNISHINGS	251,160	1,617,928	242,565	1,698,766
INDUSTRIAL MATERIALS	959,295	6,760,201	704,246	4,722,148
INSURANCE	519,775	3,306,243	373,535	2,216,151
JEWELRY, OPTICAL GOODS & CAMERAS	490,390	3,585,675	742,032	2,964,495
OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES	236,883	1,559,944	282,082	2,161,627
POLITICAL				5,295
PUBLISHING & MEDIA	161,110	1,352,291	50,711	525,653
RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESS.	209,214	1,723,083	396,973	3,864,503
SMOKING MATERIALS	3,771,020	22,184,663	3,213,862	20,720,735
SOAPS, CLEANSERS & POLISHES	5,613,760	33,938,858	4,991,045	29,422,763
SPORTING GOODS & TOYS	31,017	401,049	31,367	340,415
TOILETRIES & TOILET GOODS	8,251,728	47,934,896	7,207,191	39,623,665
TRAVEL & RESORTS	259,797	911,681	46,875	276,615
MISCELLANEOUS	710,112	2,625,520	232,154	1,700,731
TOTALS	39,517,517,137	250,657,209	38,242,635	234,510,312

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING JUNE 1957

KNOMARK	$ 104,946
CHRYSLER	1,466,139
SCHLITZ	224,790
GENERAL ELECTRIC	70,445
AMERICAN CHICLE	165,669
AT&T	216,405
AMERICAN HOME PRODS.	1,235,790
HOWARD JOHNSON	22,068
GENERAL FOODS CORP.	1,334,295
STANDARD OIL	50,040
STERN'S NURSERY	25,016
WESTINGHOUSE	355,300
ARMSTRONG CORK	183,640
REYNOLDS METALS	275,790
PRUDENTIAL	304,935
EASTMAN KODAK	174,216
W. A. SHEAFFER	93,780
TIME	161,110
RCA	108,252
REYNOLDS	957,132
PROCTER & GAMBLE	3,441,823
MATTEL	31,017
GILLETTE	1,239,474
GREYHOUND	178,950
BILLY GRAHAM	263,563

VARIETY
RADIO-TELEVISION 37
Wednesday, May 15, 1957

M'LENDON'S 'TEXAS TRIANGLE'

FROM THE DESK OF
GORDON McLENDON

Thanks, Variety. Edna Ferber had the word for the Texas Triangle: the "Giant" of our industry. And, incidentally, in the two months since your story, KILT's blitzkrieg-on-the-bayou has more than borne out your expectations. KILT is already first by far in every Houston survey -- Hooper, Pulse or Trendex. So, Variety, you hit the nail on the head and the Texas Triangle thanks you again.

Gordon McLendon

DALLAS, HOUSTON, ANTONIO 'FIRST'

By BILL BARKER

Dallas, May 14.

In taking over KLBS in Houston today (Tues.), Gordon McLendon, 35, local radio executive, will have accomplished something all others have failed to do in 37 years of Texas commercial radio. He'll have put together for the first time stations in the three major markets, Dallas, Houston and San Antonio. Already owning what are generally recognized as top, highly profitable indies in Dallas (KLIF) and San Antonio (KTSA), McLendon threatens to give Houston the same "blitz" treatment with which he bowed in San Antonio one year ago and in 30 days raised KTSA from 2% to 30% of the listening audience, to take first place there.

McLendon's first move today was a change in call letters from KLBS to KILT, latter identifying his nickname, "The Old Scotchman." He's in Houston this week for the change in ownership and to okay complete remodeling of the Milby Hotel studios. Complete program change will see seven new deejays on tap, three of them imported from McLendon's KTSA in San Antonio. Promotionally, McLendon said, "I've planned several new things that we've never tried before. The Houston market means a great deal to us and we intend to pull out every stop to have the best station in the market. I'm even throwing in my ace KLIF disker, Art Nelson, to the Houston battle on a one-month loan."

Deejays due at KILT from KTSA, San Antonio, are afternoon spinner and program director, Don Keyes, Elliott Field and Bob Stevens, morning men. KTSA replacements will be Bob Drews, Eddie Dunn and Jack Elliott—the latter two switched from KLIF here.

Bill Weaver Managing

Bill Weaver, ex-KLIF exec, who went to WRIT, Milwaukee, when McLendon bought the Wisconsin airer, and lately the KTSA (San Antonio) head, takes over as manager of KILT, Houston.

KILT promotion started last week, with the new d. j.'s visiting a different high school daily and giving away hundreds of free records at each school. KLBS, prior to call-letter change this week, ran teaser announcements beamed at the May 14 changeover. Also, last week the three Texas McLendon stations joined together in a public service deal, airing the appeal of Italian Consul Count Ludovico Barattieri, who sought the return of his son, Vittorio, 14.

With all three McLendon radio

(Continued on page 52)

'Texas Triangle'

Continued from page 37

stations having excellent coverage on low frequencies, the new Dallas-Houston-San Antonio triangle gives McLendon access of 91% of Texas population and makes him almost the indispensable man to wax artists and manufacturers. Others have had similar ideas: Elliott Roosevelt, in the middle 1930s, as head of Hearst Radio interests, headquartered here, sought the Texas triangle. Gene Cagle, Fort Worth, also came close, and Howard Davis, from whom McLendon bought KLBS, once had both San Antonio and Houston outlets.

From 'Sick' to Slick

Until now, nobody has completed the triangle of the top three Texas cities for radio reception. McLendon, who buys "sick stations" and phenomenally builds them to top status, last week sold his El Paso outlets, KELP and KELP-TV, for a reported $1,000,000.

New at KILT will be Joe Long, ex-news editor at WNOX, Knoxville, who'll be managing editor of an eight-man news staff at KILT. His will be the largest news operation among Houston ayemers. McLendon stations are noted for top news coverage.

New owner is keeping quiet on his KILT "giveaway" plans, if any. Previously, in taking over WRIT, Milwaukee; KELP, El Paso, and elsewhere, the "Old Scotchman" has unloaded lotsa dough in contest gimmicks as a quick hypo to what he calls "sick stations." He admits, though, that a 100G promotional budget for KILT isn't a "far off" report.

McLendon has had a long and spectacular radio career. As prexy-owner, and top baseball announcer, he built the huge 458-station Liberty Broadcasting System before he was 30. Web was broken in 1952 when baseball clubs refused to continue broadcasting rights. In the last five years, he has proved he is "no flash in the pan" and has made a striking comeback—and impact—in radio.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

OVALTINE, PRITHEE • The Wander Co. (Ovaltine) has signed as co-sponsor of ABC-TV's *Sir Lancelot* (Tues. 5-5:30 p.m. EDT) on alternate Tuesdays starting Oct. 1. Agency is Tatham-Laird Inc., Chicago.

FLIGHT SCHEDULE • Pan American World Airways Inc., N. Y., has signed for full sponsorship of NBC-TV's *Meet the Press* (Sun., 6-6:30 p.m.), for 39 weeks effective Jan. 5. In three previous seasons Pan American has been alternate-week sponsor of series. Agency: J. Walter Thompson Co., N. Y.

NETWORK IN DOUBT • Bell Telephone System plans to continue *Telephone Hour* radio program next season although it has not decided on a network, official of N. W. Ayer & Son, New York, agency for the advertiser, reported. Program has been on NBC Radio for 15 years in Monday, 9-9:30 p.m. period, but advertiser thus far has made no commitment. Ayer spokesman said that both NBC Radio and CBS Radio have been approached regarding time availabilities.

SPOTTING DOWN EAST • New England Confectionary Co. (Rolo and Skybar candies), Cambridge, Mass., understood to be preparing spot tv campaign in six New England markets for mid-September start and lasting for 13 weeks. Campaign marks first use of tv for Rolo and will be forerunner of heavy spot tv drive by company in New England and Midwest beginning of 1958. Agency: C. J. LaRoche & Co., N. Y.

SOUTHERN EXTRACT • C. F. Sauer Co. (dressings, spices, extracts), Richmond, Va., buying spot tv in 18 Southeastern markets for campaign to start Sept. 9, run through end of year. Agency: J. Gordon Manchester Adv., Washington, D. C.

TWO MORE FOR BREAKFAST • KVP Co., Kalamazoo, Mich., and Lewyt Corp., Long Island City, N. Y., both making their first use of network radio, have signed for *Don McNeill's Breakfast Club* on ABN. KVP, for its freezer wrapping and shelving paper, in 52-week order, has purchased one segment per week starting Oct. 4, through Grant Adv., Chicago. Lewyt Corp. signed for one segment weekly beginning Sept. 26 for Lewyt vacuum cleaners. Hicks & Greist, N. Y., is agency.

COFFEE NEWS • Hill Bros. (coffee), San Francisco, has signed 11-week renewal of co-sponsorship of *Frank Goss News* (Mon.-Sat., 5:45-5:55 p.m. EDT) on 21 stations of CBS Radio Pacific Network effective Sept. 16. Agency: N. W. Ayer & Son, N. Y.

SOUP BREAKS • Campbell Soup Co., Camden, N. J., considering radio spot announcement schedule which, if approved, will start Sept. 16 in number of markets. BBDO, N. Y., is agency.

SALVO FOR SHOES • National Shoes Inc., N. Y., retail shoe chain, having upped 1957-58 ad budget by 18%, last Wednesday kicked off all-media drive, with announcements on 27 radio stations in New York-New Jersey-Connecticut-Massachusetts-Maryland area. Firm will also continue co-sponsorship of local WRCA-TV New York children's telecast. Emil Mogul Co., N. Y., is agency.

SATURDAY SERIES • Chesebrough-Pond's Inc. (Vaseline hair tonic), has signed to sponsor series of Saturday sportscasts over CBS Radio, for 12-week period beginning Sept. 14. Football news and scoreboard programs will include following sportscasters: Joe Foss, on 23-station midwestern lineup; Paul Raymon, on 47-station lineup in Southeast; Kern Tips, on 17 stations in Southwest, and Tom Hanlon on 45-station lineup in Pacific Coast and Rocky Mountain areas. Each will deliver two quarter-hour sportscasts. Agency: McCann-Erickson, N. Y.



RECEIVING a certificate, on behalf of Sullivan, Stauffer, Colwell & Bayles, for assisting the Red Cross in fund campaigns during the last three years is Hagan C. Bayles (c). E. Roland Harriman (r), national chairman of the American Red Cross, makes the presentation as Henry C. Wehde Jr. of The Advertising Council looks on.

COVER STORY • Rayco Mfg. Co. (auto seat covers and other accessories), Paterson, N. J., will launch four-month campaign after Labor Day using radio-tv, print and direct mail for its 150 nationwide stores.

Approximately 1,800 one-minute messages per week are scheduled for both radio and tv in 60 markets. Radio spots, on 50 stations, will concentrate on peak traffic hours to better catch mobile car owner; tv announcements, on 40 stations, will reach consumer late in evening. Agency: Emil Mogul Co., N. Y.

Sterling Drug Turns to Tv For Fizrin Seltzer Push

Sterling Drug Inc., New York, having achieved 22% distribution over the past year on its new antacid-analgesic effervescent powder, Fizrin Instant Seltzer, is turning to network tv to finish the job.

Sterling, through Compton Adv., New York, has bought into three NBC-TV daytime programs, *Truth or Consequences, The Price Is Right,* and *Treasure Hunt,* starting on or about Sept. 17 to back up Sterling National Brands Div.'s all-out push to achieve 100% distribution this fall. Having spent roughly $1.25 million over the past 12 months in spot tv in 28 markets—concentrating on New England, California, Ohio, with the exception of Cleveland, and several isolated cities—Sterling will continue to stay with spot in those 28 markets and may possibly enlarge its spot budget depending on the impact of the network shows.

No radio will be used, according to officials at Compton Adv., New York. Radio they recall, was used three years ago in test markets such as Providence, Grand Rapids and may possibly enlarge its spot budget, de- However, it appears that the client prefers

Continues on page 46

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 123,110,000 people in the U. S. over 12 years of age during the week Aug. 18-25. This is how they spent their time:*

58.5%	(72,019,000)	spent	1,478.8 million hours	..... WATCHING TELEVISION
58.7%	(72,266,000)	spent	1,079.1 million hours	..... LISTENING TO RADIO
79.5%	(97,864,000)	spent	398.5 million hours	..... READING NEWSPAPERS**
29.1%	(35,825,000)	spent	163.0 million hours	..... READING MAGAZINES
23.1%	(28,438,000)	spent	378.2 million hours	..... WATCHING MOVIES ON TV
52.0%	(64,004,000)	spent	269.9 million hours	..... ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

** Newspaper readership figures were influenced during this period by the Boston and Detroit newspaper strikes.

A GIANT CAT WALK FOR CHICAGO'S LOOP?



A giant cat walk between the Wrigley Building and the Prudential Building would be mighty convenient for Chicago agency folks . . . especially to the Top Of The Rock at 4:00 P.M. We've measured the gap and our giant tower (over ⅓ mile) will fit . . . with a little left over! Suggestion: Try measuring the giant SALESpower of our 1572′ tower in Oklahoma.

Wrigley Building, Offices of—Arthur Meyerhoff & Company, J. Walter Thompson Company.

Prudential Building, Offices of—Leo Burnett Company, Inc., Calkins & Holden, Inc., D'Arcy Advertising Company, Needham, Louis and Brorby, Inc.

KWTV

CBS

OKLAHOMA CITY

NIELSEN RADIO

TOP NETWORK PROGRAMS

Radio Report for July 14-27

TOTAL AUDIENCE

Number of Homes (000) *

Rank		Rating
Evening, Once-A-Week	(Average)	(337)
1.	*People Are Funny*	867
2.	*Great Gildersleeve*	867
3.	*Gunsmoke* (Dodge—Sun.)	819
4.	*Gunsmoke* (Gen. Mills—Sun.)	722
5.	*Gunsmoke* (Sterling)	722
6.	*FBI in Peace & War*	674
7.	*Cavalcade of Sports*	674
8.	*Monitor* (Sat. 9:45 p.m.)	578
9.	*Robert Trout—News*	578
10.	*Monitor* (Sat. 9:05 p.m.)	530
Evening, Multi-Weekly	(Average)	(482)
1.	*One Man's Family*	1,204
2.	*News Of the World*	1,011
3.	*News*	770
Weekday	(Average)	(770)
1.	*Nora Drake* (2nd Half)	1,348
2.	*Ma Perkins* (1st Half)	1,348
3.	*Ma Perkins* (2nd Half)	1,300
4.	*Young Dr. Malone* (1st Half)	1,300
5.	*Helen Trent* (2nd Half)	1,300
6.	*Our Gal Sunday* (2nd Half)	1,252
7.	*Road of Life* (1st Half)	1,204
8.	*Young Dr. Malone* (2nd Half)	1,204
9.	*2nd Mrs. Burton* (2nd Half)	1,204
10.	*Nora Drake* (1st Half)	1,204
Day, Sunday	(Average)	(289)
1.	*Woolworth Hour*	963
2.	*Johnny Dollar*	722
3.	*Suspense*	722
Day, Saturday	(Average)	(385)
1.	*Gunsmoke* (Dodge)	1,059
2.	*Gunsmoke* (Gen. Mills)	963
3.	*Gunsmoke* (Midas)	963

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 15-minute duration, homes listening 1 minute or more are included.

NOTE: Number of homes is based on 48,150,000, the estimated July 1, 1957, total United States radio homes.

Copyright 1957 by A. C. Nielsen Company

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T radio ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Cavalcade of Sports (NBC-176): Gillette (Maxon), Fri. 10 p.m. to conclusion.
FBI in Peace & War (CBS-183): sustaining Sun. 6:10-6:30 p.m.
Great Gildersleeve (NBC-148): participating sponsors, Tues. 8:05-8:30 p.m.
Gunsmoke (CBS-199): Dodge (Grant), General Mills (D-F-S), Midas (Bozell & Jacobs), Sterling Drugs (D-F-S), others, Sat. 12:30-1 p.m., Sun. 6:30-7 p.m.
Helen Trent (CBS-193): Scott (JWT), participating sponsors, Mon.-Fri. 12:30-12:45 p.m.
Johnny Dollar (CBS-166): P. Lorillard (Y&R), Sun. 5:30 p.m.
Ma Perkins (CBS-194): Lever (K&E), Lipton (Y&R), others, Mon.-Fri. 1:15-1:30 p.m.
Monitor (NBC-186): participating sponsors. Weekend service.
News (NBC-173): Bristol-Myers (Y&R), Brown & Williamson (Bates), Time Inc. (Y&R), Mon.-Fri. 9-9:05 p.m.
News of the World (NBC-169): participating sponsors, Mon.-Fri. 7:30-7:45 p.m.
Nora Drake (CBS-183): Scott (JWT), Woman's Day (Paris & Peart), Mon.-Fri. 1-1:15 p.m.
One Man's Family (NBC-186): participating sponsors, Mon.-Fri. 2:30-2:45 p.m.
Our Gal Sunday (CBS-194): participating sponsors, Mon.-Fri. 12:45-1 p.m.
People Are Funny (NBC-154): participating sponsors, Wed. 8:05-8:30 p.m.
Road of Life (CBS-156): participating sponsors, Mon.-Fri. 1:45-2 p.m.
Second Mrs. Burton (CBS-197): participating sponsors, Mon.-Fri. 2:15-2:30 p.m.
Suspense (CBS-171): P. Lorillard (Y&R), Sun. 4:30-5 p.m.
Robert Trout (CBS-187): Chevrolet (C-E), Sun. 6:55 p.m.
Woolworth Hour (CBS-198): Woolworth (Baker), Sun. 1-2 p.m.
Young Dr. Malone (CBS-190): Scott (JWT), Hearst (Grey), Mon.-Fri. 1:30-1:45 p.m.

VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv Report for Aug. 1-7

Rank		No. of Cities	% Tv Homes
1.	*$64,000 Question*	172	29.4
2.	*Ed Sullivan Show*	171	26.9
3.	*Gunsmoke*	154	26.7
4.	*Lawrence Welk*	193	26.6
5.	*Studio One Summer Theatre*	103	25.9
6.	*Playhouse 90*	131	25.7
7.	*Climax*	168	25.4
8.	Kraft Theatre	116	25.2
9.	*Twenty-One*	145	24.8
10.	*Julius La Rosa*	154	24.3

Rank		No. of	No. Tv Homes
1.	*$64,000 Question*	172	10,009
2.	*Lawrence Welk*	193	9,145
3.	*Ed Sullivan Show*	171	9,024
4.	*Gunsmoke*	154	8,565
5.	*Climax*	168	8,406
6.	*Playhouse 90*	131	8,125
7.	*Julius La Rosa*	154	8,067
8.	*Studio One Summer Theatre*	103	7,951
9.	*Twenty-One*	145	7,935
10.	*Cavalcade of Sports*	169	7,747

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NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for July 14-27

TOTAL AUDIENCE †

Number of Homes (000)

Rank		Rating
1.	*Playhouse 90*	11,848
2.	*Gunsmoke*	11,727
3.	*$64,000 Question*	11,445
4.	*20th Century Fox Hour*	10,639
5.	*I've Got a Secret*	10,518
6.	*Ed Sullivan Show*	10,236
7.	*Climax*	9,632
8.	*United States Steel Hour*	9,430
9.	*$64,000 Challenge*	9,148
10.	*Richard Diamond*	8,987

Per Cent of Homes *

1.	*Playhouse 90*	30.9
2.	*Gunsmoke*	30.2
3.	*$64,000 Question*	29.1
4.	*20th Century Fox Hour*	28.2
5.	*I've Got a Secret*	26.7
6.	*Ed Sullivan Show*	26.1
7.	*United States Steel Hour*	25.2
8.	*Game of the Week*	25.0
9.	*Climax*	24.7
10.	*What's My Line*	24.0

AVERAGE AUDIENCE ‡

Number of Homes (000)

1.	*Gunsmoke*	10.841
2.	*$64,000 Question*	10,317
3.	*I've Got a Secret*	9,471
4.	*20th Century Fox Hour*	8,423
5.	*$64,000 Challenge*	8,302
6.	*Playhouse 90*	8,302
7.	*What's My Line*	8,221
8.	*Richard Diamond*	7,899
9.	*Undercurrent*	7,818
10.	*Ed Sullivan Show*	7,617

Per Cent of Homes *

1.	*Gunsmoke*	27.9
2.	*$64,000 Question*	26.2
3.	*I've Got a Secret*	24.1
4.	*20th Century Fox Hour*	22.3
5.	*What's My Line*	22.2
6.	*$64,000 Challenge*	21.7
7.	*Playhouse 90*	21.6
8.	*Undercurrent*	20.3
9.	*Richard Diamond*	20.1
10.	*Alfred Hitchcock*	19.9

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

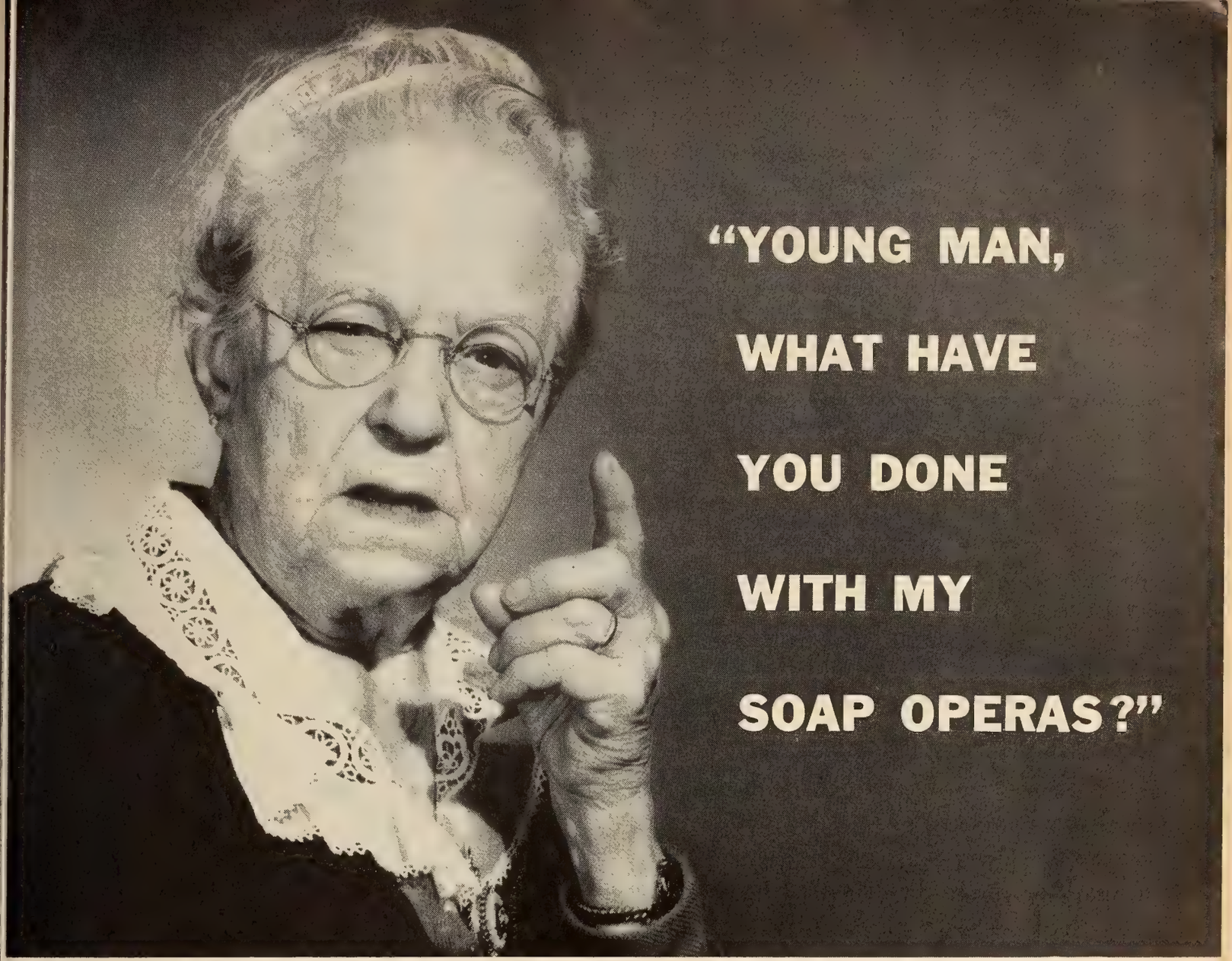
(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Cavalcade of Sports (NBC-171): Gillette (Maxon), Fri. 10 p.m. to conclusion.
Climax (CBS-195): Chrysler (M-E), Thurs. 8:30-9:30 p.m.
Game of the Week (CBS-166): American Safety Razor (M-E), Falstaff Brewing (D-F-S), Philip Morris (Burnett), Sat. 1:55 p.m.—conclusion.
Gunsmoke (CBS-162): Liggett & Myers (D-F-S) alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.
Alfred Hitchcock Presents (CBS-144): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.
I've Got A Secret (CBS-199): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.
Kraft Television Theatre (NBC-116): Kraft Foods (JWT), Wed. 9-10 p.m.
Julius La Rosa Show (NBC-154): participating sponsors, Sat. 8-9 p.m.
Playhouse 90 (CBS-134): American Gas Assn. (Lennen & Newell), Bristol-Myers (BBDO), Philip Morris Co. (Burnett), Thurs. 9:30-11 p.m.
Richard Diamond (CBS-184): General Foods (Benton & Bowles), Mon. 9:30-10 p.m.
$64,000 Challenge (CBS-117): P. Lorillard (Y&R), Revlon (BBDO), Sun. 10-10:30 p.m.
$64,000 Question (CBS-180): Revlon (BBDO), Tues. 10-10:30 p.m.
Studio One Summer Theatre (CBS-103): Westinghouse Electric Corp. (M-E), Mon. 10-11 p.m.
Ed Sullivan Show (CBS-171): Lincoln-Mercury (K&E), Sun. 8-9 p.m.
Twentieth Century Fox Hour (CBS-133): Revlon (C. J. LaRoche), Wed. 10-11 p.m. alternate weeks.
Twenty-One (NBC-145): Pharmaceuticals Inc. (Kletter), Mon. 9-9:30 p.m.
Undercurrent (CBS-162): Procter & Gamble (Y&R), Brown & Williamson (Bates), Fri. 10-10:30 p.m.
U. S. Steel Hour (CBS-133): U. S. Steel Corp. (BBDO), alternate weeks. Wed. 10-11 p.m.
Lawrence Welk (ABC-193): Dodge Div. of Chrysler Corp. (Grant), Sat. 9-10 p.m.
What's My Line (CBS-157): Helene Curtis (Ludgin), Remington Rand (Y&R), Sun. 10:30-11 p.m.



We're sorry, ma'am. You've been a faithful listener for years. But there just wasn't any room for them in our plans for the future. At American Radio we're programing for today's new audience—the on-the-go housewife who's busier than ever, and who has formed new listening habits. So out go soap operas.

"What's taking their place?" you ask. **Live** music, that's what—and here's why:

1. Soap operas have dropped 37% in share of radio audience.*
2. 60% of today's housewives listen to music, while only 34.8% listen to soap operas.**
3. Night TV satisfies the demand for drama.***

That's why at American Radio we're programing **live** radio **exclusively.** That's why we're sold on the new **live** Herb Oscar Anderson Show, 10-11 every weekday. It's **live,** top tune music . . . **live** singers . . . **live** orchestra. It's fun radio, and it's what today's young housewife wants.

*A. C. Nielson
**RAB Survey of Radio and Housewives, March 1957
***Pure logic

the live one is

AMERICAN
BROADCASTING
NETWORK

At KLZ
IN DENVER



We think of the
LISTENER
first...THAT'S WHY
Our Advertisers
GET RESULTS!

ART GOW'S LADIES' CHOICE
(live music requests)
PAT GAY SHOW
(housewives' idea exchange)
STARR YELLAND'S PARTY LINE
(nightly voice of the public)
DENVER AT NIGHT
(pulse of a city after dark)

...ALL these outstanding KLZ personality shows have LISTENER PARTICIPATION...the magic ingredient!

KLZ is more than a radio station...
KLZ is a SELLING FORCE!

KLZ radio
560 Kc

CBS IN DENVER...Represented by The KATZ Agency

to see effervescent Fizrin demonstrated visually. The broadcast drive will get further propulsion through full-page magazine ads starting Sept. 8.

P&G Moves American Family From Kastor to Tatham-Laird

Procter & Gamble, multi-million-dollar radio-tv spender, eliminated one of its 10 agencies—and ended a 27-year association—by transferring its American Family account from H. W. Kastor & Sons to Tatham-Laird Inc., Chicago, effective Nov. 11.

The account (American Family flakes, detergent, bar soap) accounted for about $250,000 in tv billings at Kastor, all spent in the Chicago area. P & G had used radio substantially for the account in previous years, with two daily newscasts on WBBM Chicago.

Tatham-Laird acquired P & G's Fluffo shortening from the defunct Biow Co. in April 1956, while Kastor had handled other P & G products (Teel, Drene, etc.) through the years. The switch was attributed to the company's desire to consolidate part of its business. American Family products are sold only in the Chicago area.

Geyer Resigns Wine Account

Paul Masson Inc., San Francisco wine account, has been resigned by Geyer Adv., New York, the agency made public last week. The termination becomes effective immediately, but Geyer will continue to service a 13-week tv sponsorship in New York of a local tv show. Ralph C. Robertson, Geyer vice president, marketing director and Masson account executive, declined to issue a reason for the resignation, nor would he name the tv show "because we haven't as yet informed the client of the program selection." Masson's budget has been principally print, with local television sharing in some of the allocations.

Three Spend Total $1.5 Million On Six NBC-TV Daytime Programs

Drackett Co. and Park & Tilford have ordered new advertising campaigns in six NBC-TV daytime programs, and Church & Dwight Co. has renewed its advertising schedule on one of the shows, making a total of $1.5 million in gross sales, William R. Goodheart Jr., vice president NBC-TV network sales, announced last week.

Drackett Co. (cleansers) will sponsor the first quarter-hour of *Tic Tac Dough* (Mon.-Fri. noon-12:30 p.m. EDT) on alternate Wednesdays; the second 15-minute segment of *The Price Is Right* (Mon.-Fri. 11-11:30 p.m.) and the first 15-minute segment of *It Could Be You* (Mon.-Fri. 12:30-1 p.m.) on alternate Fridays, and the second quarter-hour of *Bride and Groom* (Mon.-Fri., 2:30-3 p.m.) on alternate Wednesdays and Fridays. Wednesday sponsorships begin Sept. 11, and Friday segments on Sept. 20. Drackett also ordered two participations weekly on *Today* (Mon.-Fri. 7-10 a.m.). All orders are for 13 weeks.

(See page 38 for story on Park & Tilford buying.)

Church & Dwight has renewed its spon-

WHAT THEY'RE SAYING ABOUT UNITED'S RADAR



CAPTAIN KARL RUNKLE
"One of the really great advances in commercial aviation."



CAPTAIN H. F. DE JONGHE
"... of inestimable help in giving passengers a smooth, on-time ride."



CAPTAIN J. E. HALE
"Radar sees into and through clouds, 'X-rays' weather ahead."



CAPTAIN DONALD SMITH
"It enables us to fly the calm corridors between storm centers."



FIRST OFFICER ROBERT VAN HOUSEN
"Now we avoid turbulence with minimum delay instead of detouring."

United's 2061 flight officers share great enthusiasm for airborne radar. Developed by United Air Lines in co-operation with Radio Corporation of America, weather-mapping radar for airliners has brought about a significant advance in air travel comfort and dependability. And by virtue of pioneering, United now has more radar in use than any other airline in the world. It's another good reason to choose United Air Lines when you travel!

WORLD'S LARGEST RADAR FLEET...



UNITED AIR LINES

Copr. 1957, United Air Lines

sorship of *Tic Tac Dough* on alternate Mondays from 12-12:15 p.m. for 26 weeks, effective Oct. 21. Agencies are Young & Rubicam for Drackett, Grant Adv. for Park & Tilford and J. Walter Thompson Co. for Church & Dwight.

CBS Radio Adds $4 Million In Billings During Week

CBS Radio contracted for new business and renewals totaling more than $4 million last week, according to John Karol, vice president in charge of network sales.

Colgate-Palmolive Co. signed a 52-week contract for 20 weekly 7½-minute units of daytime dramatic serials, effective Sept. 30. Agencies for C-P are Bryan Houston Inc., Lennen & Newell Inc. and Ted Bates & Co. Hearst Publications (*Good Housekeeping* magazine) bought ten 7½-minute units of daytime dramas during Sept. 10, 20 and 23 schedules only, through Grey Adv.

Carter Products Inc., through Ted Bates & Co., signed for five 7½-minute units of the network's daytime dramatic serials, on an alternate-week basis beginning Sept. 30. Mentholatum Co., Buffalo, also purchased five 7½-minute units of daytime dramas on an alternate-week basis beginning Oct. 7. Agency: J. Walter Thompson Co.

The Pfizer Co. purchased 13 "Impact" segments to start Sept. 19 through Leo Burnett Co. Woman's Day Inc. bought five 7½-minute units of daytime dramas, during the week of Aug. 26, through Paris & Peart Inc.

FOR UNMATCHED COVERAGE OF STEUBENVILLE-WHEELING 52nd TV Market



HERE ARE THE FACTS:

STATION — Covers 320,957 TV homes in 30 counties of Ohio and W. Virginia. 62% more tower—53,538 more TV homes than the Wheeling station. Lowest cost per thousand TV homes. Over 80 top-rated CBS and ABC Network shows. Total coverage of 1,125,500 TV homes, including Pittsburgh.

MARKET — Center of U.S. steel, coal and pottery industries. Fastest growing industrial area in the world. 1,418,800 population. More than $2 billion yearly purchasing power. Center of the Upper Ohio River Valley, rich in natural resources. Includes the highest paid industrial workers in the world.

Ask for (1) Showing of new color slide film, "How to Make Money in the Steel Market." (2) Chart, "How to Measure Your TV Results." (3) "Directory of Retailers and Wholesalers in Steubenville-Wheeling Market."

WSTV-TV
STEUBENVILLE, OHIO
CHANNEL 9 234,000 WATTS
Represented by Avery-Knodel, John J. Laux, Exec. V.P. and Gen'l. Mgr.; Rod Gibson, Nat'l. Sls. Mgr., 52 Vanderbilt Ave., N.Y.C., MUrray Hill 3-6977

A Member of the Friendly Group
WSTV, WSTV-TV, Steubenville;
KODE, KODE-TV, Joplin;
WBOY, WBOY-TV, Clarksburg
WPAR, Parkersburg
WPIT, Pittsburgh

AGENCY APPOINTMENTS

Armour & Co., Chicago, named N. W. Ayer & Son, same city, to handle canned meat-beer-pork-sausage division effective Nov. 18. This segment of Armour account has been handled by Tatham-Laird Inc., Chicago, and reportedly represents $2.5 million in all media.

W. A. Sheaffer Pen Co., Fort Madison, Iowa, names BBDO to handle advertising for new ballpoint pen to be introduced this fall.

Hertz Rent-A-Plane System Inc., Chicago, appoints Foote, Cone & Belding.

Magic Chef Inc., St. Louis, appoints Noble-Dury & Assoc., Nashville, Tenn., to handle advertising for gas ranges and gas space heaters.

Sleep-Eze Co., Long Beach, appoints Mottl & Siteman, Beverly Hills, both California, to serve account nationally and in West Indies, Alaska and Hawaii.

Par-T-Pak Beverages Inc. (newly-formed company to handle bottling and distribution of Par-T-Pak, Royal Crown Cola and Nehi beverages in San Francisco, East Bay and San Jose territories) names Honig-Cooper Co., S. F.

Heidelberg Brewing Co., Tacoma, Wash., appoints Guild, Bascom & Bonfigli, S. F., effective Oct. 1.

Southern Biscuit Co., Richmond, Va., names Cargill & Wilson Inc., same city.

Mutual Benefit Life Insurance Co., Newark, N. J., names Grant Adv., N. Y.

Cinta Chilean Airlines, N. Y., names Koehl, Landis & Landan Inc., N. Y., for its "Cinta Chilean" airline travel. Radio and television are planned in eastern seaboard markets.

Nova Scotia Food Products Corp., Brooklyn, N. Y., names Bermingham, Castleman & Pierce, N. Y., to handle campaign for its new line of smoked and frozen fish products. Spot radio in New York, Florida and California is planned after Labor Day.

A&A SHORTS

Ruthrauff & Ryan, Phila., moves to Three Penn Center.

Doyle Dane Bernbach, L. A., moves to 6399 Wilshire Blvd.

Wyatt & Bearden Adv., Dallas, changes its name to **Jack Wyatt Co.** and reports it plans no changes in personnel or account servic-Philip D. Reed board chairman of GE,

Charles O. Puffer Co., Chicago, announces move of quarters from Lincoln Tower, 75 E. Wacker Drive, to MCA Bldg., 430 N. Michigan Ave.

Ted Workman Adv. Inc., Dallas, announces change of address to 8800 Hines Blvd. Tel.: Fleetwood 7-1907.



WYDE in BIRMINGHAM
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NEW call letters
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WHY THEY KEEP ON GOING THATAWAY

Psychologist defends westerns as native art form of real permanence

BY ERNEST DICHTER, PH.D.

President, Institute for Motivational Research

U. S. televiewers this fall will be deafened by the roar of six-shooters and the thud of pintos' hooves. Western programs will be packed into network schedules in unprecedented numbers (see page 52), to say nothing of the syndicated and feature film horse operas that individual stations will play. Why the rush of tv programmers to the elderly staple of the movie industry? In this article, Dr. Dichter explains why people like westerns and why they shouldn't feel guilty that they do.

Last year, my 15-year-old nephew visited us for two months. It was his first trip from France to the United States. He hadn't been here more than 24 hours when he discovered American westerns on tv. Had we permitted it, he would have sat in front of the tv set for six or seven hours a day watching one western after another —despite the fact that he spoke hardly any English. At the end of his first week here, his rapt and enthusiastic addiction to westerns remained untarnished, and I finally became accustomed to being greeted by a casual *"bon soir,* boss" or *"comment ca va,* podner" when I enter the house in the evening.

This is by way of pointing out the universal appeals of westerns which cross age and economic—and even language—differences. By analyzing some of these appeals, we will have a clearer insight into our own motivations in watching, and secretly enjoying, westerns. We may even let ourselves go and enjoy this form of entertainment without feeling guilty once we realize that westerns are not really beneath us.

First of all, westerns are an American Odyssey, an epic which never dies. Its characters are larger than life, as is always true of epic heroes. The western is a typical folk art, a popular art. It is always formalized; its characters are always the same.

A second appeal which westerns hold for all Americans is that they provide a common basis of identification with this country. Vast numbers of Americans are first, second, third generation citizens. They have no real roots in this country compared to people who have lived in a European village for a thousand years. In their search for American roots, they adopt the West because the struggle for the West allows them an emotional identification with the past.

Westerns, moreover, incorporate certain moral values which are understood in all cultures. Superficially, they are all gunplay and noise. But the horse pounding across the prairie dust is carrying a hero who eternally fights "the slings and arrows of outrageous fortune." Heroism has an element of purity about it which is uplifting. A sophisticated world laughs at the knight in shining armor riding on a white horse. Nevertheless, something deep within us responds to pure heroism.

WESTERNS ARE MORALITY PLAYS

One might almost compare the western with the morality plays developed in many lands. In the morality play, pure virtue is extolled and some of this virtue rubs off on an audience waiting to be reminded that these are the only worthwhile and eternal moral values. The response to a morality play is something close to a religious experience and the response to a western embodies many of these qualities in a more remote and indirect way.

Because life today is inordinately complex, people feel a sense of frustration and hopelessness when they consider the problems of their world. The atomic age promises both plenty and destruction beyond comprehension. And nowhere, it seems, does the individual share in the shaping of the future.

In contrast to atomic weapons and world war, the western offers man-to-man fighting with guns or even with fists. Watching a western, a man can identify himself with the hero. He can forget, for a moment, the frustrations of a complicated society as he watches problems settled in a way that is just and understandable.

For women, westerns have still another appeal. Everywhere else in the world, at the time our West was being shaped, women were living in Victorian subjugation. They were completely under the thumbs of their husbands or fathers. They were mild, weak and passive. Western women, on the other hand, are hardy and physically enduring and they are actively fighting on the side of right. In westerns, women make decisions and share in the building of a good society. Here are the roots for woman's independent and responsible position in our nation today.

It is a human characteristic to seek orderliness—a reliable plan, a method of doing things. The housewife sets her house in order according to her own system of planning meals, cleaning and activities. A businessman sets his desk in order or maps out a production or a sales plan. Yet, life is never as orderly as we would like it to be. "The best laid schemes o' mice an' men gang aft a-gly."

In westerns, however, quite the opposite is true. The good people are rewarded and the bad people are punished. There are no loose ends left as our western hero rides off into the sunset. Watching a western drama gives the viewer a feeling of perfection and orderliness. It is very much like a good chess game or the solution of a mathematical equation. And the orderly completion of a western gives the viewer a feeling of security that life itself cannot offer.

The mood and the setting of a western provide us with many characteristics of the "good" life. There is an unsophisticated intimacy about the western. It makes us feel closer to the earth, closer to life.

The western is simple, direct. It is realistic in that it lacks the veneer of a more polished art. Because it is divorced from the urbanity and the sophistication of other types of entertainment, it necessarily holds its own niche in the entertainment world. Intellectualized critical standards do not apply to the western. In fact, its appeal is, in part, this very simplicity of plot and character which allows us to identify with an earlier and more primitive life—a life that was more real and somehow better than life today.

RITUALISTIC TRAPPINGS OF WESTERNS

Even the typical paraphernalia of a western—the cowboy hats and boots, the guns and horses, and even such typical activities as fast riding, hard drinking and pure romance—hold more than a superficial appeal for today's tv viewer. They offer a ritualistic framework within which certain deviations are allowable.

Both children and adults perform little rituals every day. They brush their teeth or their hair at certain specified times and for a certain number of strokes in a given direction. These rituals are far from unpleasant ordeals. They are reassuring links in the activities of a day which may well bring unforseen events, problems, frustrations.

In the same way, the ritual of a western links it to all other westerns in a manner that is pleasing because it is always the same. It is familiar and friendly. It is this way because it always was this way. To change it would be to destroy its accepted form.

Just because the western exists within a formalized framework, however, there is no reason to assume that it is a static art form. While all the psychological appeals outlined here are necessary attributes of the successful western, they need not be used in their simplest forms. And in fact, they are not. The western today is an evolving art form with a new name that implies the direction in which it is changing. The adult western is coming into its own. It is a western with more bona fide historic details. It is Wyatt Earp, based on the realism of the West. The hero has more depth than the western hero used to have. He is faced with real conflicts; he has decisions to make. He is less and less the stereotyped cowboy.

As western characters show their motivations, they reach a larger and more loyal audience which finds satisfaction in all the appeals a western has to offer, but can identify more closely with real people than with stereotypes.



Superficially, [westerns] are all gunplay and noise. But the horse pounding across the prairie dust is carrying a hero. . . . Heroism has an element of purity about it which is uplifting.

WHY DICHTER THINKS U.S. LIKES WESTERNS



In contrast to atomic weapons and world war, the western offers man-to-man fighting with guns or even with fists. Watching a western, a man can identify himself with the hero. He can forget, for a moment, the frustrations of a complicated society.



For women, westerns have still another appeal. . . . Western women are hardy and physically enduring, and they are actively fighting on the side of right.



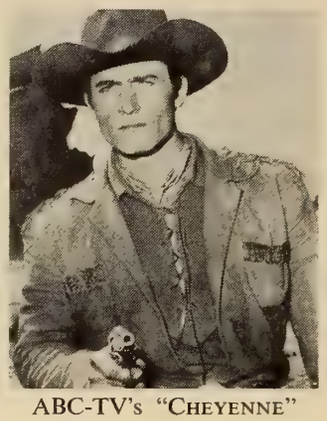
There are no loose ends left as our western hero rides off into the sunset. . . . The orderly completion of a western provides the viewer with a feeling of security that life itself cannot offer.

THE RANGE IS AT HOME ON TV

When it comes to betting on the popularity of western programming (see page 50), the tv networks are fast on the uptake. At least 10½ hours weekly of regularly scheduled nighttime shows this fall will be in this category, not to mention all the western episodes on general dramatic shows (*Studio One, Alcoa Hour,* etc.). The 11 programs represented on this page typify the stakes being bet by the three television networks in 1957-58.



CBS-TV's "GUNSMOKE"



ABC-TV's "CHEYENNE"



CBS-TV's "HAVE GUN . . ."



ABC-TV's "WYATT EARP"



ABC-TV's "SUGARFOOT"



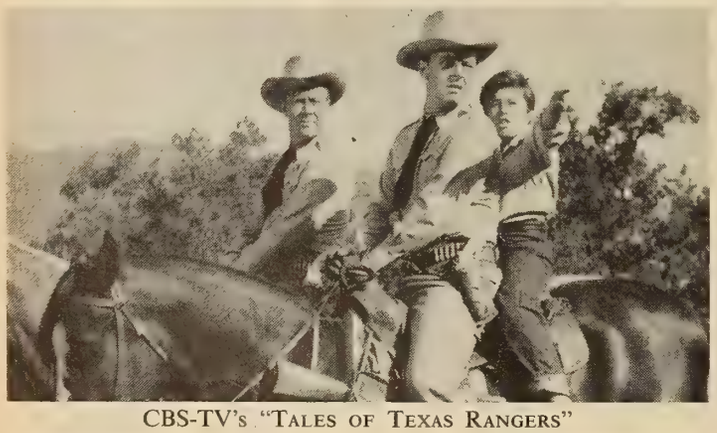
ABC-TV's "MAVERICK"



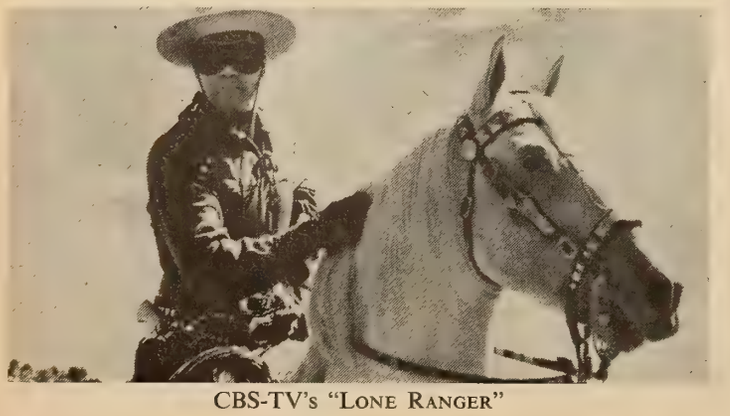
NBC-TV's "RESTLESS GUN"



NBC-TV's "WELLS FARGO"



CBS-TV's "TALES OF TEXAS RANGERS"



CBS-TV's "LONE RANGER"



NBC-TV's "WAGON TRAIN"

NBC Radio, Tv Affiliates To Meet in N. Y. Sept. 11-13

Plans for a three-day meeting of executives of its radio and television affiliates [CLOSED CIRCUIT, Aug. 5] were formally announced by NBC last week. The sessions will be held Sept. 11-13 at the Waldorf-Astoria in New York.

The tv stations' agenda calls for a workshop for optional affiliates Sept. 11, an NBC-TV Affiliates Executive Committee election of officers Sept. 12, a general meeting with NBC officials Sept. 13, and a special luncheon Sept. 13.

For radio affiliates the plans call for a closed session on Sept. 12 with election of new members of the NBC Radio Affiliates Executive Committee, followed by a joint meeting with NBC Radio Network officials.

Current officers and members of the NBC-TV Affiliates Executive Committee are Walter J. Damm of WTMJ-TV Milwaukee, chairman; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., vice chairman; Edwin K. Wheeler, WWJ-TV Detroit, secretary-treasurer; Ewing C. Kelly, KCRA-TV Sacramento, Calif.; Ralph Evans, WOC-TV Davenport, Iowa; John H. Dewitt Jr., WSM Nashville, Tenn.; Harold Essex, WSJS-TV Winston-Salem, N. C., and Joe H. Bryant, KCBD-TV Lubbock, Tex.

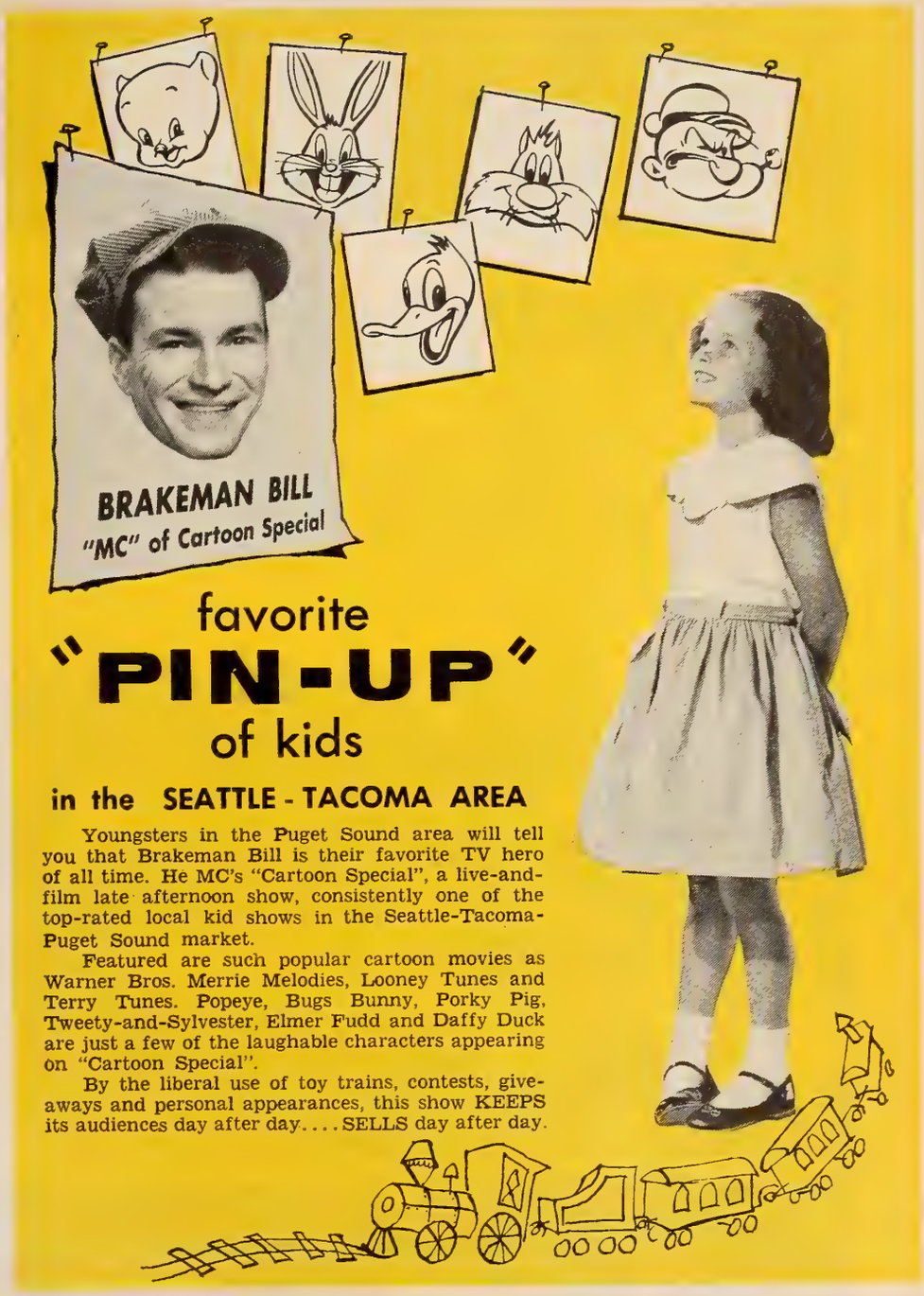
Members of the NBC Radio Affiliates Executive Committee are George W. Harvey, WFLA Tampa, chairman; David M. Baltimore, WBRE Wilkes-Barre, Pa.; Harold Grams, KSD St. Louis; Harold Hough, WBAP Fort Worth; G. Bennett Larson, KDYL Salt Lake City; Richard H. Mason, WPTF Raleigh; J. Leonard Reinsch, WSB Atlanta; William H. Rines, WCSH Portland, Me., and George Wagner, KFI Los Angeles.

KELO-TV Group Signs With CBS-TV

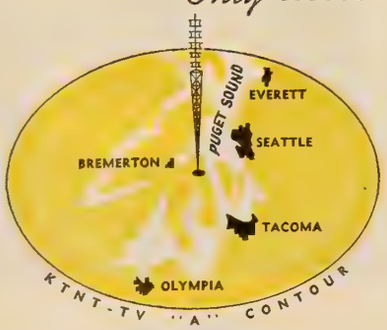
KELO-TV Sioux Falls, S. D., has signed a new primary affiliation contract with CBS-TV "to be effective at the conclusion of our NBC primary agreement," it was announced last week by Joe Floyd, president of KELO-TV. He said the NBC contract expires Nov. 15 but may be terminated sooner "by mutual agreement." KELO-TV carries ABC-TV, CBS-TV and NBC-TV programs and has two satellites, KDLO-TV Florence and KPLO-TV Reliance, both S. D. Mr. Floyd has submitted his resignation to the NBC-TV Affiliates Advisory Board.

WOKO Albany Joins American

WOKO Albany becomes an American Broadcasting Network affiliate today (Monday), according to an announcement last week by Howard B. Hayes, vice president and general manager of the station, and Edward J. DeGray, vice president in charge of station relations for the network. This gives ABN a total of 315 affiliates. WOKO is owned and operated by Governor Dongan Broadcasting Corp. It operates with 5 kw on 1460 kc.



IN THE PUGET SOUND AREA
Only KTNT-TV *Covers all Five*



Of all Puget Sound TV stations, only KTNT-TV contains these five major cities in its "A" contour: Seattle, Tacoma, Olympia, Everett, Bremerton.
SEND FOR THE COMPLETE STORY

KTNT TV
Channel 11 316,000 Watts

Tower located 7 miles from Seattle; 12 miles from Tacoma.
Represented by WEED TELEVISION.



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Conservative Cincinnatians have migrated to the suburbs. Large, modern shopping centers, around Greater Cincinnati, offering everything from department stores to food shops, are now serving ALL Cincinnati and surrounding areas.

Only WCKY's ample, area-wide coverage consistently serves the COMPLETE suburban market, as well as Metropolitan Cincinnati.

WCKY

. . . in their cars . . . in their homes . . . they listen to WCKY





Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day seven days a week

ONLY WCKY GIVES YOU ALL 4

★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER



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THE *L.B. Wilson* STATION



NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

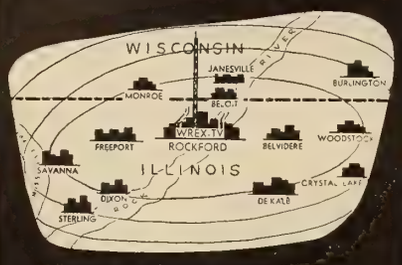
CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
950 California St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

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BIG and still growing



ROCKFORD
Area of
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New industries continue to come to Rockford . . . and companies already here continue to expand. That is why Rockford has become the NO. 1 City in Illinois (outside Chicago) . . . and a rich market for your products or services. Rockford is the 2nd largest machine tool center in the world . . . 34th in the USA in expendable income . . . 36th in buying power . . . and 13th in Postal Savings.

BIG and still growing

- Survey after Survey of 14 counties indicates Uncontested Dominance of Northern Illinois-Southern Wisconsin area by WREX-TV.
- Combined rural and industrial following . . . ideal for test campaigns.

WREX-TV
Tops in
sales power!

WREX-TV — "The Viewers' Choice" DELIVERS your message to the buyers in this rich industrial and agricultural market.
The consistent high quality in production, promotion and merchandising of both spots and programs has earned many major awards for WREX-TV this year! For the best medium to reach this Rockford area market consult H-R for the WREX-TV story.

J. M. BAISCH, General Manager
REPRESENTED BY H-R TELEVISION, INC.

WREX-TV
CHANNEL 13
CBS ROCKFORD ILLINOIS abc

ABN Creates Stations Dept.; Merges Sales Service, Clearance

Creation of a new stations department and merger of the sales service and station clearance departments were announced last week by American Broadcasting Network.

ABC President Robert Eastman said Edward J. DeGray, vice president in charge of station relations, assumes the new title of vice president in charge of stations and will head the stations department. The new department encompasses "all the former activities of the station relations department and in addition inaugurates a new concept in special services offered to an affiliate by a network," he explained.

Thomas C. Harrison, ABN vice president in charge of sales, announced that Betty Boucher, formerly head of station clearance, has been promoted to head of the merged sales service and station clearance departments. The merger seeks to effect greater efficiency in dealing with both stations and advertisers, he explained.

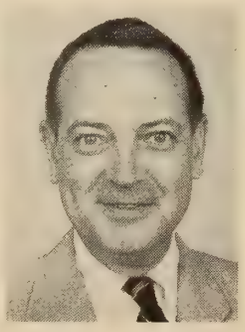
The station department "will be separate from regular network services provided," Mr. Eastman said, "and those assigned in various areas will work full-time with our facilities. In addition to Dale Moudy, who will join American as director of special station services, we will also have a station program executive, a station research specialist and a station exploitation specialist concentrating their entire efforts in the field." Mr. Moudy joins ABN Tuesday. He formerly was vice president and engineering director for the Storz stations [B•T, Aug. 19].


MR. DeGRAY


MISS BOUCHER

MBS Names Wagner, Others

Three MBS executive appointments were announced last week by Bertram J. Hauser, network executive vice president. Harold M. Wagner, night program director, has been named program director while Joseph F. Keating, executive producer, has been appointed manager of program operations. Henry R. Poster, formerly ABC research executive, has been named director of research and sales promotion.


MR. WAGNER

AMERICAN BROADCASTING NETWORK

SYMBOL of the American Broadcasting Network will be this trylon-shaped "A." The new insignia was designed by Hank Levinson of the network's Sales Development and Research Dept., and was picked from hundreds submitted by ABN employes. The network's agency, BBDO, selected the winning design.

WSM Signs With ABN; Station To Originate New Live Program

Signing of WSM Nashville, one of the pioneer clear-channel radio stations, as an affiliate of American Broadcasting Network was announced Friday by Edward J. DeGray, ABN vice president in charge of stations.

WSM presumably will continue as an NBC affiliate, too. Its affiliation with ABN becomes effective Oct. 7. Meanwhile, WSIX Nashville is ABN's outlet in that area under a contract which is said to run into January.

WSM will originate a new program announced by ABN last week in line with the network's new policy of presenting all-live musical programming. The new show, to start Oct. 7, is the hour-long *Jim Reeves Show* which will star the popular recording artist and also feature the Anita Kerr Singers, Owen Bradley's 16-piece orchestra, a female vocalist yet to be selected and guest stars. It will be carried at 1-2 p.m. Monday through Friday.

WSM, a 50-kw outlet on 650 kc, is owned by WSM Inc., a subsidiary of National Life & Accident Insurance Co. E. W. Craig is board chairman and John H. DeWitt Jr. is president of WSM Inc.

WKST-TV to Join ABC-TV

WKST-TV New Castle, Pa., will become a primary affiliate of ABC Television Network when the station goes on the air in October, according to S. W. Townsend, station president, and Alfred R. Beckman, vice president in charge of station relations for ABC-TV. WKST-TV will operate on ch. 45 in an all-uhf area covering Youngstown, Ohio, and New Castle. The station will have 200 kw effective radiated power with its transmitter and 638-foot tower located in Youngstown. WKST-TV is owned by Cathedral Broadcasting.

KVII-TV Amarillo also has signed as a primary affiliate of ABC-TV, according to Murry Woroner, president and general manager of the new station, and Mr. Beckman. KVII-TV, which will be in operation on ch. 7 before the end of the year, is owned and operated by Southwest States Inc. ABC-TV affiliates now total 216.



. . . but "if" it does, this warehouse and three strategically located stock-carrying branches are ready to serve you fast.

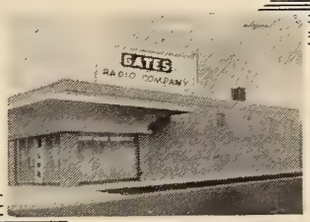
Indeed we hope the misfortune of fire, tornado, hurricane or disaster of any kind never darkens your doorstep. But it is nice to know there is a company ready to drop everything and move without delay when help is needed.

This new warehouse building of over 30,000 square feet is generously stocked with nearly every conceivable item of broadcasting equipment . . . transmitters of all powers, speech equipment, turntables, couplers, racks, tower chokes, loudspeakers, microphones — to make service "more than a claim", Gates is an order filler and not an order taker.

And the three regional stock-carrying branches may be even more convenient for you. They, too, are generously stocked to not only aid stations in distress but to provide regular daily "service in action" for the great industry of broadcasting.



Los Angeles, Calif.
Ph. — Hollywood 2-6351



Houston, Texas
Ph. — Capitol 8-8536



Atlanta, Ga.
Ph. — Trinity 6-0369





Quincy, Business Hours ..... Ph. — BAldwin 2-8202
Night, Holiday ..... Ph. — BAldwin 2-5088

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GATES RADIO COMPANY, Quincy, Ill., U.S.A.

MANUFACTURING ENGINEERS SINCE 1922



ON THE RICH
Golden Spread

Amarillo, Capital of the Golden Spread, is growing and progressing with the best of the metropolitan markets in the great Southwest. Its population has increased over 76% since 1950.

- Effective buying income $254,444,000.
- Annual wages per family $6,541.
- Military payroll $24,000,000 annually including military and civilian employees.

Get in on the Big Buy on Big 4, Amarillo's **specialized** television station.

CONTACT ANY KATZ MAN

KGNC-TV
Channel 4
AMARILLO, TEXAS

GOVERNMENT

CONGRESS PASSES INDUSTRY BY IN SESSION'S MAJOR LEGISLATION

- **Broadcast bills sidetracked on both sides of Capitol**
- **Committees take hard look at Commission, networks**
- **Pay-see tv emerges as hot topic between Hill, FCC**

The first session of the Democratic-controlled 85th Congress has adjourned *sine die*, and not a single measure of importance was passed which affects the radio and television industry.

This is not to say that the industry was not prominent in the affairs of Congress, because it was. A potpourri of broadcast legislation was introduced, much of it of a major nature. The FCC was called to task by both Commerce Committees, the House Antitrust Subcommittee and various and sundry individual lawmakers. Strikingly similar reports blasting the network's "monoply," must buy and option time policies were released by both houses. Pay tv was, and remains, a hot issue between Congress and the FCC. Individual solons became concerned over plans of the military to demand more frequency space.

Heretofore-confidential information on network affiliation contracts and income was released by Congressional committees. The FCC marched to the Hill several times last March to answer House and Senate Commerce Committee questions on uhf-vhf situation, deintermixture, Craven plan, pay tv, leaks, 10% excise tax on uhf sets, plus other items.

Among Congressional committees active in radio-tv matters during the year were:

SENATE COMMERCE COMMITTEE

Headed by Sen. Warren Magnuson (D-Wash.), the Senate Commerce Committee, or one or more of its individual members, made news in broadcast affairs almost weekly. Its activity was capped by the release late in June [B•T, July 1] of the long-awaited [and dreaded in some circles] Cox report.

Authored by counsel Kenneth Cox, the report saw "monopoly" in the network's must buy and option time practices; hit concentration of power accruing to networks through their owned stations; urged the Justice Dept. to investigate alleged abuse of power by networks, and urged the FCC to make public all network affiliation contracts.

The report plainly showed the influence of Richard A. Moore, president of KTTV (TV) Los Angeles, who bitterly attacked the networks in testimony before the committee. It was issued only as a staff report and drew heavy criticism from minority members.

An earlier "draft" report by Mr. Cox had urged the FCC to authorize a "large scale test" of pay tv "at the earliest possible moment [B•T, Feb. 18]. This report was never adopted and several members of the committee have since expressed their opposition to pay tv. Sen. Strom Thurmond (D-S. C.) has introduced a bill which would prohibit toll tv.

The committee called the FCC to the Hill twice during March to answer questions of various members. Two of the major bills, in addition to Sen. Thurmond's pay tv measure, introduced by committee members were by Sen. Magnuson calling for federal aid to education and by Sen. Charles E. Potter (R-Mich.) calling for an investigation of the spectrum, with particular emphasis on military requirements. Rep. William Bray (R-Ind.) introduced a bill identical to Sen. Potter's in the House.

ANTITRUST SUBCOMMITTEE, HOUSE JUDICIARY

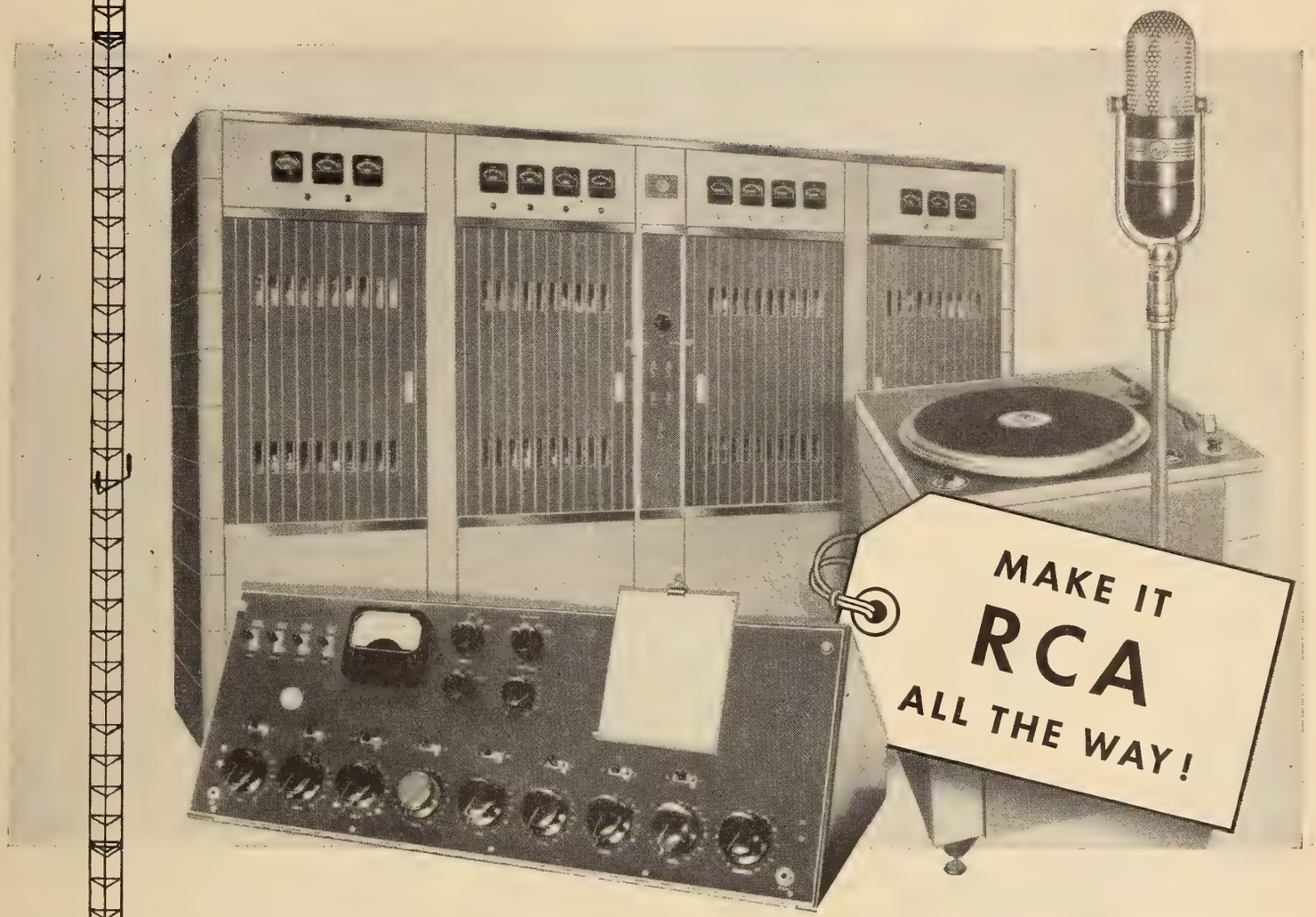
This committee, headed by Rep. Emanuel Celler (D-N. Y.), vied with the Senate Commerce Committee for the attention of broadcasters and the FCC. Based on hearings held in the summer and fall of 1956, the committee in June released its Celler report [B•T, June 10], which covered much the same ground as the soon-to-follow Cox report. It also called on a Justice Dept. investigation of advertising and network practices as well as giving the FCC a going-over for some of its policies and actions.

Following the hearings and before the report was published, the subcommittee released previously confidential NBC and CBS financial figures regarding network affiliation contracts and frequency discounts. At the request of ABC, the figures of that network were not released.

Following closely on the heels of the committee's report was an address by Rep. Celler before the Federal Communications Bar Assn. in Washington during which he bitterly attacked the Commission, warning that he would "stand for no nonsense" [B•T, June 24]. That same day, Rep. Celler

Strong Local plus
Top C. B. S. Shows make
KGVO 5,000 watts
MISSOULA, MONTANA
the preferred radio station
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affiliated with **K•MSO-TV**
MOSBY'S, INC.

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You'll benefit by using this single source of equipment and experienced assistance

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One source for all your station requirements means faster service and delivery to meet your specialized needs . . . pre-releasing if necessary. By coming to RCA, all your sources are coordinated automatically—you don't have to make all these time-wasting arrangements yourself. You can get on-air faster . . . stay on-air longer . . . reduce costly off-air time. And the many benefits will be reflected in increased profits throughout your entire operation.

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RCA . . . your first source of help in station planning

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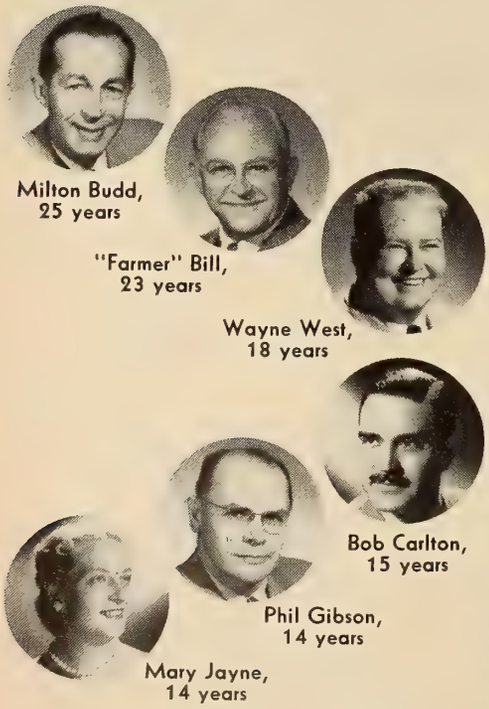
Tmk(s) ®

Obviously OUTSTANDING...



"Come on in..."

WMBD personalities have been the invited guests in Peoriarea homes for a long, long time. You get the best return from your advertising investment in Peoria by letting these well-known and time-honored radio personalities sell for you.



FOR 30 YEARS . . . First IN THE HEART OF ILLINOIS

WMBD

PEORIA

CBS RADIO NETWORK • 5000 WATTS

Peters, Griffin, Woodward, Inc., Natl. Reps.

introduced a bill which would make all discount allowances by advertising media illegal.

The committee's Chairman Celler also is the author of a bill which would prohibit pay tv and has had several exchanges of correspondence with the FCC regarding the subject. The Commission maintains that it has the authority to authorize toll tv, while Rep. Celler and several other congressmen take the opposite view.

Making national headlines, the antitrust group held hearings this summer on several bills which would place professional team sports under the antitrust laws. Pay tv plans played a prominent role during the testimony of several witnesses, as did the role—a very major one—radio and free tv play in the financial successes of major league baseball teams and professional football teams. Figures showed that radio-tv revenue has been the difference between red and black ink on the majority of the team's ledgers.

HOUSE COMMERCE COMMITTEE

Biggest news made by this committee was the formation of the Legislative Oversight Subcommittee, organized with a $250,000 appropriation to investigate the federal regulatory agencies. Its chairman, Rep. Morgan Moulder (D-Mo.), has announced that the FCC will be the first independent agency to be investigated and hearings now are targeted for January. Rep. Moulder listed several Commission decisions and policies which his group will scrutinize, with the grant of ch. 5 in Boston to WHDH there and the NBC-Westinghouse Philadelphia-Cleveland swap high on the list.

Rep. Oren Harris (D-Ark.), chairman of the parent Commerce Committee, is an outspoken opponent of pay tv. He has expressed "amazement" toward the FCC's stand on this controversial subject, both verbally and in letters to the Commission. Rep. Harris also has joined with Sen. Magnuson in urging the House Ways & Means Committee to expedite action on several bills which would remove the 10% excise tax on all-channel tv receivers.

The committee also summoned the FCC for hearings during March, covering much the same ground as its Senate counterpart.

The committee lost its chief clerk for the past 36 years when Elton Layton resigned late in July [B•T, Aug. 5]. Mr. Layton had served under eight different chairmen, both Democratic and Republican and including House Speaker Sam Rayburn (D-Tex.).

HOUSE SELECT SMALL BUSINESS COMMITTEE

Chaired by Rep. Joe Evins (D-Tenn.), this committee issued an early January report [B•T, Jan. 7] charging "monopoly" in broadcasting and recommending that Congress consider legislation to remove the "centralized power of the Executive Branch" over federal regulatory agencies. It listed five measures designed to return control of agencies to Congress and followed hearings held during the 84th Congress [B•T, March 26, 1956]. The report also criticized the FCC, saying it fostered network monopoly of broadcasting.

The six Democrats on the committee agreed to the report but the five Republican minority members said they "cannot in good conscience agree. . . ." A preliminary draft was released the previous October [B•T, Oct. 22, 1956] in which Rep. Evins charged that there had been "unauthorized circulation" of the report by officials of NBC and CBS. This was promptly denied by CBS.

SENATE FOREIGN RELATIONS SUBCOMMITTEE

Under the chairmanship of Sen. J. W. Fulbright (D-Ark.), this Senate body held a fast one-hour hearing in July on ratification of the 1950 North American Regional Broadcast Agreement and the 1957 U. S.-Mexican radio treaty [B•T, July 15]. A strong protest was lodged by the Daytime Broadcasters Assn., which claimed the treaties discriminated against the daytimers. FCC Comr. Rosel H. Hyde, who headed the U. S. committee which negotiated the treaties, urged their adoption.

On the strength of the DBA testimony, given by Ray Livesay of WLBH Mattoon, Ill., and support of its stand by other Senators, no further Senate action was taken on the treaties and the hearing was adjourned "indefinitely."

INVESTIGATIONS SUBCOMMITTEE, SENATE GOVERNMENT OPERATIONS

Hearings were held by this group on "leaks" in federal regulatory agencies, principally the Civil Aeronautics Administration. As a result, the committee chairman, Sen. Henry Jackson (D-Wash.), introduced two bills making it a criminal offense to prematurely disclose decisions reached by agencies or for anyone to attempt to influence such decisions.

During the course of the hearings, George C. McConnaughey, then FCC chairman, testified that he had no objection to such legislation.

DAYTIME RADIO SUBCOMMITTEE, SENATE SMALL BUSINESS

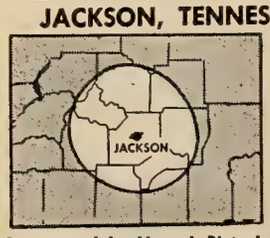
Looking into DBA complaints that the FCC has failed to take action on its request for longer and fixed hours for daytime stations, this committee under the chairmanship of Sen. Wayne Morse (D-Ore.) held two days of hearings late in April [B•T, April 29]. The DBA petition has been pending before the FCC for approximately four years.

FCC Comr. T. A. M. Craven told the subcommittee that the Commission has

WDXI-TV

JACKSON, TENNESSEE

Channel 7



Covering half million people in the mid-South

Represented by Venard, Rintoul & McConnell, Inc.



Breakfast Cereals are Low in Fat

At leading professional meetings, in professional journals, and in health columns and articles in the lay press during the year, there has been a noticeable increase in the tendency to discuss the fat content of the daily food intake.

In dietary regimens recommended by nutrition and medical authorities for the purpose of reducing fat in the diet the importance of the morning meal is given full recognition.

In the low-fat diet, breakfast cereals deserve consideration because they are low in fat as shown in the following table. Whole grain, enriched and restored cereals, hot and ready to eat, considered as a group can be counted on to supply vitamins of the entire B-complex, important minerals including iron, appreciable quantities of protein in addition to the carbohydrates needed for energy. Thus, breakfast cereals merit inclusion in dietary regimens planned for the purpose of reducing the fat intake in the daily diet.

Nutritive Value of Breakfast Cereals

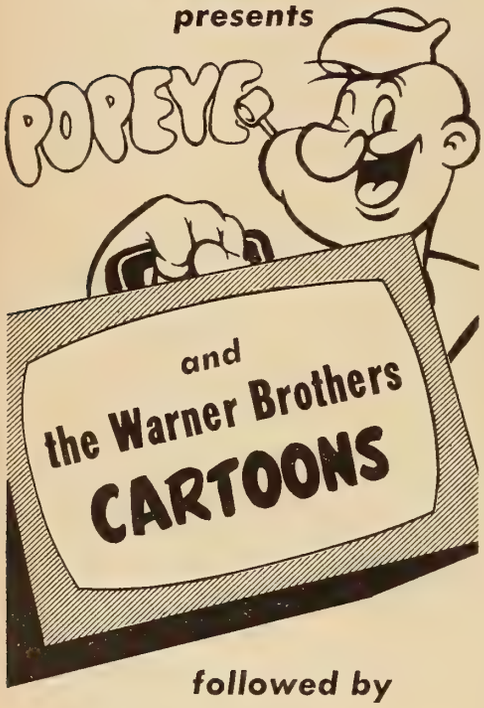
(Based on composite average)

	Cereal,* 1 oz. Dry Weight Basis
Calories	104
Protein	3.1 gm.
Fat	0.6 gm.
Carbohydrate	22 gm.
Iron	1.4 mg.
Thiamine	0.12 mg.
Riboflavin	0.04 mg.
Niacin	1.3 mg.
Cholesterol	0

**Cereal Institute, Inc.: The Nutritional Contribution of Breakfast Cereals. Chicago: Cereal Institute, Inc., 1956.*

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A research and educational endeavor devoted to the betterment of national nutrition

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Famous Feature Movies

Monday through Friday
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Your Peters, Griffin, Woodward "Colonel" can give you the full story concerning participations. Call him now!
WDBJ·tv Channel 7 CBS
ROANOKE, VA.
Owned and operated by the *Times-World Corp.*

seven different opinions on the daytimer's request and is at least six months away from a decision.

HOUSE UN-AMERICAN ACTIVITIES COMMITTEE

Rep. Francis Walter (D-Pa.), chairman of this group, made headlines when he televised hearings held in San Francisco in defiance of Speaker Rayburn's ban on radio-tv coverage of House proceedings [B•T, June 24]. The hearing was held in search of communists in the communications media. Following the outcry raised by Rep. Walter's action, several resolutions to permit radio-tv coverage of House hearings were introduced.

The following list shows all the bills affecting broadcasters introduced in the first session of the 85th Congress, their authors, and their disposition to date.

IN THE SENATE

S 167, Long (D-La.)—Authorize $7 excise tax credit on tv sets which receive all tv channels. In Finance Committee.

S 376, Bricker (R-Ohio)—Provide for FCC regulation of radio and tv networks. In Commerce Committee.

S Res 26, Pastore (D-R. I.) (introduced for Magnuson [D-Wash.]—Provide $250,000 (later reduced to $225,000) for Senate Interstate & Foreign Commerce Committee to conduct investigations, including continuance of probe of tv networks. Approved by Senate.

S 582, Langer (R-N. D.)—Prohibit advertising of alcoholic beverages in interstate commerce. In Commerce Committee.

S 1077, Mundt (R-S. D.)—To make Inauguration Day national holiday "so that the whole nation could turn out every four years to see the Presidential inauguration ceremonies" on tv. In Rules Committee.

S 1163, Monroney and Kerr (both D-Okla.)—To authorize and help maintain auxiliary network of amateur radio operators for military communications. In Commerce Committee.

S 1369, Magnuson (D-Wash.) Require that to receive equal broadcast time, political party must have received 4% of popular vote cast in preceding Presidential election, or obtain signatures of at least 1% of total vote. In Rules Committee.

S 1437, Gore (D-Tenn.)—Similar to S 1369 above. In Rules Committee.

S 1367, Magnuson (D-Wash.)—Prohibit broadcasting of horse and dog racing information in interstate commerce. In Commerce Committee.

S 1577, Potter (R-Mich.)—Repeal Sec. 309 (c) (protest provision) of Communications Act. In Commerce Committee.

S 921, Hennings (D-Mo.)—Prevent withholding of government information from public. In Senate Constitutional Rights Subcommittee.

S 1759, Magnuson (D-Wash.)—Identical to HR 3514. In Commerce Committee.

S 1874, Magnuson (D-Wash)—Identical to HR 6746. In Commerce Committee.

S 2119, Magnuson (D-Wash.)—Appropriate up to $1 million to each state for educational television. In Commerce Committee.

S 2268, Thurmond (D-S. C.)—Prohibit charging of fee to view television in homes. In Commerce Committee.

S J Res 106, Potter (R-Mich.)—Establish three-man commission to study use of radio spectrum. In Commerce Committee.

S Res 183, Bush (R-Conn.), for himself and several others—Prohibit introduction of guests from Senate gallery. Passed by Senate last week (see page 65).

S 426 and S 2150 (clean elections bill), Hennings (D-Mo.)and Green (D-R. I.)—Give broadcasters relief from libel and equal time provisions, increase legal amount of money which may be spent by political candidates. Reported favorably to Senate floor by Rules Committee [B•T, July 8].

S 2461, Jackson (D-Wash.)—Make unauthorized disclosure of federal agencies' decisions a crime. In Judiciary Committee.

S 2462, Jackson (D-Wash.)—Make attempts to influence "adjudication" by independent agencies a crime. In Judiciary Committee.

S 2834, Smathers (D-Fla.)—Divorce stations and networks from ownership in BMI and music recording companies. In Commerce Committee.

IN THE HOUSE

HR 365, O'Hara (R-Minn.) — Amend Communications Act to forbid ownership by one person or firm of more tv stations than will cover 25% of U. S. population. In Commerce Committee.

HR 2142, Celler (D-N. Y.)—Amend Sherman Antitrust Act by inserting "declaration of policy" to limit federal regulatory agencies, including FCC, from unduly expanding exemptions from the antitrust law. In Judiciary Committee.

HR 2141, Celler (D-N. Y.)—Exempt from income taxes all amounts recovered, in excess of damages sustained, from suits arising under the Clayton Act. In Ways & Means Committee.

HR 265, Keating (R-N. Y.)—Prohibit broadcasts of gambling or lottery information. In Commerce Committee.

HR 284, Keating (R-N. Y.)—Prohibit simultaneous broadcasting of horse racing on regular basis, allow broadcasts of such races only as special events, but allow broadcasts of one race per day on delayed basis. In Commerce Committee.

HR 369 and HR 370, O'Hara (R-Minn.)—Prohibit use of any but Standard Time throughout U. S. and make Standard measure of time for business in interstate and foreign commerce. In Commerce Committee.

HR 586, Celler (D-N. Y.)—Prohibit charging of fee to view television in homes. In Commerce Committee.

HR 1913, Berry (R-S. D.)—Require FCC to license tv boosters and vhf translators. In Commerce Committee.

HR 2013, Kearns (R-Pa.)—Reduce federal excise tax from 10% to 5% on tv sets capable of receiving 50 or more uhf channels. In Ways & Means Committee.

HR 2225, Magnuson (D-Wash.)—Identical to HR 1913 above. In Commerce Committee.

HR 2242, Steed (D-Okla.)—Authorize auxiliary network of "ham" radio operators for military purposes. In Commerce Committee.

H Res 26, Dollinger (D-N. Y.)—Authorize House Interstate & Foreign Commerce Committee to conduct investigation of "false, fradulent, misleading and deceptive advertising" on radio and tv. In Commerce Committee.

H Res 31 and H Res 32, Griffiths (D-Mich.)—Lift House ban on radio-tv coverage of chamber proceedings and committee hearings, respectively. In Rules Committee.

H Res 45, Lane (D-Mass.)—Proposed that House Judiciary Committee investigate boxing. (Judiciary Chairman Celler has announced plans to carry out such investigation this fall.) In Judiciary Committee.

HR 673, Hale (D-Me.)—Exempt hotels from having to pay royalties for radio and tv programs and phonograph records received in rooms. In Ways & Means Committee.

HR 4627 and HR 4835, Siler (R-Ky.)—Prohibit advertising of alcoholic beverages in interstate commerce. In Commerce Committee.

HR 3388, Horan (R-Wash.)—Identical to HR 1913 and HR 2225 above. In Commerce Committee.

HR 3514, Withrow (R-Wis.)—Increase license period of radio and tv stations from three to five years. In Commerce Committee.

HR 1068, Boggs (D-La.)—Increase amount of money national political committees may spend on election from $3 million to $10 million and restrict state committees to $1 million. In Rules Committee.

HR 3629, Hiestand (R-Calif.)—Prohibit labor unions from contributing money to political candidates and increase from $3 million to $12 million amount national political committees could spend during election year. In Rules Committee.

HR 4146, Udall (D-Ariz.)—Increase from $3 million to over $12 million amount of money national committees may spend in Presidential election years. In Rules Committee.

HR 4571, Heselton (R-Mass.)—Give FCC authority to limit proportion of commercial time to program time on radio and tv stations. In Commerce Committee.

HR 4816, O'Hara (R-Minn.)—Repeal Sec. 309 (c) of Communications Act (protest provision). In Commerce Committee.

HR 5045, Dorn (R-N. Y.)—Amend Communications Act to increase penalty for transmitting false distress signals. In Commerce Committee.

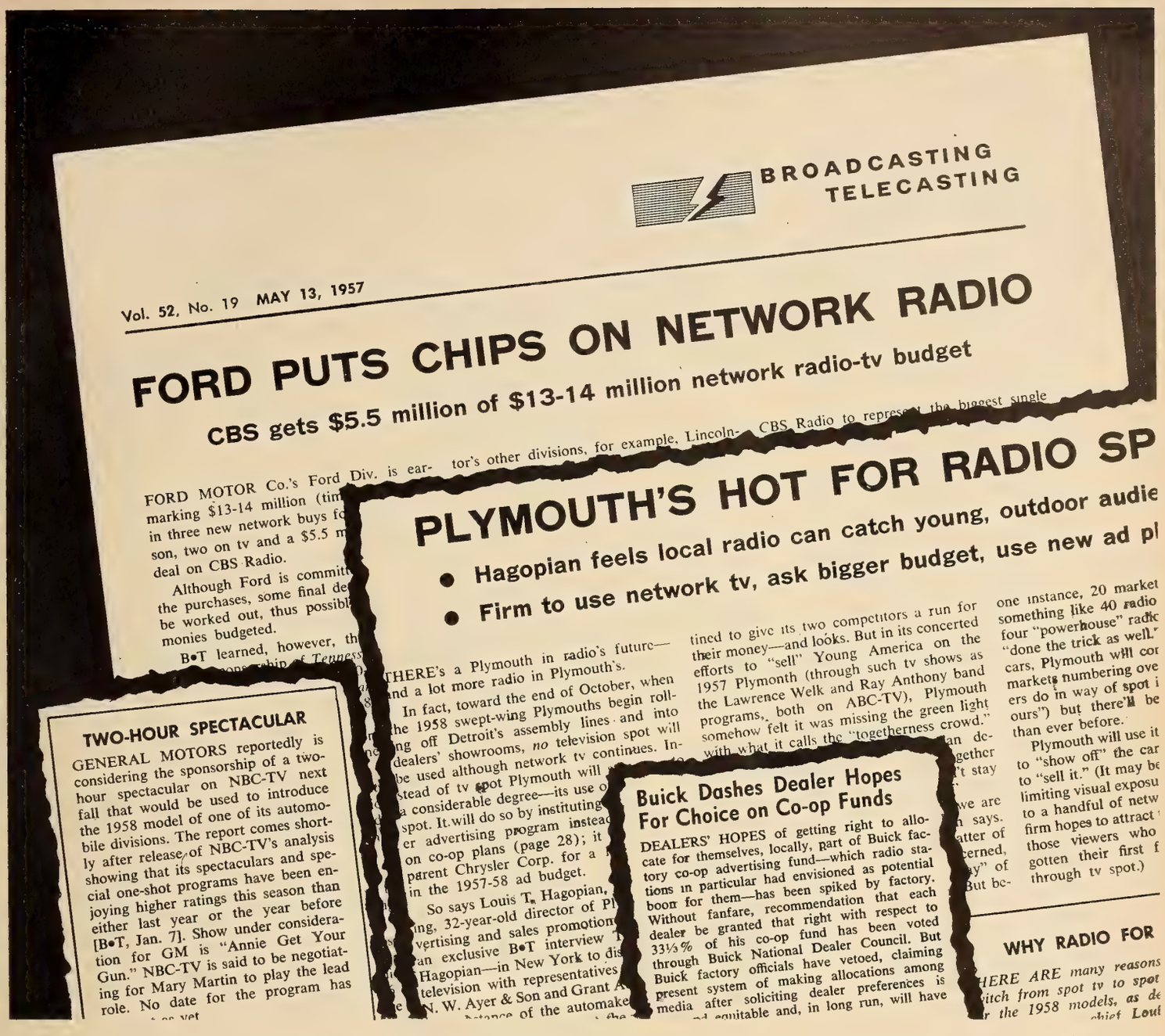
HR 5935, Harris (D-Ark.)—Identical to HR 3514. In Commerce Committee.

HR 5771, Staggers (D-W. Va.)—Identical to HR 369. In Commerce Committee.

HR 6070—Independent agencies appropriations



"KRIZ Phoenix *says you do gift wrapping.*"



BROADCASTING TELECASTING

Vol. 52, No. 19 MAY 13, 1957

FORD PUTS CHIPS ON NETWORK RADIO

CBS gets $5.5 million of $13-14 million network radio-tv budget

FORD MOTOR Co.'s Ford Div. is ear- tor's other divisions, for example, Lincoln- CBS Radio to represent the biggest single marking $13-14 million (tim in three new network buys fo son, two on tv and a $5.5 m deal on CBS Radio.

Although Ford is committ the purchases, some final de be worked out, thus possibl monies budgeted.

B•T learned, however, th

PLYMOUTH'S HOT FOR RADIO SP

- Hagopian feels local radio can catch young, outdoor audie
- Firm to use network tv, ask bigger budget, use new ad pl

THERE's a Plymouth in radio's future— and a lot more radio in Plymouth's.

In fact, toward the end of October, when the 1958 swept-wing Plymouths begin rolling off Detroit's assembly lines and into dealers' showrooms, *no* television spot will be used although network tv continues. Instead of tv spot Plymouth will a considerable degree—its use o spot. It will do so by instituting er advertising program instead on co-op plans (page 28); it parent Chrysler Corp. for a in the 1957-58 ad budget.

So says Louis T. Hagopian, ing, 32-year-old director of Pl vertising and sales promotion an exclusive B•T interview Hagopian—in New York to dis television with representatives N. W. Ayer & Son and Grant A Distance of the automake

tined to give its two competitors a run for their money—and looks. But in its concerted efforts to "sell" Young America on the 1957 Plymouth (through such tv shows as the Lawrence Welk and Ray Anthony band programs, both on ABC-TV), Plymouth somehow felt it was missing the green light with what it calls the "togetherness crowd."

one instance, 20 market something like 40 radio four "powerhouse" radio "done the trick as well." cars, Plymouth will cor markets numbering ove ers do in way of spot i ours") but there'll be than ever before.

Plymouth will use it to "show off" the car to "sell it." (It may be limiting visual exposu to a handful of netw firm hopes to attract those viewers who gotten their first f through tv spot.)

TWO-HOUR SPECTACULAR

GENERAL MOTORS reportedly is considering the sponsorship of a two-hour spectacular on NBC-TV next fall that would be used to introduce the 1958 model of one of its automobile divisions. The report comes shortly after release of NBC-TV's analysis showing that its spectaculars and special one-shot programs have been enjoying higher ratings this season than either last year or the year before [B•T, Jan. 7]. Show under consideration for GM is "Annie Get Your Gun." NBC-TV is said to be negotiating for Mary Martin to play the lead role. No date for the program has

Buick Dashes Dealer Hopes For Choice on Co-op Funds

DEALERS' HOPES of getting right to allocate for themselves, locally, part of Buick factory co-op advertising fund—which radio stations in particular had envisioned as potential boom for them—has been spiked by factory. Without fanfare, recommendation that each dealer be granted that right with respect to 33⅓% of his co-op fund has been voted through Buick National Dealer Council. But Buick factory officials have vetoed, claiming present system of making allocations among media after soliciting dealer preferences is equitable and, in long run, will have

WHY RADIO FOR

HERE ARE many reasons witch from spot tv to spot r the 1958 models, as de chief Loud

we are
n says.
atter of
cerned,
ay" of
But be-

This 100 Million Dollar Decision Affects You!

You've read about it—right here in the pages of B-T magazine. The old co-op advertising program has been abandoned by the auto industry. Factory executives now have the final say on where, when, and how, the $100 million radio-TV pot will be split.

These decisions are being made now. They involve a greater number of men than your representatives can cover on a personal basis. Men who *can* be influenced if you act quickly.

Here's how: These men, who are now stronger in the buying picture, control this huge expenditure on radio-TV. They also have one thing in common. They are all automobile men. This means that you can tell them—and their agencies—your selling story quickly and economically, through a *single* national trade publication, their own AUTOMOTIVE NEWS.

Ask your own Detroit representative. He'll agree that AUTOMOTIVE NEWS reaches the men he must sell—and reaches them *first.* Here's why. AUTOMOTIVE NEWS—and AUTOMOTIVE NEWS alone—gathers, sorts, edits and interprets the vital happenings of the dynamic auto industry every week. To deliver this news—while it still *is* news to 44,000 paid subscribers* (some 150,000 readers) is the job of 14 full-time editors and 106 correspondents.

Find out how AUTOMOTIVE NEWS can carry your message to this influential group of automotive executives and their advertising agencies. But don't delay—the decision must be made soon. Get in touch with your nearby AUTOMOTIVE NEWS representative today.

** 86 percent of whom annually renew their subscriptions at the regular $8 rate. They're offered no premiums, cut-rates or special inducements.*

NEW YORK: Edward Kruspak, Ray Billingham, Howard E. Bradley, Murray Hill 7-6871.
CHICAGO: J. Goldstein, William H. Gallagher, State 2-6273.
DETROIT: R. L. Webber, William R. Maas, Roy Holihan, Woodward 3-0495.
LOS ANGELES: R. H. Deibler, Dunkirk 3-0303.

The Most Influential Publication in the Automotive Industry

ABC AUDITED PAID CIRCULATION ABP



bill, giving FCC $8.3 million for fiscal 1958; FTC $5.95 million. Passed by both houses and signed by President [B•T, July 8].

HR 6430, Tewes (R-Wis.)—Identical to HR 3514 and HR 5935. In Commerce Committee.

H Con Res 153, Celler (D-N. Y.)—Express Congressional intent that State Dept. should grant passport for foreign countries to any duly-accredited newsman assigned abroad by his employer. In Foreign Relations Committee.

HR 277, Keating (R-N. Y.)—Establish three-year statute of limitations for copyright infringement. Passed by House in March, Senate last week, sent to White House.

HR 6914, Curtis (R-Mass.)—Relates to actions for infringements of copyrights by U. S. In Judiciary Committee.

HR 8419 Nimtz (R-Ind.)—Identical to HR 6914 above. In Judiciary Committee.

H Res 191, Harris (D-Ark.)—Appropriate $250,000 to House Legislative Oversight Subcommittee, headed by Moulder (D-Mo.), to conduct study of FCC and other regulatory agencies. Passed by 225 to 143 vote in April.

HR 6746, Harris (D-Ark.)—Require broadcast stations to maintain abandoned towers. In Commerce Committee.

HR 7173, Moss (D-Calif.) — Require federal agencies to make information available to Congress and public. In Judiciary Committee.

HR 7174, Fascell (D-Fla.)—Identical to HR 7173 above. In Judiciary Committee.

HR 8277, Celler (D-N. Y.)—Prohibit all frequency discounts to advertisers by placing "independent contractors" under provisions of Clayton Act. In Judiciary Committee.

H J Res 381, Bray (R-Ind.)—Identical to S J Res 106. In Commerce Committee.

HR 9538, Vanick (D-Ohio)—Direct FCC to charge annual fees for its services. In Commerce Committee.

H Res 282, Scott (R-Pa.)—Identical to HR 32 above. In Rules Committee.

H Res 285, Meader (R-Mich.)—Identical to HR 32 above. In Rules Committee.

HR 8381, Mills (D-Ark.)—Tighten FCC policy in granting tax relief certificates on station purchases. Reported favorably by Ways & Means Committee.

HR 8675, Ikard (D-Tex.)—Eliminate 10% excise tax on all-channel tv receivers. In Ways & Means Committee.

HR 8860, Boland (D-Mass.)—Identical to HR 8675 above. In Ways & Means Committee.

HR 8924, Coad (R-Iowa)—Identical to HR 8675 above. In Ways & Means Committee.

HR 8953, Kearns (R-Pa.)Identical to HR 8675 above. In Ways & Means Committee.

HR 9115, Chelf (D-Ky.)—Prevent "unauthorized censorship" of songs by stations and networks. In Commerce Committee.

HR 9169, Sikes (D-Fla.)—Identical to HR 9115 above. In Commerce Committee.

HR 9325, Herlong Jr. (D-Fla.)—Identical to HR 9115 above. In Commerce Committee.

HR 9346, Matthews (D-Fla.)—Identical to HR 9115 above. In Commerce Committee.

HR 9408, Dorn (D-S. C.)—Identical to HR 9115 above. In Commerce Committee.

Vanik Bill Again Proposes Charges for FCC Services

The question of whether or not the FCC should charge fees for its services popped up again last week in Congress when Rep. Charles A. Vanik (D-Ohio) introduced a bill directing the Commission to set up a schedule of annual fees.

Such fees charged station owners would be "fair and equitable," Rep. Vanik said, and would be payable upon issuance of a broadcast license, upon renewal or at any other time determined by the Commission.

During the first session of the 83rd Congress in 1953, the Budget Bureau directed independent agencies to put their licensing activities on a "pay-as-you-go basis" and the question has arisen sporadically ever since. In March 1954, the Communications Subcommittee of the Senate Commerce Committee (under Sen. Charles E. Potter [D-Mich.]) held hearings on a bill introduced by Sen. Edwin C. Johnson (D-Colo.) authorizing the FCC to charge a "nominal fee for station applications, permits and licenses." Sen. Johnson is a former chairman of the Committee and later became governor of Colorado. At that time, the FCC had recommended a flat $325 fee per station.

The question was touched on lightly during hearings last March before the Senate Commerce Committee.

More Southern Congressmen File Anti-censorship Bills

Three southern Democratic congressmen —A. Sydney Herlong Jr. (Fla.), Donald Ray (Billy) Matthews (Fla.) and William J. Dorn (S. C.)—have added their names to the growing list of lawmakers who would prohibit any change in the words of folk songs. All three introduced bills which would prevent "unauthorized censorship by broadcasting, television, telephone, telegraph and similar companies, or networks, of songs, tunes, words, lyrics and other material and things. . . ."

The bills, identical to measures introduced by Rep. Frank Chelf (D-Ky.) and Rep. Robert Sikes (D-Fla.) [B•T, Aug. 12], refer primarily to the network's practice of changing certain words in Stephen Foster songs. They provide for fines and imprisonment of violators.

In introducing his legislation, Rep. Dorn said, "There is mounting resentment throughout America against the shocking censorship by the major networks of the songs of Stephen C. Foster. . . . It strikes at the very fundamentals of our American philosophy—freedom of speech, freedom of religion and freedom of the press." He also expressed concern over the "censorship" and deletion of folk songs from music books taught in the public schools.

In support of his bill, Rep. Matthews declared: "I cannot understand why the words of Stephen C. Foster, a dead author, have been changed. His words were carefully selected. He wanted to pay tribute to the songs and people of his time. He wanted particularly to pay tribute to the folk songs of the Negro. These songs are one of the great traditions of America, and I think it is improper censorship to change the words of these songs. . . ."

Contempt Charge Recommended

The House Un-American Activities Committee, under Chairman Francis Walter (D-Pa.), has recommended contempt of Congress prosecution of two broadcasting people: Louis Earl Hartman, KCBS-AM-FM San Francisco announcer, and Frank Grumman, Fort Lee, N. J., an RCA radio operator. The committee said the two refused to answer questions on alleged communist associations.

Mr. Hartman appeared before the Committee in San Francisco, in June, where Chairman Walter defied House Speaker Sam Rayburn (D-Tex.) by televising hearings [B•T, June 24].

THURMOND RENEWS PAY TV ATTACK

Sen. Strom Thurmond (D-S. C.) took advantage of an attack on pay tv delivered Aug. 23 by Sen. Charles E. Potter (R-Mich.) [B•T, Aug. 26] to make a new appeal for support of his bill (S 2268) which would prohibit the charging of a fee to view tv in the home. Also stating their opposition to pay tv during Sen. Potter's speech were Sens. Frank J. Lausche (D-Ohio) and Spessard L. Holland (D-Fla.).

"In my opinion this is a subject which millions of Americans would be much more interested in if they fully realized the implications . . ." Sen. Thurmond stated on the Senate floor. "I do not believe that these millions of Americans who own tv sets in their homes want to wake up one morning and find that a new expense has been imposed upon them in the form of charges for certain television service which is now free."

Sen. Thurmond, who made history last Wednesday and Thursday in his record-breaking filibuster of the civil rights bill, said he took issue only with Sen. Potter's statement that "only the courts finally could decide" whether the FCC has jurisdiction over pay tv. "The fact that the senator from Michigan expresses any doubt as to where the jurisdiction in this matter lies is sufficient evidence to me that legislation is needed on the subject of pay television," Sen. Thurmond stated.

He said it would not be in the public interest for the FCC to authorize a pay tv test "when there is doubt as to where jurisdiction lies in this matter. I do believe it is incumbent on the Congress to take action in this situation and pass legislation which will clearly define the authority of the Commission and to prohibit the charging of a fee to view telecasts in the home."

Sen. Thurmond earlier had stated that he will press for hearings on his bill, introduced last June [B•T, June 17], when Congress reconvenes next January. Rep. Emanuel Celler (D-N. Y.) has introduced an identical bill in the House.

Sen. Lausche pointed out that pay tv would involve two additional costs to the set owner: "One would be the cost for buying the gadgets necessary to unscramble the mixed up waves, or whatever they are, and the second would be the fee for the specific program." The Ohio senator said that "in my judgement, if the pilot test authorization is given, the nose of the camel will be in the tent and that will be a victory so great that free service of television will be on the way to an end."

"It [toll tv] would practically assure the destruction of most of the motion picture industry," Sen. Holland stated. "I hope the FCC will not even seriously consider permitting such a revolution . . . because of the drying up of sources of communication to many people by pre-empting, for private development, some of the few and highly valuable channels which are available for television."

Sens. Thurmond, Lausche and Potter all are members of the Senate Commerce Committee.

SENATE BILL IS MUSIC TO ASCAP

- **Members support move to oust broadcasters from BMI**
- **Sinatra unleashes blast at networks, Mitch Miller**

ASCAP composers and performers were quick to hop on the bandwagon started by Sen. George A. Smathers (D-Fla.), who a fortnight ago introduced a bill (S 2834) designed to force broadcasters out of BMI and the music recording industry [B•T, Aug. 26].

Sen. Smathers has received an "overwhelming response" in the form of wires and letters from such prominent names as Frank Sinatra, Eddie Cantor, Ira Gershwin, Tony Martin, Hoagy Carmichael and many others. Except for letters from independent radio stations in Texas and Georgia and a protest from Florida stations, all the correspondence expressed unqualified approval of the bill.

ASCAP repeatedly has charged that its songs have been forced off the airlanes by the networks in favor of BMI songs. The result, ASCAP says, is that its composers cannot get their songs published and radio-tv is flooded with "trash."

The Sinatra wire, which accused the networks of "skullduggery," was released by the Washington office of the Songwriters Protective Assn., whose members also are principally ASCAP members. Mr. Sinatra charged that Mitch Miller, "the man who decides which songs are recorded by Columbia Records, admitted under oath recently that he took large sums of money from writers whose songs he recorded. Here are Miller's exact words: 'Bob Merrill [a songwriter] would bring all the songs to me first. After the songs were a hit, I got a check from his royalties to me. It amounted to $5,000 or $6,000—different checks. These recent songs I received compensation on where "Mambo Italiano" and "Make Yourself Comfortable." I would say about $4,000'."

Mr. Sinatra told Sen. Smathers that "when your bill becomes law, things like this Miller situation will no longer be possible. Until then, the tie-up of recording companies to the networks will continue to be unhealthy. Until then, the American audience will have to put up with the songs which the broadcasters allow to be heard—masterpieces like 'Hound Dog,' 'Bebop-A-Lulu' and 'All Shook Up'."

In New York, Mr. Miller of CBS' Columbia Records, said that the testimony referred to by Mr. Sinatra took place more than a year ago when he appeared as a witness in a law suit. "I am not a party to that suit and the matters involved in it will not be resolved by an exchange of telegrams between Mr. Sinatra and myself. I should like merely to point out that Mr. Sinatra has taken isolated portions of my testimony and has put them together in a manner which distorts completely the nature of my testimony," Mr. Miller charged.

The Sinatra-Miller feud first came into the open a year ago [B•T, Sept. 24, 1956] during New York hearings held by the Celler Antitrust Subcommittee.

Sen. Smathers stressed last week that his bill has "nothing whatsoever to do with that suit [the $150 million damage suit brought by ASCAP against BMI]." He said he believes network ownership in BMI and record companies forms an "obvious monopoly situation," and plans to press for hearings by the Senate Commerce Committee to determine if the present situation "is or is not good for the general public."

He stated that he does not know anyone connected with ASCAP or BMI and is not the least bit interested in their private squabble.

In essence, the other wires and letters received by Sen. Smathers (except those from the radio stations) congratulated him on his "courage and leadership" in introducing the bill. Such a law, they felt, is necessary, and urged the senator to press for early hearings because the music presently being played on radio and tv stations is "low grade." The unnamed radio stations, while not openly opposing the proposal, questioned whether or not it is necessary.

The three tv networks, who would be most affected by it all, have declined to comment on Sen. Smathers' bill.

Not mentioned in Mr. Sinatra's telegram is the fact that Mr. Merrill is an ASCAP member and "Mambo Italiano" and "Make Yourself Comfortable" are ASCAP songs.

NO SIDE SHOWS

One avenue for personal appearances by radio-tv and movie personalities was closed last week when the Senate adopted S Res 183, which forbids the introduction of guests in the gallery of the Senate chamber. Among the last tv stars to get such an introduction were Jerry Lewis, Jimmy Durante and Arthur Godfrey. The House has had such a rule for some time. S Res 183 was introduced by Sen. Prescott Bush (R-Conn.) for himself and several other Senators.

U. S.-China Coverage Stalemated

With Red China acting the role of the hesitant bridegroom, American newsmen authorized to enter China by the State Dept. literally are waiting at the altar. Of the 24 authorized by the State Dept., 12 are cooling their heels in Hong Kong, sitting out the stalemate brought on by Peiping's demand for reciprocal U. S. admission of Chinese reporters.

Originally, the State Dept. rejected the Chinese demand for reciprocity. Now, Secretary of State John Foster Dulles has said the U. S. will consider admitting a communist Chinese reporter if one applies for a visa. But he made it clear the U. S. has no intention of admitting Chinese newsmen on a reciprocal basis.

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FORD SWORN IN AS FCC MEMBER

After almost two months as a six-man group, the FCC became its full-strength, seven-man organization last week when Frederick W. Ford, a former FCC staff attorney, was sworn in as an FCC member. The ceremony took place before an overflow audience of high government officials, friends and FCC officials in the FCC's hearing room in the New Post Office Building in Washington.

Mr. Ford, 47, was named July 2 by President Eisenhower to succeed George C. McConnaughey. He was confirmed by the Senate on Aug. 5. His term runs to June 30, 1963. Mr. McConnaughey retired as FCC commissioner (and as chairman) June 30.

U. S. District Judge John J. Sirica administered the oath of office, attended by four of the FCC commissioners who were in Washington. They were Chairman John C. Doerfer and Comrs. Robert E. Lee, Robert T. Bartley and Richard A. Mack. Comrs. Rosel H. Hyde and T. A. M. Craven are vacationing. Judge Sirica formerly practiced law, including radio law, with the Washington law firm of Hogan & Hartson.

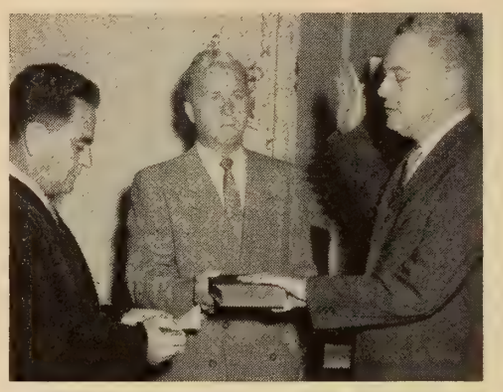
In the audience, numbering over 100, were Mrs. Ford and their daughter Mary Carter, 12. Also present were White House aides Wilton D. Persons, deputy assistant to the President; Gerald D. Morgan, special counsel to the President; Maxwell M. Rabb, secretary to the Cabinet; Sen. Chapman Revercomb (R-W. Va.); Assistant Attorney General Victor R. Hansen, and former FCC Comrs. Edward M. Webster and Robert F. Jones.

Following the swearing-in ceremonies, Mr. Ford said he planned to take a vacation to visit his 86-year-old mother in Beckley, W. Va., and plans to return to Washington by Sept. 16.

Mr. Ford, who served from 1947 to 1953 as an attorney in the FCC's legal department, returns to the FCC from the Department of Justice where he was Assistant Deputy Attorney General, serving under Deputy Attorney General William P. Rogers, in charge of Congressional liaison. During his FCC career, Mr. Ford served in the hearing and review sections, the special legal and technical group, and the general counsel's office. In 1950 he was named a trial attorney and in 1951 was chosen to be the first chief of the Hearing Division of the newly formed Broadcast Division.

Mr. Ford was born in Bluefield, W. Va., Sept 17, 1909. He was graduated from West Virginia U. in 1931, and its law school in 1934. He practiced law in Clarksburg, W. Va., from 1934 to 1939, when he joined the Federal Security Agency. In 1942 he transferred to the Office of Price Administration, becoming a hearing commissioner after the end of World War II. Mr. Ford served in the Air Force during the war, attaining the rank of major.

Mr. Ford conducted two of the most important FCC cases in recent years. He was Commission counsel in the bitter and controversial Richards case, and also was Commission counsel in the major ABC-United Paramount Theatres Inc. merger case.



A GOVERNMENT *career man—with six years at the FCC as an attorney—becomes an FCC commissioner. Frederick W. Ford (r) is shown talking the oath of office, last Thursday from U. S. District Judge John J. Sirica (l). Holding the Bible is FCC Chairman John C. Doerfer.*

The new Commissioner is a Republican, an Episcopalian, a member of the American Law Institute, Sigma Chi, Phi Delta Phi and Scabbard & Blade. He married Virginia Lee Carter in 1933.

FCC Urged to Reject Pay Tv In Resolution by VFW National

The Veterans of Foreign Wars has called on the FCC to reject proposals for broadcast pay tv. The strongly worded resolution was passed unanimously last week at the VFW's 58th National Encampment in Miami, Fla.

Commander-in-chief Cooper T. Holt, co-author of the resolution, said that the great mass of veterans, many in low income brackets, rely on tv as the chief form of family entertainment, and that pay tv would deprive them of this. "Many of the veterans have invested a great deal of money in television sets and upkeep . . . with the implied understanding that television would remain free," he said.

He expressed fear that if public service programming and announcements "were abolished, as would be the case under pay tv," it would cost the government millions of dollars each year, and the damage to national defense might be substantial. The Armed Forces reserve program, Mr. Holt said, is a success today primarily because it got eight million dollars worth of free television time to promote the reserves. He also cited defense dangers if the network system were destroyed.

The commander continued: "Millions of Americans to whom the air belongs do not want or cannot afford coin-box television. Major advertisers who now sponsor traditional tv entertainment, given without fee to the American public, would be forced to withdraw from tv as an advertising medium, since they would be unable to reach millions of homes during prime evening hours."

Senior Vice Commander-in-chief Richard L. Roudebush and Junior Vice Commander John W. Mahan also signed the resolution, which calls on the FCC to return the issue of pay tv to Congress with a recommendation that lawmakers do nothing to change "the traditional free system of radio-tv broadcasting in the United States."

Philco Move Attacked By NBC in Renewal Case

NBC last week branded Philco's protest against the license renewals of the network's WRCV-AM-TV Philadelphia [B•T, Aug. 19] as "Philco's most recent maneuver in its vendetta against RCA." It declared that the object of the protest is to use FCC procedures in Philco's $150 million antitrust suit against RCA.

NBC also charged Philco has no standing to protest the license renewals and that the issues raised by the Philadelphia manufacturer were not sufficiently specific. It asked the FCC to dismiss the protest and affirm the renewals. The Commission renewed the licenses of the two Philadelphia stations last July. In its protest last month Philco charged NBC's parent company, RCA, was unfit to hold a broadcast license.

NBC implied that because Philco revenues have declined, it is attempting to use RCA as a scapegoat. It claimed that the protest had been filed in bad faith and that Philco's charges—that NBC was using the stations to promote RCA—were false in that the instances cited were common industry practices, in which even Philco engaged when it owned the ch. 3 Philadelphia tv station.

Philco established the tv station in 1941 under the call letters WPTZ (TV). The station was sold to Westinghouse in 1953. NBC acquired the ch. 3 station plus WBC's KYW Philadelphia in 1955 in a transaction involving the exchange of NBC's Cleveland stations plus $3 million to Westinghouse. This transaction is the subject of a government antitrust suit against RCA-NBC; it is claimed that NBC "coerced" Westinghouse into making the exchange.

RCA's patent licensing practices also are under attack by the government in another antitrust suit. In addition to the Philco suit, Zenith Radio Corp., Chicago radio manufacturer, has also sued RCA on charges of patent monopoly.

New McConnaughey Law Firm

George C. McConnaughey, who resigned June 30 as FCC chairman, and his son, George Jr., have announced their partnership with David C. Stradley for the general practice of law under the firm name of McConnaughey, McConnaughey & Stradley, with offices at 50 West Broad St., Columbus 15, Ohio.

Mr. McConnaughey already is a partner of McConnaughey, Sutton & L'Heureux, Washington, D. C.

TAX RULING COST BEING TALLIED

A potential multi-million dollar tax bite has sent broadcast tax lawyers to their lawbooks and accountants to their ledgers.

Spur to this activity was the long-awaited ruling of the Internal Revenue Service last week disallowing a Westinghouse Broadcasting Co. claim for a five-year depreciation of a $5 million valuation on the network affiliation contract of what formerly was WPTZ (TV) Philadelphia [B•T, Aug. 26].

The IRS ruling was published for the first time in the Aug. 26 IRS *Bulletin*. It flatly held that no term could be placed on such an intangible asset as a network contract to permit a write-off.

[See text of IRS ruling on page 82.]

The impact of the ruling—if it stands—is twofold. The tax outlay may run into many millions, and the price of radio and tv stations may be depressed below recent high figures. An exact accounting is impossible, since tax returns are protected from public scrutiny. But——

• On the basis of WBC's claimed $5 million deduction for the NBC affiliation for WPTZ (now WRCV-TV), and assuming a 52% tax rate, WBC would pay an extra $2.6 million in taxes over the 5-year period.

• The Washington Post Co. has claimed a $900,000 deduction for the CBS affiliation of its WMBR-TV Jacksonville, Fla. The 52% tax in this case comes to $468,000.

• Time Inc. in its latest consolidated balance sheet for the six months ending June 30 carries a $15,084,700 item for broadcasting goodwill and network affiliations, although what portion of that is attributable to goodwill is unknown. Goodwill may not be amortized. Assuming Time had intended to deduct this item, and this is disallowed, it could cost $7,844,044.

Other major broadcast entities are known to have claimed—or intended to claim—the privilege of depreciating network affiliation contracts for periods ranging from two to eight years. Among these are J. H. Whitney & Co. (Corinthian stations), Transcontinent Television Corp., WKY Television System Inc., Triangle Publications, DuMont Broadcasting Co. and Crowell-Collier Publishing Co.

But beyond the major, multiple owners, the IRS decision is considered to affect in one way or another the bookkeeping of every network-affiliated broadcast station (radio and tv) in the country.

The immediate effect of the ruling is expected to show up in lessened prices for broadcast properties. In recent years, six-figure prices have been common for major market radio properties and seven-figure prices have been the practice for major market tv outlets.

It is the belief of brokers and others who have participated in such sales that a network affiliation counted for half of the purchase price in many of these transactions.

The IRS ruling also held that local and national spot contracts must be considered as goodwill, thus not subject to depreciation. The Service expressed no view on whether any portion of the excess of the purchase price of the broadcast station over the value of the tangible assets is properly allocable to the network affiliation contract, and whether a taxpayer sustains a deductible loss upon termination or cancellation of a network affiliation.

There is a general belief that the IRS ruling will be contested. A formal notice to Westinghouse, disallowing its claim for the right of network contract depreciation, is expected from IRS in several weeks. WBC then has 90 days to accede or to file court action.

Tax cases may be taken immediately, without payment of the contested sum, to the U. S. Tax Court. This comprises 16 judges and their decision may be appealed to the U. S. Court of Appeals and then to the U. S. Supreme Court. Alternate courses would require payment of the taxes and then suit for recovery. These suits may be filed in the U. S. District Court or in the U. S. Court of Claims. In the former case, appeals would have to move through the appellate courts to the Supreme Court. An appeal from the Court of Claims may go directly to the Supreme Court.

A possibility that the IRS may be persuaded to order a rehearing loomed last week, although no concrete steps were underway. This may be on petition by a number of industry taxpayers for what is known as an industry-wide hearing. This procedure has adherents among some of the larger companies affected by the ruling.

Basically, industry tax experts are convinced that the Revenue Service erred when it specified that a network contract cannot be given a life term.

In its Aug. 26 ruling, the Revenue Service also declared that no valuation may be placed on the license to broadcast. This is part of a pending Tax Court case involving WBIR Knoxville, Tenn.

WBIR appealed an October 1955 IRS ruling that the $40,000 it spent in successfully prosecuting its tv application through a comparative hearing cannot be counted a business expense. The Service said the expense could be capitalized but could not be written off. WBIR claims that the expense was not only normal, but necessary. If, however, the tax court decides that this cannot be considered an ordinary business expense, WBIR asked that it be permitted to depreciate it over a three-year period, the normal life of a broadcast license. The case is expected to come up in Tax Court on the fall calendar.

NARTB Asks Additional Space For Broadcasting Services

NARTB asked the FCC last week to give the broadcasting services more and wider channels for remote pickup and auxiliary services.

In comments filed in the FCC's proposed reallocation of fixed, land mobile and mari-





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time mobile services in the 25-470-mc band, NARTB referred to the present broadcast bands in the 150-mc and 450-mc spectrum areas and emphasized the need for additional space. There are 2,291 such auxiliary broadcast stations in those bands, NARTB said, and the need is growing.

At present the broadcast services use 152.87-153.35 mc, and 455-456 mc (100-kc bandwidth channels). The FCC's proposal envisages retaining the 152-mc bands, proposes six new 30-kc channels at 161.645-161.825 mc and 20 new 50-kc channels at 450-451 mc in place of the ten 100-kc channels at 455-456 mc. NARTB asked that this last be made into two bands of 10 channels each, separated by 5 mc.

Examiner Okays Bid Withdrawal In Missouri, But 'With Prejudice'

Acting Chief FCC Hearing Examiner Jay A. Kyle has granted Kirkwood Broadcasting Co., Kirkwood, Mo., permission to withdraw its application for an am station there.

But Mr. Kyle made it plain the application was "dismissed with prejudice." He said the firm merely had sent him a "communication" seeking withdrawal from the contest for a new am station [B•T, July 29], instead of making the request in the usual form of a sworn statement.

Kirkwood Broadcasting has been competing with St. Charles County Broadcasting Co., St. Charles, Mo., for a daytimer on 1460 kc, 5 kw to cover both towns, which are suburbs of St. Louis. Their applications were set for a comparative hearing.

Then in July, St. Charles formally challenged Kirkwood Broadcasting's character qualifications. St. Charles accused Kirkwood (principals James R. Roberts, Robert D. and Martha M. Rapp) of falsifying signatures in various documents filed with the Commission. It tried to substantiate this by submitting an affidavit by a handwriting expert to show that the signatures in question were not genuine.

Kirkwood denied this. Then in early August it decided to bow out. In its letter to the FCC, a Kirkwood representative said the firm originally had hoped for "a quick and inexpensive grant." He added that now "it would take an undue amount of time and a very expensive prosecution of a complicated hearing, which still leaves us no assurance of a grant."

In allowing Kirkwood to withdraw, Mr. Kyle also "retained in hearing status" the application of St. Charles, whose principals are Harmon I. Moseley, 74%, and Omar Schnatmeier.

White House Gets Copyright Bill

The Senate last week passed and sent to the White House a bill (HR 277) which establishes a three-year statute of limitations within which civil and criminal actions may be filed for copyright infringement. Provisions of the bill are to take effect one year after it becomes law. HR 277 originally was introduced by Rep. Kenneth Keating (R-N. Y.) and was passed by the House last March.

Erie Tv Facilities Change Stayed by FCC, Hearings Set

The FCC last week granted the protest of ch. 35 WSEE (TV) Erie, Pa., against the Commission's approval last June for ch. 12 WICU (TV) Erie, Pa., to move its transmitter location and increase its power. At the same time, the FCC stayed the effective date of its modification approval pending the outcome of an evidentiary hearing.

WSEE, affiliated with the *Erie News* and *Times*, complained in its protest, filed Aug. 2, that if WICU were permitted to move its transmitter and increase its power, the result would be an imbalance of competition that might force WSEE to cease operation. WICU is owned by Edward Lamb, who until recently also owned the *Erie Dispatch*. The newspaper was acquired by the Mead family, owners of WSEE and of the *Erie Times*. Mr. Lamb won WICU license renewal after a long-drawn-out battle involving charges of communist sympathies.

The Commission ruled that a hearing should be held to determine whether an imbalance of competition would result and if so what this effect would be on the continued operation of WSEE.

Last July the Commission issued a notice of rulemaking proposing to move Erie's ch. 12 to Akron-Cleveland [B•T, July 8].

Initial Decision Favors KCBQ For Daytime, Nighttime Boosts

An initial decision favoring the application of KCBQ San Diego, Calif., to boost its power from its present 5 kw daytime and 1 kw nighttime directional, to 50 kw daytime and 5 kw nighttime, both directional, was issued by FCC Hearing Examiner H. Gifford Irion last week. The initial decision also favors the eight-mile move of KCBQ's transmitter to a site near El Cajon, Calif.

Originally KCBQ asked for a power boost to 10 kw daytime and 5 kw nighttime. Because of potential interference to sharetime stations on 1150 kc KRKD and KFSG, both Los Angeles, and with four pending applications for 1190 kc, the application was set for hearing. KCBQ amended this application last May to request the 50-kw daytime directional operation, to eliminate or minimize the interference. This permitted removal from the consolidated hearing with the four pending applicants. KRKD withdrew its objections to the amended proposal (KFSG did not appear).

Examiner Irion found that the proposed operation would bring a new nighttime service to 68,000 people in San Diego County, and a new daytime service to 115,000. The proposed daytime service would result in loss of KCBQ service to 360,000 people—but the great bulk of these reside in the Los Angeles area.

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PACKAGER GOODMAN SUES MBS, AFTRA

- **Asks damages of $641,000**
- **Contract cancellation charged**

A $641,000 damage suit has been initiated by Harry S. Goodman Productions, program packager, charging that the American Federation of Television & Radio Artists pressured the Mutual Network into canceling a contract for five Goodman shows.

Named defendants in the suit are Mutual, accused of conspiracy and breach of contract, and Frank Nelson as president of AFTRA and Luis Van Rooten as president of AFTRA's New York local.

The proceeding has reached the point of service of the complaint upon the defendants and the submission of a reply by Mutual. Spokesmen for the litigants declined to comment and Mutual officials also declined to release their answer to the complaint. Under New York procedure, the papers are not yet on file in the courts, but the case ultimately would come before the New York Supreme Court in Queens County. The case is considered in litigation at this stage, however.

Goodman Productions charges in the complaint that in April 1956 it signed to furnish Mutual five series of 52 half-hour mystery programs. The shows, produced and transcribed in Australia, were *Crime Files of Flamond; Danger With Granger; Big City; It's a Crime; Mr. Collins,* and *Peril.* Goodman said it subsequently delivered 153 of the 260 programs and was paid $30,600 by Mutual.

The Goodman-Mutual contract, according to the complaint, contained a clause—presumably because the shows were produced in Australia—which gave MBS an option to cancel if AFTRA should start legal or arbitration proceedings challenging Mutual's right to broadcast the programs or demanding "fees of any kind."

AFTRA and the New York local are accused of bringing pressure on Mutual and causing a demand for arbitration to be served on the network, "falsely and unjustificably [sic] alleging that a controversy existed between Mutual on the one hand and AFTRA and the local on the other and challenging Mutual's right to broadcast the programs and making demands for the additional fees, although no AFTRA members had been employed or rendered services in connection with the making of said transcriptions."

The complaint also charged that AFTRA "entered into a conspiracy with Mutual to give Mutual false but apparent reason for a cancellation and termination without liability to Mutual, of Mutual's contract" for the programming. Mutual, AFTRA and the local were further accused of having "conspired to hurt and harm plaintiff and to damage and destroy his rights in the series of programs. . . ."

The complaint also contends that "neither AFTRA nor the local has ever challenged the right of anyone to broadcast any such foreign-made programs except as to those supplied by plaintiff" under the contract in question; "nor has AFTRA or the local challenged Mutual's right to broadcast foreign-made programs other than those of the plaintiff, although Mutual, both before and after the demand for arbitration has contracted and broadcast other foreign-made programs."

The suit seeks $520,000 ($2,000 per program) representing value of the programs and covering alleged loss of profits from re-sales; $21,400 which Goodman claims Mutual owes for the remaining 107 half-hours in the contract, and $100,000 for alleged damages to Goodman's reputation and business.

Although spokesmen for the defendants declined to comment on the case, a representative of AFTRA did say that Goodman has been on AFTRA's unfair list for the past two or three years. And at Mutual, which changed ownership and management a few weeks ago, an executive said that since it involves events preceding the ownership change, the suit presumably is a concern of RKO Teleradio, the former owner, rather than of the Paul Roberts group which now owns Mutual.

Musicians to Get $4,650,000

Allocations to musicians from Music Performance Trust Funds of the recording industries for the fiscal year ending June 30, 1958, will total an estimated $4,650,000, according to a report by Samuel R. Rosenbaum, trustee of the funds. The 1957 fiscal year allocations totaled $3,900,000 [B•T, March 18] compared to $2,800,000 the year before.

Local 47 Must Serve Petrillo

Members of the American Federation of Musicians Hollywood Local 47 must serve AFM President James C. Petrillo personally to take his deposition in connection with their suits against the parent union, Judge William E. Fox of Los Angeles Superior Court has ruled. Judge Fox denied a motion to allow the plaintiffs to serve Michael G. Luddy, Los Angeles attorney for AFM, instead of the union head, charged with evading service. The rebel musicians, whose

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suits are aimed at obtaining royalty payments (now made to Music Performance Trust Funds) for individual musicians making the films and on records involved, won the right to inspect correspondence and documents covering wage negotiations for musicians since 1954 as well as trust fund payments made by Hollywood employers.

NABET Will Ask 'Just' Share In Negotiations With ABC, NBC

National Assn. of Broadcast Employes & Technicians has warned it will insist on "nothing less" than a "just" share of network "savings and profits" in negotiations with ABC and NBC next January. In a *NABET News* editorial the union cited cost-of-living boosts and 'sweeping technological changes" in the past three years and asserted it "cannot consider another long-term pact tied to a 'crumbs from the table' settlement." NABET protested that the present three-year pact, providing an overall 10% wage boost, is "hardly enough" to cover spiraling costs.

In the same issue, NABET lashed out at congressmen who use "non-union radio and television studios operated . . . at taxpayers' expense" on Capitol Hill. More than 150 representatives ("twice as many Republicans as Democrats") regularly use the facilities to feed programs to their home stations, NABET said, and union members are deprived of employment.

AFM Assures Local Of Voice in Talks

Hollywood musicians, members of Local 47 of the American Federation of Musicians, reportedly were assured of having the final say about terms included in new contracts with the motion picture producers to be negotiated early next year (current agreements expire in February) at the local's monthly membership meeting last Monday.

Following an appearance at the meeting by Herman Kenin, Hollywood representative of the national AFM, who explained the attitude of the union toward the problems of the Hollywood musicians in a lengthy question and answer session, the local adopted a resolution that, in effect, rescinds an earlier demand by the local for written assurance from the national officers that it would be represented in the negotiations.

Mr. Kenin, who was invited to the meeting by Local 47 President Eliot H. Daniel, is said to have told the membership that a delegation from the local's studio committee (a 30-member group comprising representatives of musicians employed by the individual major studios, freelance performers. copyists, side line men and orchestrators) would met with the AFM international executive board prior to the start of negotiations for a new studio agreement early next year to hammer out the terms to be asked. This delegation then would sit in on the negotiations and at their conclusion either ratify the new agreement if the membership of Local 47 had given them this authority or, more probably, report back to the local membership which could then make its own decision concerning the new agreement.

Size of the delegation from the local to participate in the new national agreement with the motion picture producers has not been determined, but it is understood that it will include President Daniels and a minimum of three members of the local's studio committee.

Agreement of the national AFM to allow a delegation from a local to participate in national negotiations with a major employing group was described as an innovation in AFM procedure. It was also called a major victory for the policies of local President Daniel, who since his inauguration early this year has attempted to solve the local's disagreement with certain national union policies inside the union itself, rather than leave the solution wholly to court decisions in the suits filed by members of the local against the national AFM. Feeling expressed by some members of the local that this working-from-within policy constituted a sell-out of their interests by President Daniel have led to many stormy membership meetings and, on one occasion, to Mr. Daniel's resignation as head of the local, a move which was rejected overwhelmingly by the members.

Royalty payments made by employers of musicians for tv films and for phonograph records and transcriptions into the Music Performance Trust Funds, and used for the promotion of live music (usually by means of free civic concerts), have been a primary target of the litigant members of Local 47. Their suits charge that this money ought to go to the men employed in providing the music for records and films and that in making trust fund payments a part of its contracts with the employers the national union is not living up to its obligation to the members of its Hollywood local. The plaintiffs also contend that the royalty fees for films for tv (5% of the gross cost) actually result in a loss of employment for members of Local 47 by encouraging the tv film producers to have their musical sound tracks recorded abroad.

Royalty payments of another kind, for theatrical motion pictures sold for tv use, are objected to by both the rebelling musicians and the motion picture producers. The musicians feel that the payments should go to the men who made the movies (as with films made for tv) not to the trust funds. The picture producers feel that the royalties for these pictures (5% or 6% of the gross receipts of their sale to tv) are excessive and should be reduced.

WGAW Groups Set Oct. 3 Huddle

Television-radio writers and screen writers branches of Writers Guild of America, West will hold a joint membership meeting Oct. 3 to discuss planned demands in both screen and tv when negotiations are resumed this fall. Guild contracts with the motion picture studios run until May

FIRST

6 straight months in D. C.,

*says Pulse**

• **FIRST** in share of total weekly radio audience, 6 A. M. to midnight.

• **FIRST** in quarter hour wins.

WWDC

RADIO WASHINGTON

Represented Nationally by John Blair & Company

1959 and those with the major producers of films for television until the following year, but are reopenable before those dates. It is understood that the guild's major demands will be on the producers of theatrical motion pictures, with only a few minor points to be taken up with the tv film companies.

WGAW Raps Ad Agencies' Use Of 'Charts' to Measure Drama

"Chart-minded" advertising agencies are the latest target of Writers Guild of America, West. Following the inauguration of a war against tv producers who ask writers to submit complete stories without any advance commitment, in violation of the guild's prohibition against speculative writing [B•T, Aug. 26], the organization's tv-radio branch last week vigorously damned the practice of putting statistics ahead of stories.

"The agency heads, their ivy-clad but otherwise moss-ridden tv experts and their always compatible producers operate under the assumption that by chart and comptometer they can determine the mass age and dramatic receptiveness of their audiences and cut, trim and make the shows to fit," an officer of the tv-radio branch is quoted in a WGAW release.

"No other type of entertainment in the history of entertainment is, or ever has been, written on as circumscribed a basis as a tv show is written—by a writer hedged in on every side by men who are drama-wise sterile and yet supervise every waggle of his pen," the quote continues. "Books can't be written that way. Certainly not plays for the legitimate theatre. Not even the movies. . . .

"A television show isn't going to stir anyone and therefore isn't going to attract anyone to sell anything to unless it has first stirred the heart and mind of a certain single individual—the writer. This, and only this, is the little crucible in which the worthiness of a show is proved. . . ."

AFTRA Members Strike at WCKY

Seven of 11 members of the American Federation of Radio & Television Artists at WCKY Cincinnati went on strike at 6 a.m. last Wednesday. AFTRA, which had been certified by the National Labor Relations Board following an election last May (7-5 vote), is seeking a first contract calling for increased wages and concessions in working conditions. Union and station officials met through last Tuesday night in an unsuccessful effort to reach an agreement. WCKY said that the striking faction was mainly staff announcers and that there had been no interruption in program service.

HOOPER — PULSE — NIELSEN
KOSI
DENVER
NUMBER ONE RADIO BUY
SAN FRANCISCO
KOBY
KOSI See Forjoe
KOBY See Petry

NARTB Sets Agenda For Regional Openers

NARTB's annual series of eight regional meetings will open Sept. 16 in Schenectady, N. Y., with a plea for industry unity setting the pace for the two-day agenda. Thad H. Brown Jr., tv vice president, and John F. Meagher, radio vice president, will sound a call for united broadcaster action to meet common problems. Opening discussions will be on the theme "E Pluribus Unum."

Second meeting of the regional series will be held in Cleveland Sept. 18-19, following a similar format except for guest speakers. President Harold E. Fellows will speak at all meetings. Simon Goldman, WJTN Jamestown, N. Y., will be host director at Schenectady. Robert T. Mason, WMRN Marion, Ohio, will be host director at Cleveland.

The Monday morning's meeting at Schenectady will include a talk on Washington problems by Vincent T. Wasilewski, NARTB government relations director. Donald N. Martin, public relations assistant to the president, will speak on station public relations problems and Charles H. Tower, employer-employe relations director, will discuss station management.

Philip D. Reed, board chairman of GE, will discuss "New Frontiers of Business Responsibility" at the first day's luncheon.

In the afternoon the meeting will split into separate radio and television groups. The radio program includes reports by Messrs. Meagher, Tower and Martin; news panel, and program panel led by Ted Malone, long known for his ABC broadcasts. On the tv agenda are Messrs. Brown and Wasilewski; A. Prose Walker, NARTB engineering manager, and William B. Lodge, CBS-TV vice president. They will cover channel assignments, broadcast and wired pay tv and Television Allocations Study Organization, all grouped under the subject, "Washington, Your Channel and You."

Edward H. Bronson, NARTB tv code affairs director, will conduct a television code session, showing clips of filmed material that never reached the airwaves.

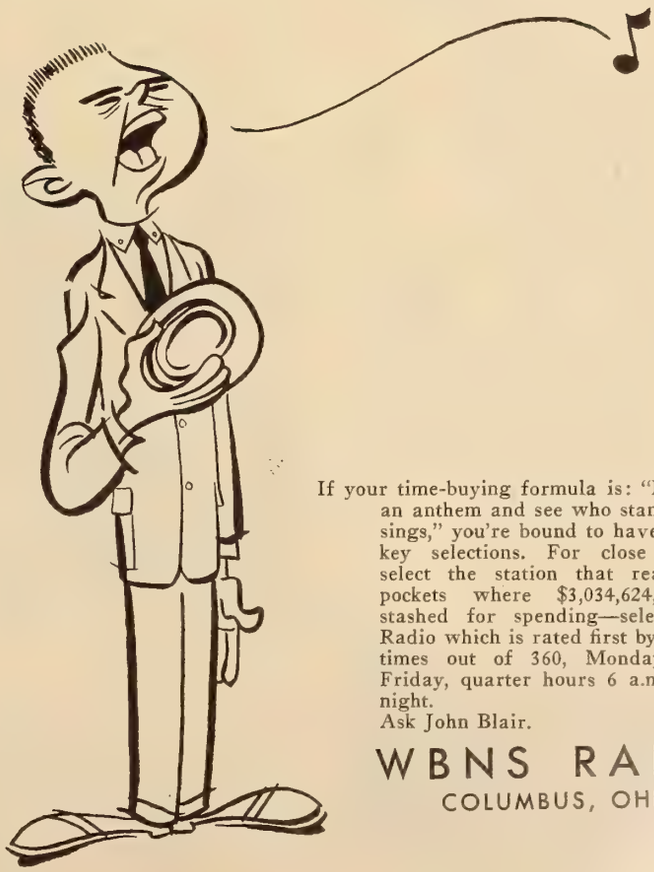
Gov. W. Averell Harriman, of New York, will be the Monday evening banquet speaker at Schenectady.

Separate radio and tv sessions are again scheduled Tuesday morning. Daniel W. Kops, WAVZ New Haven, Conn., New England radio director, will preside at the radio meeting. Speakers include Messrs. Walker and Wasilewski, with a panel on the value of radio time.

Alfred Beckman, ABC-TV member on the Tv Board, will open the tv session. Norman E. Cash, president of Television Bureau of Advertising, will conduct a tv sales session. Mr. Brown and Richard M. Allerton, NARTB research manager, will explain the audit tv circulation project.

C. Wrede Petersmeyer, Corinthian Broadcasting Corp., a tv director, will introduce Mr. Fellows, Tuesday luncheon speaker, who will speak on "Time for Decisions."

A short afternoon session will be led by



If your time-buying formula is: "Let's write an anthem and see who stands up and sings," you're bound to have some off-key selections. For close harmony, select the station that reaches into pockets where $3,034,624,000.00 is stashed for spending—select WBNS Radio which is rated first by Pulse 315 times out of 360, Monday through Friday, quarter hours 6 a.m. to Midnight.
Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET

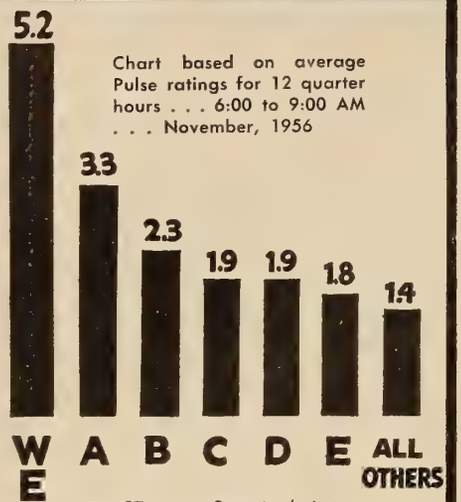


Chart based on average Pulse ratings for 12 quarter hours . . . 6:00 to 9:00 AM . . . November, 1956

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!

WEJL

The Scranton Times

SCRANTON, ... PENNA.



KTBC-TV

is growing older . . . taller . . . stronger . . .

NOW!

a TALLER tower
(1280' above average terrain)

MORE coverage
(1137' above ground)

and right in the HEART of TEXAS

KTBC

CHANNEL 7
CBS • NBC • ABC

CBS

AUSTIN, TEXAS

Represented Nationally by
Paul H. Raymer Co., Inc.

a public interest discussion with Frederick H. Garrigus, organizational services manager, as speaker. Charles Shaw, WCAU-AM-TV Philadelphia, will speak on freedom of information. E. R. Vadeboncoeur, WSYR Syracuse, is chairman of the Resolutions Committee. Winding up the day will be a tour of General Electric Research Laboratory. Dr. C. Guy Suits, vice president and research director of GE, will speak on "Research and Free Enterprise." A tour of the new GE radio-tv studios, now under construction, is planned.

The Cleveland Thursday-Friday agenda the same week will follow a similar pattern except that Mr. Fellows will speak at the opening day's luncheon. Ben R. Donaldson, Ford Motor Co. director of institutional advertising, will speak at the Friday luncheon. Sen. Charles E. Potter (R-Mich.), member of the Interstate Commerce Committee, will be the Thursday banquet speaker at Cleveland.

NARTB directors taking part in the Schenectady meeting include, besides those mentioned, Charles R. Denny, NBC; Robert Eastman, ABC; Arthur Hull Hayes, CBS, and Paul Roberts, new MBS president and board member.

TvB Board Ups Budget, Okays New Promotion

A new program of "telling the television business story on television" and the biggest budget in TvB's three-year history were approved by the bureau's board of directors in a meeting in Chicago last week.

TvB's new budget was put at a little more than $800,000, a figure approximately comparable to the budget of Radio Advertising Bureau but far short of that of newspapers' Bureau of Advertising or the magazines' counterpart promotion organization.

President Norman E. Cash outlined TvB's plans for using tv "commercials" and "tv news editor bulletins" in a continuing "report to the people" on what is happening in television.

"We will show our story on television, taking the full advantage of the speed and impact of our medium directly to the public," Mr. Cash said. "They want to know, and it is our plan to keep them up to date on what goes on in this growing economic force —this business of television. There is no better way to reach the public."

The on-the-air phase of the program will be built around monthly themes. Among them, TvB reported, are "Tv: A Member of the Family"; "Tv: Something for Everyone"; "Tv: Member of the Community"; "Tv: A Passport to Everywhere," "Tv: Around the World."

In addition to the "report to the people" project, the TvB board approved new and expanded sales, research and promotional activities under the record-setting budget. A new research program exploring the dynamics of television as an entertainment and communication medium also was unveiled.

Fourteen additional television stations were approved for TvB membership and the bureau's bylaws were amended to include an additional board seat for station representative members. TvB's annual membership meeting was set for Nov. 22, to be held in Chicago.

The 14 members are:

WDAM-TV Hattiesburg, Miss.; KEDY-TV Big Spring, Tex.; KCRA-TV Sacramento, Calif.; WISH-TV Indianapolis, Ind.; WSEE-TV Erie, Pa.; KTWO-TV Casper, Wyo.; CKCW-TV Moncton, New Brunswick, Canada; WVUE Wilmington, Del.; WKXP-TV Lexington, Ky.; KGEZ-TV Kalispell, Mont.; WRAL-TV Raleigh, N. C.; WLBR-TV Lebanon, Pa.; WSVA-TV Harrisonburg, Va.; and KNTV San Jose, Calif.

W. D. (Dub) Rogers, president of West Texas Television Network and chairman of



BOARD MEMBERS *of Television Bureau of Advertising here are pictured at their meeting in the Edgewater Beach Hotel, Chicago, last week. Seated (l to r): Robert Tincher, WHTN-TV Huntington, W. Va.; Roger Clipp, WFIL-TV Philadelphia; W. D. (Dub) Rogers, chairman of the board and president of West Texas Television Network; Norman E. Cash, TvB president; L. H. Rogers II, WSAZ-TV Huntington, W. Va.; Richard Moore (nearest to lamp), KTTV (TV) Los Angeles, Calif.; and George Storer Jr., Storer Broadcasting Co., Miami Beach, Fla. Standing (l to r): Gordon Gray, WOR-TV New York; H. Preston Peters, Peters, Griffin, Woodward Inc., New York; Craig Lawrence, CBS-TV New York; Campbell Arnoux, WTAR-TV Norfolk, Va., and Otto Brandt, KING-TV Seattle, Wash.*



NATIONWIDE CAMPAIGN to stir interest in legislation for removal of the excise tax on all-channel tv sets will be conducted by Committee for Competitive Television, according to John English, WSEE-TV Erie, Pa., CCT chairman. Uhf operators in all cities will be contacted and regional meetings will be held. Wallace M. Bradley, CCT executive director, will make a nationwide tour of uhf stations.

Attending an Aug. 28 regional meeting of CCT in Erie were (front row, l to r): Roger Bower, WNAO-TV Raleigh, N. C.; Warren Williamson, WKBN-TV Youngstown, Ohio; William L. Putnam, WWLP (TV) Springfield, Mass.; Mr. English; Charles West, WTVH (TV) Peoria, Ill.; Peter B. Kenney, WNBC (TV) New Britain, Conn. Back row: Roger Garrett, WSEE-TV; Mr. Bradley; George Mead, *Erie Times;* Charles Bevis, WBUF (TV) Buffalo; Louis Appell Jr., WSBA-TV York, Pa.; Harold Gorsuch, WOSU-TV Columbus, Ohio. Not in photo, Robert W. Mack, WIMA-TV Lima, Ohio.

TvB, presided over the board session, held Tuesday. Members on hand were:

Campbell Arnoux, WTAR-TV Norfolk; Otto Brandt, KING-TV Seattle; Roger Clipp, WFIL-TV Philadelphia; Gordon Gray, WOR-TV New York; Craig Lawrence, CBS-TV New York; Richard Moore, KTTV (TV) Los Angeles; H. Preston Peters, Peters, Griffin, Woodward Inc., New York; L. H. Rogers II, WSAZ-TV Huntington, W. Va.; George Storer Jr., Storer Broadcasting Co.; Robert Tincher, WHTN-TV Huntington.

Tv Progress to Be Outlined To Viewers During Tv Week

Television viewers all over the nation will be given a closeup look at the medium's progress in the last decade during Television Week, to be observed Sept. 8-14. A half-dozen trade associations and cooperating civic groups are completing tv week plans.

NARTB President Harold E. Fellows, in a preview of the observance, reminded that tv was just emerging from the novelty stage a decade ago. "Today," he said, "some $17 billion has been invested in 45 million tv receivers. Besides those in public places, at least one set is located in 37.4 million of the nation's 49.5 million households."

Major advertising agencies, advertisers, networks, stations and community groups are cooperating with NARTB and Television Bureau of Advertising. The second phase of the celebration is built around manufacturer-distribution segments of the industry, conducting a separate drive that will embrace wholesalers, jobbers and retailers as well as related trade associations. Electronic Industries Assn. (formerly RETMA) is spearheading this phase of Television Week. Mr. Fellows said that the television industry allocates an estimated $200 million worth of free time annually to public service programs, not including brief mentions and sponsored public interest telecasts.

Jarman, Rogers Co-chairmen Of NARTB Convention Group

First planning for the NARTB annual convention to be held next April 27-May 1 in Los Angeles will start Friday when the new arrangements committee meets at the Conrad Hilton Hotel, Chicago. NARTB President Harold E. Fellows has appointed J. Frank Jarman, WDNC Durham, N. C., and W. D. Rogers Jr., KDUB-TV Lubbock, Tex., as co-chairmen of the 1958 convention committee, comprising board members. Messrs. Jarman and Rogers are respective chairmen of the Radio and Tv Boards.

William C. Grove, KFBC Cheyenne, Wyo., will serve as the board's radio liaison and James D. Russell, KKTV (TV) Colorado Springs, as tv liaison with the Broadcast Engineering Conference Committee. The engineering group meets concurrently with the convention. Site of the 1958 convention will be the Biltmore and Statler Hotels in Los Angeles.

Members of the convention committee,





besides Messrs. Jarman, Rogers, Grove and Russell, are Thomas C. Bostic, KIMA Yakima, Wash.; Merrill Lindsay, WSOY-FM Decatur, Ill.; Robert O. Reynolds, KMPC Hollywood; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; C. Howard Lane, KOIN-TV Portland, Ore., and Harold P. See, KRON-TV San Francisco.

RAB Annual Meet Re-set Oct. 9

The date for the annual meeting of members of Radio Advertising Bureau, tentatively set for Nov. 15, has been moved up to Oct. 9, according to Kenyon Brown, chairman of the RAB board of directors. The move will permit several hundred station members, in New York for the national radio advertising clinic, to participate in RAB's annual meeting. It will be held shortly after the "members only" closed session which traditionally closes the NRAC, Mr. Brown pointed out. In previous years the RAB meeting has been held in November.

UPCOMING

September

Sept. 3: Annual meeting, North Carolina Associated Press Broadcasters, Sir Walter Hotel, Raleigh, N. C.

Sept. 6-8: Hi-Fi Show, Cincinnati.

Sept. 7: United Press Broadcasters of Indiana, Indianapolis.

Sept. 8-14: National Television Week.

Sept. 10: Premium Advertising Conference, Hotel Sheraton Astor, New York.

Sept. 10-12: Electronic Industries Assn. (formerly RETMA), Ambassador Hotel, Los Angeles.

Sept. 11-13: Michigan Assn. of Radio and Tv Broadcasters, fall meeting, Hidden Valley, Gaylord, Mich.

Sept. 11-13: NBC Television Affiliates annual meeting, Waldorf-Astoria, New York.

Sept. 13-15: International Sight and Sound Exposition's annual High Fidelity Show, Palmer House, Chicago.

Sept. 18: Freedom of Information Committee meeting of New York State Assn. of Radio and Television Broadcasters.

Sept. 21: United Press Broadcasters Assn. of Connecticut, Sun Valley Acres, Meriden, Conn.

Sept. 24-26: Western Regional Conference, National Community Television Assn., Ambassador Hotel, Los Angeles.

Sept. 26: Washington State Assn. of Broadcasters, semi-annual meeting, Wenatchee, Wash.

Sept. 27-28: Tenth District AFA Convention, Hilton Hotel, El Paso, Texas.

Sept. 28: Annual Screen Cartoonists Guild film festival, Ambassador Hotel, Los Angeles.

Sept. 30-Oct. 1: Illinois Broadcasters Assn., fall meeting, Abraham Lincoln Hotel, Springfield, Ill.

October

Oct. 3-4: Kentucky Broadcasters Assn., Hotel Beecher, Somerset.

Oct. 4: United Press Broadcasters of Kentucky, inaugural meeting, Cumberland Falls State Park, Kentucky.

Oct. 4: North Dakota Broadcasters Assn., annual meeting, Bismarck, N. D.

Oct. 7-9: 13th Annual National Electronics Conference, Hotel Sherman, Chicago, Ill.

Oct. 7-11: Fall meeting, American Institute of Electrical Engineers, Hotel Morrison, Chicago.

Oct. 9-12: 1957 Convention of the Audio Engineering Society, New York Trade Show Building.

Oct. 11-13: Annual convention, AAAA Western Region, Sun Valley, Idaho.

Oct. 20-21: Texas Assn. of Broadcasters, Baker Hotel, Dallas.

November

Nov. 6-9: International convention, Radio Television News Directors Assn., Balmoral Hotel, Miami Beach, Fla.

Nov. 11-13: First annual Industrial Audio-Visual Exhibition, Trade Show Building, New York.

Nov. 17-20: Tenth Annual Conference, Public Relations Society of America, Sheraton Hotel, Philadelphia.

AB-PT Confirms Buy Of KQV for $700,000

Purchase of KQV Pittsburgh by American Broadcasting-Paramount Theatres for approximately $700,000 [CLOSED CIRCUIT, Aug. 26] was announced last week by Leonard H. Goldenson, AB-PT president, and Earl F. Reed, president of the station.

The transaction, subject to customary FCC approval, assures American Broadcasting Network of a continuing outlet in the country's eighth largest market. Its current affiliate in Pittsburgh, WJAS (1320 kc, 5 kw), was bought for $275,000 a few weeks ago by NBC, which has been without a regular affiliate there since last year.

Sale of KQV (1410 kc, 5 kw) was required by FCC as a condition to its grant of tv ch. 4 to a new group formed by merger of KQV and WCAE Pittsburgh interests [B•T, July 29].

KQV currently is affiliated with CBS Radio.

In last week's transaction, announced following an AB-PT board meeting Thursday, AB-PT bought all of the stock of Allegheny Broadcasting Corp. (KQV) from the trustees under two voting trusts. The trustees are Mr. Reed and Irwin D. Wolf Jr., Pittsburgh merchant and vice president of Allegheny.

"AB-PT is demonstrating its confidence in radio's future," Mr. Goldenson asserted. "KQV with its long record of public service represents an important addition to our owned and operated stations. We believe that this major station will be a leader in radio's accelerating growth. ABC will make every effort to further improve the already successful operation of KQV as a service to the huge listening audience in the Pittsburgh area."

Purchase of KQV will bring AB-PT's owned radio stations to five. It already owns WABC New York, KABC Los Angeles, WXYZ Detroit, and KGO San Francisco, and in addition has 50% interest in WLS Chicago. AB-PT owns five tv stations.

Blackburn Opens Chicago Office

Blackburn & Co., media brokers, announces the opening of a new office in Chicago. William Ryan will head the operation at 333 N. Michigan Ave. Telephone: Financial 6-6460. Mr. Ryan is a veteran broadcaster. He was the first head of the Broadcast Advertising Bureau and of the Quality Radio Group. Before that he was general manager of KFI-AM-TV Los Angeles.

WKST-TV Builds in Youngstown

WKST-TV New Castle, Pa.-Youngstown, Ohio, has started building new studios and tower in Youngstown to supplement present facilities in New Castle. The ch. 45 station, off the air since July 1955, plans to resume telecasting Oct. 1 with 200 kw visual power. Sam Townsend, president and general manager of the station, said that it will carry ABC-TV shows on its resumption.

Robert C. Harnack, formerly with Paul Smith Advertising, will be in charge of sales and production at the Youngstown location, and Harry Reith, on the management staff of WKST Radio for 10 years, will head tv sales and production at New Castle. WKST-TV lists tv sets in its area at 202,000.

Meredith Agrees to Buy KRMG For $500,000; Denies Tv Plans

Meredith Publishing Co., publisher of *Better Homes & Gardens* and *Successful Farming*, has contracted to purchase KRMG Tulsa, Okla., owned and operated by Western Broadcasting Co., for approximately $500,000, according to a joint announcement last week by Fred Bohen, president of Meredith Publishing in Des Moines, Iowa, and Harrington Wimberly, president of Western. The sale is subject to usual FCC approval.

KRMG operates as an independent on 740 kc, with 50 kw daytime, 25 kw nighttime. No changes in personnel are contemplated by the new owner.

A Meredith spokesman denied any intent to purchase tv facilities in Tulsa. Tulsa television stations are KOTV (TV), ch. 6, CBS affiliate; KTVX (TV), ch. 8, ABC affiliate, and KVOO-TV, ch. 2, NBC affiliate.

Radio and television stations presently owned by Meredith include KPHO-AM-TV Phoenix, Ariz., purchased in 1952 for $1.5 million; KCMO-AM-TV Kansas City, Mo., purchased in 1953 for $2 million; WOW-AM-TV Omaha, Neb., purchased in 1951 for $2.5 million, and WHEN-AM-TV Syracuse, N. Y.

3 N. C. Commercial Tv's to Relay Signals of Educational WUNC-TV

Three commercial stations have teamed to help an educational station reach a larger number of viewers in North Carolina, according to Harold Essex, vice president-general manager of WSJS-TV Winston-Salem.

The three stations, WSOC-TV Charlotte, WLOS-TV Asheville and WSJS-TV, will relay signals of WUNC-TV Chapel Hill, Monday through Friday from 9 to 10 a. m. WSJS-TV will pick up the non-commercial station's signal and relay it to the Charlotte station, which will send it on to WLOS-TV. This will provide a nearly state-wide network, Mr. Essex said.

WIIC (TV) Begins Operation

WIIC (TV) Pittsburgh was to have gone on the air yesterday (Sunday) on ch. 11 using, for what is claimed to be the first time on a full powered vhf station, a helical broadcasting antenna. The station kicked off with a half-hour dedicatory program which began at 5 p.m.

WFGA-TV Begins Broadcasting

WFGA-TV Jacksonville, Fla., was to have gone on the air yesterday (Sunday) reportedly as the first station in that area equipped to telecast live and film local color shows, as well as black and white. The station operates on ch. 12 with visual power of 316 kw.

Stations Defy Promoter, Use Ingenuity to Air Fight

Three Washington stations—KLAN Renton and KOL and KING-AM-FM, both Seattle—broadcast the world heavyweight championship bout in Seattle between Floyd Patterson and Pete Rademacher (which champion Patterson won by a knockout), despite fight promoter Jack Hurley's prohibition of radio-tv coverage.

KLAN offered direct coverage from a secret vantage point, delaying the report of the action six seconds, during which time the news event had passed into the public domain, according to a station spokesman. KOL presented round-by-round summaries, based on wire service reports. KING tape-recorded the fight for later broadcast. WDAK Columbus, Ga., in whose primary area (Fort Benning) Mr. Rademacher was formerly stationed as a serviceman, broadcast the fight through the use of beeper long distance from a binocular-peering sportscaster stationed in a building outside the stadium [AT DEADLINE, Aug. 26].

After the fight, promoter Hurley threatened a suit against the three Seattle area stations but later changed his mind. Although the receipts for the fight were $240,030, Mr. Hurley claimed the stations "held the gate down." He referred to the broadcasters as "pirates." He decided not to take action against them, however, because "it would be too difficult to prove damages."

WFMT (FM) to Go Fulltime

WFMT (FM) Chicago, "fine arts" station licensed to Gale Broadcasting Co., was to begin fulltime operation today (Monday), adding 30 programming hours per week to its schedule, it has been announced by Bernard Jacobs, station manager. The new schedule will give the fm outlet a minimum of 125 hours "of serious music, poetry, discussion, drama and news each week," he reported. The station will operate Monday-Friday from 6:30 a.m. to 1 a.m. and Saturday-Sunday, 9 a.m. to 1 a.m.

Dowdy Pays $63,000 for WLBG

Sale of 250-w daytimer WLBG Laurens, S. C., by J. R. Dalrymple Jr. and C. W. Hogan to Charles W. Dowdy for $63,000 has been announced. The station operates on 860 kc. Mr. Dowdy formerly owned stations in Georgia and Florida. The sale, subject to the usual FCC approval, was handled by Allen Kander & Co.

WTMJ Outlets Separate Sales

Announcement of the formation of separate sales departments for radio and tv operations at WTMJ-AM-TV Milwaukee was made last week by Walter J. Damm, vice president-general manager. Neale V. Bakke, formerly sales manager of the combined sales force, will head the tv division and Joseph W. Killeen, formerly assistant sales manager of radio, will be in charge of radio sales.



DEMPSEY SELGER SHAW CRUMLEY KELLIHER

Headley-Reed Names Five In Its Latest Staff Expansion

Staff expansion of Headley-Reed Co., national radio-tv station representation firm, was announced last week in line with the firm's belief that "now, more than at any other time, the industry must sell harder and harder to get a larger share of the advertisers' dollar investment."

Two additions to Headley-Reed's home office in New York include Charles Dempsey, tv salesman, and Howard Selger, manager of the research department. Mr. Dempsey formerly was with WLWD (TV) Dayton, Ohio. Mr. Selger since 1954 has been senior research analyst for ABC and formerly was director of tv research for Edward Petry & Co. and executive radio-tv timebuyer for Anahist Co.

Headley-Reed has opened a new office in St. Louis under the management of William H. Shaw, who formerly covered the territory from the representative's Chicago office. New St. Louis office is at 915 Olive St. Telephone: Central 1-9151.

George Crumbley, for nine years with WSB-AM-TV Atlanta, has been named manager of the Headley-Reed Atlanta office, succeeding E. W. Sweatman, resigned. Richard J. Kelliher, formerly with McGavren-Quinn Co., has been added to the firm's San Francisco sales staff. Headley-Reed's Hollywood office has moved to Suite 1111, Taft Bldg. New phone: Hollywood 4-8248.

Earlier this year Headley-Reed prepared the complete story of each of its client stations and the market on tape and film for presentation to agency timebuyers directly at the buyers' desks through use of portable tape-recorders and projectors.

WJR Buys Page in 'Free Press' To Rebut Criticism of Radio

In response to a series of articles in the *Detroit Free Press* saying that radio is in the hands of the disc jockeys, WJR in that city bought a full page ad in the *Free Press* to defend its (WJR's) programming structure in particular and radio in general.

The newspaper had said that most radio stations' programming consists of disc jockey shows, whose singular function is to



sell records. WJR pointed to its reported million dollar annual program payroll, which it claims to be the largest in the country, and its "well-balanced blend of 'live' musical shows . . . and recorded programs that offer music for every taste."

The station's ad held it was "presumptuous" of the newspaper to claim that this was "typical of all radio."

PGW Adds Scanlon, Connelly, Expands New York Facilities

Peters, Griffin, Woodward Inc., station representative, is announcing today (Monday) that it has added to its tv account executive staffs in Hollywood and San Francisco and is expanding its New York office.

Reports H. Preston Peters, PGW President: More staff additions have been made in the first eight months of this year than in any calendar year in the firm's 25-year history.

The personnel additions are Joseph L. Scanlan, formerly with H-R Representatives Inc. and at one time sales manager of KCCC-TV Sacramento, who joins the San Francisco office, and Martin F. Connelly, formerly an account executive with KVSM San Mateo, Calif., to Hollywood office.

In New York, PGW, which has occupied all the 18th floor of the Postum Building at 250 Park Ave. since March 1955, has leased additional space on the building's third floor to accommodate an increase in personnel and new automation equipment. Design and dimensions of the added space closely follow those in PGW's Chicago office (in the Prudential Building) which was finished in March. PGW in its New York facility will have additional offices and a large conference or audition room. The latter will contain a tv monitor and projector equipment.

WATV (TV) Airs Pilot Film To Get Audience Reaction

WATV (TV) Newark, N. J., Wednesday aired a half-hour pilot of a sports car racing show, instead of presenting it in closed-circuit form, to get audience reactions as well as sponsor approval. The experimental venture, *Sport of Speed*, was produced by the station for Castrol Oil Co., New York, American subsidiary of Wakefield Oil Ltd., London, and sponsor of *Sport of Speed* on WAAT Newark (Mon.-Fri. 7:05-7:15 p. m.), according to George Green, program director.

Mr. Green said Castrol was pleased with the radio show, which features news of sports car racing and autos as well as nightly guests, and requested that the station prepare a similar show for tv. The pilot, shown last Wednesday (6:30-7 p. m.), featured Ted Webbe, m. c. of the radio version, presenting film clips of famous races and interviewing prominent guests of the racing car field.

Plans for a weekly series for the coming season are indefinite but Castrol is seriously considering offering last week's show as a pilot and syndicating the series on film, according to Mr. Green. WATV would produce the racing programs live from Newark for the sponsor. Castrol's agency is Mann-Ellis Inc., New York.

DATELINES

Newsworthy News Coverage by Radio and Tv

WASHINGTON—WWDC claimed a "beat" last Tuesday in its coverage of the upset victory of Democrat William Proxmire over former Gov. Walter J. Kohler in the Wisconsin race for the Senate seat vacated by the late Joseph R. McCarthy.

The station had "beeper" hookups with WEMP Milwaukee and the *Madison Capital Times*. The coverage: at 3:30 p.m. a report from WEMP said an upset might be in the making; at 7 Miles MacMillan, political editor of the *Capital Times*, predicted an upset; at 9:15 Rep. Alvin O'Konski (R-Wis.) and Ronald May, Washington correspondent of the *Capital Times*, analyzed returns and predicted the Democrat's victory; from 9:55 to 12:15 a.m. WWDC sportscasters Bob Wolff and Chuck Thompson, covering a Senators-Athletics game in Kansas City, interspersed the play-by-play with up-to-the-minute election returns, and at 12:20 a.m. Mr. Proxmire came on the air with a victory statement.

LOUISVILLE—Claiming a "scoop," WHAS-AM-TV aired taped cell block interviews of six men accused in over an $100,000 burglary. The FBI has asked to borrow the tapes to study details which might lead to more federal charges.

PROVIDENCE—An order to WJAR-TV cameraman Frank Wildenhain to move his portable lighting equipment in close to aid workers in the rescue of Eileen Fahey, 3, resulted in an exclusive film report of the operation for the station, WJAR-TV reports. The child, missing 20 hours, was found wedged between a house and garage, in a space reportedly less than six-inches wide. The station reports airing the films little more than an hour after the rescue.

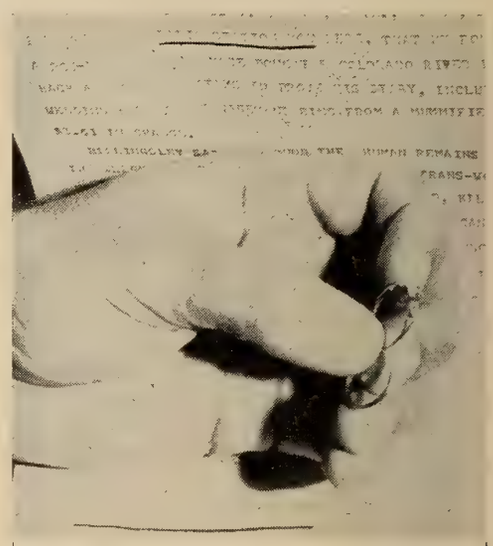
KVOX News Director Fined For Talking Back to Judge

Arthur Selikoff, news director at KVOX Moorhead, Minn., was cited for contempt of court a fortnight ago and fined $10. While the presiding magistrate, Rosco S. Brown, was explaining his attitude toward coverage of various news media in his courtroom, Mr. Selikoff addressed the judge saying: "It's the same old story with you. You're not fair to anybody." Judge Brown then made the contempt citation and placed the fine at $10 or 10 days.

Judge Brown refused to carry the discussion further and told Mr. Selikoff, "You are being denied no counsel or no telephone call, but we're through discussing this thing. You're not to leave here until you put up $10." Mr. Selikoff contacted the station and the fine was paid. He was released in time to make his 12:45 p.m. newscast.

Fire Forces WJEH Off Air

WJEH Gallipolis, Ohio, was forced off the air for a month to six weeks by a fire, which destroyed transmitting equipment and studios Aug. 15. Damage was estimated at $50,000 or more by owner John E. Halliday. Cause was presumed to be electrical trouble in the control room. WJEH recently increased power from 250 w to 1 kw.



THESE are two rings taken from a severed hand found near the site of wreckage of the TWA plane involved in the air disaster over Grand Canyon in June 1956. Bill Close, news editor, KOY Phoenix, holds the rings in front of the UP release telling of the station's interview of the man who found them.

STATION SHORTS

WABC New York reports billings hit all-time high during July when they exceeded previous high (set last year) by more than 20%.

WOV New York has issued new rate card and reports this is first one since June 1, 1952.

KRUX Phoenix reports construction has begun on new $100,000 radio center which will include 5,000 w hi-fi transmitter, recording studios and programming and engineering offices.

WPTZ (TV) Plattsburgh, N. Y., has published Rate Card No. 4, with base hour at $400.

KVOO-TV Tulsa announces change of address to 3701 South Peoria, P. O. Box 1349.

KLUF Galveston, Tex., reports it will change call letters to KILE tomorrow (Tuesday).

WJTV (TV) Jackson, Miss., went on air yesterday (Sunday) with full power of 316 kw. Station formerly had operated with 214 kw visual power.

REPRESENTATIVE APPOINTMENT

KHEY El Paso, Tex., names Bolling Co.

What's The Next Step In Wired Home Pay Tv?

As Paramount Pictures Corp.'s subsidiary, International Telemeter Corp., concluded the New York trade demonstrations of its wired home pay tv system last week one point seemed clear. How Paramount or Telemeter will decide to move ahead depends on the "situation."

A specific by Telemeter President Louis A. Novins: "We are out of the talking stage and now taking orders."

He said some "75 to 100 applications" for Telemeter franchises have poured in during the demonstrations [B•T, Aug. 19] and some negotiations already are in "final stages". He preferred not to detail who, what, where or when until they were finished, although Vice President Paul A. MacNamara had a telegraphic "application" just received from an Indianapolis group.

At the same news conference Wednesday, Paramount Pictures President Barney Balaban said the major movie studio now will consider leasing its feature product to closed-circuit toll tv operators but on a case-by-case basis.

He explained:

"We will study each situation and the problems which each situation presents as we do in the licensing of our product to conventional theatres and drive-ins. We will consider the situation, the market in that situation, what the new medium can produce for it in revenue. We will consider the new medium as though any customer came to us and asked for our pictures. We will look at the situation and endeavor to work out terms based upon the factors in that situation."

Mr. Balaban recalled telling FCC several years ago that Paramount refused to sell its backlog to tv for the simple reason tv couldn't pay what Paramount felt the product was worth. Asked what has happened in the meantime to Paramount's pre-1948 backlog (all the other major studios since have sold their old films to tv), Mr. Balaban retorted, "It's getting more valuable, that's all."

Mr. Novins reported that 1,700 persons have seen the New York demonstrations. These included 250 representatives from exhibitor chains comprising a combined 3,500-4,500 theatres which account for 75% of the national box office gross.

Mr. Balaban noted film rentals in the U. S. are running about $350 million gross annually and reaching only one out of five people. The home wired-toll system, he said, would enable exhibitors to reach this large untapped market. He said Paramount is not interested in franchising itself in Telemeter operations although it presently is involved in prospective ventures in Los Angeles (story, page 78) and Canada, the latter involving Famous Players Canadian Corp., 50.2% owned by Paramount. Famous Players operates 379 theatres and plans wired toll tv operation in several unspecified markets by the end of 1958.

Mr. Novins would not divulge prospective basic ingredients of the Telemeter franchise contract for the reason they have not been completely worked out yet. He did say, however, that Telemeter expects to keep pay programs put on by franchise holders "free of advertising."

The Telemeter officials indicated the initial franchises would be granted in cities where the existing film distribution and exhibition markets would not be unbalanced. They said New York would not be among the first grants. Which cities eventually would be franchised seemed to be hanging on the "situation."

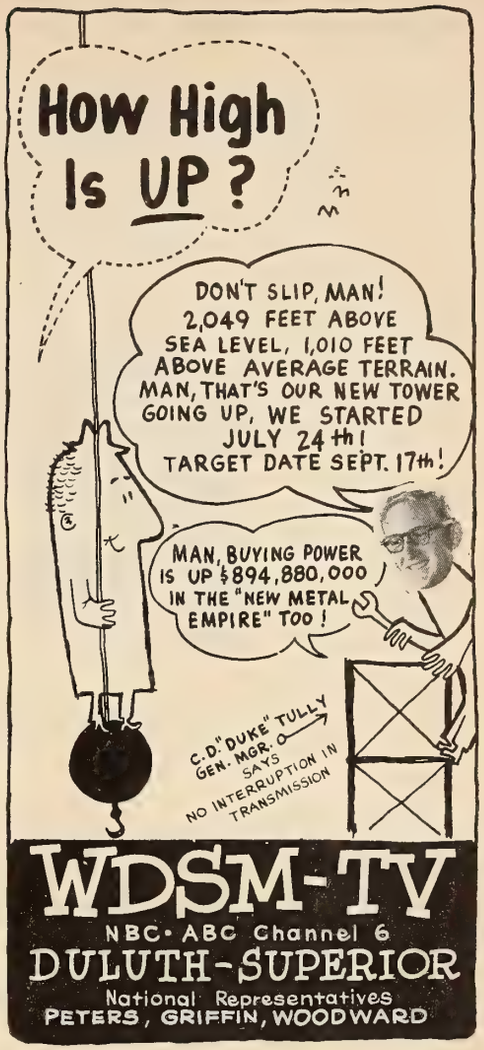
TNT, TelePrompTer, Robinson Compromise for Sept. 23 Bout

A compromise was reached Thursday afternoon between Theatre Network Television and TelePrompTer Corp. over which would handle the closed circuit theatre exhibition of the Sept. 23 fight between middleweight champion Sugar Ray Robinson and challenger Carmen Basilio [B•T, Aug. 26]. Everyone seemed to come out a winner.

It appeared settled after weeks of bickering that the public will get its fight, champion Robinson is guaranteed $255,000, TNT gets a green light to carry out its contract to exhibit the fight via tv in theatres and TelePrompTer wins a ruling by the New York State Athletic Commission that bidding for theatre tv rights in the future must be public. TelePrompTer, in its compromise agreement with TNT, accepted "token" rights to exhibit the fight in four unspecified markets and stands ready with all its mobile theatre tv equipment to set up exhibition in any city or area upon call by TNT. Under these optional situations, it would be TelePrompTer's "gate," according to TelePrompTer President Irving Kahn, who considered the real victory is the open bidding ruling for future bouts.

A mediation meeting of the athletic commission Monday ordered the middleweight champion to fight. He earlier had declined because he objected to the contract for theatre tv which the International Boxing Club had given to TNT. He claimed TelePrompTer offered a higher minimum gate. TNT last week amended its contract to a minimum 500,000 seats, highest closed-circuit theatre audience to date.

Champion Robinson's $255,000 minimum from theatre tv is in addition to his guarantee of 45% of the Yankee Stadium gate and the same share of the $30,000 NBC is paying for radio rights. Challenger Basilio is guaranteed $110,000 from theatre tv and 20% of other money.





KOA-Radio can fit perfectly into any advertising plan, large or small. In fact, it's the *only* radio station—outfitted in every way—to sell the entire Western Market.

PROGRAMMING — has been skillfully tailored by KOA-Radio since 1925. It programs popular local and regional shows to fit and please the tastes of 4,000,000 Westerners.

ALTERATIONS — are unnecessary when you buy KOA-Radio. Your sales message *told* by KOA . . . is *sold* by KOA throughout the rich Western Market!

Represented by Henry I. Christal Co., Inc.



KOA Radio
DENVER
9/57
One of America's *great* radio stations
850 Kc 50,000 WATTS



L. A. Council to Consider 3 C-C Toll Tv Applications

The Los Angeles City Council will have three applications for closed-circuit toll tv system franchises before it when it next considers the subject, Sept. 18, according to present scheduling [B•T, Aug. 12].

The city's Board of Public Utilities and Transportation last Tuesday voted unanimously to approve the joint application of Fox West Coast Theatre Corp. and International Telemeter Corp. and that of Harriscope Inc. and to recommend their adoption by the city council, which, if it follows the board's recommendation, then will instruct the city attorney to advertise them for sale to the highest acceptable bidder.

The council also will take another look at the franchise already issued to Skiatron Tv Inc., which it was about to authorize advertised for sale last month [B•T, Aug. 12] when Skiatron's objection to the Fox-Telemeter application caused the Board of Public Utilities to withhold approval of that application at that time and to reconsider it after a three-week delay.

Skiatron had objected on grounds the parent companies of Fox West Coast (National Theatres) and Telemeter (Paramount Pictures) had entered into a consent decree with the Dept. of Justice which bans Paramount from exhibiting motion pictures and Fox West Coast from producing or distributing them. Granting a franchise to these companies to operate a toll tv system with motion pictures as its major program fare, as the applicant's representative had testified, might put the city in the position of violating the federal ruling, Skiatron noted.

In a letter to the utility board, Lawrence A. Peters, attorney for Fox-Telemeter, said the consent decree dealt solely with the relationship between a motion picture producer and the operator of a chain of movie theatres and had no connection with television, pointing out that since the time when the consent decree was signed the FCC had approved the merger of United Paramount Theatres and ABC into American Broadcasting-Paramount Theatres and the transfer of the licenses of five radio and five tv stations to this new company.

Board member Ned Redding, who on Aug. 6 had argued against approving the Fox-Telemeter application until the legal question raised by Skiatron had been settled, withdrew his objections last week, stating that while he wished there could have been a more thorough exploration of the matter, he was unwilling to hurt any applicant by a delay which might favor a rival in the toll tv field. The application of Harriscope Inc., tv program producer-distributor [B•T, Aug. 5], was approved without discussion.

The city council was to have put the Skiatron franchise up for bids Aug. 7, the bids to have been opened and the franchises awarded two weeks later. But the councilmen seemed disturbed that Skiatron's objection to the Fox-Telemeter application for a second franchise (Los Angeles statutes forbid the granting of an exclusive franchise) might in effect be an attempt to turn its own franchise into an exclusive one. To block any such move, the council decided not to advertise the Skiatron franchise for sale until after the Fox-Telemeter application had been reconsidered by the utility board.

Five ASCAP Members Win Suit In Copyright Case Against WMID

Five members of the American Society of Composers, Authors & Publishers have obtained judgments in suits for copyright infringement against Mid-Atlantic Broadcasting Co., owner of WMID Atlantic City, ASCAP said Tuesday. The plaintiffs alleged that copyrighted songs were performed by the station without authorization.

The U. S. District Court for New Jersey restrained WMID from performing the songs publicly in the future and awarded damages of $250 for each unauthorized performance, together with court costs and attorney's fees, ASCAP said. Damages were awarded on the basis of one unauthorized performance of each song.

Songs involved were "On the Street Where You Live," "I've Grown Accustomed to Her Face," "Get Me to the Church on Time" and "Wouldn't It Be Loverly" (plaintiffs, Alan Jay Lerner and Frederick Loewe); "True Love" by Cole Porter (plaintiff, Buxton Hill Music Corp.); "I've Got You Under My Skin," by Mr. Porter, and "It's All Yours," by Dorothy Fields and Arthur Schwartz (plaintiff, Chappell & Co.); "By the Beautiful Sea," by Harold R. Atteridge and Harry Carroll, and "Have You Ever Been Lonely?" by William J. Hill and Peter De Rose (plaintiff, Shapiro, Bernstein & Co.).

Florida Broadcasters Planning Radio Hurricane Warning System

A new service providing Florida and the nation with hurricane warnings is being worked out by Florida Assn. of Broadcasters in association with Gov. LeRoy Collins. Storm advisories will be issued as in the past from the U. S. Weather Bureau office in Miami, with a new relay system built around commercial radio stations and the highway patrol implementing the present broadcast service.

James L. Howe, WIRA Fort Pierce, Fla., president of FAB, said the association has asked the four national radio networks for permission to tap their circuits at Jacksonville, Fla., to provide warning service. Under this plan Gordon E. Donn, chief meteorologist of the Miami Weather Bureau, would be able to alert the state and nation when hurricanes are imminent. Gov. Collins would be provided statewide advisory service if the service is expanded.

FAB has issued a pamphlet titled "Hurricane News Procedure Guide for Broadcast Station Operators" to spell out procedure for news and public service broadcasts. A series of FAB regional clinics is being arranged.

Mr. Howe explained that every station in Florida breaks into network programming to broadcast weather advisories as they are received in time of hurricane emergencies.

Manufacturers Slate Autumn Meet To Fall Within National Tv Week

Electronics manufacturers will hold their autumn conference Sept. 10-12 coinciding with National Television Week (Sept. 8-14), at the Ambassador Hotel, Los Angeles, according to James D. Secrest, executive vice president of Electronic Industries Assn. (formerly RETMA).

Manufacturers will go into such problems as the FCC allocation hearings, the Hagerstown (Md.) educational tv program and the growing role of electronics gear in national defense. Over a score of division and committee meetings will be held.

Gen. Thomas D. White, Air Force Chief of Staff, is to address the Sept. 11 luncheon at which EIA members and Los Angeles electronic firms will be guests of the city chamber of commerce. The EIA board will meet Sept. 12.

Ten New Am Radio Models Announced by Westinghouse

Ten new am radio models, ranging in price from $17.95 to $59.95, have been announced by C. J. Urban, radio sales manager of the Westinghouse Television-Radio division. Included are the "cordless" all transistor set, five table models and four clock radios.

The "cordless" all transistor set has combined an advanced chassis with a six-by-four inch automotive type speaker to provide reception and sound equal to larger radios, he said. The compact case—made possible through the use of six transistors and a



LOOKING over the first radio receiver to use a De Forest triode tube (made in 1907), at the 1957 Western Electronic Show and Convention in San Francisco [B•T, Aug. 26] are (l to r), Donald B. Harris, manager, Electron Tube Research Section, GE Microwave Lab., Palo Alto, Calif., general chairman of WESCON; Bernard M. Oliver, research vice president, Hewlett-Packard Co., Palo Alto, Calif., convention vice-chairman; Norman H. Moore, vice president and general manager, Electron Tube Div., Litten Industries, San Carlos, Calif., show vice-chairman, and H. Myrl Stearns, president, Varian Assoc., Palo Alto, Calif., secretary-treasurer of the WESCON board.

diode instead of vacuum tubes—measures 6 11/16 inches high, 9¼ inches wide and 3½ inches deep. Because it uses no power cord, the "cordless" is a table radio that is completely portable. It will operate up to 1,200 hours on a 9-volt battery pack or 800 hours on six 1½-volt flashlight "D" cells.

Neiman Acquires All Stock Of High Fidelity Show Firm

All outstanding stock of International Sight & Sound Exposition Inc., operating firm and sponsor of the Chicago High Fidelity Show, has been acquired by S. I. Neiman, its president. He purchased the minority stock of Jerome J. Kahn, principal in the Chicago high fidelity industry. Two years ago he bought the holdings of Kenneth C. Prince, onetime radio parts exposition manager.

Mr. Neiman said his recent purchase paves the way for IS&SE sponsorship of "all-industry" shows in New York, Los Angeles and other major cities. Rival expositions also are held in key cities by the Institute of High Fidelity Mfrs., wholly comprising components producers, whose output accounts for about 30% of all industry volume. The remaining 70% is handled by makers of finished products.

Mr. Neiman said that because of his acquisition of all IS&SE stock, it will not be necessary to establish separate management corporations through the newly-created High Fidelity Council, a non-profit group, in other major cities, where plans are underway for similar shows open to components and packaged goods producers early next year [B•T, Aug. 5].

A wide variety of hi-fi sets and equipment will be shown at the sixth annual Chicago High Fidelity Show at the Palmer House Sept. 13-15, according to Mr. Neiman.

Rigo Enterprises Inc., another organization, has announced plans for conducting high fidelity shows in 13 major cities next year.

MANUFACTURING SHORTS

RCA, electron tube division, announces two new general-purpose high-mu twin triodes (RCA-6DT8 and RCA-12DT8) of 9-pin miniature type, intended for use as rf amplifier tubes and as combined oscillator-mixer tubes in fm tuners. Also announced was new high-perveance beam power tube (RCA-6973) of 9-pin miniature type, designed for use as power amplifier in high-fidelity audio equipment.

General Electric announces publication of second edition of *Transistor Manual,* containing basic information on transistors and their use in electronic circuits.

Hallicrafters Co., Chicago, announces appointment of Raytheon Mfg. Co.'s international operations as exclusive export distributor for its communications equipment. **George E. McGrath,** formerly export sales manager of National Co. (electronic equipment), named to head international operating division.

Filmercial Productions Formed By Filmaster, Studio Film Merger

The merger of Filmaster Productions and Studio Film Service, to be called Filmercial Productions, was announced last week. The merger will be for the production of commercials, leaving the two firms independent in their other operations.

SFS will move into the present headquarters of Filmaster at California Studios in Hollywood. In addition to space already occupied by Filmaster, Filmercial Productions is taking over more stage space and four other buildings at California Studios.

James H. Chapin, former general manager of UPA Enterprises, will join Filmercial as general manager. "Filmercial is designed to fill an existing need in the industry, by providing sponsors and agencies with all elements of commercial production at a one-stop, centralized location," Mr. Chapin said.

Second 'Horror' Package Offered

Boris Karloff and Bela Lugosi, "horror" twins of the movies some years ago, may be headed for second stardom via tv features. The second feature film distributor in the past few weeks, AAP Inc., announced it would join the parade toward "mystery-horror" films by offering a package of 52 features selected from its Gold Mine library. Screen Gems already is selling "horror" films (many starring Mr. Karloff) from the Universal Pictures package it has acquired and has declared "National Weird Week." Among AAP's titles: "Face of Marble," "Revenge of the Zombies," "The Phantom of Chinatown," "The Ape" and "The Living Ghost."

Horton to Telestudios Sales

King Horton, radio-television account executive with McCann-Erickson, New York, has joined Telestudios Inc., that city, as vice president in charge of sales. With CBS Radio and CBS-TV for years, Mr. Horton served successively in radio network sales, assistant general manager of the network's WEEI Boston, eastern sales manager of CBS-TV and Pacific sales manager of both radio and tv networks.



MR. HORTON

He left CBS in 1953 to form his own industrial film company, Royal Enterprises Inc.

NTA Sells 'Cochise' in 70 Cities

National Telefilm Assoc.'s new *Sheriff of Cochise* film series has been sold in 70 markets, Harold Goldman, NTA vice president



in charge of sales, announced Thursday.

White King Soap Co., through Erwin, Wasey & Co., has renewed its sponsorship of the series in 38 western markets, he said, while new advertiser buys include West End Brewing Co. and General Cigar Co. The brewing company, through Cohen & Aleshire, will use *Sheriff of Cochise* to advertise Utica Club beer in seven New York markets—Utica, Binghamton, Buffalo, Schenectady, Syracuse, Watertown and Rochester. General Cigar will use WBNQ (TV) Chicago and WBAL-TV Baltimore for White Owl cigars, placed by Young & Rubicam.

ABC Film Sells '26 Men' Abroad

First foreign market sale of ABC Film Syndication Inc.'s *26 Men*, half-hour film western series, was made last week to Amalgamated Television Services for telecast on two Australian stations in Sydney and Melbourne, both on ch. 7, according to Don L. Kearney, vice president in charge of sales. Also sold to both Australian markets was *Sheena, Queen of the Jungle*. ABC Film also reported sale of *The Three Musketeers* to Pep Soft Drink Co. for telecast in Mexico City starting immediately.

Dash Heads New Film Group

Dave Dash, Cornell Films executive, has been appointed president of a new film company, Carousel Films Inc., with offices at 1501 Broadway, New York. The company will distribute films for the 16mm non-theatrical market and television. Carousel Films has acquired 13 feature films produced in Europe by Burt Balaban under the Princess Pictures banner. None of these films have been released for theatrical or non-theatrical use.

NTA Promotes Schlaffer

Marvin Schlaffer, an executive with National Telefilm Assoc. since May 1956, has been named assistant general manager of Famous Films-Programs for Television, it was announced Thursday by Edward M. Gray, vice president in charge of the NTA division servicing tv stations with low-budgeted syndicated re-runs and feature motion pictures. Before joining NTA, Mr. Schlaffer was with Emil Mogul Co., New York.

ZIV SURVEY SHOWS FILM CLIENTELE IS BECOMING MORE DIVERSIFIED

Who buys what and how? Ziv Television Programs Inc., in an effort to prove to advertisers and agencies that sponsorship of syndicated film programming is becoming more diversified as time rolls on, last week released a study conducted on seven of its packages.

Where once the sponsorship maxim seemed to be "detectives for beer . . . cowboys for milk," Ziv points out, there is a decided shift away from bulk sponsorship by breweries, auto dealers and bakeries.

Analysis was conducted on the following shows: *Harbor Command* (137 markets), *New Adventures of Martin Kane* (163 markets), *Highway Patrol* (211 markets), *Dr. Christian* (182 markets), *Men of Annapolis* (192 markets), *The Man Called X* (138 markets) and *The Cisco Kid* (176 markets). Not included were those Ziv programs now being sold direct to stations only through Ziv's re-run subsidiary, Economee Tv: *I Led Three Lives, Boston Blackie, Dangerous Assignment, Meet Corliss Archer* and the *Eddie Cantor Comedy Theatre*.

Brewers and oil tycoons apparently are beginning to take a back seat to the burgeoning food industry: For *The Man Called X*, food advertisers have nudged out the refineries 26% to 20%, while in *Martin Kane*, the beer-wine group's lead over food products is dwindling to 2%.

The malt-and-hops industry is still running strong on *Highway Patrol*, due to the satisfaction with the Brod Crawford cops and robbers series by P. Ballantine & Sons, Newark; likewise, with such "he-man appeal" series as *Harbor Command*, it seems unlikely that breweries will be dethroned, witness Theo. Hamm Brewing Co.'s 57-market lineup on the *Harbor* program. But where programs have less a male slant and more "family appeal," for example, *Dr. Christian* and *Men of Annapolis*, the beers are going flat in favor of food manufacturers, retail chains and supermarkets.

On another line in the beverage front, *Cisco Kid*, a perennial standby with the youngsters, it's soft drink bottlers, not brewers. Smart film buyers and advertisers, a Ziv spokesman declared last week, apparently know on which side their bread is

BREAKDOWN ON SALES OF THE SEVEN SERIES

	Harbor Command	Martin Kane	Highway Patrol	Men of Annapolis	Dr. Christian	The Man Called X	Cisco Kid
No. of markets	137	163	211	192	182	138	176
% Sold direct to stations	35	41	35	40	42	39	38
% Sold direct to advertisers	65	59	65	60	58	61	62
Sponsor classification (%)							
Brewers	57	[b]28	26	—	7	17	—
Food products	17	26	24	40	30	26	65
Drug products	14	—	—	—	—	—	—
Banks & insurance	[a]6	11	9	8	[d]6	[e]6	—
Retailers	—	21	17	[c]15	35	15	23
Auto dealers	—	14	12	—	9	14	—
Oil companies	—	—	12	18	—	22	—
Utilities	—	—	—	4	—	[e]	—
Household supplies	—	—	—	10	—	—	—
Hospital plans & optical firms	—	—	—	—	13	—	—
Soft drinks	—	—	—	5	—	—	7
Miscellaneous	6	—	—	—	—	—	5

[a] Specifically reported as insurance & finance.
[b] Specifically reported as brewers & wines.
[c] Specifically reported as supermarkets & retailers.
[d] Specifically reported as banks only.
[e] Specifically reported as banks & utilities.

Principal regional advertisers (and number of markets used):

Harbor Command—Hamm's Brewery (57), Miles Labs (18).

Martin Kane—Anheuser Busch (12), Texas State Optical (4), Kruger Co. (4).

Highway Patrol—P. Ballantine & Sons (25), Lion Oil Co. (10), Kruger Co. (12), Weidemann Brewery (5), Top Value Stamps (7).

Men of Annapolis—Ohio Oil Co. (11), Quality Bakers of America (18), Carnation Co. (17), Fuller Paint Co. (19).

Dr. Christian—Colonial Stores (15), Hekman Biscuits (10), Adolph Coors (6), S&W Fine Foods (8).

The Man Called X—Ohio Oil Co. (13), Blatz Brewery (7), Cities Service Oil (6).

Cisco Kid—Interstate Bakeries (70), Shedd-Bartush Foods (2), Farm Bureau Insurance (4), Eddy Baking Co. (5).



buttered. Children love bread; therefore, bakeries sell it through such shows as *Cisco*. A case in point: Interstate Bakeries Corp., Kansas City, which through its two agencies has signed for *Cisco* in 70 markets. *Cisco* has been one of Ziv's oldest—and most successful—film series.

Ziv officials also detect a definite shift to agency-advertisers sales. Where once stations themselves signed with Ziv, then sold programming sponsorship to local or regional advertisers, the trend today seems to be away from direct station purchases. On the average, advertisers today account for 61% of all Ziv sales, with four out of five Ziv sales made to agencies.

Pointing to such clients as Ballantine, Miles Labs and Anheuser-Busch, M. J. Rivkin, Ziv Tv sales vice president, last week asserted that more and more national advertisers are discovering syndicated film properties; and while Ziv may not have as many national clients as it would like to, it claims to be increasing its roster of regional advertisers.

Guild Announces Safari Series

Guild Films, New York, has announced a new tv series, *The Michaels in Africa,* which depicts the authentic adventures of a safari-hunting family, for regional and syndication sale.

The first market sales of the program has been made to KOMO-TV Seattle and WCKT (TV) Miami, it was announced by John Cole, vice president for sales. In accordance with policy, *The Michaels in Africa* is Guild's third series to be produced in color on location. Thirty-nine episodes are being shot by George Michael, hunter of Pretoria, South Africa.

David Haft to Produce 'Canyon'

David Haft will produce a new tv film series, *Steve Canyon,* for an undisclosed tv production company beginning in October. Several aspirants are testing for the title role and one will be picked this week, it was reported. "Steve Canyon" is the name of a comic strip character drawn by Milton Caniff for syndication in approximately 400 newspapers. Mr. Haft has acquired the rights to the comic strip from King Features.

CFI Offers Film Calculator

A slide-rule type calculator for determining the footage and cost of either 16 mm or 35 mm film if the running time is known has been issued by Consolidated Film Industries. One side of the device shows running time in seconds, footage and frames; setting any one correctly gives the figures for the other two. The other side shows running time in minutes, footage and cost, and again, setting any one at the right point will give the information for the other two factors. Consolidated Film Industries is offering the estimator without charge to anyone concerned with the purchase, sale or use of tv film. Requests should be sent to the CFI office in either New York, 521 W. 57th St., or Hollywood, 959 Seward St.

'26 Men' Filming Begins

A new tv film series *26 Men,* went before the cameras in Phoenix last Aug. 19 with Russell Hayden producing and Tris Coffin as the star. The series, based on the real-life exploits of the 26 law-enforcement officers making up the Arizona Rangers and reportedly the first tv series ever to be filmed completely in Arizona, will be offered to stations and advertisers by ABC Film Syndication Inc.

RANDOM SHOTS

Television Programs of America, New York tv film producers and distributors, has retained Jay Emmett Assoc., character merchandising organization, for licensing three of TPA's tv film series. Programs are *Fury,* New *Adventures of Charlie Chan,* and *Captain Gallant of the Foreign Legion.*

Derel Producing Assoc., N. Y., announces negotiations with Governor Television Attractions giving latter "sole and exclusive rights" to represent DPA property, *On the Goal Line With Herman Hickman,* in sale to all U. S. markets. DPA reports 13-week filmed football-forecast series has been sold in 10 markets to date.

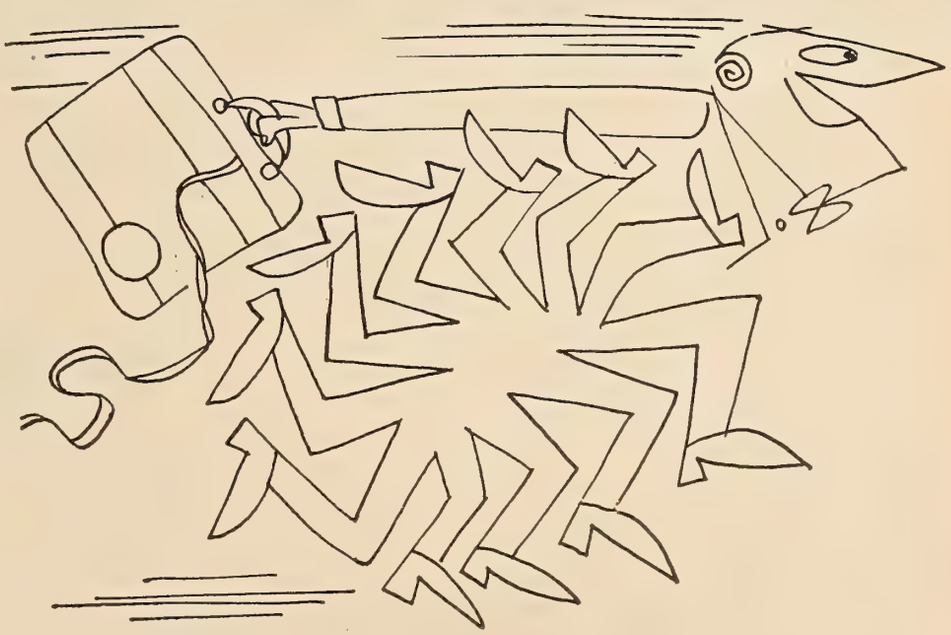
MGM-TV will begin production next Monday of all-color pilot film for its new half-hour "adult action" series, *Northwest Passage,* it was announced last week. Pilot will be produced by Adrian Samish with Sam Marx as executive producer. *Northwest Passage* is based on novel by Kenneth Roberts.

Screen Gems, N. Y., reports sales of new tv film series, *Casey Jones,* has reached 45 mark. Latest stations to sign for series are WGN-TV Chicago, WCUE-TV Wilmington, Del., KOAT-TV Albuquerque, N. M., KGNC-TV Amarillo, Tex., and KBOI-TV Boise, Idaho.

THE ACTORS

Universal-International Pictures has come to feel that movies can best be sold by cashing in on the acknowledged popularity of radio platter-spinners. How to accomplish this? Simple. Appeal to their acting "ability." A number of disc jockeys have thus been invited to Hollywood to make their motion picture debuts, small parts of course—at least in the beginning. Among the first of the new "picture stars" scheduled to arrive in the film capital were Paul Berlin, KNUZ Houston; Ed Bonner, KXOK, St. Louis; Bob Clayton, WHDH Boston; Bill Dawes, WCPO Cincinnati; Buddy Deane, WITH Baltimore; Ed McKenzie, WXYZ Detroit; Art Pallin, KDKA Pittsburgh; Bill Randle, WERE Cleveland; George Singer, KLIF Dallas.

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TAX RULING ON AFFILIATION DEDUCTIONS

The Internal Revenue Service last Monday ruled that purchasers of tv stations may not claim as income tax deductions depreciation on the value of network affiliations and certain advertising contracts gained in the purchase [B•T, Aug. 26]. Following is the complete text of the ruling (see story, GOVERNMENT).

26 CFR 1.167(a)-3: Intangibles. Rev. Rul. 57-377

For Federal income tax purposes, television network affiliation contracts and local and national spot advertising contracts of a broadcasting station which are acquired in a purchase of the entire broadcasting station are not subject to the allowance for depreciation provided by section 167 of the Internal Revenue Code of 1954.

The Internal Revenue Service has been requested to state its position with respect to depreciation, for Federal income tax purposes, of television network affiliation contracts and local and national spot advertising contracts of a broadcasting station which are acquired in a purchase of the entire broadcasting station.

A corporation purchased an operating television broadcasting station. One of the assets acquired in the purchase is a television broadcasting license. The Federal Communications Commission approved the transfer of the television broadcasting license from the seller to the buyer. The corporation allocated the purchase price of 6*x* dollars to the following assets:

Physical assets (land, building, broadcasting equipment, furniture, and mixture)	1*x* dollars
Goodwill	1*x* dollars
Local and national spot advertising contracts	1*x* dollars
Network affiliation contract with a principal network	3*x* dollars
Total purchase price	6x dollars

As a consequence of the purchase of the television station, the taxpayer acquired, among other things, a complete going business and the right to telecast programs in a specific metropolitan area of considerable size.

The foregoing allocation by the corporation reflects no value for the Federal Communications Commission license to broadcast. In this connection, see Revenue Ruling 56-520, C. B. 1956-2, 170, in which it is held that the expenditures incurred by a taxpayer to obtain permission from Federal Communications Commission to operate a television broadcasting station on a certain channel constitute capital expenditures which may not be depreciated. Compare *General Teleradio, Inc.* v. *District of Columbia*, D. C. T. C. Docket No. 1423, affirmed per curiam, 230 Fed. (2d) 830.

The network organization agreed to the assignment of the network affiliation contract from the seller to the buyer. Under the affiliation contract, the network offers to the broadcasting station a variety of network programs, both sponsored and unsponsored. The broadcasting station has the right of first refusal, good for 72 hours, as against any other station in the area, with respect to network programs offered to it.

The affiliation contract provides that specific time periods in each day—usually the best broadcast hours—are designated as network optional time. Upon considerable advance notice from the network, the station will cause to be broadcast any sponsored program offered to it during the network optional time.

For such network optional time of the broadcasting station as the network actually uses for sponsored programs, the network makes payment to the station in accordance with a schedule of rates set forth in the affiliation contract. The network reserves the exclusive right to change at any time the schedule of rates it pays to the station for use of station time for sponsored programs. In the event the network proposes to decrease the rates payable to the station, the network must give the station adequate advance notice of such decrease prior to the effective date thereof. The station may then terminate the affiliation contract as of the effective date of the decreased rate.

In the event the transmitter location, power, frequency or hours, or manner of operation of the station is changed at any time so that the station is less valuable as a network outlet than it was at the time the affiliation contract was entered into, the network has the right to terminate the affiliation contract on 30 days' notice.

The network makes available to the station sustaining or unsponsored programs. If the station desires such programs, it pays for them at a fixed hourly rate. The station in turn agrees to make available to the network unsponsored programs produced by the station at rates mutually agreed upon.

The affiliation contract contains other general provisions setting forth the method of operation between the network and the station.

While an affiliation contract is a business contract, the regulations of the Federal Communications Commission provide that the station may not enter into such a contract for a term in excess of two years. The affiliation contract provides that it shall be renewed on the same terms and conditions for a further period of two years, and so on for successive further periods of two years each unless and until either party shall, at least three months prior to the expiration of the then current term, give the other party written notice that it does not desire to have the contract renewed for a further period.

By entering into affiliation contracts of this type with numerous independent stations throughout the country, the network has been able to establish and maintain a nationwide television network available as an advertising medium to the commercial enterprises of the country.

Section 1.167(a)-3 of the Income Tax Regulations, relating to depreciation allowable on intangible assets, provides in part as follows:

Intangibles. — If an intangible asset is known from experience or other factors to be of use in the business or in the production of income for only a limited period, the length of which can be estimated with reasonable accuracy, such an intangible asset may be the subject of a depreciation allowance. Examples are patents and copyrights. An intangible asset, the useful life of which is not limited, is not subject to the allowance for depreciation. No allowance will be permitted merely because, in the unsupported opinion of the taxpayer, the intangible asset has a limited useful life. No deduction for depreciation is allowable with respect to good will. * * *.

A network affiliation contract is of distinct benefit to the station as well as to the network. By reason of the network contract, the station can reasonably expect a substantial amount of revenue from the network through its commercial sponsors. By reason of the network programs, local and national non-network sponsors are attracted to the station which produces the station's remaining source of income.

Through the network contract, the network is enabled to furnish a national sponsor/advertiser simultaneous access to the most important consumer markets throughout the country. By reason of the network contract, the network is assured of the time available in each market for a network program. This in turn permits the network to charge its sponsor/advertiser substantial rates for broadcast time. In addition, the sponsor/adveritser in its effort to sell its product or service endeavors to present as highly an entertaining program as possible. Good programs attract a large audience. This in turn enhances that value of the network to other advertisers who may wish to precede or follow any particularly important program. This results in additoinal sponsor revenue to the network.

It thus can be seen that it is to the interest of both the network and the station to remain affiliated for as long as possible in order to provide a continuing level of audience so as to attract commercial sponsors for both the network and the station.

In television the network organization is fairly stable. The network attempts to retain its outlet in a particular market area in order to obtain network identification among the audience. Thus, in the industry a cancellation or termination of a station's single network affiliation contract represents an unusual exception to the rule of long-continued affiliation.

The very existence and profitability of a network arrangement depend upon a fairly permanent relationship between the network and the station. The network must be able to assure the sponsor/advertiser in advance of the audience he desires to reach. Only through the network contract has this been possible. The cancellation or termination of a satisfactory network station arrangement is not lightly considered. Such cancellation or termination, if it takes place at all, is based on the existence of economic circumstances at the time cancellation or termination is considered and has no relationship to the two-year period of the network contract.

This matter may be viewed from the standpoint of goodwill. Radio and television broadcasting constitutes an advertising medium in competition with newspapers, magazines, car cards, etc. The network affiliation contract represents the arrangement between the customer, that is, the network, and the broadcasting station. The customer pays for the sponsored time of the station that it uses at rates fixed by the customer. Only the customer can change the rates it will pay for the station's time that it uses.

The corporation in buying the television broadcasting station acquired a going business in a metropolitan area of considerable size. One of the considerations by the corporation in concluding that the purchase price was not excessive was the comparison of the purchase price to the future earnings of the station over the next five years based on past experience. In this connection, see A. R. M. 34, C. B. 2, 31 (1920), providing for various methods of valuing goodwill.

In general the value of a television broadcasting station operating under stable conditions tends to increase with the passage of time due to the relative youth of the industry and the physical, as well as Federal Communications Commission, limitations on the number of stations that may broadcast in a specific area.

Many businesses have only one or two important customers, which customers account for a very significant percentage of the net earnings of the business. The loss of an important customer results in a corresponding loss in earnings unless that customer is replaced by others or the business is reoriented in some manner to overcome the effect of the lost customer on the business. The loss of a principal network through the loss of the affiliation contract affects a broadcasting station in the same manner that the loss of a good or principal customer affects other businesses. The network revenue is lost and the earnings decline unless another network will become a customer or unless an aggressive selling campaign can be effectuated to overcome the loss. It is noted that in radio it was aggressive selling that overcame the slump in radio resulting from the loss in network business in general and television popularity in particular.

Accordingly, it is held that, for Federal income tax purposes, a network affiliation contract which is acquired in a purchase of an entire broadcasting station does not qualify as property subject to the allowance for depreciation provided by section 167 of the Code.

Local and national spot contracts are customer contracts for spot time on regular station broadcasts. Advertisers want their programs and spot announcements associated with and adjacent to the more popular network programs. While such contracts cover varying periods of time, a substantial portion is usually renewed by the advertisers in the ordinary course of business. Viewed in this light, these contracts constitute goodwill of the broadcasting station; as such, it is not subject to depreciation. Compare Anchor Cleaning Service, Inc., 22 T. C. 1029.

No opinion is expressed (1) whether any portion of the excess of the purchase price of the broadcasting station over the value of the tangible assets is properly allocable to the network affiliation contract, or (2) whether a taxpayer sustains a deductible loss upon termination or cancellation of a network affiliation contract where it continues in the broadcasting business.

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The Next 10 Days of Network Color Shows (All times EDT)

CBS-TV

Color schedule cancelled for summer.

NBC-TV

Sept. 2-6, 9-11 (1:30-2:30 p.m.) *Club 60,* participating sponsors.

Sept. 2, 3, 5, 6, 9-11 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

Sept. 2 (9:30-10 p.m.) *Arthur Murray Party,* Bristol-Myers through Young & Rubicam.

Sept. 4, 11 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

Sept. 5 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. through J. Walter Thompson Co.

Sept. 7 (8-9 p.m.) *Julius La Rosa Show,* participating sponsors.

Sept. 7 (10:30-11 p.m.) *Your Hit Parade,* American Tobacco Co. through BBDO.

Sept. 8 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co. through Young & Rubicam.

Station Authorizations, Applications

(As Compiled by B • T)

August 22 through August 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through August 28

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	282	413	144
Fm	539	519	54	68	0

FCC Commercial Station Authorizations

As of June 30, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,044	519	344
Cps on air	3,079	530	519
Cps not on air	159	31	132
Total authorized	3,238	561	651
Applications in hearing	153	3	87
New station requests	322	24	79
New station bids in hearing	109	0	50
Facilities change requests	185	8	46
Total applications pending	975	134	366
Licenses deleted in June	1	3	0
Cps deleted in June	1	0	0

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through August 28

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	389	88	477[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	362	327	678[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	867	589	1,454[3]
Noncomm. Educ.	67		38	33	68[4]
Total	1,162	337	905	622	1,522[5]

[1] **177 cps (33 vhf, 144 uhf) have been deleted.**
[2] **One educational uhf has been deleted.**
[3] **One applicant did not specify channel.**
[4] **Includes 48 already granted.**
[5] **Includes 725 already granted.**

New Tv Stations

APPLICATIONS

St. Petersburg, Fla.—Suncoast Cities Bcstg. Corp. vhf ch. 10, 192-198 mc; ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1005 ft., above ground 1031 ft. Estimated construction cost $1,459,654, first year operating cost $825,577, revenue $1,129,126. P. O. address 110 Fifth St., South St. Petersburg, Fla. Studio location St. Petersburg, Fla. Trans. location Pasco Fla. Geographic coordinates 28° 11′ 48″ N. Lat., 82° 46′ 00″ W. Long Trans.-ant. RCA. Legal counsel Fly, Shuebruk, Blume and Gaguine, Washington 4, D. C. Consulting engineer George C. Davis, Washington 4, D. C. Principals include **Hurley W. Holland, Ed C. Wright,** and **Harry R. Playford** (each 15.4%) and others. Mr. Holland is attorney and businessman; Mr. Wright has hotel and real estate interests; Mr. Playford, banker and businessman, was former board chairman of WNEW Inc. New York. Announced Aug. 28.

Erie, Pa.—The Jet Bcstg. Co. Inc. uhf ch. 66, 782-788 mc; ERP 231.5 kw vis., 116.25 kw aur.; ant. height above average terrain 9.79 ft., above ground 241.75 ft. Estimated construction cost $235,000, first year operating cost $388,000, revenue $405,000. P. O. address 18th and Ash Sts., Erie, Pa. Studio location Erie, Pa. Trans. location Erie, Pa. Geographic coordinates 42° 07′ 28″ N. Lat., 80° 03′ 54″ W. Long. Trans.-ant. GE. Legal counsel Harry J. Daly, Wash., D. C. Consulting engineer John H. Mullaney, Wash., D. C. Owners are **Myron Jones** (63.5%) and **William Fleckenstein** (36.5%). Mr. Jones is majority owner of **WJET Erie, Pa.,** sole owner of **WHOT Campbell, Ohio** and 32% owner of **WTIV Titusville, Pa.** Mr. Fleckenstein is general manager of WHOT and vice president of WJET. Announced Aug. 23.

New Am Stations

APPLICATIONS

Boaz, Ala.—Marshall County Bcstg. Co. 1240 kc, 250 w unl. P. O. address 1073 50 St. Ensley, Birmingham 8, Ala. Estimated construction cost $10,452, first year operating cost $19,620, revenue $21,000. **Vearl Cicero** is sole owner. Mr. Cicero is communication engineer. Announced Aug. 26.

Wilson, N. C.—Harry A. Epperson Jr., 1350 kc, 1 kw D. P. O. address Box 87, Petersburg, Va. Estimated construction cost $14,795, first year operating cost $42,000, revenue $48,000. **Harry Epperson Jr.** is sole owner. Mr. Epperson also owns **WPVA**

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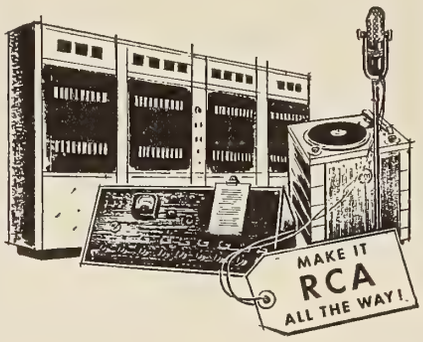
EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
FULLTIME LOCAL	REGIONAL NETWORK	FLORIDA INDEPENDENT	FULLTIME INDEPENDENT	CALIFORNIA INDEPENDENT
$250,000	$200,000	$100,000	$33,000	$200,000
Real estate valued at $35,000. Profits $50,000 annually. 29% down.	High appreciation opportunity. $60,000 down. Well financed.	Number one station in a booming market. $40,000 down.	Terms are available on this 250-watter. Exceptional equipment. Single-station market.	Fulltime station in $3,000,000 retail sales market. Half cash.

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Colonial Heights-Petersburg, Va. Announced Aug 27.

Klamath Falls, Ore.—KLAD Bcstrs., 960 kc, 5 kw D. P. O. address Myer Feldman 1418 Sheridan St., N. W., Washington, D. C. Estimated construction cost $15,000, first year operating cost $48,000, revenue $52,000. Owners are **Burton Levine, Rose L. Lerner, Myer Feldman** (each 30%), **Bessie Von Zamft** and **Melanie Thurman** (each 5%). This application contingent on grant of sale for KLAD. [For The Record, Aug. 26.] Announced Aug. 22.

Jeannette, Pa.—Jeannette Bcstg. Co. 1590 kc, 500 w D. P. O. address John J. Keel, 1121 E. Capitol St., Washington 3, D. C. Estimated construction cost $14,584, first year operating cost $35,000, revenue $50,000. Owners are **John J. Keel** (50%) and **Lloyd W. Dennis Jr.** (50%). Mr. Keel, radio consulting engineer and businessman, is president and one-third owner of **WCRO Johnstown, Pa.** Mr. Dennis also has one-third interest in WCRO and is vice president of **WTOP Washington, D. C.** Announced Aug. 23.

New Fm Stations

APPLICATIONS

Oakland, Calif.—Daniel Xavier Solo, 98.1 mc, 1.22 kw unl. P. O. address 3400 Crane Way, Oakland, Calif. Estimated construction cost $3,245, first year operating cost $6,400, revenue $7,200. **Daniel Xavier Solo** will be sole owner. Mr. Solo is engineer with **KSAY San Francisco.** Announced Aug. 22.

San Francisco, Calif.—Sherrill C. Corwin, 104.5 kc, 29.92 kw unl. P. O. address 122 S. Robertson, Los Angeles, 48, Calif. Estimated construction cost $28,700, first year operating cost $25,000, revenue $20,000. **Sherrill C. Corwin** is sole owner. Mr. Corwin is 15% owner **KAKE-AM-TV Wichita, Kan.,** minority stockholder in **KPRO Riverside, KROP Brawley, KYOR Blythe, KREO Indio** all Calif., and permittee **KABY-TV San Francisco,** applicant for ch. 34 Los Angeles and 1190 kc at Anaheim-Fullerton, both Calif. Announced Aug. 27.

San Jose, Calif.—The Audio House Inc. 104.5 mc, 3.8 kw unl. P. O. address 1506 Cherry Valley Drive, San Jose 25, Calif. Estimated construction cost $3,382, first year operating cost $3,600, revenue $4,200. Owners are **Edward W. Meece, Ethel B. Meece** and **Richard H. Shields.** No stock has been issued or subscribed. Mr. Meece is engineer; Ethel Meece is housewife; Mr. Shields is attorney. Announced Aug. 28.

Albermarle, N. C.—Radio Station WABZ Inc. 100.9 mc, .7548 kw unl. P. O. address Box 226, Albermarle, N. C. Estimated construction cost $4,900, first year operating cost $3,600, revenue $3,600. Owners are **Stanton P. Williams, E. Keith Almond, J. O. Ivester** and **W. J. Page** (each 25%). They are also equal owners of **WABZ Albemarle.** Announced Aug. 28.

Franklin, N. C.—Macon County Bcstg. Co. 94.5 mc, 4.35 kw unl. P. O. address Henry G. Bartol Jr., Box 1317, Tyron, N. C. Estimated construction cost $8,400, first year operating cost $3,420, revenue $5,000. **Macon County Bcstg.** is owned by **Graves Taylor, Henry G. Bartol Jr.** and **John E. Boyd.** Messrs. Taylor and Bartol are financing this new station, with the following ownership percentages contingent on the grant of this application: Messrs. Taylor and Bartol (each 38.6%); Mr. Boyd (22.8%). Announced Aug. 22.

Houston, Texas—James R. Corry, 97.9 mc, 10.7 kw unl. P. O. address 5018 Hull, Houston, Texas. Estimated construction cost $6,600, first year operating cost $10,000, revenue $10,000. **Mr. Corry,** Texas businessman, will be sole owner. Announced Aug. 27.

Ownership Changes

APPLICATIONS

WTBC-AM-FM Tuscaloosa, Ala.—Seeks assignment of license from **Mrs. Lamar Branscomb** of **Tuscaloosa Bcstg. Co.** to **Bertram Bank** of Tuscaloosa Bcstg., formerly equal partners, in a dissolution of partnership for $32,500. Mr. Bank is president, general manager and commercial manager of WTBC-AM-FM. Announced Aug. 23.

KCOP (TV) Los Angeles—Seeks assignment of license from **The Copley Press Inc.** to **KCOP Television Inc.** for $4,000,000. Owners of KCOP Television Inc. are **Harry L. (Bing) Crosby Jr., Kenyon Brown, George L. Coleman** and **Joseph A. Thomas** (each 25%). Mr. Crosby owns 6.12% interest in **KGLC Miami, Oklahoma** and is vice president and 25% owner of **KFEQ-AM-TV St. Joseph, Mo.** Kenyon Brown is 49.99% owner of **KANS Wichita, Kansas,** president and 25% owner of KFEQ-AM-TV, licensee of **KLYN Amarillo, Texas,** vice president and 22.15% owner of KGLC, licensee of **KWFT Wichita Falls, Texas.** Mr. Coleman is vice president and 25% owner of KFEQ-AM-TV, has interest in KGLC. Mr. Thomas has 25% interest in KFEQ-AM-TV. Announced Aug. 27.

KPAL Palm Springs, Calif.—Seeks acquisition of positive control of licensee corporation (KPAL Bcstg.) by Harry Maizlish through the purchase of stock (50%) from Bautzer & Grant for $5,000 cash, plus assurance certain notes will be paid. Mr. Maizlish, who will own 85% of KPAL, is owner and general manager of **KRHM** (FM) and has interest in **KFWB** both Los Angeles. Announced Aug. 26.

KGLN Glenwood Springs, Colorado—Seeks relinquishment of positive control of licensee corp. by **Rex G. Howell** through gift of stock (1%) to **Jerry Fitch,** thus making the corp. equally controlled between the two. Messrs. Howell and Fitch have interests in **KREX-AM-TV Grand Junction, Colo.**; Mr. Howell is president and general manager and Mr. Fitch is executive vice president and sales manager. Mr. Howell also has interests in **KFXJ-TV Montrose, Colo.** Announced Aug. 28.

KBCL Bossier City, La.—Seeks assignment of cp from **Bossier Bcstg. Service** to **Bossier Bcstg. Service Inc.** as dissolution of partnership for which two remaining partners, **E. W. Mahone Jr.** and **Howard A. Bridge Jr.,** received 21 shares each of stock of new corporation, which stock has par value of $100 per share. Owners of Bossier Bcstg. Inc. are **Charles C. DeGravelles** (20%), H. A. Bridge Jr. and E. W. Mahone Jr. (each 16.15%), **Paul H. DeClouet Jr.** and **Jean Anne DeClouet** (each 15.46%), **Paul H. DeClouet** and **Thomas A. DeClouet** (each 4.54%) and **Ben T. Johnson** (7.70%). Mr. DeGravelles is a Louisiana businessman with 4% interest in **KLFY-TV Lafayette, La.** Mr. Bridge is manager and 25% owner of **KMHT Marshall, Tex.**; Mr. Mahone is also 25% owner of KMHT. Mr. DeClouet Jr. has warehousing interests; Jean DeClouet is secretary; Ben Johnson is in real estate; Paul DeClouet has stock in **KLFY-TV Lafayette, La.** (18.75%), **KEUN Eunice, La.,** (25%), **KVPI Ville Platte, La.** (20%) and other businesses; Thomas A. DeClouet has same broadcasting interests as Paul DeClouet. Announced Aug. 23.

KTBS-AM-FM Shreveport, La.—Seeks assignment of license from **KTBS Inc.** to **Foster & Assoc. Inc.** for $200,000. Foster & Assoc. Inc. is controlled by **B. R. McLendon** (85% owner). B. R. McLendon and **Gordon B. McLendon** (10% of KTBS-AM-FM) are principal stockholders of **KLIF Dallas** and **KILT Houston,** both Tex., and sole stockholders of **KTSA San Antonio, Tex.** Announced Aug. 23.

KFEQ-AM-TV St. Joseph Mo.—Seeks assignment of license from **Midland Bcstg. Co.** to

East
$135,000.00
Well-established property with solid 10-year earnings record. Presently showing excellent profit. Real estate included. Half cash required, with balance payable over 5 years.

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$75,000.00
Good technical facility with outstanding potential in one of the South's larger markets. Some real estate. Financing available to qualified buyer.

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KFEQ Bcstg. Co. for $841,091. KFEQ Bcstg. Co. is owned by **Jesse D. Fine, Oscar K. Fine** (each 32.5%) and others. Messrs. Fine have theatre interests. Announced Aug. 28.

KANA Anaconda, Mont.—Seeks assignment of license from **Anaconda Bcstg. Co.** to **Tri-County Radio Corp.** for $30,000. Tri-County Radio Corp. is controlled by **John J. Lyon** (over 53%), who is president and chief stockholder of **KIYI Shelby, Mont.** Announced Aug. 27.

WSLB Ogdensburg, N. Y.—Seeks assignment of license from **St. Lawrence Bcstg. Corp.** to **Seaway Radio Inc.** for $190,000. Seaway Radio Inc. is controlled by **George W. Bingham** (56%). Mr. Bingham is president, general manager and stockholder of **WGNY Newburgh, N. Y.,** and **WKIP-AM-FM Poughkeepsie, N. Y.** Announced Aug. 26.

WJAS-AM-FM Pittsburgh, Pa.—Seeks assignment of license from **Pittsburgh Radio Supply House** to **National Bcstg. Co. Inc.** for $725,000. NBC owns radio stations **WRCA New York, WRC Washington, WMAQ Chicago, WRCU Philadelphia, KNBC San Francisco, WKNB New Britain, Conn.**

WLBG Laurens, S. C.—Seeks assignment of license from **Laurens-Clinton Bcstg. Co.** to **Charles W. Dowdy** for $63,000. Mr. Dowdy formerly had interests in **WMGR Bainbridge, Ga.,** and **WDVH Gainesville, Fla.** Announced Aug. 28.

KHFI (FM) Austin, Texas—Seeks assignment of license and cp from **J. E. Moore Jr.** to **Roderick E. Kennedy** for $14,875. Mr. Kennedy was formerly station manager of KHFI (FM). Announced Aug. 27.

WFMR (FM) Milwaukee, Wis.—Seeks acquisition of positive control of licensee corp., **High Fidelity Bcstg. Corp.,** by **James G. Baker** and **Baker Family,** as a family group, through purchase 55 shares of stock from **Hugo Koeth Jr.** and **Albert Weiss** for $13,750. Mr. Baker is in ambulance service. Announced Aug. 28.

KATI Casper, Wyoming—Seeks assignment of license from **John L. Breece** to **KATI Corporation** for $65,000. Kati Corp. is owned by **John R. Burrus** (51%), **Kenneth G. Prather** (25%) and **Misha S. Prather** (24%). Mr. Burrus is in banking in Casper; Kenneth Prather is commercial manager and announcer KATI; Misha Prather is teacher. Announced Aug. 28.

Hearing Cases

FINAL DECISION

The FCC granted protest and petition for reconsideration filed by **WBAA Lafayette, Ind.,** to the extent of postponing the effective date of June 27 grant of application of North American Bcstg. Co. for new am **(WMNI)** on 920 kc, 500 w DA-1 unl. in Columbus, Ohio, pending final determination in evidentiary hearing; made WBAA party to the proceeding.

INITIAL DECISION

Hearing Examiner H. Gifford Irion issued an initial decision looking toward grant of the application of **KCBQ Inc.,** for cp to increase power of station KCBQ, San Diego, Calif., from 1 kw-N, 5 kw-LS, DA-N, to 5 kw-N, 50 kw-LS, with four-element array daytime and six-element array nighttime, operating on 1170 kc.

NARBA Notifications

List of changes, proposed changes, and corrections in assignment of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations (Mimeograph 47214-3) attached to the recommendations of the North American Regional Broadcasting Agreement Engineering Meeting, January 30, 1941.

CANADIAN

940 kc

CJGX Yorkson, Sask.—10 kw D 1 kw N ND unl. Class II. Now in operation.

1150 kc

CKSA Lloydminister, Alt.—1 kw DA-2 unl. Class III. Now in operation.

1300 kc

CJRH Richmond Hill, Ont.—500 w ND D Class III. Assignment of call letters.

1340 kc

CFSL Weyburn, Sask.—250 w ND unl. Class IV. Assignment of call letters.

1400 kc

CKDH Amherst, N. S.—250 w ND unl. Class IV. Assignment of call letters.

List of changes, proposed changes, and corrections in assignments of Mexican broadcast stations modifying the appendix containing assignments of Mexican broadcast stations (Mimeograph 47214-6) attached to the recommendations of the North American Regional Broadcasting Agreement Engineering Meeting, January 30, 1941.

MEXICAN

590 kc

XERT Reynosa, Tamaulipas—5 kw-D 250 w-N ND unl. Class VI—1-24-58. (Change in location from Rio Bravo.)

710 kc

Mexico, D. F.—1 kw-D 500 w-N unl. Class II—1-24-58.

1170 kc

XEFD Rio Bravo, Tamaulipas—5 kw ND D Class II—1-24-58. (Change in location from Reynosa.)

1330 kc

Ciudad Madero, Tamaulipas—1000 w-D ND D Class III—1-24-58.

1360 kc

Manzanillo, Colima—1000 w-D 100 w-N unl. Class III—1-24-58.

Routine Roundup

BROADCAST ACTIONS

By the Broadcast Bureau

Approved specifications submitted by **WMAY-TV, Inc.,** for operation of **WMAY-TV, Springfield, Ill.,** on ch. 36 pursuant to memorandum opinion and order (which substituted ch. 36 for ch. 2 and modified WMAY-TV authorization accordingly, effective 5-29); ERP vis. 537 kw, aur. 269 kw; ant. 690 ft; without prejudice to whatever action the Commission may be required to take as a result of decisions by the U.S. Court of Appeals for the District of Columbia Circuit in Sangamon Valley TV Corp. v. United States and FCC.

Approved specifications submitted by **WMBD, Inc,.** for operation of WMBD-TV, Peoria, Ill., on ch. 31 pursuant to memorandum opinion and order, effective June 13; ERP vis. 661 kw, aur. 339 kw; ant. 670 ft.; without prejudice to such action the Commission may deem appropriate as result of final decision by U.S. Court of Appeals for the District of Columbia Circuit in in WIRL Television Company v. U.S. and FCC.

Actions of August 23

KCOG Centerville, Iowa—Granted assignment of license to **Clyde Holbrook,** temporary receiver.

WCMP Pine City, Minn.—Granted license for am station and specify studio location and delete request for remote control.

WFDR Manchester, Ga.—Granted license for am station.

WBLO Evergreen, Ala.—Granted license for am station and specify type transmitter.

WEBO Owego, N. Y.—Granted license for am station and specify studio location and remote control point.

KETX Livingston, Texas—Granted license for am station.

WEST Caribou, Maine—Granted license covering increase in power and installation of new transmitter.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION 0

AWAITING ORAL ARGUMENT: 7

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57). Cheboygan, Mich., ch. 4 (6-21-57); Butte, Mont., ch. 6 (8-14-57).

IN HEARING 10

Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Ogden, Utah., ch 9 (7-3-57); Buffalo, N. Y., ch. 7 (9-24-56); Baton Rouge, La., ch. 18 (7-11-57); Elko, Nev., ch. 10 (7-11-57); Beaumont-Port Arthur, Tex., ch. 12.

IN COURT: 5

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10; St. Louis, ch. 11; Boston, ch. 5.

WBSE-FM Hillsdale, Mich.—Granted request for cancellation of license and delete call letters.

KFAD Fairfield, Iowa—Granted extension of authority to remain silent for period ending 11-1.

WXLI Hazelhurst, Ga.—Granted request for cancellation of cp for new am station and deletion of call letters.

KVGN Fairbanks, Alaska—Granted request for cancellation of cp for new am station and deletion of call letters.

KHUM-TV Eureka, Calif.—Granted extension of completion date to 3-17-58.

Actions of August 22

KARM, KARM-FM Fresno, Calif.—Granted assignment of licenses to Hattie Harm and George Robert Harm, d/b as KARM, The George Harm Station (stock transaction).

WPHB, WPHB-FM Philipsburg, Pa.—Granted assignment of license and cp to Rev. William Emert tr/as Moshannon Valley Bcstg. Co. (Earl Bryon Bartley sells his 50% interest in partnership to Emert).

KMOP Tuscon, Ariz.—Granted cp to replace expired permit for new am station.

WELK Charlottesville, Va.—Granted mod. of cp for new am station to change type of trans.

WITT Lewisburg, Pa.—Granted mod. of cp to change type trans.

The following stations were granted extensions of completion dates as shown: WEUC, Ponce, P. R., to 12-31; KSAY, San Francisco, Calif., to 10-1, conditions.

Actions of August 21

WPTV West Palm Beach, Fla.—Granted license for tv station.

KOKE-FM San Antonio, Texas—Granted request for cancellation of license and deletion of call letters.

KRSD-TV Rapid City, S. D.—Granted mod. of cp to change ERP to vis. 25.7 kw, aur. 12.9 kw, ant. 540 ft., change type trans. and ant. system and make other equipment changes.

KDPS-TV Des Moines, Iowa—Granted mod. of cp to change name to Des Moines Independent Community School District.

WAVY-TV Portsmouth, Va.—Granted mod. of cp to change type ant., other equipment changes, and ant. height to 990 ft.; ERP vis. 416 kw, aur. 191 kw.

The following stations were granted extensions of completion dates as shown: WFRY-TV, Green Bay, Wis., to 12-31; KAVE-TV, Carlsbad, N. M., to 2-22-58; WBRE-TV, Wilkes-Barre, Pa., to 12-31; WFIL-TV, Philadelphia, Pa., to 12-20; WPTA, Roanoke, Ind., to 11-1; WTWO, Bangor, Maine, to 11-13; WNOK-TV, Columbia, S. C., to 11-25; KWRB-TV, Riverton, Wyo., to 3-1-58; WSEE, Erie, Pa., to 3-1-58.

Actions of August 19

WJBK-TV Detroit, Mich.—Granted request for cancellation of license expiring Oct. 1, 1958.

WEEK-TV Peoria, Ill.—Granted license for tv station; ERP vis. 178 kw, aur. 89.1 kw, ant. 550 ft.

WKTX Atlantic Beach, Fla.—Granted cp to replace expired cp which authorized a new am station; condition; granted mod. of cp to change studio, ant.-trans. location, make changes in ant. system and change type trans.

KWK-TV St. Louis, Mo.—Granted mod. of cp to change trans. location, ant. system, and make other equipment changes.

WMVS-TV Milwaukee, Wis. Granted mod. of cp to change ERP to vis. 128.6 kw, aur. 68.8 kw, change ant. system and make other equipment changes; ant. 750 ft.

KSFM Dallas, Texas—Granted extension of completion date to 11-19.

WPTZ North Pole, N. Y.—Granted extension of completion date to 11-26.

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Management

Top-rated 5 kw midwest radio station seeks sales manager with management opportunity. Send complete information and picture. Box 929A, B•T.

Sales manager—Ohio. Central Ohio major independent has immediate opening for top man. Box 955A, B•T.

Sales manager, excellent opportunity for good producer. Strong independent, major Indiana market. Box 956A, B•T.

Assistant manager. Excellent opportunity for combo engineer-announcer or announcer-salesman. Well established daytime station. Highest salary in area. E. H. Whitehead, KTLU, Rusk, Texas.

Sales

South Florida. Radio salesman. Give resume. $100.00 against 15%. Box 570A, B•T.

Salesman who is a self starter. A man with ideas and gimmicks. A man who makes all his presentations on disc or tape. You'll be joining one of top music-news in one of the top markets and you'll make top money. Send all information including picture to Box 927A, B•T.

Adv. salesman: Sell radio adv. with progressive N.W. radio station. The man we're looking for is a family man willing to work and live with his accounts. No hot shots. We want a man who can and will sell advertising in a protected territory. Good solid proposition. Box 953A, B•T.

Indianapolis major independent. $6000 guarantee, plus to proven salesman. Capable of growth. Box 957A, B•T.

Hard-hitting, hard-working salesman for top independent in large eastern city. New policies, new programming, new promotion. Must be man who can sell against competition. No order takers wanted. Salary open, plus commission. Our employees know of this ad. Wire or write. Box 989A, B•T.

Immediate opening for creative sales manager, solid citizen, will work and live with accounts. $6000 guaranteed. Michigan network affiliate. Box 120B, B•T.

Experienced salesman, radio. If you are aggressive—interested in making top money in substantial market with solid radio-tv operation, we want you. Opportunity excellent for permanent man who can produce. Guarantee and commission commensurate with your ability. No others need apply. Contact Jack Chapman, KTSM Radio, El Paso, Texas.

Experienced radio salesman. A real opportunity with a radio-tv group. Guaranteed salary with commission. All benefits including company paid pension plan. Prefer married man who wants to settle in attractive, small city. Resume and references to General Manager, WENY, Elmira, New York.

New Jersey. New station needs two experienced salesmen. WHTG, Monmouth Beach, N. J.

Have immediate opening for good salesman. A small amount of air work required. Prefer North Carolina man, will consider all applicants. Contact John E. Newman, General Manager, WLSE, Wallace, N. C.

Announcers

South Florida. Sell radio fulltime. Do one hour airwork. Experience necessary sales-announcing. Send tape, resume. $100.00 against 15%. Box 569A, B•T.

Opportunity! A young personality to grow with a leading mid-west independent. Must have first phone, send tape and resume (returned) to Box 595A, B•T.

Polished DJ wanted—Rapid-fire delivery at sportscast pace. Glib. Informal lingo. Rhyming intros to records. Wanted by midwest station. $160 a week. Box 669A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

New England regional wants early morning personality. Chatter, anecdotes, good balance of music, light, sound, good ad-lib commercials. Tape must demonstrate this type of show, plus straight announcing ability. No straight dj. $100 week. Send 7½ IPS tape, single track, resume, references. Box 680A, B•T.

Experienced announcer. Young, ambitious man who wants a permanent position with a future. Chain operates several stations in Pennsylvania. Play-by-play experience an advantage. Car essential. Offer good pay with regular raises. Only experienced men need apply. Send tape, resume and photo. Box 810A, B•T.

Announcer-copywriter good in both departments for new modern music-news in up-state New York. Starting salary $70.00 per week. Apply to Box 928A, B•T.

Illinois kilowatt offers position to announcer who can handle varied assignments. Send data sheet, salary, tape. Box 961A, B•T.

Announcer with good voice and first class ticket. State qualifications and salary in first application. Progressive station in southeast. Reply Box 976A, B•T.

Grow with us!!! Brand new midwestern station wants young man near beginning of radio career to take announcing shift. Should know boards, be smooth flubless reader. College preferred, not necessary. $50-$70 start. Send tape, background, picture. Box 984A, B•T.

Major-market southern radio station needs announcer. Some board work. Start Sept. 8. Send tape, resume to Box 105B, B•T.

Have immediate opening for announcer or sales-announcer; if interested contact at once Box 119B, B•T.

Midwestern daytimer needs top-flite dj with that special something that makes for good modern listening. Start $100.00 per week. Experience definitely necessary. Send resumes to Box 134B, B•T.

"Rhyming" deejay—introduce record artists name in rhyme or alliteration. Reel off words at fast clip. Not rock 'n roller. Wanted by Ohio. Box 139B, B•T.

$650 month for peppy dj with smile in voice. Engaging air-conversationalist. Glib spontaneous delivery. Wanted by "non-top forty" midwest station. Box 140B, B•T.

1,000 watt, independent, needs good announcer soon. Good hours, terrific opportunity for right man, must be permanent. Rush air mail tape, photo and info to: KCRB, Chanute, Kansas.

Top Texas independent needs top announcer-engineer. Emphasis on announcing, no maintenance required. Salary open. Send tape, photo, and background to: William A. Duke, Station Director, KDSX, Inc., Denison, Texas.

Announcer — play-by-play sports, dj needed immediately. Must be experienced. Write, wire or phone Manager, KFJI, Klamath Falls, Oregon.

Need experienced morning or afternoon dj, top pay to right man, permanent, photo and tape. KGHF, Pueblo, Colorado.

Wanted: Announcer. $500. Station going 5000 watts. Send tape, experience and references to Jim Brady, KIFI, Idaho Falls, Idaho.

Good solid announcer needed immediately by progressive county seat radio station in southwest. Well equipped station, beautiful control room and ideal working conditions. $5,000 yearly to right man. Prefer man from southwest. Send tape and resume to KLEA, Lovington, New Mexico.

RADIO

Help Wanted—(Cont'd)

Announcers

Need immediately, ambitious announcer, preferably first ticket. Above average pay. World's best fishing, hunting, living conditions. Paying commission on sales. Rush air mail tape, snapshots KPRK, Livingston, Montana.

Top rated personality dj by western Michigan music-news daytimer. Bright future and top salary for top man. Interview necessary. Joe Butler, WKLZ, Kalamazoo.

Substantial salary and substantial position for experienced announcer. WPDX, Clarksburg, West Virginia.

Wanted—Staff announcer with ability for all sports. Chance to continue college education at Mississippi State College. Joe Phillips, WSSO, Starkville, Mississippi.

Technical

Chief Engineer. 1000 watt remote control station in North Wilkesboro, N. C. Ideal working and living conditions. Box 905A, B•T.

Chief engineer wanted for 250 watt station, southeast. Combination man preferred who is good maintenance man and can do part-time announcing trick. Salary $100.00 a week. Write Box 948A, B•T.

South Florida vhf television station has immediate openings for combination studio and transmitter engineer. Car and first phone necessary. Box 121B, B•T.

Are you a chief or asst. chief, who can do some announcing and wish to live in southern Oregon's vacation land. KMED is a fine progressive station, top in its market, and boasts an excellent staff, but needs a chief engineer. If you can qualify, contact Ray Johnson, Manager, KMED, Medford, Oregon.

Michigan independent needs chief engineer-announcer with first class ticket, morning shift. WOAP, Owosso, Phone SA 5-8196.

Chief engineer-announcer with first class ticket. WTRB, Ripley, Tennessee.

Top-notch southern California station increasing power and going directional. Needs top engineers with some announcing ability. Apply Box KK, Palm Springs, California.

New southern station. Combination engineer and announcer, salesman. Dayton, Tenn. Norman A. Thomas, P. O. Box 428, Chattanooga, Tenn.

Production-Programming, Others

Dairy-minded farm editor wanted for medium-sized Maryland market. Should be able to dj country music early morning program as well as collect, prepare and present area farm news in noon show. Pleasant working conditions. Desirable degree of security and future for right man. Include photo and resume in first letter. Box 939A, B•T.

Copywriter: Girl, experienced in spot copy and log work. Board work available, if desired, not a requisite. Progressive northwest radio station. Box 954A, B•T.

News reporter-announcer. New York state independent. Send complete details on experience, education and references to Box 138B, B•T.

Want news man with dramatic, authoritative delivery. Also to gather local news. Car necessary. $325 month to start. Rapidly growing area, pleasant living, good beaches, water sports. Send tape and details to President, KBRZ, Freeport, Texas.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Needed immediately. Experienced news man capable of handling some disc work. Must be strong on rewrite with an eye for local news. Send full particulars, including audition tape with first letter to K-JOE, 529½ Crockett Street, Shreveport, Louisiana. All tapes will be returned.

All-around, experienced, newsman-announcer. Permanent key position and good salary. News-music daytimer in wonderful city of 84,000. Interview necessary. Contact Joe Butler, WKLZ, Kalamazoo.

We need a good program director with news announcing experience. If you qualify, send tape, photo, resume of previous experience and salary requirements to Louisville's first music and news independent daytimer, WKYW, 431 West Jefferson Street, Louisville 2, Kentucky.

RADIO

Situations Wanted

Management

Manager or assistant. Eight years small market experience. Family, age 36. New owner will manage station I put on air and managed year with better than average record and profit. Box 908A, B•T.

Manager, 15 years experience all phases, currently sales manager regional station, desires top spot with small market station. Box 100B, B•T.

Commercial manager. Long experience. No backslapping, pressure or miracles. Just consistent efforts. Middle-age, reliable. Florida or south, single station market. Salary and commission. Box 106B, B•T.

For sale: 25 years of advertising experience. Formerly No. 1 account executive with top billing at major independent; direct sales development for leading rep; assistant to publisher of well-known publication. Currently available due to change of management. Ivy league (Phi Beta Kappa) graduate, seeks administrative, sales or promotional opportunity New York City, mid-atlantic or New England states. Box 118B, B•T.

Ready to advance to assistant manager-manager of small am. Plenty of production know-how, also am air personality. Willing to invest. Box 124B, B•T.

Manager. Fully experienced in programming, sales, administration. Young. Aggressive. Can make us both money. Box 130B, B•T.

Manager-sales manager: Now employed major market. Station sale pending. Successful management record music-news operation and local-national sales. Top quality reputation and fifteen years of proven ability seeking a sound investment connection. Box 137B, B•T.

Manager. Experienced, proven. Solid citizen type. Seeks permanence. Will give your station a "sound" and sell it. Available two weeks. Leaving present managership because of damp climate. Contact me care of 909 Lincoln Way West, South Bend, Indiana. Phone Central 42886.

Sales

Young man interested in am or tv sales position. Can double as air personality. Seven years commercial broadcast experience. Box 125B, B•T.

Announcers

Announcer, experienced in all phases of staff work. News a specialty. Western U. S. preferred, but will accept other area. Box 761A, B•T.

Available September 15—Now toiling as summer replacement in a Met area news and music operation. Copywriting experience. References will prove congeniality and adaptability. Air check. Box 898A. B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced disc jockey, finest references. Employed at No. 1 Hooper station, competitive market. Box 901A, B•T.

Country-western dj. Announcer. Guitar. Third. Thoroughly experienced. Box 903A, B•T.

Ticket-(no maintenance), good voice, some experience, desire easy operation. Box 918A, B•T.

Five years experience major and minor market. Lively play-by-play and top Hooper record shows. Looking for a place to settle and raise a family. Can we get together. Box 952A, B•T.

Announcer 10 years experience — employed, steady, 5½ years in present job. Family, go anywhere. Box 972A, B•T.

Sports announcer. Football, basketball, baseball. 7 years experience. Finest references. Box 974A, B•T.

Announcer. Several years experience. Can sell also. Go anywhere. Box 975A, B•T.

Red hot, experienced announcer available after September 1. Combines abilities of Deems Taylor, Lowell Thomas, and Art Ford. Writes continuity and sells time like mad. Tapes and resume on request. Reply Box 980A, B•T.

Announcer, dj, armed forces experience. Desires small station anywhere in U.S. Good voice, lot of ambition. Box 981A, B•T.

Announcer-program manager. 5 years radio all phases. 1½ years tv on camera booth. 1st phone. 31 years old. West coast. Box 983A, B•T.

First class announcer seeking job with sports minded station. Conscientious, dependable, young, will travel. Experienced play-by-play, color, dj, news, familiar with tv. Box 985A, B•T.

Combination man, 10 years experience, all phases, music, news, sports. Prefer south Florida location, however, all replies considered. Box 988A, B•T.

DJ beginner, capable, eager to please, salary secondary to opportunity. Graduate New York Radio School. Tape and resume immediate on request. Box 991A, B•T.

Girl personality, dj run own board, eager to please. Free to travel. Gimmicks and sales. Box 992A, B•T.

Handicapped-independent (exception of going up steps) announcer seeking permanent fulltime employment. Post-polio, in wheel chair. Married, one child, will travel. Recent graduate of Midwestern School of Broadcasting. Box 994A, B•T.

Experienced combo, tops with news and commercials. First ticket. Box 996A, B•T.

Announcer-veteran, married, college. Degree, one year experience, strong on sports and news. Experienced in copywriting and newswriting. Box 997A, B•T.

Attention upper Midwest. Six years experience, with solid references. Have headed news department. Veteran with college. Operate board. Night shift. Box 102B, B•T.

Announcer, first phone, prefer directional. No maintenance, will consider routine maintenance, no repairing or building. $90, prefer midwest, Florida, Texas. Box 103B, B•T.

Experienced radio announcer seeks employment in New York state, but will consider any offer. Willing to work hard and follow station policy. Box 107B, B•T.

Personality-dj. Strong commercials, gimmicks, etc. run own board. Steady, eager to please. Go anywhere. Box 112B, B•T.

Informal, low pressure personality seeks permanency in medium-to-big market. Eight years radio, two television. Married. Box 114B, B•T.

Experienced staff announcer from midwest seeking permanency. Presently employed by top station in Rocky Mountain area. Married. All offers considered. Box 115B, B•T.

DJ, three years experience, knows music, can sell, family. Box 128B, B•T.

Announcer, first phone, no maintenance, experienced, veteran, married, college, employed. Box 131B, B•T.

Hello Florida! Announcer-first phone-clever copywriter. Jingles; ideas; publicity. Top typist. Needs experience. Box 132B, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced mature announcer—8 years radio last year radio-tv desires major market radio or radio-tv in northeast. Fully experienced all phases of station operation, all types of programming. Tape, resume and photo available, personal interview a must. Box 133B. B•T.

Announcer-salesman. Graduate. Dignified voice. Mature. Strong on commercials. Wants experience with small station. Salary unimportant. Box 135B, B•T.

Short on experience, long on ability. Strong on news, commercials, dj. Young, single, draft exempt. If interested, contact: E. J. Belanger, 621 Lyman, Oak Park, Illinois.

First phone announcer, available immediately. College (music-voice), 27. No maintenance, 1½ years experience, excellent appearance, car, travel. State salary. Jim Farrell, 735 Murray Street, Elizabeth, New Jersey. EL-25742.

DJ-news man; strong on commercials; run own board; light experience, but strong desire to continue in radio. Will send tape and resume on request, or personal interview if desired. Address replies to: Sheldon B. Smith, P. O. Box 103, Pontiac, Michigan.

Announcer: Good voice with excellent potential. Some experience doing relief work. Run board. 2½ years college, radio school graduate. Jim Waran, 6328 N. Mobile, Chicago. Newcastle 1-4364.

Technical

Engineer, first class ticket. Best of references. Available immediately. Box 973A, B•T.

Experienced engineer-announcer seeking permanent position with future. Now in engineering field. Climate and location important. Box 987A, B•T.

Engineer seven years am and tv. First phone, plus electronic experience and 2-way radio. Box 113B, B•T.

Multi station experience and over five years reliable service to broadcasters combine to deliver top performance! High rated night show Florida's Gold Coast. Chief engineer. Veteran. Single. 25. No turnover stations please. PH: GR 9-4285. P. O. Box 537, High Springs, Florida.

Production-Programming, Others

Well-known woman broadcaster-producer, radio-television, available for major station affiliation. Box 966A, B•T.

Program directorship wanted, family man, 5 years radio, 2 television. Box 979A, B•T.

Program director and staff announcer with six years experience. Excellent references. Box 982A, B•T.

Farm director, excellent background and experience in radio, tv. Degree in Speech, radio, tv. Available about Oct. 1, personal brochure upon request. Best references. Box 986A, B•T.

DJ in major market desires to PD in smaller market, 1st phone. Box 999A, B•T.

Experienced man who knows production problems and solutions, desires opportunity with growing production team. Can shoot and edit film, direct, announce. Single, college. Box 109B, B•T.

For sale: 9 years of radio. Program director, announcer, 1st-phone, B.A., law background, ambition, personality, maturity, integrity. Primary interest: News. Box 110B, B•T.

For hire: Character, ability, experience, personality. Producer-actress-writer-director with long experience every phase show business. Ten years top network tv New York and Hollywood. Top awards for production. Educated, cultured, attractive, smart. Looking for future management level with television/radio station, advertising agency or public relations firm. Can be gold-mine for progressive organization desiring quality and creativeness. Box 117B, B•T.

Versatile director with well-rounded tv background, seeks placement in New York, Penna. or other northern states. Currently employed with top Virginia station. Reply 201 Washington Ave., Bellmore, Long Island, New York. Phone SU 5-8736.

TELEVISION

Help Wanted

Sales

Need top flight experienced tv salesman for ABC affiliate in fast growing southwest market. Salary and commission open, write KELP-TV, Box 105, El Paso, Texas.

Announcers

Wanted immediately by Florida station, experienced announcer, good newsman, some sports, capable of producing good taped announcements. Opportunity to sell if desired. Salary open. Send tape and resume. Box 907A, B•T.

Experienced tv live and booth announcer wanted. Must be available for personal interview. Send picture and tape first to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Technical

Operator with 1st class license. Good salary and good working conditions in Missouri. Radio and tv operation. Box 887A, B•T.

Opening for tv studio maintenance man. Union shop. Ohio market upper 20 group. Box 977A, B•T.

Need 1st class engineer immediately for television station expanding hours. Will consider inexperienced man. Salary based on experience. KDIX-TV, Dickinson, N. Dak.

Immediate opening, two licensed engineers. Experience desirable but not necessary. Salary based on experience. Car necessary. Contact W. M. Greely, KHOL-TV, Holdrege, Nebraska.

Wanted: 2 experienced first class engineers to install and operate transmitter and studio equipment. Permanent position, good pay. Send complete resume, references, photo and minimum salary first letter. Start October 1st. Write Chief Engineer, WBOY-TV, Clarksburg, W. Va.

Expanding schedule need first class engineer. Good salary based on experience. Paid vacations, insurance benefits. WDAY-TV, Fargo, N. D.

Wanted-engineer first class license, good salary and good working conditions. Reply to Director of Engineering, WQED, Pittsburgh 13, Penna.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Continuity writer with creative ideas needed at once for midwest television station. TV experience is helpful but not absolutely necessary. Must have radio background. Write Program Director, Post Office Box 470—Rockford, Illinois.

TELEVISION

Situations Wanted

Sales

Family man, 33, salesmanager or sales announcer with sales manager potential. 9 years experience, 5 sales manager. Prefer southeast medium market in tv and/or radio. References and tape on request. Personal interview late September. Write Virgil Cobia, 224 Boonville Rd., Jefferson City Missouri.

Announcers

5 years radio—some tv. Presently employed 1000 watt indie-versatile staff dj newscaster. Family man, excellent references. Interested tv or good radio deal. State requirements first letter. Box 993A, B•T.

Announcer, staff, news, sports, acting. You name it, I've done it. 6 years radio-tv. Present market 130,000. Want to move up. Box 111B, B•T.

Announcer, solid experience tv-am, exceptional ability. Want better financial opportunity. Box 116B, B•T.

Personality, experience, degree. Talented tv-radio announcer. 10 years experience (all phases). Responsible, married, presently employed. Box 123B, B•T.

Announcing and production. Three years combo radio, college grad, married, vet, available September 20, 1957. For information contact Kenneth Box, 742 South Berendo, Apt. #3, Los Angeles, California.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Young announcer—4 years radio-tv experience. Presently employed straight tv major southeast station. Good commercial man. Prefer northeastern metropolitan market. Will consider others. Salary above 400 dollars month. Best of references. Highly recommended by J. D. Hastie, President, WUSN-TV. Contact him or Don Harris, WUSN-TV, S. C.

Technical

First phone, 6½ years radio, 1½-tv. Xmitter either radio or tv. Box 995A, B•T.

Chief engineer. 7 years broadcast. 3 years chief. Experienced. Installation, maintenance, remotes, am, fm, tv. Micro wave. Family man 37. Box 998A, B•T.

Production-Programming, Others

Film editor well rounded film experience. Presently employed, desires permanent position with larger responsibilities. Box 547A, B•T.

Who? TV director, producer, writer, employed top metropolitan station (married, 28, college grad) seeks progressive relocation. Where? First class operation only. Why? Present stagnation. Box 945A, B•T.

Television director-producer position wanted, preferably Florida or California. Have three years commercial experience. College graduate, veteran, married, 25 years old. Qualified film editor. Presently employed by large midwest television station. Details on request. Box 978A, B•T.

Producer-director, experienced as production manager. Four years experience top competitive V markets. Available as production manager or producer-director to station that wants only best in programming and production. Top references. Twenty-nine, married, college graduate. Write Box 990A, B•T.

Program director, production manager, director from medium market lured into sales; desires to return to production. Experienced from broom to bridge to executive's desk. Family; B.S. Degree. Box 104B, B•T.

Talented tv announcer-director-weatherman cartoonist desires advance to larger market. Four years tv. Presently employed. Box 126B, B•T.

Copy, writer, director. 1st phone and more. Box 129B, B•T.

FOR SALE

Stations

For lease fm good music station in metropolitan market. Several years in operation. Low monthly lease terms to the right party who has character, ability and is willing to work. Box 127B, B•T.

Unusual availability of more than one station in upper south area which may be purchased and operated singly or as a group. These can be financed. Paul H. Chapman Company, Contact either office, 17 East 48th, New York or 84 Peachtree, Atlanta.

Louisiana above average single station market needs active management. $65,000. Terms. Paul H. Chapman Company, Atlanta Office, 84 Peachtree.

Oregon, fulltime, $48,500, $14,500. down, excellent growth area, wire or write, Norman & Norman Inc., Davenport, Iowa. Phone 3-5642.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

UHF equipment, used. 1 kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Very reasonable. Box 946A, B•T.

FOR SALE

Equipment—(Cont'd)

For sale. FM transmitter, REL 549DL, 250 watts. Hewlett Packard Monitor. Andrew antenna, type 1202-2. Box 136B, B•T.

1 General Radio modulation monitor type 731-A, two RCA transcription arms, model MI 4875G make offer. Box 141B, B•T.

For sale—Used 5 kw AM transmitter Western Electric 105C with crystal for 740 kc complete. Make offer, must move immediately. P. O. Box 275, Richardson, Texas.

1 teletype tape printer, fair condition. Less local D.C. supply. $75 F.O.B. 1 Military type onan, 15 KBA, 3 phase power plant. 6 cylinder engine. Make reasonable offer. KFXD, Nampa, Idaho.

Mobile broadcast studio. Converted Air Line bus. With or without equipment. Range 20 miles. Money maker. WEOK, Poughkeepsie, N. Y.

Have equipment for kilowatt station, need a location. Van Sandt, WJOI, Florence, Alabama.

For Sale—Available August 20, increasing power, 1 kw, TTU1B RCA transmitter, Channel 23, filterplexer, harmonic filter, frequency monitor. 3 years old, good condition. Make us an offer. WMSL-TV, Decatur, Alabama.

For sale, WE 20-B rectifier limiting amplifier power supply, $75. Magnecorder PT-6. $300. Joe Pelletier, WPME, Punxsutawney, Penna.

Tape recorder, Ampex 400, one-case portable. Just checked out. $495. M. Bates, 3200 16th St., N. W., Washington, D. C.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. and Bliley holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eidson Electronic Co., PR 3-3901, Temple, Texas.

Ampex 300, 300-2 Stereo, 401, 600 and 350 available. Short deliveries on 350-2P, 601-2P Stereo and 601. Grove Enterprises, Roslyn, Pa.—Turner 7-4277.

We have for sale 1 type 78 Wincharger used tower complete, 2 new type 101 Wincharger towers 200′ complete, 1 used type 101 Wincharger tower 200′, and 1 three-legged self supporting tower 175′. We will also erect these towers on site in N. Y., N. J., or any one of the New England States. For rates please call New England Tower Service, Brandon, Vermont, telephone 80.

Available for immediate shipment, Ampex 350-P; used equipment; Ampex 600P HT, Presto 6N and 8A disc recorders. United Radio, 22 NW 9th, Portland, Oregon.

WANTED TO BUY

Stations

Present owners of three am stations desire to purchase station with annual volume of $150,000-$200,000 range. Prefer midwest or eastern city of 75,000 or greater population. Responsible, well financed. Broker inquiries are invited. Box 868A, B•T.

Experienced manager interested in lease-purchase of small market station. Box 101B, B•T.

Stations wanted. Sold: 60% of all the stations offered by this agency since its establishment. Ralph Erwin. Broker, 1443 South Trenton, Tulsa.

Stations wanted. Texas, New Mexico, Colorado, Missouri, Kansas, Arkansas, Louisiana, Oklahoma. Ralph Erwin. Broker, Tulsa.

Stations wanted. Private, conservative service to station owners. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

Radio station grossing from $80,000 to $100,000 in south, southwest or Pacific coast. Radio and News, Inc., Box 128, Sweetwater, Texas.

Equipment

Wanted to buy: 10 kw fm transmitter. Also want fm monitor, other accessories. Reply Box 602A, B•T.

Used small studio console; 100-watt broadcast transmitter. Contact G. Ramos, Box 863, Aguadilla, Puerto Rico.

INSTRUCTIONS

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

RADIO

Help Wanted

Management

SALESMANAGERS
STATION MANAGERS

We are expanding in the South—we want to expand even faster. We cannot afford personnel problems. We want two young men with experience—plenty of potential for our sales department who can become managers. We want to help these men develop their best qualities . . . men with their feet on the ground, who want to manage first class stations and make money. It's a wonderful chance to go first-class with the finest group of fellas you ever saw. Tell us everything with accompanying photo. William A. Anderson, WOKJ, Radio Station, Jackson, Miss.

Sales

THREE

Top rated station operations expanding into big markets leaves openings in the Bartell Group.

YOUNG

We are looking for young, aggressive salesmen who are interested in an association with the best independent radio group in the country.

AGGRESSIVE

Every reward is lavished on those who have the makings for success.

SALESMEN

Write: Gerald A. Bartell
P. O. Box 105, Madison 1, Wis.

The Bartell Group:

WOKY, Milwaukee
WAKE, Atlanta
KCBQ, San Diego
KRUX, Phoenix
WILD, Boston
WYDE, Birmingham

Announcers

ARE YOU A NEGRO DJ IN SMALL TOWN?

If you are a pretty good Negro DJ working at a part-time job or in a small town station and someday want to get into big-time radio at an All-Negro station—write us and send tape and photo. Really Rock'n-Roll the show. If you look like you can make the grade—we'll help train you to be even better than you are. We have three big Southern markets—and the finest bunch of DJ's in the country—all of them started at small town stations. We prefer men now down South. Apply right now! William A. Anderson, WOKJ, Radio Station, Jackson, Mississippi.

RADIO

Help Wanted—(Cont'd)

Announcers

GOOD FLORIDA OPENINGS

We are starting a new, live wire, music and news station in a beautiful, smaller, Florida city. We need a Morning Man, Afternoon Man, Program Director and Local news Man. If you have ability we will pay for it. Rush full details together with photo and tape.

Box 122B, B•T

JOSH DISKIES
TOP STATION, TOP MARKET

Needs hot D.J. to build 4 hour shows and become top man in market. Rush tape, resume, money needs to Dick Lawrence, Director Programming and Promotion, WBNY, Buffalo, New York.

WANTED

A live radio personality for afternoon show in major metropolitan market. No rock 'n' roll, just good music. Salary open.

CONTACT

L. G. Ehrig, 425 13th Street, N. W., Washington, D. C. NA8-3260.

Technical

CHIEF ENGINEER

Have immediate opening for Chief Engineer for 50 KW directional station WINZ, Miami, Florida. Rush complete resume with salary requirements to Ross McPherson, Director of Engineering, Rand Broadcasting, Inc. c/o WEAT-TV, P. O. Box 70, West Palm Beach, Florida.

Production-Programming, Others

ALAS!

Our Gal Friday is getting married. If you have an eye for details, ideas and can write terrific copy, write Bill Montgomery, WNOR, Norfolk, Virginia. We don't have much fun, but we make a lot of money.

RADIO

Situations Wanted

Sales

WORKING EXPERIENCE *AVAILABLE*

Ten years radio, pre-freeze TV sales experience, last several in top sales position basic net stn, currently employed but available to work for you. Not shopping, def. desiring change, with satisfactory reasons. Stable, wear well (more than 5 years at one outlet), family, college, in thirties. Acquainted several sections of US, like them all. I do NOT know all the time buyers in New York. Write for resume.

Box 108B, B•T

TELEVISION

Help Wanted

Management

PROMOTION MANAGER
WANTED

with tv experience for a mid-western network basic station in a major metropolitan market. Box 968A, B•T.

FOR SALE

Stations



Looking toward Florida? There are 137 stations within its 830 mile stretch—equal to the distance from Chicago to Pensacola.

Save time, travel and money through the services of our Florida associate. This full time representative can assist you in planning itinerary and conducting you to sellers.

PAUL H. CHAPMAN COMPANY

84 Peachtree, Atlanta
17 East 48th, New York

See HASKELL BLOOMBERG
Radio and Television Station
Business Broker
And Muriel Bloomberg, Assistant
NARTB REGION 1 CONFERENCE
VAN CURLER HOTEL
SCHENECTADY, NEW YORK

Equipment

FOR SALE

Two second hand guyed Stainless, Inc. AM towers.

One Truscon self-supporting AM tower.

ACE-HIGH TOWER COMPANY
BOX 55, GREENVILLE, N. C.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

EMPLOYMENT SERVICES

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 FOURTEENTH STREET, N. W.
WASHINGTON 5, D. C.

INSTRUCTION

Technical Preparation

. . . . . **for radio and television personnel**

- The Master Course for FCC License preparation (Not a "cram" course).
- The Advanced Engineering Course for men already holding a ticket. A college-level program for those who cannot attend college.
- Carl E. Smith, Director

For descriptive brochure, write to:
Cleveland Institute Radio Electronics
4902 Euclid Avenue, Cleveland, Ohio

96% OF ALL GRADUATES OFFERED POSITIONS IN RADIO OR TV!
Courses in Announcing, Acting, Writing, Production. 1 year of intensive training. Founded in 1934. Professional teachers with national network background. Term starts September 26th.
NATIONAL ACADEMY OF BROADCASTING
3338 16th Street, N.W. Washington, D. C.
Dept. B

NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES



◄ **Charles A. Black,** formerly vice president of Gordon Broadcasting Co. and managing director of WSAI Cincinnati, Ohio, to John J. Robinson Agency, same city, as vice president. He also will serve as account executive and radio-tv advertising director.

Edward Ratner, radio-tv director, Friend-Reiss Adv., N. Y., named vice president.

Arthur H. Baum promoted from advertising director to vice president in charge of advertising and public relations at Formfit Co. (ladies' undergarments), Chicago.

John M. Keavey, director of domestic advertising, Trans World Airlines, to Erwin, Wasey & Co., N. Y., as account executive to handle newly acquired advertising for KLM airlines.

L. W. Kent, advertising manager, Gerz Dept. Stores, N. Y., to Grey Adv., same city, as account executive.

Harvey Hickman, for past eight years with Hal Stebbins Inc., Los Angeles, to Stromberger, LaVene, McKenzie, same city, as account executive.

C. Gilbert Green appointed general sales manager of toilet articles division, Colgate-Palmolive Co., and **H. P. McClure** named to newly created position of general sales and promotion manager, food and drug store chains. Both are Colgate sales veterans.

Jo Napoli, media department, Grey Adv., N. Y., promoted to assistant radio-tv time buyer.

Peter McDonald, Jewell-McDonald Agency, Oakland, Calif., to Guild, Bascom & Bonfigli, S. F., where he will be responsible for Mary Ellen's jams and jellies and Mother's cakes and cookies accounts.

Lois Scheuber replaces **Grace Peterson** as media director of Allen Adv. Agency, Chicago.

Norman Heller, Dancer-Fitzgerald-Sample, N. Y., appointed director of copy and motivational research.

John W. Connor, formerly creative group director, McCann-Erickson, S. F., to Cunningham & Walsh, same city, as creative director.

George Allen, formerly group supervisor, Biow Adv., N. Y., and most recently creative director at Roy S. Durstine Inc., N. Y., to Donahue & Coe, same city, copy department.

Ralph Segerhagen, a senior art director, Benton & Bowles, N. Y., to Donahue & Coe, same city, art department.



AMONG the 12 judges who helped select Miss Washington of 1957 in a contest sponsored by WWDC Washington were three New York advertising agency account executives. Pictured above with June Roberta Cook, the girl picked to represent Washington in the forthcoming Miss America pageant in Atlantic City, N. J., they are (l to r) Thomas Comerford, Young & Rubicam, William R. Groome, Ted Bates & Co., and William Dollard, Y & R.

Carolyn Fischer Bruck, 47, wife of Franklyn Bruck, board chairman of Parkson Adv. Corp., N. Y., died following heart attack Aug. 24.

John J. Kelly Jr., 34, assistant account executive at Albert Frank-Guenther Law, N. Y., died Aug. 24.

FILM

James A. Anderson, production manager, Alexander Film Co., Colorado Springs, Colo., promoted to vice president in charge of production.



◄ **Henry S. White,** director of advertising and promotion, Screen Gems, named to director of program procurement. Mr. White will continue in his advertising and promotion capacities.

Douglas Travers, vice president in charge of production, RKO and RKO Pathe, to Cascade Pictures, Hollywood, as production manager. **Matt Rogers,** production manager for Cascade, moves to estimating and cost control.

A. Tyler Little appointed account executive at Fred Niles Productions, Chicago, doubling in similar capacity for Stevens, Biondi, DeCicco (art studio).

Virginia Higgins, formerly casting director for TCF Productions and Allied Artists, appointed casting director, Cascade Pictures, succeeding **King Dietz,** resigned.

NETWORKS

Harry C. Folts, account executive, Ameri-

can Broadcasting Network, and **Aaron Beckwith,** business development director, National Telefilm Assoc., named account executives for ABC-TV.

S. William Aronson, director of sales service, American Broadcasting Network, named administrator in ABN's cost control unit.

Herbert J. Cutting, chief accountant, Mutual Broadcasting System, named director of administrative services.

Fred Lyons, central division manager, NBC Radio Spot Sales, and **Richard Arbuckle,** NBC Spot Sales radio salesman in N. Y., named eastern radio spot sales manager and central division sales manager, respectively. Mr. Arbuckle will headquarter in Chicago.

John A. Stearns, producer of NBC-TV's *Arthur Murray Party* (Mon. 9:30-10 p.m.), has been named executive producer with American Broadcasting Network for unspecified daily hour live musical program.

Robert F. Stolfi, formerly advertising and sales promotion manager, WNDU-TV South Bend, Ind., has rejoined CBS-TV network sales, assigned to sales development department of network's Chicago office. Mr. Stolfi originally joined CBS-TV in 1949 in network operations and left to join WNDU-TV in 1955.

Tom Lufkin, program service manager, ABC-TV, father of girl, Jane Marie, Aug. 22.

STATIONS

Edward M. Guss, vice president and station manager, KOSI Aurora, Colo., transfers to WGVM Greenville, Miss., in similar capacity plus added duties of attending to real estate and other investments of Mid-America Broadcasting Co. (licensee of both stations).



◄ **Arthur L. Robertson,** assistant general manager and chief engineer, KFML Denver, named general manager.

Ted Carlsen, sales manager, KRAK Stockton, Calif., promoted to general sales manager and assistant manager. **Robert Murray,** sales manager, KWG Stockton, to KRAK as local sales manager.

Bob Janes, formerly associated with American Broadcasting Network, S. F.; KLRJ-TV Henderson, Nev., and KLAS-TV Las Vegas, to KTOO Las Vegas as general manager.



◄ **Ross Newby,** formerly sales manager, KFDA-TV Amarillo, Tex., to KOSA-TV Odessa, Tex., as national sales manager.

Don Peterson, sales service, WOI-TV Ames, Iowa, named national sales manager. He is succeeded in sales service by **Ron Scott,** chief announcer.



◄ **James F. Jae Jr.,** station manager, KLIK Jefferson City, to KHMO Hannibal, both Missouri, in similar capacity.

Lew Heilbroner, manager, WRDW Augusta, Ga., to WJQS Jackson, Miss., in similar capacity.



◄ **Herbert S. Dolgoff,** lawyer in private practice in Omaha, Neb., to Storz Stations, Omaha, as general counsel.

Lou Torok, KBTK Missoula, to KCAP Helena, both Montana, as manager, succeeding **K. O. MacPherson,** retired.



◄ **William J. Conran,** promotion manager, WPFH-TV Wilmington, Del., named promotion manager of WIBG Philadelphia. WPFH-TV is affiliate of WBIG.



◄ **Lyle R. Allen,** tv director, WITN-TV Washington, N. C., to WLWI (TV) Indianapolis as merchandising manager.

Roy W. Pratt, engineering staff, WHO-AM-FM-TV Des Moines, Iowa, promoted to chief engineer, succeeding late **Reed E. Snyder.**



◄ **Ken James,** assistant program director, WOW-TV Omaha, Neb., to KENS-TV San Antonio, Tex., as program director. Mr. James was with WOW-TV for six years.

Art Curley, formerly disc jockey with WRCV Philadelphia and WDEL Wilmington, Del., to WTUX Wilmington as program director.

Ron Chrisco, KHEP Phoenix, to KHEY El Paso, Tex., as program director. **Jess Richardson,** KZIP Amarillo, Tex.; **Virgil Bond,** KALG Alamagordo, N. M., and **Virgil Galicia,** KHEY accounting department, join KHEY sales staff.

John A. McCorkle, formerly account executive for CBS Radio Sales, to WNEW New York in similar capacity.

Jay Robinson, formerly with Inland Marine Co., to WTTW (TV) Chicago as sales representative for tv recording service.

Jim Ferguson joins WTRL Bradenton, Fla., as personality on morning show and salesman, succeeding **Charlie Blake,** resigned.

Bob Elson, sportscaster and play-by-play announcer on Chicago White Sox baseball broadcasts, signed by WBKB (TV) that city for daily *Bob Elson's Sports and Comments* (6-6:15 p.m.) to be simulcast on WCFL radio.

Jim Lounsbury, Chicago emcee, signed by WBKB (TV) that city for new teenagers tv series, *Record Hop.* Sat. 4-5:30 p.m.

Howard Holderness, president of Jefferson Standard Life Insurance Co. and member of board of directors of Jefferson Standard Broadcasting Co. (WBT Charlotte, N. C.; WBTV [TV] Charlotte, and WBTV Florence, S. C.), named state chairman for United Community Campaigns of North Carolina.

Bruce M. Johns, promotion director, WCHS-AM-TV Charleston, W. Va., named state director of Charleston Junior Chamber of Commerce and will represent that chapter in all state-wide meetings of West Virginia Junior Chamber of Commerce.

Margie V. Ellis, 34, secretary in purchasing department of KTTV (TV) Los Angeles, died Aug. 24.

MANUFACTURING

H. Ronald Eldridge, formerly assistant comptroller of Federal Telephone & Radio Co., Clifton, N. J., International Telephone & Telegraph Corp. division, elected comptroller of industrial products division of IT&T. **John T. Jackson,** director of planning and organization department, IT&T, elected assistant vice president.



◄ **Harry Schecter,** formerly regional sales manager, Motorola Inc., named general manager of Motorola division of Warren-Connolly Co., L. I., N. Y. He succeeds **Dan Jacobs** who resigns to establish his own business.

J. E. Schlener, formerly merchandising manager for Sylvania Electric Products' semiconductor division and special tube operations, appointed eastern district sales manager of semiconductor division.

Rein Narma, Fairchild Recording Equipment Co., L. I., N. Y., appointed manager of production and engineering divisions in addition to duties as chief engineer.

Marvin E. Groll, sales engineer in New England for electronic tubes, Sylvania Electric Products, appointed sales engineer for company's semi-conductor division.

PACKAGER SEES TV BOOM IN JAPAN

There's no business like "No" business. So declares Steve Parker, a 32-year-old American tv producer and former actor who came to New York last week on a sales mission from the Land of the Rising Sun and the ancient No drama. The mission: to interest NBC-TV in a 90-minute tv film spectacular—"Show Business, Japan"—shot in Eastman color and packaged jointly by MCA-TV Ltd., actor Gene Kelly and himself. Filming on the program will begin Nov. 15, and NBC-TV, which is interested in turning a camera eye on the Far East, is understood to be "talking seriously" with MCA-TV about finding a sponsor—preferably an airline—to purchase the $300,000 package.

Show business, according to Mr. Parker, and especially television, "is riding a fabulous crest" in Japan. Imitation, it appears, not only is the sincerest form of flattery the Japanese can pay the western world, it also is "a very good way to make a yen." The stars of his spectacular include the "Tokyo Smoky Mountain Boys" (whose rendition of "Too Old to Cut the Mustard" appears to be on top of Japan's hit parade); Jimmy Shegay, the Nipponese Pat Boone; Kasuya Kosaka ("who out-Presleys Elvis"), Peggy Yamaguchi, (the oriental Doris Day), the famous No Drama Theatre and Kumi Itachi with the Tokyo Symphony Orchestra.

Television in Japan, says Mr. Parker, is something "so unique no mere words can describe it." The Japanese, he claims, usually impervious to all forms of advertising, are flocking to their sets which are in every sense of the word, luxury items. (A "rich Japanese," he says, makes 100,000 yen or $300 a month; of this 78,000 yen go to pay for the set. "But," he adds, "living is relatively cheap, so the luxuries are principally tv sets and cameras.")

The Japanese commercial tv industry, officially four years old last month but only burgeoning since 1955, now has an official estimated set count of approximately 1 million. The last statistical breakdown, compiled by Dentsu Adv. Ltd., Tokyo, Japan's largest ad agency, covered the period that ended Jan. 31 this year. Dentsu pegged the estimate at over 600,000 sets, noted that the Tokyo area had the largest sets-in-use (54.8%) with 340,000; Osaka ran second (27.4%) with 170,000 sets; Nagoya third (11.2%) with 70,000 sets and the balance (6.4%) of the country registered 40,000 sets.

The "big advertisers" (Dentsu Adv. Ltd., Tokyo, places 60-65% of the business) are Toyta automobiles (about to be introduced in the U. S. market), Fuji cigarettes and Nippon beer.

The "big attractions" are love stories "with very unhappy endings" and U. S.-made film series. Titling is impractical, he maintains, since it requires vertical insertion, and is done only on Ziv's *The Cisco Kid* and CBS-TV Film Sales' re-runs of *I Love Lucy*. Most film series such as MCA-TV's *Alfred Hitchcock Presents* and California National Productions' *Badge 714* are dubbed. Mr. Parker notes, "You've got to see Jack Webb 'speaking Japanese' to believe it . . ." The "big idol" in Japan is "Sleepy" Matsumoto, an ebullient oriental version of Steve Allen, "only he plays the saxaphone at a moment's notice."

"Rare are the times," Mr. Parker maintains, "when a tv show gets on—or off—on time. There are no locked time periods as we know them here, and a show scheduled for 7:30 p.m. may just as easily get under way at 7:55 p.m., and no one really minds."

Unlike tv in the U. S., Japanese television has had little—if any—impact on the movies. "The Japanese love to go out," Mr. Parker notes, "and I suppose it speaks for itself when I say that practically every bar in Japan has a tv set." He doubts that the industry will ever match the "home impact" of U. S. tv.

For U. S. film producers, Japan offers "unlimited golden opportunities." Not only is "superb craftsmanship" available there (Mr. Parker's ace camerman is Susumu Urashima, the man who filmed the prize-winning "Rashomon" and "Gate of Hell" theatrical films), but production costs are "cheap." He claims that to film the equivalent of one *Hitchcock* installment—U. S. cost in black-and-white is $40,000—would cost no more than $28,000, "and you get color film thrown in."

Asked why U. S. producers have not taken full advantage of filming tv properties in Japan, Mr. Parker replied that he felt the Japanese film industry at this time is still "too art-conscious," and could stand some hard lessons in "commercial production for the average viewer." Mr. Parker seems to know what he is talking about: He has won laurels for "art films" like the 27-minute documentary titled "Geisha" and another 27-minute film titled "Onsen" which has been picked to represent Japan at next year's international Brussels Film Festival. "I filmed them 27 minutes long," he says, "because I would like to sell them to television."

Though he maintains that American advertisers have shown "an amazing lack of vision" by not jumping into the Japanese tv market ("the Japanese have been looking for them . . ."), Mr. Parker's argument was amended last week by an official of the Japanese consulate in New York. The consulate's position: No U. S. advertiser can invade the Japanese market directly without first effecting a liaison with a Japanese firm. He cited last month's contract between



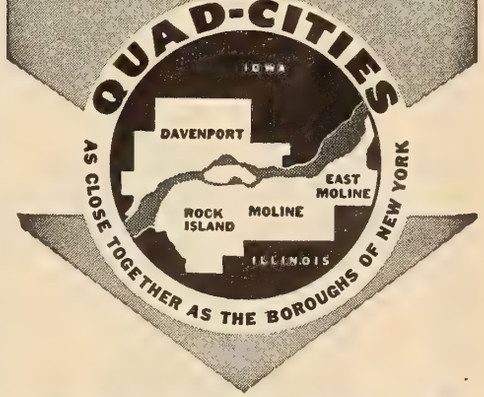
"Me speak, you buy, no lose scalp, WWLP-WRLP Springfield-Holyoke-Greenfield heap best TV medicine in Western New England."

In Western New England Nearly Everyone Watches

WWLP Channel 22 Springfield-Holyoke, Mass.

WRLP Channel 32 Greenfield, Mass.

ONE OF THE
FIRST 100 MARKETS



WHBF
RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower

CBS
REPRESENTED BY AVERY-KNODEL, INC.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y
All Inquiries Confidential



Only ONE is atop the
Continental Divide
Serving both the Atlantic and Pacific Sides of America
KXLF - TV4 -:- Montana
Butte
East—The Walker Co.
West—Pacific Northwest Broadcasters

Canada Dry Ltd. and the Kirin Brewing Co. whereby the two have set up International Beverages Inc., Tokyo, for Japanese distribution of Canada Dry sodas.

The consulate official backed up Mr. Parker's enthusiasm about Japanese tv by stating that "back in 1953 when commercial tv first went on the air, very few of us thought tv would be a good selling medium. We have been proved devastingly wrong." With about 22 stations on the air now, there are applications pending before the Radio Regulatory Bureau (Japanese equivalent of FCC) from 57 different broadcasting companies.

Radio, the consulate pointed out, also is "booming" with 80% of the islands blanketed. Last year, radio's gross was close to $45 million.

Mr. Parker, should he sell NBC-TV his "Show Business, Japan," is ready to persuade the network to consider an entire series based on Asian "show biz," in line with the network's intention to expand its public affairs programming. Also on the "planning board:" a follow-up to MGM's "An American in Paris" titled "An American in Tokyo," again starring Gene Kelly. He also has signed Director John Huston to produce what Mr. Parker calls the first "non-arty" Japanese spy drama film, to be titled "The Fourth Bureau." Both this and "American," are destined for United Artists Corp. financing and distribution, he said.

Intercontinental to Service New Tv Station in Saudi Arabia

Intercontinental Services Ltd., the former (Adam) Young International Ltd. acquired last month by Stephen A. Mann and associates [B•T, July 29], has been retained by Arabian American Oil Co. to procure program material and other services for Aramco's new tv station in Dharan, Saudi Arabia. The station, bearing no call letters, will go on the air Sept. 15 in Arabic language. It will be Dharan's second tv station, the other being an Armed Forces Radio Service installation at the U. S. Air Force base there.

Commercial Tv Sales, Sets On Climb in Great Britain

Commercial television in Great Britain appears well on its way to a prosperous fall-winter season with reports last week of booming business and soaring set circulation.

Associated-Rediffusion, which programs all week on the London commercial outlet and Monday through Friday on the Midlands station, announced that October and November time is sold out. A-R, in further stating that two-thirds of the available time has been sold out for the next 12 months, said British advertisers as yet are not aware of the rapidly-growing demand for time and have to be oriented to the need for booking sufficiently in advance.

There's indication that most of the television revenue is coming not from London but from Manchester. According to Television Press Agency, which compiles such statistics on commercial tv, the Manchester station (under contract to Granada and ABC-TV) had July sales of £869,950. The total for all tv for July was £1,880,564.

Announcement was made by Television Audience Measurement Inc. that the number of sets adapted to commercial tv had increased 22% during the past 12 months in the London, Midlands and Northern area. This means that 3.84 million homes—more than 65% of all the tv homes in the three areas—now receive ITV transmission for nearly 13.25 million viewers.

Private Broadcasting Pushed in Germany

As the third West German television station adds commercial programming to its sustaining schedule (two more promise to follow), German publishers have strengthened their drive to have the government authorize private broadcasting, it has been reported. All broadcasting in Germany at present is on a semi-official basis, with small commercial segments in some schedules, a plan that newspaper publishers oppose.

The third station to add commercial programming, South German Radio of Stuttgart [B•T, May 13], has announced it will add 30 minutes of daily sponsored fare next month. This will bring total commercial circulation to almost a million sets, it is estimated. Two already carrying some paid shows are Bavarian Radio and Radio Free Berlin. Two more considering early adoption of the plan are South West German Radio, Baden-Baden, and Hesse Radio, Frankfurt.

A bill to end the mixed schedules on radio and tv has been introduced in the Bundestag (national lower house) at Bonn. Lobbying publishers, who want private broadcasting in Germany, also are fighting the issue in German courts [B•T, June 3]. Observers give the bill no chance of passage before elections this month. However, introduction of the bill, they say, indicates newspaper publishers are making progress on the issue.

Also pointing the way to private broadcasting in Germany was a recent decision of the Postal Ministry, which allocates frequencies, denying applications of existing radio stations for remaining uhf channels. All vhf and some uhf channels have been allocated heretofore to the semi-official radio stations. By holding onto remaining uhf frequencies, the government is believed to be contemplating private operation on these channels.

Meanwhile, the established system is building. Bavarian Radio, which originates a large part of its tv schedule live (65%), has announced plans for a $22 million television city in Munich.





Piel Bros. Again to Offer Tropical Island in Contest

Piel Bros. again will offer a tropical hideaway as a top prize through Bert & Harry, the Piel Brothers caricatures, along with other prizes in a new contest to start Sept. 13, it was announced by Henry J. Muessen, Piel Bros. president.

Last year's contest offering a treasure island racked up a record 139,000 persons who participated. This year in addition to an island, added federal and state income taxes payable by the grand prize winner will be paid by Piel Bros., up to a maximum of $5,000.

"In addition to a heavy advertising budget for extra radio-tv time, newspaper space and merchandising aids, we are planning a publicity 'spectacular' which will give the contest an enormous boost, and create considerable excitement among retailers, our salesmen and consumers," Mr. Muessen said.

The island to be offered in the contest is located among the Abaco group of the Bahamas. Other prizes to be awarded in the contest include three Hillman-Minx 1958 convertibles, eight trips to Paris for two persons, 32 Westinghouse tv sets and 400 cash prizes of $25 each. The contest will be a "complete the jingle" type, with awards for humor, aptness and originality of thought, Mr. Muessen explained.

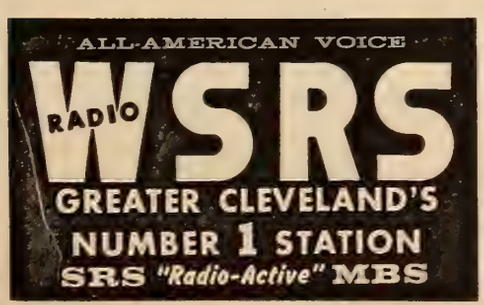
Young & Rubicam, New York, is Piel's agency.

WJOB's 'Push-Button' Promotion Tunes in 118,000 Car Radios

WJOB-AM-FM Hammond, Ind., is successfully employing "Operation Push-Button" to add automobile listeners throughout the Hammond-Gary-East Chicago area, according to Joseph R. Fife, commercial manager.

"Operation Push-Button" works like this: The station contacts garages, auto dealers and repair shops and asks them to participate in the plan. If the firm contacted is interested they will set a button on each automobile dial to 1230 kc, the station's frequency. At the end of each week the dealers send the station a list of the cars serviced. WJOB counts returns from each dealer and awards a Florida vacation to the shop with the most jobs turned in. Free advertising on the station in the amount of $7.50 is awarded to a firm servicing 10 or more cars.

Mr. Fife reported that 118,000 cars have had a button set to the station because of "Operation Push-Button."





BOTH WWJ-AM-TV Detroit, Mich., and KYW-AM-TV Cleveland, Ohio, sponsored a Cleveland-Detroit Day civic celebration which included the welcoming of Clevelanders who crossed Lake Erie aboard the *S. S. North American*, an exchange of gifts between officials of the two cities during a formal dockside ceremony and a social reception in the River Room of Fort Shelby Hotel. KYW's Rolland V. Tooke presented WWJ's Edwin Wheeler with a gold-plated microphone, commemorating WWJ's 37th year on the air. Pictured at the celebration are (l to r) Detroit Mayor Albert E. Cobo; Mr. Wheeler, general manager of WWJ stations; Mr. Tooke, KYW and vice president of the Westinghouse Broadcasting Co., and Cleveland Mayor Anthony Celebreeze.

KTLA's 'Gold Rush at Channel 5'

An extensive local advertising campaign to promote KTLA (TV) Los Angeles' revamped program schedule, "Gold Rush at Channel 5" was announced last week by Jim Rue, director of advertising, promotion and publicity, who said the overall cost of the advertising would exceed $123,000. Media to be used include all metropolitan and most suburban dailies; three billboards; 52 bus-benches; 1,000 bumper strips; in-store displays in over 100 supermarkets; tv fan magazines; radio (a cross-promotion arrangement with KLAC Los Angeles which will broadcast 20 spots a week for KTLA); personal letters to all local advertising agencies. The agencies will also receive gold cigarette lighters, gold rulers and giant pens. In addition an assortment of gimmicks, including prizes for people who say "Gold Rush at Channel 5" when answering calls made by KTLA personalities, will be used. There also will be a contest to identify a "Mystery Flag Pole Sitter" who will perch on the KTLA tower from sign-on to sign-off each day until he is identified.



ABC AFFILIATE CHANNEL 2
Peters, Griffin, Woodward, Inc.
REPRESENTATIVES





THE REAL RUSTY . . .



. . . AND HIS "LOOK-A-LIKE"

WTVN-TV FINDS 'RUSTY' DOUBLE

In connection with the personal appearance of Rin Tin Tin, Rusty and Lt. Rip Masters, cast of *The Adventures of Rin Tin Tin,* at the Ohio State Fair last month, WTVN-TV Columbus conducted a five-week long contest to find the "look-a-like" of Rusty. All entrants were requested to send in their picture, name and address and a Nabisco cereal box top. Weekly winners, both boys and girls, were chosen and received a Rin Tin Tin canteen, wallet, bugle and T-shirt and the grand prize winner a complete Rusty uniform. The ten top winners were taken to the fair and Rusty was asked to choose the child he thought looked most like him. He picked Jimmy Curnutt (pictured above with his dog "Rocky") who lives at Lockbourne Air Force Base near Columbus. Jimmy was then introduced to the public during the show at the fairgrounds and had dinner with the entire troupe. WTVN-TV reports they received more than 3,000 entries in this contest. Each entrant received an autographed picture of the Rin Tin Tin cast. National Biscuit Co., sponsors of the show, donated all the prizes that were given to the winners.

WQXR Signs for Boston Symphony

WQXR New York signed a contract with the Boston Symphony last week to broadcast the 24 two-hour Saturday night concerts of the symphony this season, according to Thomas D. Perry Jr., manager of the Boston orchestra, and Elliott M. Sanger, executive vice president of WQXR. The first concert will be heard Oct. 5 (8:30-10:30 p.m.) and the series will extend through April 26. The contract provides that the expense of the broadcasts will be borne by the station and the series will not be offered for commercial sponsorship. WQXR is to order the necessary high-quality telephone lines from Boston to New York in order to transmit the music with full fidelity on am and fm. The station has exclusive broadcast rights within an 80-mile radius of New York.

Sportscaster Stern to MBS

Bill Stern, news and sportscaster on *Contact* (WINS New York, Mon.-Fri. 7-10 a.m.) has joined the MBS news staff and will have a five-minute sports show nightly, time to be announced. MBS also announced sportscasters Joe Boland and Harry Wismer will be airing the 1957 Notre Dame football schedule on MBS starting Sept. 28. Pontiac, through MacManus, John & Adams, will sponsor the schedule for the second consecutive year. Mr. Stern will continue his WINS series.

WOW Sponsors Teen DJ Contest

WOW Omaha, Neb., is carrying a *Teen-Age Disc Jockey Contest* show to give teenagers a chance to acquire broadcasting experience in addition to winning prizes. Four teens appear on each weekly contest and four weekly contests make a round. At the end of each round, the station holds a pre-finals contest featuring the four weekly winners. There are three pre-finals and the trio of pre-finals winners then compete in grand finals. Each teenager prepares his own script and selects the music. He is then judged on the basis of original ideas, selection of music, personality and overall presentation. The program has been named the area's "outstanding youth program" by the Omaha Radio-Tv Council and the station reports many favorable listener comments.

KNOB (FM) Sets All-Jazz Format

KNOB (FM) Signal Hill, Calif., on Aug. 25 inaugurated a new program policy which reportedly will make the station Southern California's first all-jazz radio station. Al (Sleepy) Stein, jazz disc jockey and KNOB's new program director, plans to cover all types of jazz, from early Dixieland to the latest progressive, in the station's programming, which will even include a Sunday morning hour of religious tunes-with-a-beat titled *Jazz Goes to Church.* George Laine, jazz columnist of the *Pasadena Independent Star News,* will conduct a nightly program and Jack Tynan, west coast editor of *Downbeat,* will have a weekly program on KNOB. Hours on the air are being lengthened from the present 4-9 p.m. to a noon-to-midnight schedule. KNOB now operates on 103.1 mc with 350 w, but has an FCC construction permit for 97.9 mc and eventually expects to up its power to 70 kw. In announcing the new all-jazz policy, KNOB pointed out that among the more than 40 am and fm stations in the Los Angeles metropolitan area there are now two all-western radio stations, one all-classical and one all-Spanish station and there ought to be room for an all-jazz outlet.

NBC-TV Changes Show Premieres

NBC-TV has announced the following changes in premiere dates for upcoming fall shows: *The Price Is Right,* originally scheduled to begin Monday, Sept. 30 (7:30 p.m.), will premiere Sept. 9 in the same time spot. *Wagon Train,* previously announced as beginning Wednesday, Sept. 11 (7:30 p.m.), will start instead Sept. 18. *The Nat King Cole Show* will start Tuesday, Sept. 10 (7:30 p.m.), instead of Sept. 24. *The Loretta Young Show* will start Sunday, Oct. 20, (10-10:30 p.m.) instead of Oct. 6.

CBS Plugs Radio's Popularity

CBS Radio is distributing to advertisers and agencies a promotional circular in the form of a legal document pointing up the advantages and popularity of radio in general and CBS Radio in particular. The "legal literature" concludes with a signed statement: ". . . said instrument contains a true and correct statement of the most essential facts of network radio programming relevant to a judicious advertising decision." Arthur Hull Hayes, CBS Radio president, and John Karol, vice president in charge of network sales, signed "document."

LISTS FM IN TV LOG

Program listings for KNEV (FM) Reno currently are being run in the local papers, but with a new twist. They are scheduled in the tv log, carried on the Community Antenna System. Station believes it is "probably the only radio station—fm or am—ever listed in a tv log."



And now for the $128,000 question—What is "SCOTCH" a brand name for?

You'll win our thanks (if not a jackpot) by respecting our registered trademark when you mention our product on your programs. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape, or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape*. Thank you.

MINNESOTA MINING AND MANUFACTURING COMPANY

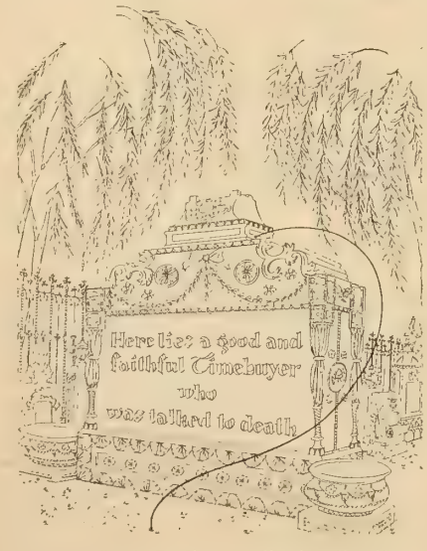
ST. PAUL 6, MINNESOTA

WGAY Stunt Plugs Airport Need

Chuck Dulane, program director of WGAY Silver Spring, Md., was scheduled to finish a solo flight last Wednesday which began Aug. 26 after only one day of flight instruction. Because he wanted to learn to fly and because the station wanted to publicize the need for a new airport in Montgomery County, Mr. Dulane decided to do the stunt. When an Oregon broadcaster, Johnny Huddleston, KYES Roseburg news director, heard of the flight, he challenged Mr. Dulane saying that he could do it in less time. Wager: a wheel of Oregon Tillamook cheese against a brace of Maryland yeast. Mr. Huddleston flew over the Oregon area and finished his solo in 5 hours and 15 minutes, but Mr. Dulane was forced to call off his solo after 4 hours and 50 minutes due to Maryland weather conditions. He hoped to finish his solo Wednesday but said he believed he would require about six hours total to do it, thus giving Mr. Huddleston the edge. Both men tried the stunt after only one day's flight instruction.

Blair-Tv Mails Time Change Map

As a "service to broadcasting advertisers and agencies concerned with the bi-annual time change problem," Blair-Tv is mailing a specially prepared "Time Change Guide Map" to timebuyers and other agency people throughout the country. Research for the service was conducted by the National Time Research Institute with which Blair-Tv has signed an exclusive contract covering time change information for the broadcasting field. The guide will show the status of major cities with special information on the numerous "exceptions" which tend to make the twice yearly time changes a production headache to the radio-tv industry. Copies may be obtained by writing to Blair-Tv, 415 Madison Ave., New York.



WLWI (TV) Indianapolis is distributing a 24-by-18-inch black and white cartoon (see above) to agency timebuyers along with a letter saying, "We're sure any timebuyer anywhere would want to hear WLWI talk . . . " and then goes on to tell why. Also included in the mailing is a business reply card for a framed copy of the cartoon.

WELM Buys Spots on WFBL

A spot campaign to promote WELM Elmira, N. Y., was started on WFBL, Syracuse, N. Y., on Aug. 30 in an effort to reach many of its listeners who visit the "Southern Tier of New York." According to WELM, recent sample surveys have shown that many Syracusans and visitors to that area travel through the Elmira area. Therefore, the campaign is aimed directly at these people in an effort to "highlight WELM in its listening area." The announcements will continue for a minimum period of two weeks, with "possibilities of extension of time based on the acceptance of the idea by radio audiences."

ABC's Christmas in August

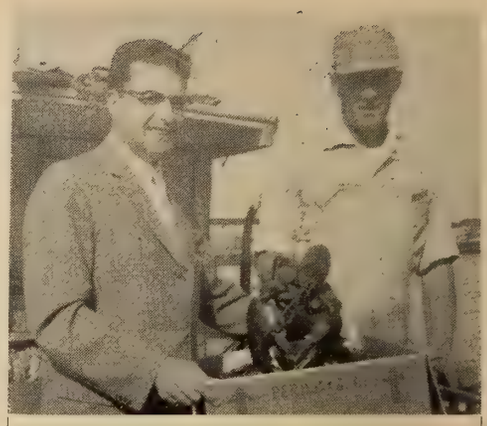
It was Christmas in August for ABC's *Breakfast Club* last Tuesday—marking probably the first yuletide program this year on any network. The occasion was a special broadcast for the Armed Forces Radio Service, which will process a taped version and distribute it to servicemen overseas. The *Breakfast Club* series has been heard by American troops abroad, on a three months' delayed basis, since the spring of 1955. Traditional carols and poetry, plus interviews with mothers of soldiers abroad, were featured on the Aug. 27 show, with Don McNeill as m.c.—and Christmas only 97 shopping days away.

CBS-TV Reports Program Changes

CBS-TV will present *Assignment Foreign Legion* in the Saturday 10:30-11 p.m. time slot, replacing the *Jimmy Dean Show*. The English adventure series, which stars actress Merle Oberon, will make its American debut Sept. 14. The *Jimmy Dean Show*, which is sponsored by Hazel Bishop Inc. through Ed Kletter Adv., will be moved to the Saturday 12 noon to 1 p.m. spot, replacing *Big Top* which is being dropped this fall. Hazel Bishop will no longer sponsor the country music show in the new one-hour time slot.

WBKB (TV) to Televise Pool

Televised pool games, foreseen by an ABC vice president as the "next successful 'gimmick' show" in local tv, will be given a trial run by WBKB (TV) Chicago Sept. 8. Titled *Pocket Billiard Stars,* the program will be offered "for approval" in a move to approximate or surpass the success achieved by televised bowling. It will feature a two-man match, with Joe Wilson, pioneer sportscaster, as producer and co-owner of the package. If successful, it may become a weekly series.



TO celebrate the formation of a new seven-station "State of Maine Lobster Network," reportedly offering primary coverage of more than 90% of that state's population, cartons containing 10 live lobsters were delivered to more than 250 agency timebuyers. The seven stations involved in the network are WLOB Portland, WCOU Lewiston, WFAU Augusta, WRUM Rumford, WGHM Waterville, WGUY Bangor and WFST Caribou. Above (l), WLOB General Manager Melvin L. Stone of the flagship station holds a carton as Ray Stoddard, skipper of the Casco Bay lobster boat Condor empties the contents of a lobster trap.

'Back to School' Promotion

NBC has begun the sponsorship of a "Back to School" promotion providing program material around which affiliates can sell adjacencies to advertisers supplying school needs. Matthew J. Culligan, vice president of NBC Radio said the six-week promotion will inform its listeners that many needs, both material and intangible, must be taken care of to insure successful academic performance by children of all ages. Mr. Culligan said "experts from many fields, including educators, nutritionists and home economists, will inform parents how they can best fulfill their responsibilities to their school-age children." The authorities are appearing on programs throughout the week and on *Monitor* during the weekend.

KHJ-TV Movies at All Time High

Feature films as program material on KHJ-TV Los Angeles hit an all-time high beginning Aug. 26. A total of 29 different theatrical motion pictures are to be broadcast by the station each week. The total would be raised to 35 if the six repeat broadcasts of the *Channel 9 Movie Theatre,* which is televised Monday through Friday and twice on Sunday, are counted as separate programs. KHJ-TV will devote 42 hours, 50 minutes and 5 seconds to these feature film broadcasts during the week, plus whatever time is given to commercials telecast in connection with the filmed programming. Totals include five one-hour westerns, KHJ-TV points out.



"This great professional journal keeps pace — and faith . . ."

says **ERNEST A. JONES**
President
MacManus, John & Adams, Inc.

"More than ever before, advertising is news; and Advertising Age gives it to me fast and clear. The value of authentic news about our business never has been greater as advertising continues to grow in complexity, responsibility and opportunity. Because this great professional journal keeps pace — and faith — it is a 'must' for me, no matter how tight my Monday schedule may be."

ERNEST A. JONES

A 20-year veteran of big-league advertising (although in his early forties), Mr. Jones has been associated with MacManus, John & Adams since his college days. He joined the agency as a production department apprentice upon graduation from the University of Michigan, and has since functioned in a creative or supervisory capacity on all of its major accounts. In 1950, he was appointed a vice-president and transferred to New York to open a branch office, but he returned to headquarters at Bloomfield Hills, Michigan, in 1953, as executive vice-president and a director. Two years later, he was named president of the agency. Mr. Jones is in demand as a speaker and is active in AAAA affairs, as well as in civic matters of Bloomfield Hills and nearby Detroit.

Week in, week out, Advertising Age gives the news, trends and developments of advertising "fast and clear" to the marketing executives who are important to you. More and more, those who *influence*, as well as those who *activate* major broadcast decisions have come to depend upon the authoritative, up-to-the-minute coverage found in Advertising Age.

MacManus, John & Adams, for example, ranks among the top agencies in broadcast advertising, with radio-tv billings totalling $7,000,000* in 1956. Among its clients investing heavily in television are the Pontiac Division of General Motors, Minnesota Mining & Manufacturing Co., and Dow Chemical Co. (Pontiac alone spent $1,957,849 in network and an additional $544,780 in spot tv in 1956**.)

Every Monday, *60 paid-subscription copies of Ad Age* get "must" readership by MacManus, John & Adams executives. *Further, 90 paid-subscription copies reach marketing planners and budget setters in the companies mentioned.*

Add to this AA's more than 39,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 11,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 145,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

**Broadcasting Telecasting 1956 Report.*
***Advertising Age's Profiles of 100 Leading National Advertisers, August 19, 1957.*



1 Year (52 issues) $3

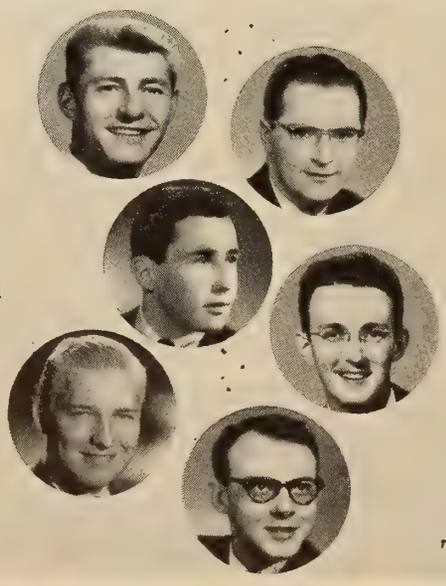
important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK



you need the personal touch to sell in Milwaukee

'Tis not only what you say . . . but how you say it in this business. That's why we insist that, when you send us live copy . . . our disc jockeys deliver a LIVE live announcement! It's an INTEGRATED commercial, too . . . as much a part of the show as Perry Como or Frank Sinatra . . . and it's the word of a fellow that Milwaukee listeners enjoy. Yes, by design on WEMP, your copy gets the interpretation necessary to effectively sell the market!



WEMP

5000 watt power at 1250 k.c.

KEY ENTERTAINMENT STATION

BIG 7 RADIO PERSONALITIES: Records round the clock . . . 24 hours a day, seven days a week . . .

SPORTS: Live Play-by-play Milwaukee Braves Baseball; U. of Wisconsin Football and Basketball; Green Bay Packer Football; special sports events, 11 sportscasts daily.

32 NEWSCASTS DAILY: Gathered and edited by 6-man WEMP news department from UP news wire, UP sports wire, 2 mobile units, special state correspondents, U. S. Weather wire, Police and Fire Dept. radio, regular daily telephone contacts.

represented wherever you live by Headley-Reed

MONDAY MEMO

from **NORMAN B. NORMAN,** *president, Norman, Craig & Kummel*

RELATE YOUR SALES MESSAGE TO THE CUSTOMER'S OWN WORLD

What is it that makes one set of words, ideas and pictures work harder than another? This is the puzzle that creative agency personnel have been trying to solve ever since the first advertiser put up his first sign. We believe that the answer does not lie in a formula, but rather in a method, a way of working.

It was while the agency was working on the Maidenform and Revlon accounts that we came to realize that a certain presentation of ideas consistently sold harder, worked faster, lasted longer in the public mind than did others.

We feel that we found the key to this puzzle about four and a half years ago. The answer seems simple at first glance: the campaigns which worked the best and paid off the fastest were those campaigns which related the product to people and their problems first, and then went on to discuss product virtues and product differences.

The more we saw it work, the more we felt this was the first major advance over the old-fashioned "reason-why" school of advertising. We called it "emotional reason why," because this advertising first establishes an emotional link between the advertiser and the consumer—and then goes on to its business of selling.

But the word emotion covers a multitude of things. To many advertising people it means only a boy and a girl and romance. Nothing could be more absurd. Not that we minimize romance, but it is only one of the emotional areas. To further clarify our approach, we finally termed it "empathy in advertising." Webster's defines empathy as "the imaginative projection of one's own consciousness into another being." Empathy in advertising, to us, is a quality which lets the reader or viewer find himself in your ads and commercials. It is more than identification—it makes these messages real and personal, for the reader or viewer feels that you are really talking to him.

TYPES OF ADS THAT INSTILL PRIMARY DESIRES

You can find, as we have, several isolated examples of this kind of advertising over the past 35 to 40 years. Perhaps the greatest example of all is the Listerine advertisement, "Often a bridesmaid—never a bride." What are some of our best examples of empathy in advertising? Most people generally credit the "Fire and Ice" advertisement which we prepared for Revlon as the greatest ever run for them. You cannot pick out any single element in the ad and say, "There, that's the empathy." The picture, layout, headline, copy, mood and tone of the whole ad reflect it. The woman is drawn into the ad, she participates in it, and she has fun with it. She feels that this company, this product understand her—and before she is through she really wants that lipstick. The important thing is that the feeling came first. The ad put the woman in the mood, it made her want before it tried to reason or argue. Once she wanted, then the rest was easy.

Now let's take a later example. Launching a new product—a permanent wave for Warner-Lambert. Here we began by creating the entire atmosphere in which this product would live: Naming the product, designing the package and creating the advertising and brand image these things dictated. The major effort was in broadcasting. And the television commercial to our way of thinking is a living image of empathy in action. The commercial opens with an invitation to women to discuss the problem which all women have—that of not having the kind of hair they would like to possess. Our research showed us that it isn't so much the fact that a woman wants manageable lustrous hair—or even hair with beautiful waves. What she wants is a whole new head of hair—and as soon as possible. She wants the kind of hair she's admired in others. Knowing this, we were able to put the woman in the proper frame of mind to talk to her directly about the problems she has with her hair. By sharing her problem, we were able to tell her that, with a little help from us, she can achieve the kind of hair she has dreamed about and envied in others. And, with our new Bliss! creme home permanent, this is true.

The examples make it all sound incredibly easy. On the contrary, it is incredibly difficult. We could spend pages in a discussion of the necessity for proper execution, without which the whole approach is negated. Especially in television and radio, the execution of the idea is at least as important as the idea itself. This we have proved to our satisfaction on such shows as the *$64,000 Question, The Big Surprise, Playhouse 90,* and others.

We frequently hear remarks that this empathy advertising is "plucked from the air." The fact is that one can't even begin to create empathic advertising until an extraordinary amount of product testing, research—both quantitative and motivational—has been completed. Given the normal amount of research that would go into an everyday, "reason-why" ad, we would find our work just beginning.

RESEARCH RESULTS ALONE ARE NOT SUFFICIENT

After all, if you assume equally good research on a given problem, then all competitive companies and their agencies will start with the same information. And if the creative process is to play the research back, then the ads are bound to come out with a great deal of similarity (which they do!).

But—and here's the secret—we don't stop here. It is necessary to go on, to interpret the research, to probe and understand, to relate the product, the research and all the rest to people. Once we have done this, once we have developed the emotional bond between the product and the people—then we're ready to go. We sum it up for our clients by constantly reminding them (and ourselves) that they are in the people business. And you must move people to move merchandise.

The big job in an advertising agency today is the same as it was 50 years ago: The job starts when the research is completed. You must take the results of the research, which define the problem and the manufacturer's situation in it, and bring it into focus and in relation to a person's own interests.

It all sounds very good—and it is! If, however, you go out and try to develop emphatic advertising tomorrow, don't be disappointed if it takes a little longer and requires a little more effort than you thought possible. It isn't easy. Not everybody can do it. It takes sensitive people, people who have a high I.Q., people who "know" that other people think and feel the same way they do. It takes empathy!



Norman B. Norman; b. Oct. 3, 1914, New York City; educ.: Columbia College; started with Biow Co. and worked up to assistant to the president in charge of new business. Was with agency for eight and a half years when he joined the Navy as lieutenant j.g. Returned to civilian life and joined Research Institute as merchandising director for one year then went to William Weintraub Agency as account executive on Revlon. On Jan. 1, 1955 the agency's name was changed to Norman, Craig & Kummel and Mr. Norman was made executive vice president. Last July 1 he was elected president.

The Boston Story

TO JUDGE by some "news" stories out of Boston, the city has become a wasteland since six daily newspapers were closed by a strike Aug. 9.

One of our staff archeologists went up there last week and was astonished to find no ruins. Indeed he sent back a lively report about a lively community whose stores were busy and whose people seemed healthy and well fed.

The complete report appears elsewhere in this issue, but it may be summarized thus: The removal of newspapers does not constitute a civic calamity in the age of radio and tv.

Boston of August 1957 is not unlike Detroit of late 1955 and early 1956 when all Detroit dailies were strike-bound. Retail sales are holding up well. Perhaps they would be higher if all local advertising media were available. Perhaps they would not. It is pointless to argue in either direction.

The Boston strike is reaffirming what the Detroit strike proved: that contemporary America is gifted with many methods of communication. The temporary loss of one creates a dislocation but not a convulsion.

We are sure that the citizens of Boston will be happier when their newspapers resume publication. We are equally sure that they will not panic for momentary want of newspapers.

We do not suggest that radio and television stations in Boston should gallantly relinquish to papers upon resumption of publication the extra retail advertising that has been put on the air during the papers' strike. The Boston stations have had an unexcelled opportunity to prove their worth as local advertising media and should circulate that proof widely in the community.

In today's advertising scheme there is room, indeed need, for all avenues of communication to the public. That does not mean that radio and television can lessen their efforts to persuade retailers that the air media are ideal vehicles, with unique abilities, to move retail merchandise.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Somebody goofed! Take a look at the fencing expert they sent over to appear on our farm hour."

The Great Music Hoax

NEVER in the history of Tin Pan Alley has there been a travesty to equal that being acted out under the aegis of the Songwriters Protective Assn., fronting for the American Society of Composers, Authors & Publishers. This pernicious make-believe has the songwriters (really ASCAP) cast in the role of the ill-fed, mistreated urchin, with Broadcast Music Inc. as the monopolistic, defiant tyrant.

This fantastic show hit the road just a year ago, at Foley Square Courthouse in New York, where Chairman Emanuel Celler (D-N. Y.) of the House Judiciary Committee, turned what was to have been a hearing on alleged television monopoly into a well-engineered jam-session, with ASCAP doing the jamming against BMI. Ordinarily such hearings are held in Washington, but Mr. Celler gave ASCAP a national sounding board to advance its campaign against BMI in the community that houses Tin Pan Alley, which happens also to be his home town. The fact that ASCAP is in court with a $150 million suit against BMI was only coincidental.

Act II was unfolded in Washington a fortnight ago. Sen. George A. Smathers (D-Fla.), regarded as one of the bright young men of the upper body, introduced an extraordinary bill to prohibit radio and tv stations from engaging directly or indirectly in the publishing of music or in the manufacturing or selling of phonograph records. Then came a remarkable sequence of events, proving just how artful the songwriters (ASCAP) press-agentry can be. Oscar Hammerstein, the noted composer, and an ASCAP stalwart, guest-authored the John Crosby syndicated newspaper column. He praised Sen. Smathers. He quoted another Crosby—Bing—over the "sorry state of popular music today" and the "BMI monopoly." Then Frank Sinatra was brought into the act by the release of a telegram assailing Columbia Records. All signs pointed to continued firing of ASCAP flak against BMI-broadcaster targets.

Unfortunately, the facts never seem to catch up with the half-truths and innuendoes. How Sen. Smathers was inveigled into fronting for the songwriters is today a mystery. He told B•T he was saving broadcasters from their own folly. Part of Tin Pan Alley has been transplanted to Miami Beach and this may have a bearing on the Florida senator's off-beat crusade.

What are the facts? They are known to every broadcaster who has been in the business since BMI was formed in 1940. They are known to every author, composer and publisher who was unable to break the ASCAP charmed circle, but found a haven in BMI, if he had the stuff. They are known, likewise, to all members of ASCAP who have maintained a self-perpetuating board, and who are now cutting bigger melons than ever—because of ASCAP performances over radio and television.

The charge of a BMI monopoly is a snare and a delusion, and ASCAP writers know this. ASCAP's take from radio and television last year was $20 million. BMI's amounted to $9 million.

BMI was formed because ASCAP had an iron-ribbed monopoly. BMI introduced competition when ASCAP was demanding prohibitive percentages of station income. Stations and networks underwrote BMI—not to exclude ASCAP, but to assure a competitive marketplace and provide opportunities for talent that had no place to go because of ASCAP's closed society. The Dept. of Justice and the courts so found.

We doubt whether Sen. Smathers realizes the portents of the bill he introduced. He talks only about separating RCA and CBS from the recording field, in itself as incomprehensible as separating the House from the Senate. Practically all of the motion picture producers are in the music "publishing" business. Some of them, like Paramount, own stations. Loew's owns WMGM New York. And there are others.

Bing Crosby, who has music and record interests, owns substantial minorities in several broadcast properties. And he's a member of ASCAP. Gene Autry owns stations and has written songs. There are many others.

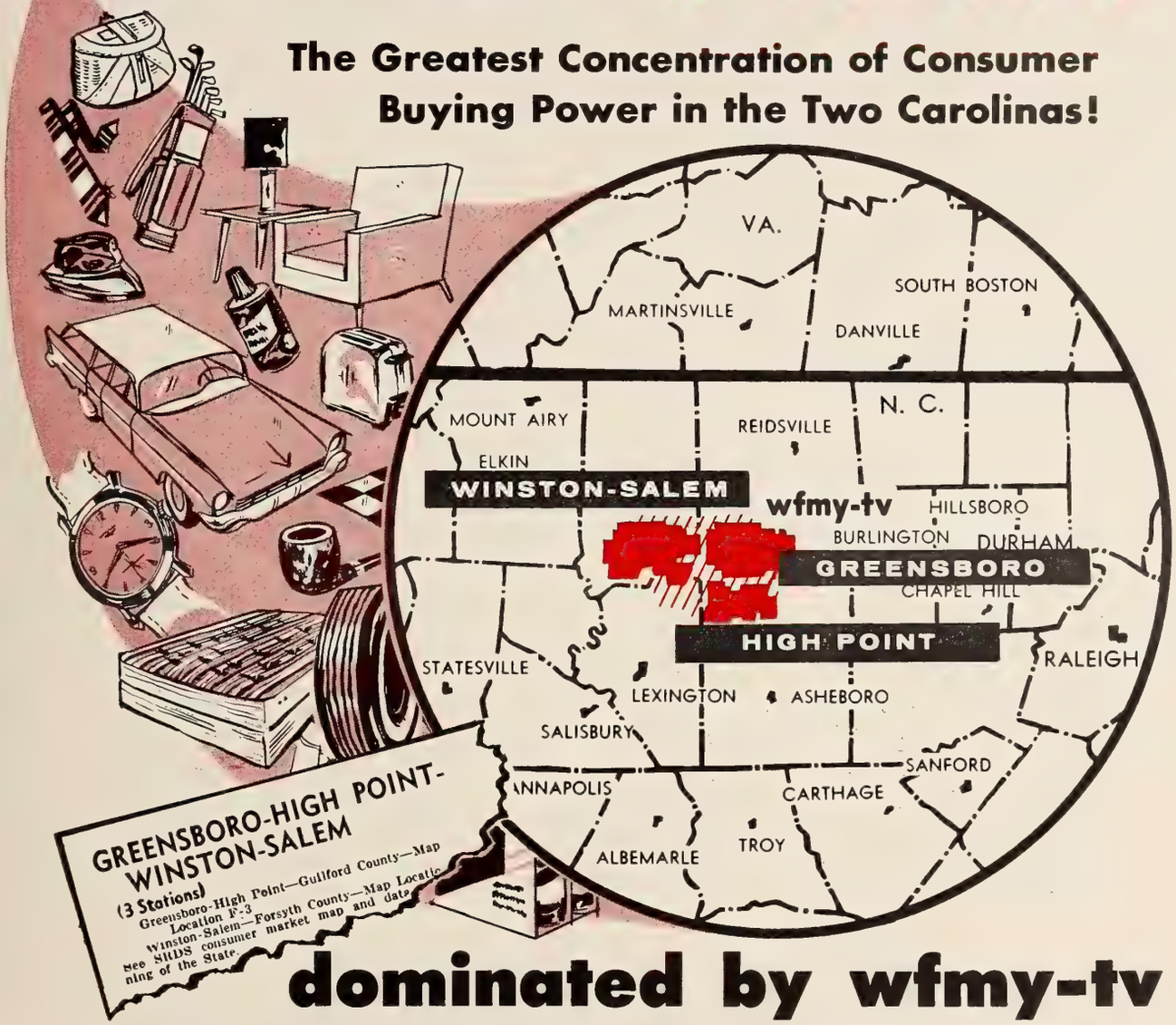
In addition to RCA and CBS, ABC recently acquired Am Par Records. MGM is in the record business too. Paramount bought Dot last year. A number of independent stations have publishing houses and their own recording labels.

So what are the songwriters (ASCAP) shooting at? Are they trying to win their $150 million law suit in the public prints by jerking at heart-strings and talking such patent nonsense as suppression of the old masters? (Just one generation ago, Gershwin's "Rhapsody in Blue" and similar numbers, now immortalized as "standard," were attacked as trashy jazz that would undermine our youth.)

Or is the campaign designed to force broadcasters and the networks out of BMI, which would mean its abandonment and a return to complete ASCAP monopoly?

North Carolina's INTERURBIA

The Greatest Concentration of Consumer Buying Power in the Two Carolinas!



dominated by wfmy-tv

Interurbia—The heart of North Carolina's Prosperous Piedmont . . . *YOURS* with WFMY-TV! First in population . . . First in total retail sales! Call your H-R-P man for full details on WFMY-TV coverage of INTERURBIA *PLUS* the big Industrial Piedmont!

- ✓ **54 Prosperous Counties**
- ✓ **2.2 Million Population**
- ✓ **$2.8 Billion Market**
- ✓ **$2.2 Billion Retail Sales**



WFMY-TV . . . Pied Piper of the Piedmont
"First with **LIVE TV** in the Carolinas"

wfmy-tv
Channel 2

GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York • Chicago • San Francisco • Atlanta • Boston

Basic
CBS TELEVISION NETWORK
Since 1949

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

ATLANTA

BOSTON

HOLLYWOOD

DES MOINES

weed

and company

RADIO

STATION

REPRESENTATIVES

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION SEPTEMBER 9, 1957 35¢ PER COPY

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FCC back in business, moves in two markets	Page 83
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The dawn of wired toll tv

ASCAP's war on BMI

Bob Sarnoff on NBC

FIRST AGAIN

IN THE ENTIRE AREA!

ARB has just conducted a survey covering *every single county in the 100-mv. area* of all 3 TV stations serving Richmond, Petersburg and Central Virginia. Here are the results:

Out of a weekly total of 490 quarter hours when 2 or more stations were on the air:

WXEX-TV was first in 49%

Out of 130 quarter hours from 7:30 P.M. to signoff:

WXEX-TV was first in 60%

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives; **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington;
Forjoe & Co. in Chicago, Los Angeles, San Francisco, Seattle;
Clarke Brown Co. in Atlanta, New Orleans, Miami, Dallas, Denver, Houston

Everything is KING SIZED

in the rapidly expanding WHEELING MARKET

King-sized Industrial Growth . . . that's what's happening in the Wheeling Upper Ohio Valley Market. New and expanded plants and facilities, new people, new buying power, all mean new king sized sales opportunities for you. This growth is so rapid that market data figures compiled six months ago are already obsolete. Let us show you the most recent statistics on the expanding king sized Wheeling Market and how WTRF-TV, dominating this area, can help you reach those king sized sales figures because of its king sized audience. Ask any Hollingbery representative; or call Wheeling—CEdar 2-7777 and let Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager, give you the entire story.



The **MOUNTAINEER**, world's largest shovel, is owned by the Hanna Coal Company and operated at Cadiz, Ohio, well within the coverage area of WTRF-TV. It is approximately 160 feet high, weighs 5,500,000 pounds, has a 150 foot boom, and a 92 foot dipper, making it possible to drop its overburden of 90 tons in an arc of 180 degrees, approximately 290 feet away, and return for another load in 45 seconds. Compare the MOUNTAINEER'S size with the average bulldozer alongside it; almost like comparing WTRF-TV's audience with its next nearest competitor.

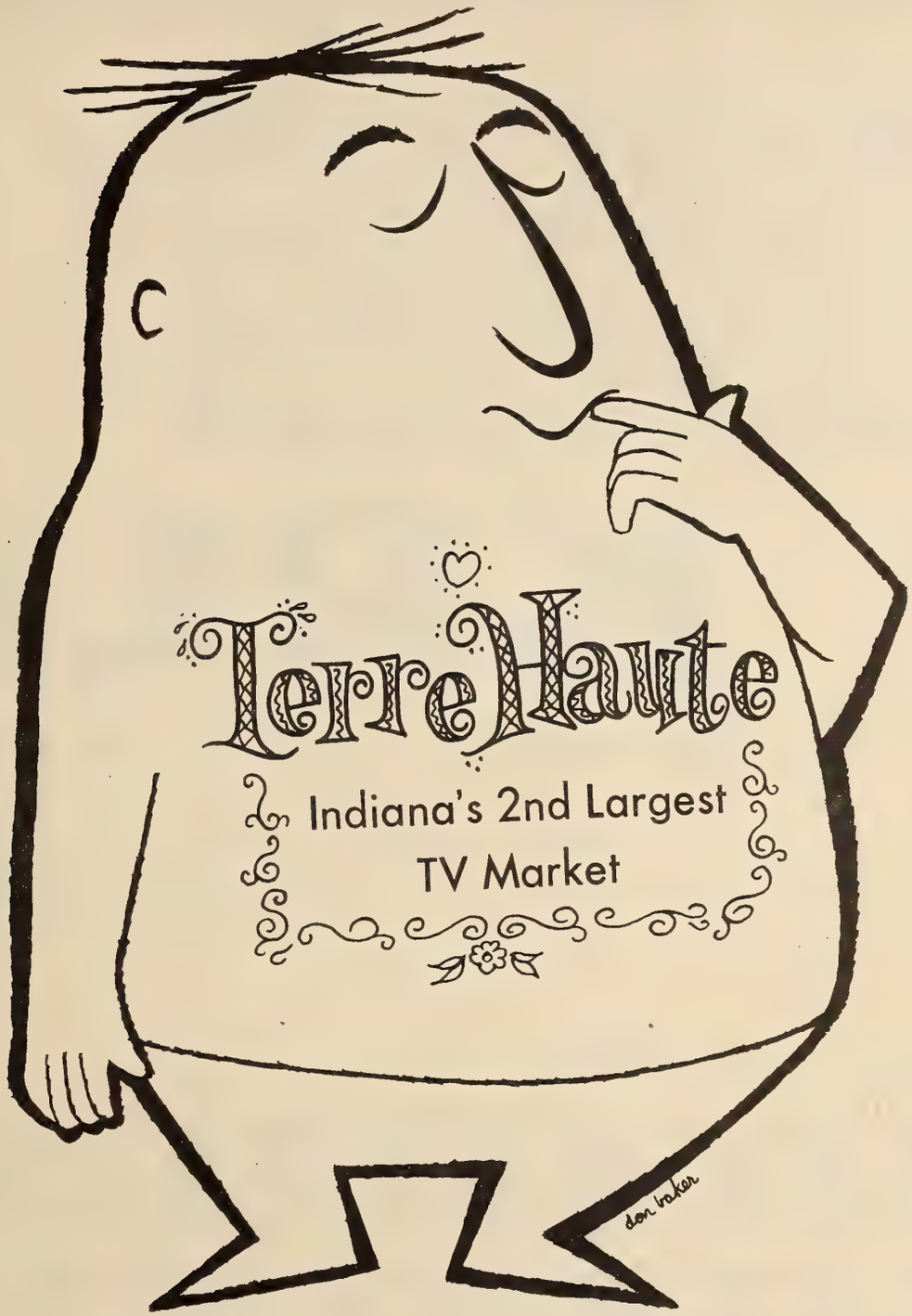
"a station worth watching"

WHEELING 7, WEST VIRGINIA

wtrf-tv

CHANNEL 7

reaching a market that's reaching new importance!



CBS, NBC, and ABC Television Networks

TERRE HAUTE, INDIANA

BOLLING CO., NEW YORK CHICAGO,
LOS ANGELES, SAN FRANCISCO, BOSTON

10 CBS TELEVISION
WTHI - TV

and RADIO, too!

T.M.–CBS-TV

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Ask a Branham man about...

The Only Full-Time 50,000 Watt Station in Dallas-Ft. Worth

KRLD

RADIO • CBS • DALLAS

KRLD 1080 is the only 50,000 watt station in the Dallas-Fort Worth area not sharing time or frequency with another Dallas-Fort Worth station. KRLD, the oldest CBS affiliate in Texas, broadcasts 24 hours a day. One station — one contract means important savings through greater frequency discounts. For your best buy — better buy KRLD.

KRLD delivers

MORE COVERAGE

MORE LISTENERS

than any other full-time station in Texas

N.C.S. NO. 2

and at less cost per thousand!

KRLD Radio CBS

The radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. Herald Square, Dallas 2. The Branham Company, exclusive representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit

ST. LOUIS HANDSHAKE • Principals in chs. 4 and 11 negotiations in St. Louis have shaken hands on transaction whereby CBS acquires plant and facilities of ch. 4 KWK-TV for about $4 million, with 220 Television Inc. (Kopler hotel interests) as surviving applicant to which CBS will assign ch. 11. Proposal, originally made by KWK principals [B•T, Aug. 26], now is being reduced to writing, with formal applications slated to be filed with FCC this Friday (Sept. 13).

B•T

Under St. Louis parlay, CBS will pay KWK Inc. roughly $2,430,000 for facility (presumably to become known as KMOX-TV) and $1,500,000 to St. Louis Globe-Democrat *for building which houses ch. 4 studios and offices. Meanwhile, 220 Television Inc. has completed its negotiations with St. Louis Telecasting Co. (60% owned by St. Louis U.) and Broadcast House Inc. (former operator of ch. 36 KSTM-TV East St. Louis) whereby each will receive $200,000 in debentures, along with agreement by all parties to drop litigation involving ch. 11 assignment. Ownership of KWK-AM will be retained by Convey-*Globe-Democrat-*KSTP-Elzey Roberts group. All parties in dual transactions are reportedly happy about it. So far as is known, overall deal is without precedent.*

B•T

BACK TO TV • On second night of Bartlesville Telemovies operation—it began Sept. 3—subscriber called Telemovies' phone number, asked what was scheduled for that night. When informed program would be same as opening night, he exclaimed: "Thank God. Now I can go back to watching tv." (See story page 31.)

B•T

KOTV (TV) Tulsa, CBS station which covers Bartlesville, in the last two weeks began using an adjective in promoting its feature film programs. Script now reads "Watch our free *movies."*

B•T

ACCENT ON PROGRAMMING • Rising importance of programming departments of advertising agencies is underscored by reports that in at least one major radio-tv agency, where tug-of-war between media and programming departments has been in progress for months, dispute has simmered down—with programming head now making major decisions.

B•T

There's growing belief among fm station operators that whole subject of simplex vs. multiplex transmission should be aired once again by FCC. Those favoring present simplex service claim adequate multiplex equipment still isn't ready for commercial use and some indicate they will ask extension of compulsory multiplex ruling of FCC beyond Jan. 1 effective date. They argue new service will entail unnecessary expense for purchase and installation of equipment.

B•T

UPCOMING • On agenda of FCC during next few weeks are such items as: Clear Channel report (whether to retain status quo, authorize power in excess of 50 kw, or, duplicate some clears such as East Coast network, or make further study); Craven Plan to drop television table of assignments while retaining present separations; subscription tv (whether to invite applications for tests, and under what conditions); sheaf of tv deintermixture cases; simplified license renewal forms, and, due Sept. 30, Network Monopoly Study Group report, plus resumption of microwave (above 890 mc) hearings recessed six weeks ago.

B•T

Fred A. Taylor of Chicago office of Kidder, Peabody & Co. will handle that firm's activities in broadcasting and electronic fields, with resignation of Robert E. Grant to become financial vice president of Plough Inc., Memphis (including Plough stations—WMPS Memphis; WJJD Chicago; WCOP Boston and WCAO Baltimore). Mr. Grant founded Kidder, Peabody's station brokerage and financing operations three years ago (story page 104).

B•T

DISCUSSIONS BREWING • Two topics not on printed agenda of NARTB regional meetings are certain to stir heated discussion. They are Internal Revenue Ruling that bans depreciation of network affiliations and local-national spot contracts [B•T, exclusive, Aug. 26] and dilemma centering around libel in political campaigns because of Sec. 315 of Communications Act. Concern over incongruous position of broadcasters, who can't edit politicians, is shown by NARTB participation in WDAY Fargo, N. D., test case, which may lead to eventual U. S. Supreme Court test. Third topic that has broadcasters concerned is wired tv, with formal agenda providing chance for discussion during opening afternoon tv session.

B•T

Irrespective of outcome of controversy between ASCAP and BMI, it's foregone conclusion that both NBC and CBS will dispose of their minority interests in BMI. They originally invested in enterprise in 1940 along with many stations when impasse had been reached with ASCAP on license renewals and they have never received dividends (see editorial, page 60).

B•T

UNMATCHED AS SALESMAN • Makings of big bid for bigger share of auto makers' advertising budget will be unveiled this week by NBC-TV. It's results of nationwide survey of automobile dealers, automobile buyers and automobile shoppers which, according to advance word, shows television far out in front of other media as a car salesman—so far out, in fact, as to make clear that car makers are selling themselves short by not spending more on tv.

B•T

Involving rare departure for nighttime program, NBC-TV has decided to make its Nat King Cole Show *available to affiliates for local sale on co-op basis, effective Sept. 17 when program moves into Tuesday 7:30-8 p.m. period. Stations were notified Thursday, and before end of next day NBC was getting reports of quick interest on part of local and regional advertisers.*

B•T

CANCELED TEST • Plans for testing of battlefield television under atomic attack, in works for several weeks, suddenly were canceled because of dangers of atomic fallout. Test at atomic grounds near Las Vegas, Nev., contemplated maneuvers involving closed-circuit television network which would cover "Smoky" blast on Aug. 28 to try out new concepts of nuclear warfare. While event was covered by tv, participation of Army units, arranged through Signal Corps and Radio-Tv Branch, was withdrawn at eleventh hour because of fallout dangers.

B•T

Additional film product reportedly is being readied for tv next fall. MGM-TV has preliminary plans to market its more than 1,000 shorts to stations. Included are cartoons, "Our Gang" comedies, featurettes, Pete Smith novelties, documentaries, etc.

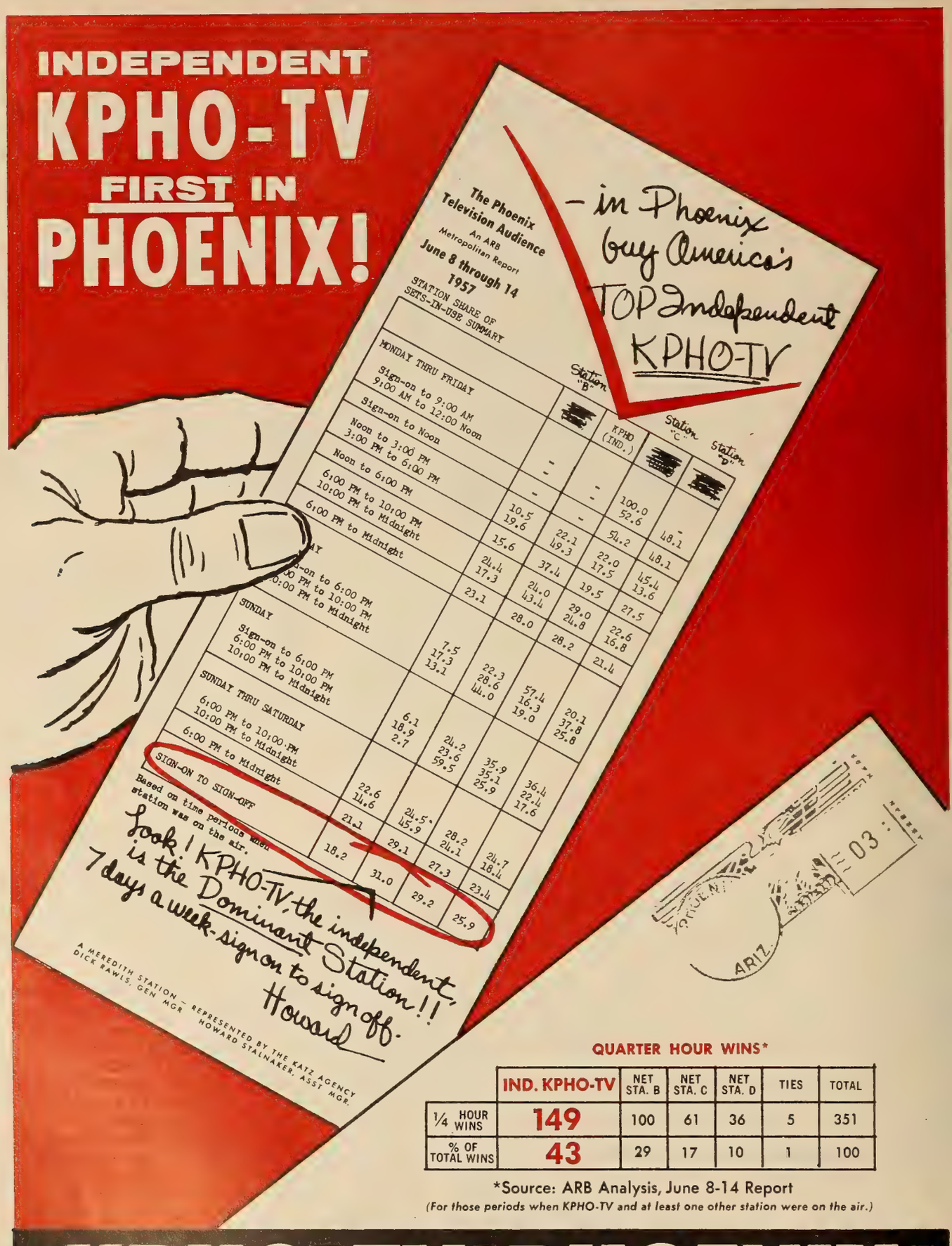
B•T

THE DAYTIMERS' PROBLEM • Senate Small Business Committee, headed by Sen. Sparkman (D-Ala.), expected to release its report next week on the problem of daytime broadcasters, which have been seeking longer and fixed hours since March 1954. At hearings held last April [B•T, May 6] by subcommittee, Sen. Wayne Morse (D-Ore.), chairman, termed FCC inaction on the Daytime Broadcasters Assn. request "a deplorable situation" if DBA charges against the Commission are true.

B•T

Planning underway for second annual Broadcasters Promotion Assn. convention and seminar at Chicago's Sheraton Hotel Nov. 1-2. Spadework done at board meeting that city last week, with discussion of radio-tv promotion problems and convention agenda. Letters and registration cards to be distributed this week.

INDEPENDENT KPHO-TV FIRST IN PHOENIX!



QUARTER HOUR WINS*

	IND. KPHO-TV	NET STA. B	NET STA. C	NET STA. D	TIES	TOTAL
¼ HOUR WINS	149	100	61	36	5	351
% OF TOTAL WINS	43	29	17	10	1	100

*Source: ARB Analysis, June 8-14 Report

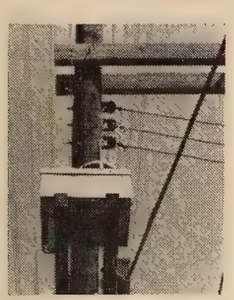
(For those periods when KPHO-TV and at least one other station were on the air.)

KPHO-TV PHOENIX

A MEREDITH STATION REPRESENTED BY THE KATZ AGENCY

THE WEEK IN BRIEF

LEAD STORY



Movies Piped Into Bartlesville, Okla., Tv Homes—Telemovies operation kicks off Sept. 3, with official commercial operation to begin Oct. 1. Exhibitors watching system intensively; many see new method of distributing films. First show on two-channel setup (capable of providing five services) is first-run "Pajama Game" and re-run of four-year-old "Mississippi Gambler." Subscribers like what they see, but speculation in both broadcasting and movie industry, as well as among some of the public, is rife. Page **31.**

ADVERTISERS & AGENCIES

Another Airline to Sprout Wings in Radio-Tv?—Northeast Airlines may double its approximate $1.5 million ad budget, a third of which now goes into radio-tv. Keeping up with a fast expansion, Northeast appoints J. Walter Thompson Co., New York, dropping its Boston agency. Page **40.**

Whiskey on "Tv"—Four Roses and RCA Victor team up for "color" promotion in bars and package stores using color tv receivers (both dummy and real) to separately and collectively push (1) Four Roses whiskey and (2) RCA color tv sets and programming. Question: will tv screen picture of Four Roses draw criticism as "conditioning" public mind to seeing liquor advertising "on air"? "No such intention," say Four Roses' and RCA's agency. Page **46.**

NETWORKS

NBC Spells Out New Radio Rates—Five-minute units to scale down from gross one-time rate of $1,700 and one-minute announcement will cost $1,000, with same rates day and night. Time costs on quarter-hour and longer program lower at night than in daytime. New card effective Oct. 1. Page **72.**

ABN Drops Nielsen Radio Index—Network is expected to sign for new Pulse national radio measurement service that will cover top 26 markets in U. S. Point of issue: the mobile radio audience including portable in-home and out-of-home listening. Page **76.**

TRADE ASSNS.

Time for Industry Decisions—NARTB regional meetings, opening next week, will take apart principal industry problems and then tell broadcasters how they should go about solving them. Page **92.**

Tv Has Its Week—All three networks and 475-odd tv stations join kilowatts to tell America about their medium as National Television Week gets under way. Page **90.**

OPINION

Are Agency Commissions Justified on Package Shows?—Agency executive Ranson Dunnell explains the thorough procedures at the agency level in handling such programs. The Humphrey, Alley & Richards vice president gives his views in B•T regular Monday Memo series. Page **137.**

PROGRAM SERVICES

ASCAP: Does It Face The Music?—Special B•T editorial examines mounting offensive waged by ASCAP forces against BMI and broadcasters, traces historical development of the battle, and points up pertinent "oversights" in ASCAP group's wide-ranging campaign. Page **60.**

GOVERNMENT

Asks Caution With Pay Tv—Sen. Curtis calls on Congress to investigate possible regulation of wired tv, backs stand of others in urging FCC not to act on toll tv using the radio spectrum. Page **84.**

FCC Clears Albany-Schenectady-Troy-Vail Mills Muddle—Commission clears allocation picture by leaving chs. 6 and 10 assigned there and adding 13. Two uhfs in that area given temporary authorization to operate on vhf channels. Page **82.**

A B•T SPECIAL



MR. SARNOFF

How And Why NBC Has Charted Its Course—President Robert W. Sarnoff, in an exclusive B•T tape interview, tells some of the planning and thinking at the network. He reports a good outlook for network radio. Page **124.**

STATIONS

Billing Fever Among Five—NBC Radio's five owned radio outlets are in a business boomlet, which for the six months of the year compared with that period of a year ago translates into an 82% increase in pre-tax profit. National spot is up 15%; local, 18%. Network compensation during this period went up 43%. Page **101.**

RESEARCH

They Read Newspapers, Too—But public considers television the best source of information about political candidates and campaigns, according to survey conducted by U. of Michigan journalism school. Radio ranks as third main source, with magazines fourth. Page **57.**

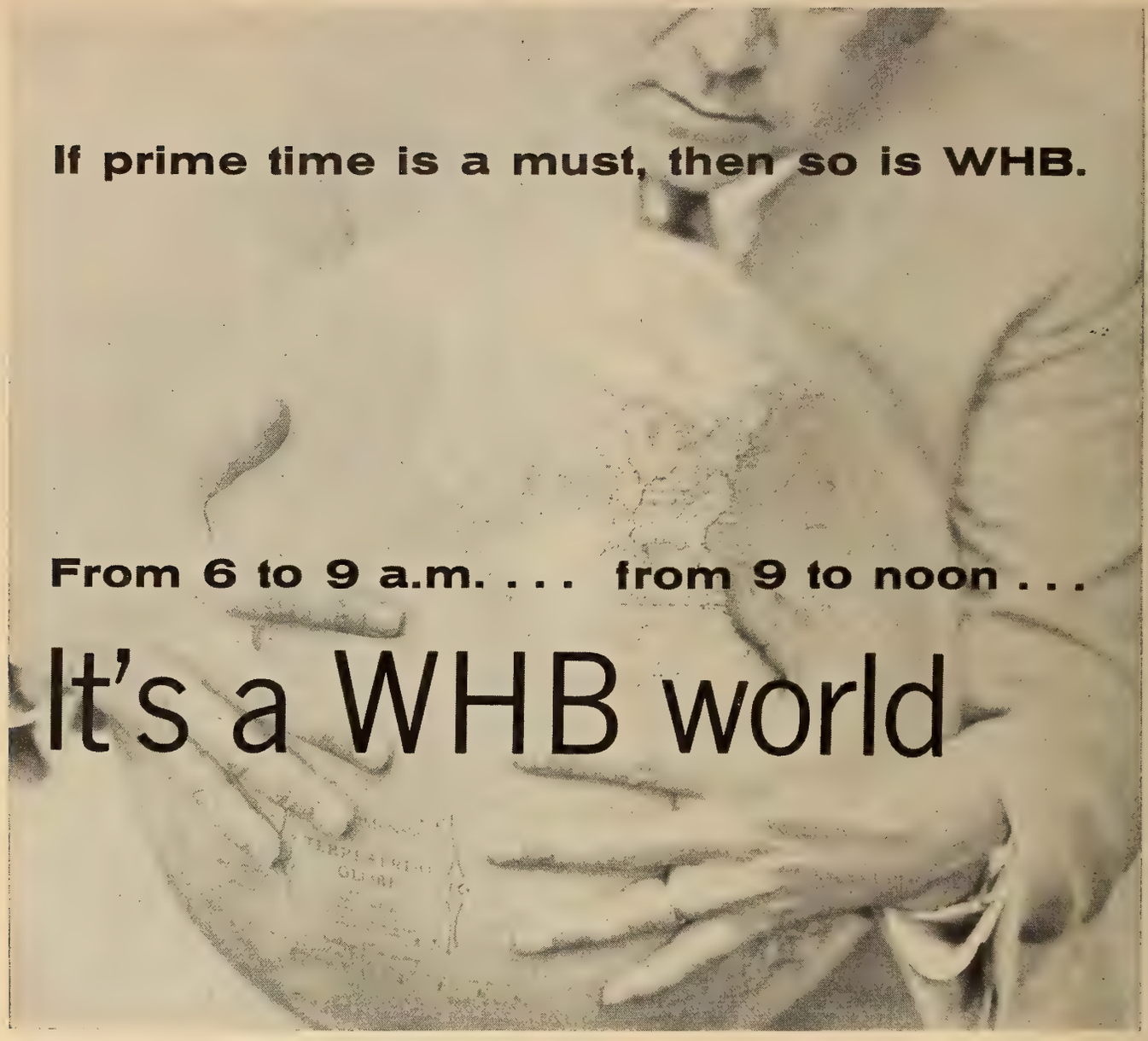
How Does Tv Affect Children?—Foundation study deflates certain popular misconceptions that the medium does some harm. However, it points out that there's room for improvement and offers some suggestions. Page **120.**

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP



54.1% Nielsen (6 a.m.-noon) more than all other Kansas City radio stations combined.

It's a WHB world all day, too!

Latest Area NIELSEN: WHB first with 47.0%, 6 a.m.-midnight.
Latest PULSE: WHB first every quarter hour.
Latest HOOPER: WHB first with 42.4% all-day average.
Latest TRENDEX: WHB first with 42.1% all-day average.

Whether it's prime . . . or any time . . . talk to Blair or WHB GM George W. Armstrong

WHB
10,000 watts on 710 kc
KANSAS CITY, MISSOURI

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

District Court Orders Film Firms To Give Cost-Price Data to FCC

Four tv film producer-distributors were ordered by U. S. District Court for Southern District of New York Friday to provide FCC with cost and price data on their film programs, but Commission was directed to treat financial information as "confidential."

Ruling by Judge Frederick Van Pelt Bryan was on show-cause order obtained by FCC last June to compel companies—Revue Productions, Screen Gems, MCA-TV and Ziv Television Programs—to reply to questionnaire from Commission's Network Study Group [B•T, July 1]. Judge Bryan decided companies should reply to questionnaire but set "reasonable time" for compliance to be worked out by distributor-producers with Commission. He ruled that specific information on prices, costs, profits and lossess of companies should be given.

Four companies had refused to answer questionnaire and had resisted responding FCC subpoenas requiring them to file data with Commission. Their position was that FCC had no jurisdiction over them; detailed information sought by Commission was "irrelevant" to network study and disclosure of data could result in "harmful competition." Though companies declined to comment on Judge Bryan's decision, one official claimed "it was a moral victory" in that confidentiality was their main concern.

Zugsmith-Oxarart Group Sell KITO for $200,000

Sale of KITO, San Bernardino, Calif. (5 kw on 1290 kc) by Frank Oxarart, John D. Feldmann and Albert Zugsmith to Pasadena, Calif., interests, including principals of KWKW there, for $200,000 announced Friday. Buyers include Marshall S. Neal and William J. Beaton, KWKW; S. W. Royce, manager, Huntington-Sheraton Hotel, Pasadena, and Lisle Sheldon, owner of Los Angeles advertising agency. Sellers have varying interests in KRKD-AM-FM Los Angeles, KVSM San Mateo, KBYE Oklahoma City and KBMI Las Vegas. Mr. Zugsmith also has ownership interest in KULA-AM-TV Honolulu and is one of group buying WREX-TV Rockford, Ill. KITO sale is subject to FCC approval and was handled by Albert Zugsmith Corp. KITO is ABC-affiliated. Other sales announced Friday:

WERI Westerly, R. I. (250 w on 1230 kc) sold by Ted Estabrook to William Sweeney, vice president of Tele-Broadcasters Inc., and former manager, WARE Ware, Mass. Sale handled by Blackburn & Co. Also 75% of WJKO Springfield, Mass. (5 kw day, 1600 kc) sold by Earl G. Hewinson Sr. and associates to Paul Perreault and Arthur Tacker for $50,000. Mr. Tacker owns WSKI Montpelier, Vt. Sale handled by Haskell Bloomberg. Both sales must get FCC okay.

WWL-TV Starts Operation On Ch. 4 in New Orleans

WWL-TV New Orleans, La., scheduled weekend debut on ch. 4, with President W. Patrick Donnelly, S. J., president of Loyola U., opening station at 6:30 p.m. Saturday (Sept. 7). Fr. Donnelly is president of university-owned outlet. Station went into service 13 years after first tv application was filed, marking end of regulatory complications.

Guests at formal opening included Mr. and Mrs. Edward P. Shurick and Mr. and Mrs. William B. Lodge, CBS-TV New York; Mr. and Mrs. Eugene Katz, The Katz Agency, New York; Mr. and Mrs. Paul M. Segal, Mr. and Mrs. George S. Smith and Mr. and Mrs. Robert Marmet of Segal, Smith & Hennessey, Washington; Miss Evelyn Eppley, legal assistant to FCC Chairman John C. Doerfer.

Officers of WWL-TV, besides Fr. Donnelly, include Rev. A. B. Goodspeed, S. J., faculty director; W. H. Summerville, general manager; Ed Herner, program director, and J. D. Bloom, engineering director. WWL-TV operates with 100 kw maximum power. Network rate is $1,000 per hour. Two other commercial stations (WDSU-TV and WJMR-TV) and an educational outlet (WYES-TV) operate in New Orleans.

TRYOUT IN DETROIT

In its initial use of radio as advertising medium, Upholstery Leather Group, New York, composed of eight leading manufacturers of upholstery leather for autos and furniture, understood to be launching test campaign over WJW, WXYZ and WJR, all Detroit, starting Sept. 16 for 13 weeks. Campaign aimed at promoting use of leather for car upholstery, which faces increasing competition from synthetic materials, and radio effort designed to reach automotive executives and car-riding public. ULG will use about 25 one-minute spots per week on stations, and effectiveness of campaign will dictate future use of medium. ULG in past has used primarily mass-circulation magazines. Agency: Hockaday Assoc., New York.

Jacksonville Uhf Quits

Ch. 30 WQIK-TV Jacksonville, Fla. owned by Carmen Macri, Friday asked FCC to delete its construction permit. Station felt it had no chance to succeed against competition of two commercial vhfs (WMBR-TV and WFGA-TV) and well-established uhf (ch. 36 WJHP-TV) in Jacksonville. Demise of WQIK-TV brings the number of uhfs which have been deleted to 151.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 40.

WESTERN INVASION • Revlon, N. Y., having completed "with excellent results" radio test run in Cincinnati, Denver, and Atlanta on behalf of new "Top Grass" hair tonic, next month invades 10 western states with saturation radio-tv introductory drive, blanketing "every major city." Campaign will last 'til forbid. Agency: Emil Mogul Co., N. Y.

ADD FOR AD • Colgate-Palmolive Co., N. Y., for Ad detergent, placing 21-market tv spot drive starting Sept. 16 and running through Dec. 27. Agency: Lennen & Newell, N. Y.

COLD WEATHER CAMPAIGN • Chap Stick Co., Lynchburg, Va., gearing for chapped lips season with sizable saturation radio campaign in 68-70 markets starting Oct. 15 and running through mid-February. Agency: Lawrence C. Gumbinner Adv., N. Y.

BAB-O BUYING • B. T. Babbitt Co. (Bab-O), N. Y., for first push out of its new agency, Donahue & Coe, N. Y., will use nine-week saturation radio drive. Campaign initially kicked off yesterday (Sun.) in some markets—there are 35 all told—but agency reportedly is still buying for October phase.

P&G TV • Procter & Gamble (Crisco) Cincinnati, planning tv spot schedule in about 25 top markets, starting early in October. Contracts will run 'til forbid. Agency is Compton Adv., N. Y.

ANOTHER HEAVY BARRAGE • R. J. Reynolds Tobacco Co., Winston-Salem, N. C., which carried substantial nationwide radio spot schedule last spring on behalf of Cavalier cigarettes, about to launch similar campaign this fall for same brand. Though details slim, William Esty Co., N. Y., its agency, indicated drive will continue through end of this year.

FLAVORSOME BUY • American Home Foods Inc., N. Y., for Burnett's Flavoring (vanilla), purchasing 35 selected markets "east of Chicago and north of Mason-Dixon line" for 13-week radio push that kicks off Sept. 23. Agency: Geyer Adv., N. Y.

DOUBLE STITCH • Singer Sewing Machine Co., N. Y., which had originally signed up for alternate sponsorship of NBC-TV's *The Californians* (Tues., 10-11 p.m.), has extended contract and will sponsor entire program every week. Young & Rubicam, N. Y., is agency.

at deadline

NARTB to Make Pitch for Ike To Address 1958 Convention

President Eisenhower will be invited to address 1958 NARTB convention, to be held in Los Angeles April 27-May 1, under plans drawn up Friday by association's convention committee at Chicago meeting. Heading committee are J. Frank Jarman, WDNC Durham, N. C., and W. D. Rogers Jr., KDUB-TV Lubbock, Tex.

Management conference will be held in Biltmore Hotel; engineering in Statler. Biltmore Theatre, adjoining hotel, also will be used. Exhibits will be distributed around public rooms in both Biltmore and Statler. Shuttle bus service will be provided. Banquet will be held April 30 in Palladium.

NARTB President Harold E. Fellows named subcommittee to pick keynote speaker. Group, slated to meet during Jan. 19-25 board meeting in Arizona, consists of Messrs. Rogers and Jarman; John E. Fetzer, WKZO-TV Kalamazoo, Mich., and Merrill Lindsay, WSOY-FM Decatur, Ill. Full convention committee will meet Jan. 28.

Attending Friday meeting, besides those mentioned above, were William C. Grove, KFBC Cheyenne, Wyo., and Thomas C. Bostic, KIMA Yakima, Wash. NARTB executives included Mr. Fellows, Everett E. Revercomb, Donald Martin, A. Prose Walker, Howard Bell, John F. Meagher and Thad H. Brown Jr.

RCA Board Expanded to 17

Expansion of board of directors of RCA from 14 to 17 and election of three new directors announced Friday by Brig. Gen. David Sarnoff, board chairman. New directors: Robert W. Sarnoff, president of NBC; Andre Meyer, senior partner, Lazard Freres & Co., New York investment bankers, and Paul M. Mazur, partner, Lehman Bros., New York investment bankers. Gen. Sarnoff also announced quarterly dividend of 25 cents per share on common stock payable Oct. 28 to stockholders of record Sept. 20 and fourth quarter dividend of 87½¢ per share on first preferred stock payable Jan. 2, 1958, to stockholders of record Dec. 9.

Prestone Plans Giant Campaign

More than million-dollar broadcast "spree," biggest in its ad history, is set for this fall on behalf of Prestone Anti-Freeze (National Carbon Co., division of Union Carbide & Carbon Co., New York). To perform feat of squeezing spot radio schedule in four-week saturation schedules in nearly 350 markets areas as well as various network tv sponsorships during October only, advertiser is allocating 75% of its budget to radio-tv; tripling its radio use and doubling its network tv compared to last year. Agency: William Esty Co., N. Y.

Phalen Reports on Bell Labs' Multi-Channel Transmission Tests

Bell Labs' work on long-distance transmission system "theoretically" able to handle "several hundred tv programs" or 400,000 telephone conversations at one time was reported by AT&T Executive Vice President Clifton W. Phalen at Tenth Annual Symposium of Chicago Board of Trade Thursday night. He said system, using "wave guide" (hollow copper tube), is "long way" from regular use and "much more development must be done, but the potential is there." Closer to realization, he said, is Bell Labs' new radio relay which "will take care of more than 10,000 conversations at the same time, or a dozen tv programs plus 2,500 conversations."

Speaking on past and prospective developments in communications, he foresaw emergence of completely new all-electronic switching system in telephone industry within few years, predicted that in foreseeable future "we'll be able to communicate literally any kind of information over any distance, long or short," related progress on "dataphone" equipment which he said can transmit at 1,000 word per minute.

FCC Sets Composite Week

Composite week for all broadcast stations, am, fm and tv, seeking license renewals in 1958 issued by FCC Friday. All dates are in 1957, except that for Sunday, which is 1956. Commission called attention to provision permitting submission of additional data if composite week statistics do not adequately reflect program service. Composite week follows: Sunday, Dec. 16, 1956; Monday, Feb. 25, 1957; Tuesday, March 26, 1957; Wednesday, April 3, 1957; Thursday, June 13, 1957; Friday, July 19, 1957; Saturday, Oct. 5, 1957.

NOW IT'S WJZ-TV BALTIMORE

WJZ-TV became call letters of former WAAM (TV) Baltimore Friday night as Westinghouse Broadcasting Co. held ceremonial broadcast to mark reactivation of historic call letters. Promotional events included special Saturday race at Timonium (Md.) track, with $2 tickets sent to trade. Westinghouse first used WJZ call letters in 1921 for Newark, N. J., outlet, third Westinghouse radio station. WJZ later became NBC Blue key station in New York. Joining in Friday night ceremony were Donald H. McGannon, WBC president; E. V. Huggins, vice president of parent company, and Larry Israel, general manager of station.

PEOPLE

TASO Will Survey Set Makers On Performance of Tv Receivers

Survey of tv set manufacturers to show performance of receivers will be made by Television Allocations Study Organization, following approval of plan at Sept. 3 meeting of TASO board. Technical details of questionnaire will be completed this month.

Dr. George R. Town, TASO executive director, said 162 engineers from 85 organizations are active on six panels. Total of 32 meetings of panels and panel officers held plus many committee sessions. New Panel 6 on picture quality will be headed by Charles E. Dean, Hazeltine Research Corp., with Henry E. Rhea, WFIL-TV Philadelphia, as vice chairman. Panel 6 has 26 members, alternates and observers.

Propagation tests of uhf and vhf stations have been completed in Wilkes-Barre, Pa., area. Similar tests are under way in Baton Rouge, La., area. Both are being made with equipment furnished by Assn. of Maximum Service Telecasters.

N. Y. Quad-City Tv Edict Prompts WWLP (TV) to Drop Satellite

FCC Friday received first repercussions of its Thursday action allocating three vhf channels to Albany-Schenectady-Troy-Vail Mills, N. Y., area (story page 82) when ch. 22 WWLP (TV) Springfield, Mass., withdrew its application for satellite station to operate on ch. 64 Pittsfield, Mass. WWLP said proximity of Pittsfield (30 miles from Albany) to tri-cities makes it impossible for uhf operation in Pittsfield to succeed.

Expected to go dark as result of same action is ch. 29 WCDB (TV) Hagaman, N. Y., satellite of WCDA (TV) Albany. WCDA, currently assigned ch. 41, was given temporary authority to operate on ch. 10 Vail Mills and signals of two stations are expected to overlap.

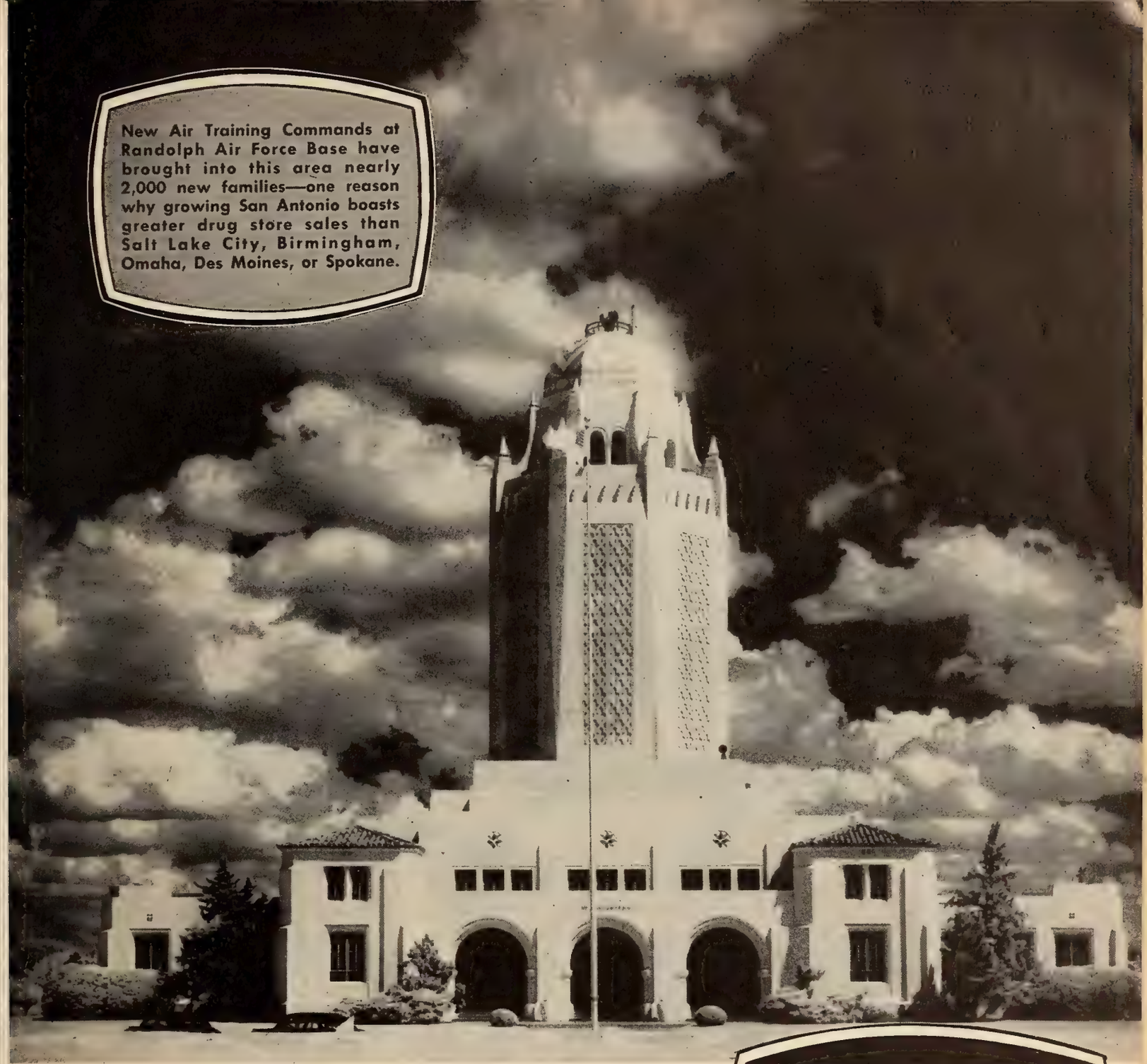
Comr. Robert T. Bartley, long an advocate of uhf and only commissioner to dissent to FCC decision, Friday said action is "worst thing that could happen to uhf" and wrecks its chances in one of nation's larger markets.

Flanagan Gets KCOP (TV) Post

Alvin G. Flanagan will become general manager of KCOP (TV) Los Angeles immediately upon FCC approval of transfer of station [B•T, June 3] to Kenyon Brown, Bing Crosby, George L. Coleman and Joseph A. Thomas, who recently purchased KCOP for $4 million from *Copley Press*.

Giants Approve Skiatron Pact

New York Giants board of directors has approved contract with Skiatron Tv Inc. to telecast their baseball games via pay tv next season when team moves to San Francisco. Terms of contract, expected to be signed within several days, were not divulged, but it is reported that Giants will receive $1 million upon signing and another $1 million in December [B•T, Aug. 9, *et seq*]. Pact does not cover radio broadcast rights of club, which may run up $350,000 per season in San Francisco.



KENS-TV

EXPRESS-NEWS STATION

5

IN EACH TELEVISION MARKET
THERE IS ONLY ONE LEADER.*
IN SAN ANTONIO, IT'S KENS-TV.



ASK YOUR
PETERS, GRIFFIN, WOODWARD COLONEL
FOR COMPLETE DETAILS.

CBS

SAN ANTONIO, TEXAS

See the latest — ARB, PULSE, RORABAUGH

There Must Be A Reason Why



Edward

NEW YORK · CHICAGO · ATLANTA

Millions and Millions of Dollars

were *invested* in Spot TV advertising

by leading tobacco manufacturers during 1956.

Tobacco advertisers don't *spend* money in Spot TV. . . they *buy* value! For every Spot TV advertising dollar *earns* many more sales dollars. When it comes to investing in Spot TV, rank these great stations at the top of your schedule. They cover 1/3 of all TV homes, are the leading stations in their communities, and are viewed regularly and loyally.

KOB-TV . . . . . Albuquerque	WISN-TV . . . . . Milwaukee
WSB-TV . . . . . Atlanta	KSTP-TV . . . . . Minneapolis-St. Paul
KERO-TV . . . . . Bakersfield	WSM-TV . . . . . Nashville
WBAL-TV . . . . . Baltimore	WTAR-TV . . . . . Norfolk
WGN-TV . . . . . Chicago	KMTV . . . . . Omaha
WFAA-TV . . . . . Dallas	WTVH . . . . . Peoria
WESH-TV . . . . . Daytona Beach	WJAR-TV . . . . . Providence
WTVD . . . . . Durham-Raleigh	KCRA-TV . . . . . Sacramento
WICU . . . . . Erie	WOAI-TV . . . . . San Antonio
WNEM-TV . . . . . Flint-Bay City	KFMB-TV . . . . . San Diego
WANE-TV . . . . . Fort Wayne	KTBS-TV . . . . . Shreveport
KPRC-TV . . . . . Houston	WNDU-TV . . . . . Sound Bend-Elkhart
WHTN-TV . . . . Huntington-Charleston	KREM-TV . . . . . Spokane
WJHP-TV . . . . . Jacksonville	KOTV . . . . . Tulsa
KARK-TV . . . . . Little Rock	KARD-TV . . . . . Wichita
KCOP . . . . . Los Angeles	

Television Division

Petry & Co., Inc.

THE ORIGINAL STATION REPRESENTATIVE

BOSTON · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

HERB (OSCAR) ANDERSON SHOW

American Broadcasting Network, having promised to inject more life into radio network fare by means of live programming, appears to have some of the plasma in the new *Herb (Oscar) Anderson Show.*

As host for this Monday-Friday, 10-11 a.m. EDT series, the network uses Mr. Anderson, a barrel-voiced midwesterner who clicked this summer on an early morning show of ABN's WABC New York. The show itself is aimed at "mom" as she works around the house. Mr. Anderson combines exuberance and a limited amount of clowning with what is really some fine musical entertainment. Ralph Hermann and his orchestra, along with vocalist Carole Bennett and a singing group under the name of The Satisfiers, provide the bulk of the hour's entertainment.

Guest vocalist for the opening week was Don Rondo and it would be well if he stayed around. Mr. Rondo sings well in a straight manner reminiscent of the singing popular before vocalists found it necessary to develop a "style." Time signals and weather further the "companion" feeling of the show.

It's to be hoped Mr. Anderson keeps his emceeing under control, as he did last week. It's a welcome relief to hear such a live variety show without having to endure pontifications on world affairs and endless recitations on the vacations and hobbies of the m.c.

While it may be contended the end product is the same whether the music is live or canned, nevertheless, there is a psychological bond established by mere knowledge that the performance is entirely live. The *Anderson* show typifies programming that establishes such a bond.

Production costs: Approximately $15,000 per week for strip.

Sponsored by Nestle Co., through Bryan Houston, and Foster Milburn Co. (Doan's pills), through Street & Finney, on ABN, Mon.-Fri., 10-11 a.m. EDT. Started Sept. 2. Originated live from New York.

Producer: John A. Stearns.

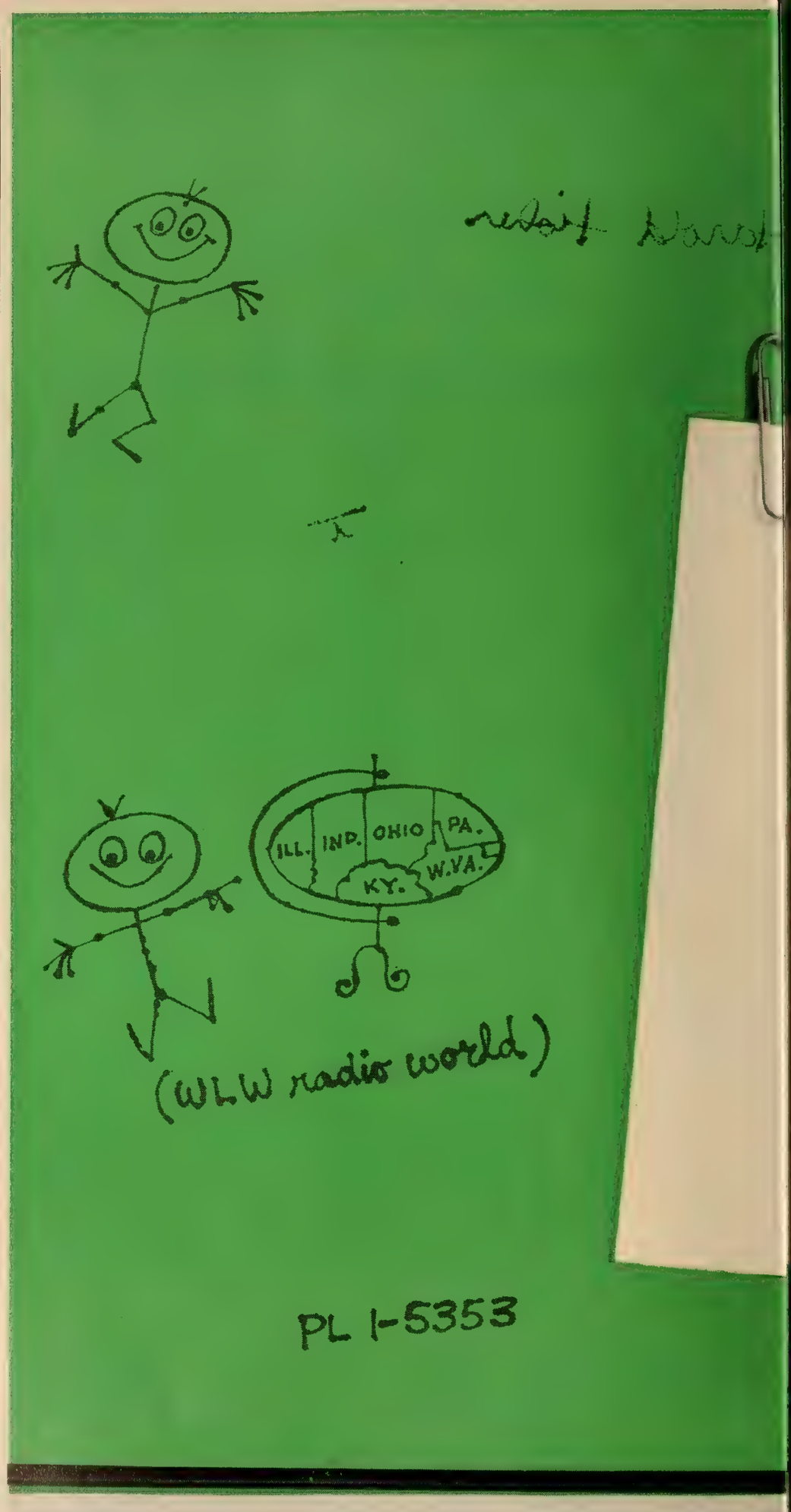
Announcer: Glenn Riggs.

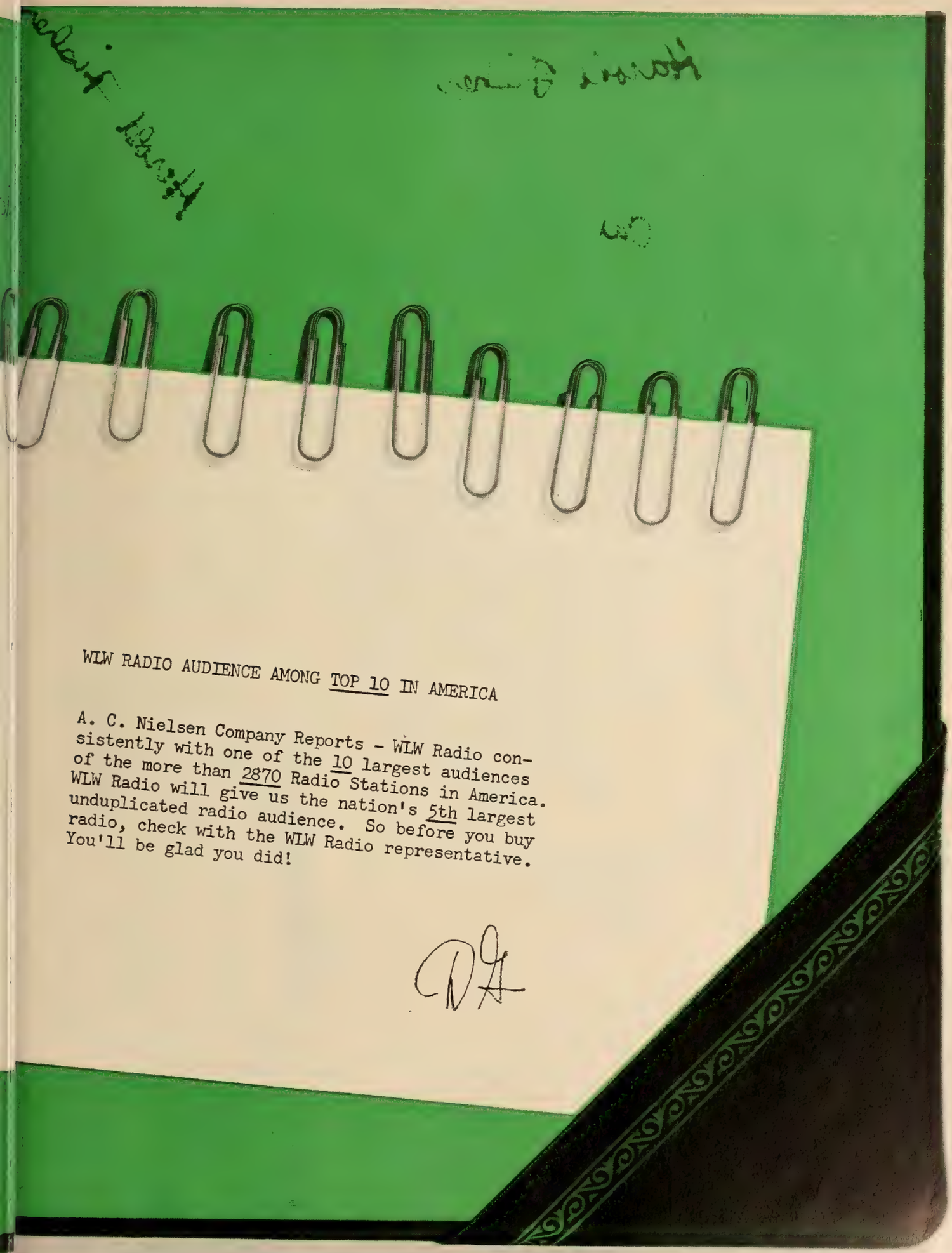
THE VERDICT IS YOURS

In presenting *The Verdict Is Yours,* CBS-TV has capitalized on widespread publicity recently accorded real life legal battles between foster parents and natural mothers for custody of children.

The tv fictional case involved a well-to-do couple who instituted *habeas corpus* proceedings to regain a six-year-old boy they had reared and who was taken from their home by the natural mother a few days after they had filed for formal adoption of the child.

A few twists have been added by CBS-TV. The individual cases run over a period of days, as needed to cover the whole case satisfactorily. Jim McKay is used as a television commentator assigned to bring the proceedings to the viewing public and he



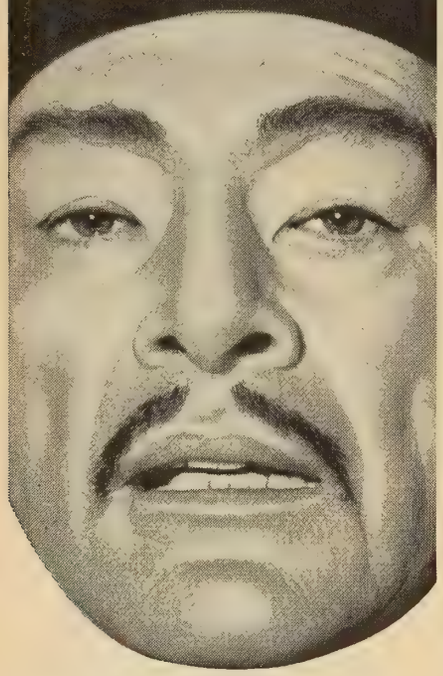


WLW RADIO AUDIENCE AMONG TOP 10 IN AMERICA

A. C. Nielsen Company Reports - WLW Radio consistently with one of the 10 largest audiences of the more than 2870 Radio Stations in America. WLW Radio will give us the nation's 5th largest unduplicated radio audience. So before you buy radio, check with the WLW Radio representative. You'll be glad you did!

. . . Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of Avco

NEW
CHARLIE CHAN SELLS!



78 markets snapped up in first six weeks! Coca-Cola in Atlanta! NBC O-&-O in Los Angeles! Dixie Beer! Bowman Biscuit! Prescription 1500 in 10 markets! J. Carrol Naish, the NEW Charlie Chan, "the best ever to do the role." See it today, and you'll have to agree the new CHARLIE CHAN sells!

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

occasionally breaks in, a la *You Are There,* to report courtroom sidelights and to interview principals.

Opposing counsel in the first case were bona fide lawyers and the presiding judge also was a member of the bar. The jury is selected from the audience present in the four-wall courtroom set which was specially designed for the program. At the conclusion of the testimony this jury renders a verdict.

It all adds up to an interesting half-hour and if the subsequent cases are as controversial as the first, it's bound to provoke some heavy discussions in the viewing homes.

Production costs: Approximately $17,000 per week.
Telecast with various sponsors on CBS-TV, Mon.-Fri., 3:30-4 p.m. EDT.
Started Sept. 2. Originated live from New York.
Producer: Eugene Burr.
Director: Byron Paul.
Associate Director: Al Rafkin.
Technical Directors: Carl Schutzman, George Keck.

SEEN & HEARD

Mike Wallace was buffeted to and fro Sept. 1 on his ABC-TV *Mike Wallace Interview.* The supremely witty, urbane and outspoken enfant terrible of the architectural world, 88-year-old Frank Lloyd Wright, quietly demolished Mr. Wallace's usually-loosely coupled train of thought by refusing to be baited by Mr. Wallace, answering each question with a question in return, shattering Mr. Wallace's composure and proving once again that David doesn't always whip Goliath.

BOOKS

SHORIKI, MIRACLE MAN OF JAPAN, a biography by Edward Uhlan and Dana L. Thomas. Exposition Press Inc., 386 Fourth Ave., New York 16; 202 pp. $3.50.

Masutaro Shoriki, 72-year-old atomic energy commissioner for Japan, today looks back on a long career as police official, politician, newspaper tycoon and, in later years, broadcaster. In fact, Bob Considine, in this book's foreword refers to Shoriki as "the David Sarnoff" of Japan for his furtherance of tv in that country.

Though *Shoriki, Miracle Man of Japan* deals extensively with his accomplishments prior to becoming interested in radio and tv, a portion of the book tells how Shoriki enlisted the aid of fellow newspapermen in successfully ending the government monopoly in radio. Far-sighted Shoriki, aware of the burgeoning growth of television elsewhere in the world, thus was able to set a precedent for acceptance of commercial tv in Japan. He went on to win a tv license in 1952 and, with the aid of an RCA airlift to bring in equipment, put commercial television on the air the next year.

Knowing set circulation would be a problem, Shoriki immediately set about installing tv receivers in public places to build up audiences and, on the basis of head counts that he made at set locations, was able to convince advertisers of tv's worth.

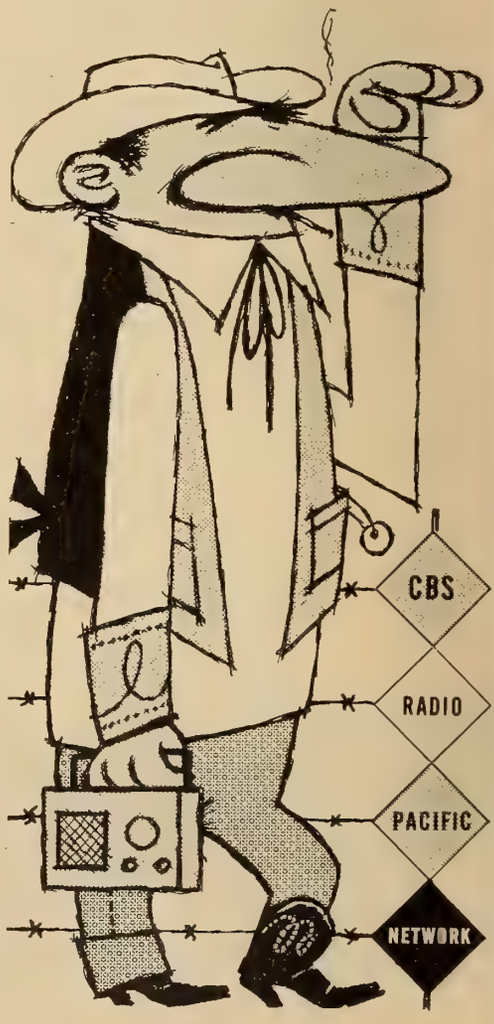
Westerners listen[1] to their favorite[2] programs on the CBS Radio Pacific Network[3]

1 Listen: This refers to "ears in use," not merely to "sets in use."

2 Favorite: As in Harry Babbitt, Sunday News Desk, Dave Vaile News, Ruth Ashton, Frank Goss News and Tom Harmon—to name just a few great CBS'rs.

3 Network: 245,000 watts to blanket the 3 Pacific Coast States.

Summary: Programs, Personalities and Power . . . that's why your message belongs on the CBS Radio Pacific Network.



REPRESENTED BY CBS RADIO SPOT SALES

Meet Paul Taft



Foresighted businessman and broadcaster . . . Paul saw the potential of television . . . determined to be a part of it . . . built KGUL-TV

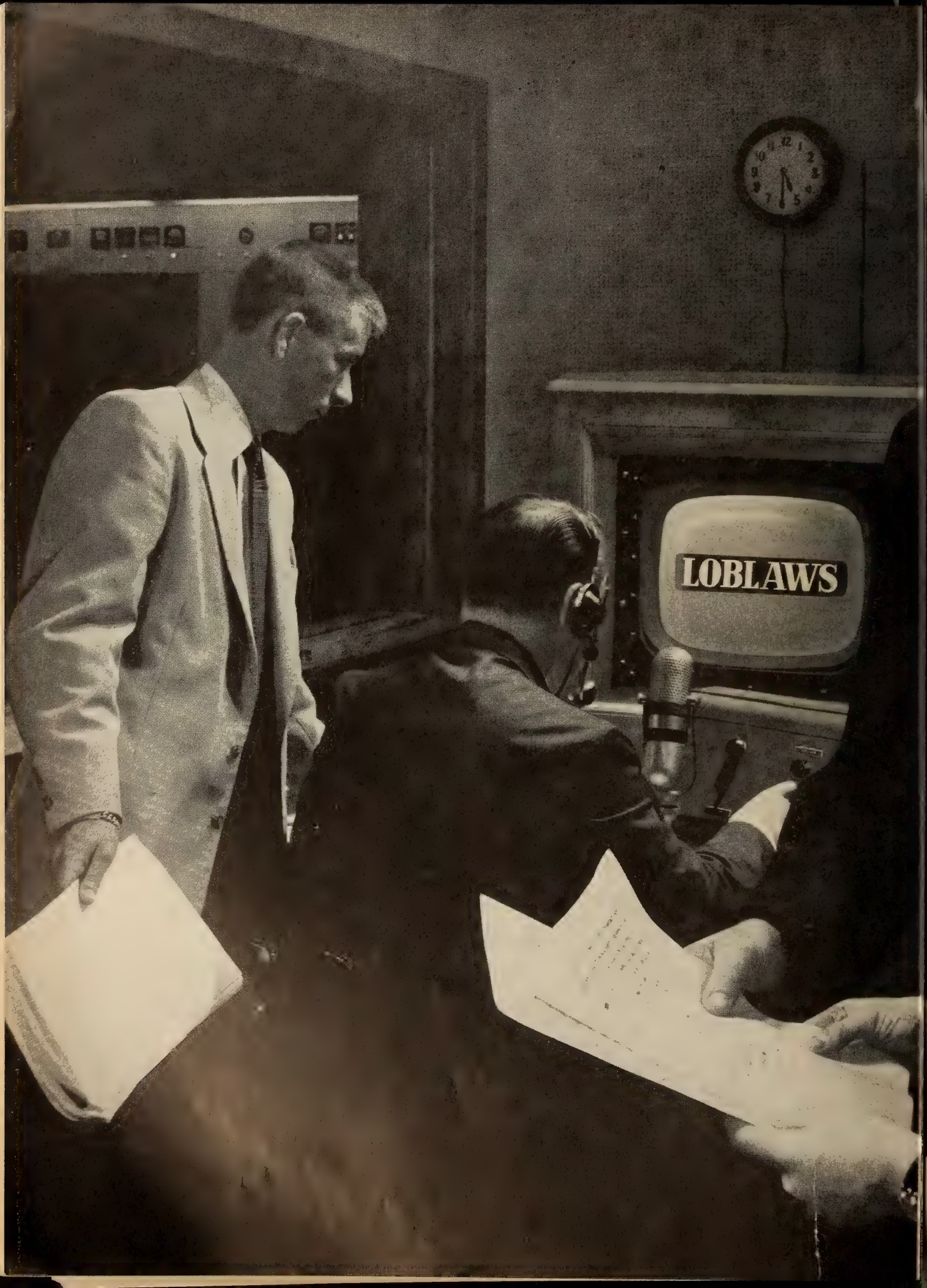
Just as his station plays a prominent role in the lives of the people of Houston and Galveston . . . Paul occupies a position of leadership in the local affairs of these dynamic communities . . . friendly, experienced, popular . . . a man who is close to the people of Texas and knows how best to reach them.

Paul is one of the important reasons why KGUL-TV is your best buy in the Texas Gulf area . . . the *only* station delivering city-grade service to both Houston and Galveston. Represented by CBS Spot Sales.

KGUL-TV
GALVESTON

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Galveston, serving Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis


LOBLAWS



BUFFALO'S OWN AGENCIES AND ADVERTISERS CHOOSE WBUF, CHANNEL 17, AS THE

MOVING FORCE IN BUFFALO

To sell Buffalo housewives on the extra service and values in Loblaw Supermarkets, Ad Busch, Inc., buys announcements on WBUF . . .

20-SECOND CHAIN-BREAKS in AA time because they reach Greater Buffalo's big, adult nighttime audience at an economical cost-per-thousand . . . and allow complete flexibility in scheduling announcements of Loblaw specials.

ONE-MINUTE SPOTS in WBUF's "Million Dollar Movie" (5:30-6:40 pm) on Thursdays and Fridays—the nights Loblaw Supermarkets are open.

WBUF, because:

. . . as Ad Busch timebuyer June Kreutzer says, "sales results and in-store surveys show that our 20-second spots on WBUF cover *a large segment of audience that otherwise would not be reached.* And 'Million Dollar Movie's' *consistently high ratings* with the housewife audience make it a natural for our institutional needs."

. . . as the client's film production supervisor, William G. Still, says, "WBUF's *fine technical facilities* guarantee us the finest reproduction, with good balance and smooth integration between feature films and our filmed commercials."

. . . as A. E. Robert Cahoon says, "WBUF's *all-out promotion support* helps merchandise the TV schedule to store personnel, arousing enthusiasm where it really counts, at the store level."

Big and growing audiences, plus gratifying sales results, make WBUF the fastest-moving force in Buffalo. Put this force to work for *you* today!

WBUF·17

BUFFALO, N.Y. **SOLD BY NBC SPOT SALES**

Left to right: William G. Still, Film Production Supervisor, Ad Busch, Inc.; WBUF Announcer Fred Covington; Robert Cahoon, Account Executive, Ad Busch, Inc.; June Kreutzer, Timebuyer, Ad Busch, Inc.



Curtain Rising

OKLAHOMA CITY WILL BE WATCHING

NEW FALL PROGRAMS ON ABC

EXCLUSIVELY ON

KGEO-TV

FULL POWER 100,000 WATTS

1,386 FT. ABOVE AVERAGE TERRAIN

GEORGE STREETS, STATION MANAGER

CHARLIE KEYS, SALES MANAGER

REPRESENTED BY BLAIR Television ASSOCIATES INC.

OPEN MIKE

A 33-Year Man Speaks Up

EDITOR:

Perhaps I have waited too long to speak. I am one of the really active old timers in radio. For instance, I had a disc jockey show on WDEL Wilmington, Del., in March 1924; and many more after that in Philadelphia and other cities. I also conducted regular "man on the street" broadcasts in 1924—from Hotel DuPont in Wilmington; others later in Philadelphia, Washington, Virginia and Ohio.

Having been on the air since March 20, 1924, I would naturally have a few things in the so-called "first" category. But the important thing to me is radio, which is still first in advertising.

R. Sanford Guyer
Partner-General Manager
WMOA Marietta, Ohio

Liked Pay Tv Roundup

EDITOR:

I read with great interest your special report on pay tv [B•T, Aug. 26].

My compliments to you. This is one of the finest roundups on the subject that I have read, and I can assure you I read almost everything on this subject that I can find. You have dealt very factually with the pros and cons and all shades of dissension in between.

Milton J. Shapp
President
Jerrold Electronics Corp.
Philadelphia, Pa.

Requests Station Primer

EDITOR:

After reading the letter from Gless Connoy [OPEN MIKE, Aug. 26], I went back to our files to reread "Madison Ave. to Main Street" [B•T, May 14, 1956].

I would appreciate two reprints of this fine article for my personal files.

John D. Gibbs
Program Director
KQV Pittsburgh, Pa.

[EDITOR'S NOTE: Article gave outline on how to start a radio station.]

The Sooner the Better

EDITOR:

Please disregard our earlier letter asking that B•T be sent to us by regular mail. We would like you to continue sending the magazine by air mail, as we received B•T today and were happy to get it so soon. We have already telephoned for some equipment which was listed in the magazine.

Mrs. Hazel M. Vickers
President
WIVI Christiansted, St. Croix,
Virgin Islands

[EDITOR'S NOTE: Air mail service is available at regular subscription rates plus the additional postage costs involved.]

Wants an Fm Count

EDITOR:

As a lifetime radio man (since 1924) I



ALL MONKEYSHINES ASIDE . . .

Timebuyers searching for the selling facts in the Youngstown market needn't bother to look any further . . .

. . . here they are, complete with facial expressions . . .

. . . HEAR ALL . . . SEE ALL . . . TELL ALL!

For example HEAR THIS . . . according to Pulse, of all the homes using radio from 6 A.M. to 12 Midnight, Monday thru Friday—WFMJ delivers 24%!

SEE THIS . . . check the share of audience . . . in the 7 A.M. to 8 A.M. time period, WFMJ out-swings the second station by 30%! From 8 A.M. to 9 A.M. WFMJ leads by 15% and then somersaults into a 20% edge during 9 A.M. to 10 A.M.

TELL THIS . . . regardless how you measure ratings, you will find that by survey, audience loyalty and established reputation, WFMJ is the Number One tire-swinger around the Youngstown Zoological Gardens.

** From left to right . . . Al Hallaman, Ted Conner and Hal Fryar . . . "The Youngstown Area's Top Disc Jockies".*

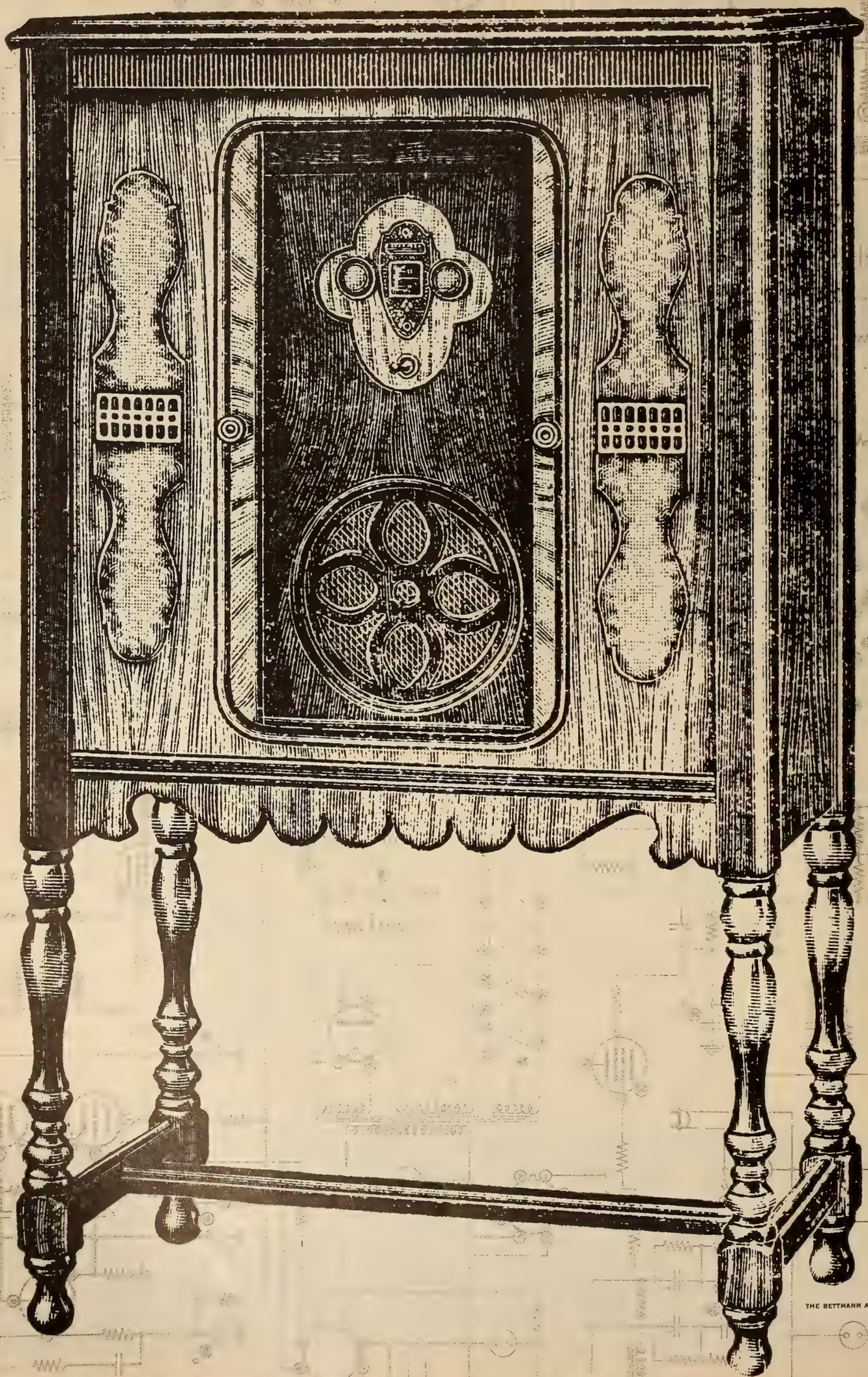
Contact Headley-Reed or call Mitch Stanley for current and fall availabilities. Sell Youngstown — Ohio's 3rd market — with WFMJ Radio.

"Your Good Neighbor Station"

wfmj

NBC in YOUNGSTOWN, OHIO

5000 WATTS FULL TIME



THE BETTMANN ARCHIVE



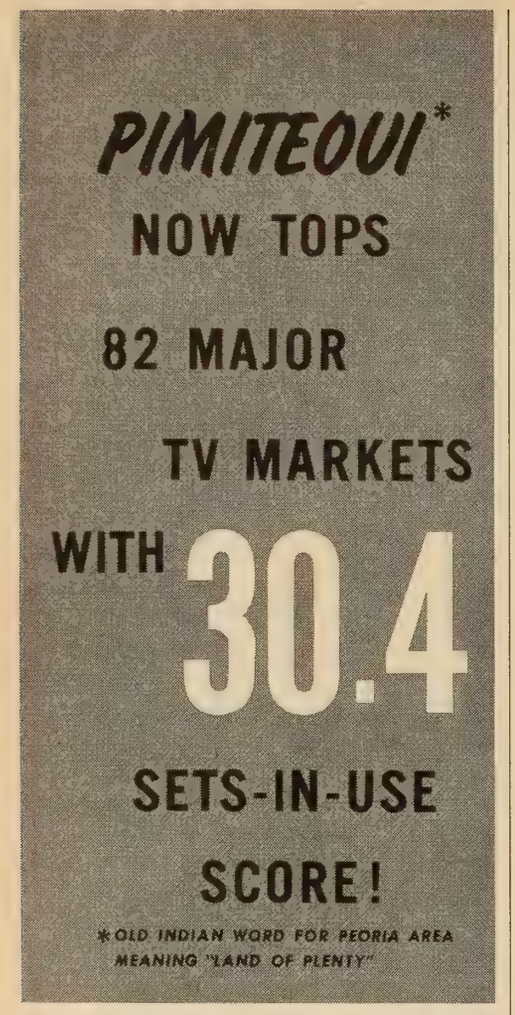
The smaller radios get,

the larger radio gets.



WMT
CBS Radio for Eastern Iowa
600 kc
Mail Address: *Cedar Rapids*
National Representative: *The Katz Agency*

© WMT, CEDAR RAPIDS, IOWA



Your commercials have greater **impact** on the Peoria area (Illinois' 2nd big market) than on New York, Chicago, Los Angeles, Philadelphia, St. Louis, San Francisco or 76 other big TV market areas! Sets-in-use actually **average** 30.4% — sign-on to sign-off—one of the nation's most phenomenal ratings! (ARB Jan., Feb., Mar.,'57)

And in the Peoria area, one station has the top programs, the top power (500,000 watts), the top tower (660 feet) and the top ratings:

	AVERAGE RATINGS		QUARTER-HOUR DOMINATION	
	WTVH	Station B	WTVH	Station B
Morning	9.1	7.2	71	38
Afternoon	12.1	11.2	87	75
Evening	30.1	21.5	133	33

(ARB 3/57)

abc
WTVH
CHANNEL 19
PEORIA, ILLINOIS
affiliated with PEORIA JOURNAL STAR
EDW. PETRY & CO.
NATIONAL REPS

went into fm only to prove to myself, at least, that the merits of fm properly presented could improve the status of radio.

Inasmuch as most cities have a proven percentage of fm receivers—why is there not a single fm set count? It is the fm part that results in radio sales in our area and we feel an accurate count should be made. Dealers in our area say unless a radio has fm, they cannot sell it. This is a very important part of the radio picture and it is difficult to understand why so important a figure could be overlooked.

Jerry Cobb
Manager
KNEV-FM Reno, Nev.

Wants Toll Tv in Uhf

EDITOR:

If radio station owners have any intelligence, they will encourage the FCC and Congress to authorize pay tv the right to use the uhf spectrum. Otherwise, the pay tv promoters will proceed with plans to connect homes by wire—wire that can also carry background music to the home. How many radios will be turned on when uninterrupted background music is available at little or no extra cost?

Pay tv will only slightly hurt commercial tv, but why should it be allowed to ruin radio? Furthermore, there is more than ample uhf space for toll tv operators. If the FCC would like to see radio survive, they should not deny pay tv spectrum space. Recent developments indicate pay tv cannot be stopped. Why not let them use the transmission system that will do the least harm?

John Pave
Los Angeles, Calif.

How He Put Fm in His Car

EDITOR:

I have just recently installed fm in my car. I have the Gonset tuner for the fm band, amplified through the regular car radio. The results are satisfactory, but do leave a bit to work on. The only ignition interference comes from an occasional diesel truck. Around town, all the fm stations locally come in fine, but on the highway one frequently finds a shadow area with poor, if any, reception. Then a mile or so on, it is fine again. The signal does not fade under bridges as the customary am reception does; nor is there interference from high-tension power lines.

For an antenna, I have used a regular telescoping auto antenna, pulled to the proper length for the center of the fm band, 98 mc. This works better than the usual uhf mobile antennas, which are usually resonant around 135 mc. or so.

The results are increasingly gratifying, the separate fm programming on several stations is much more pleasant. I hope the day will come when fm in cars, as well as homes, is as common as am.

Paul Schuett
Tacoma, Wash.

Broadcasting Publications Inc.

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BROADCASTING* TELECASTING

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*Reg. U. S. Patent Office

Copyright 1957 by Broadcasting Publications Inc.

KRON is TV in SF



San Franciscans are sold on KRON-TV

COMING
"NIGHTMARE!"
Thursday, 10:30 P.M.
CHECK AVAILS NOW

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

CASE HISTORY – GARDEN SUPPLIES



IT'S NOT CONFIDENTIAL, the formula for the sweet smell of success at Los Angeles' Bandini Fertilizer Company . . . just careful blending of a fine product with the power of spot radio.

"GREEN THUMB" garden hobbyists used to be Bandini's restricted market. Then sales-advertising manager Bob Reynolds reached out to the vast home-owning populace through THE mass medium, Radio.

FIRST SHOCKED . . . then amused . . . then sold was Southern California when a dulcet feminine voice cooed "Bandini is the word for steer manure!" When nurserymen reported that customers were pouring in for "that sexy fertilizer", success was assured.

"RADIO IS OUR FOUNDATION MEDIUM" says Reynolds; "it has the unique advantage of allowing listeners to use their imagination to interpret our words. It isn't difficult to merchandise dealers . . . they all hear it themselves. We have increased our radio budget every year of the last five . . . and simultaneously increased our sales."

"KBIG HAS BEEN A BANDINI BASIC since its birth in 1952," adds Bob Columbatto, account executive, Cunningham & Walsh. "This contract year we have used an all-time high of 1066 minute spots on The Catalina Station, to get that complete eight-county coverage at exceptionally low cost-per-thousand."

Your **KBIG** or Weed representative is a prime source of other case histories to help you evaluate Southern California Radio.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Rolland Woodmansee Taylor



ROLLAND W. TAYLOR, Foote, Cone & Belding's new president at 49, is quick on his feet, an able administrator and a disciplinarian. But he's always a team player. That is the composite picture of spry and wiry Rol Taylor as volunteered by some of his colleagues at the agency.

But Mr. Taylor, who ascended a little more than a month ago to the presidency of the agency which annually bills among the top 10 agencies in the U. S., speaks hesitantly of himself, turning instead to what the agency itself has done and is doing.

Of this there is no gainsaying. FC&B in 1957 has come alive with creative ideas (for example, its grand advertising-promotion on behalf of Ford Motor's new Edsel automobile) and has been sprinkled with new accounts. At midyear, the agency was estimated to be at an annual billing level of more than $100 million with about $40 million in the broadcast media [B•T, July 8].

While the year has been a lively one for the agency, it also has seen the rise of Mr. Taylor, a former topnotch FC&B account executive. He returned to the agency in January 1956 as executive vice president and manager of the New York office after a three-year interval as vice president in charge of advertising at Colgate-Palmolive, a company that invested an estimated $67 million in its U. S. advertising program in 1956, the last year Mr. Taylor was at C-P. A little more than 18 months after he rejoined the agency, Mr. Taylor was elected president to succeed Fairfax M. Cone, who moved up to chairman of the agency's executive committee—the first such top level change at FC&B in six years.

As a veteran of the advertising field, Mr. Taylor also has an unusual grounding in merchandising and in the broadcast media. He has had 12 years in merchandising, seven with the Kroger grocery store chain and five with the merchandising divisions of *American Weekly* and *Puck, the Comic Weekly*. His baptism in radio began at William Esty & Co., where he was a vice president, and continued later at FC&B and at Colgate-Palmolive. At FC&B, he "inherited radio's No. 1 show—Bob Hope" (sponsored then by Pepsodent) and later became immersed in tv, too, since he was responsible for C-P's broadcast buying.

Rolland Woodmansee Taylor was born Nov. 13, 1907, in Illinois. His boyhood was spent at Long Beach, Calif., where his family moved soon after his birth, and where he attended grade school and high school. In June 1929 he was graduated from the U. of Michigan with a Bachelor of Arts degree.

The depression cast a shadow on his first job, with a stock brokerage house in Los Angeles. Later he was with Union Oil Co. in its training program for a short time. Then in 1930, he joined Kroger, starting as a trainee and working up to assistant branch manager of 540 stores. From 1937-1942 he was with the Sunday supplements. In 1942 he joined William Esty in a merchandising capacity.

AT ESTY, Mr. Taylor worked on such accounts as Colgate, R. J. Reynolds Tobacco, and Thomas Leeming (Ben-Gay and Pacquin). Since these advertisers were radio users, Mr. Taylor was acquiring a radio education in addition to his agency experience. The power of radio in circulating a jingle such as the one created for Super Suds gave him a first-hand taste of a mass medium in operation.

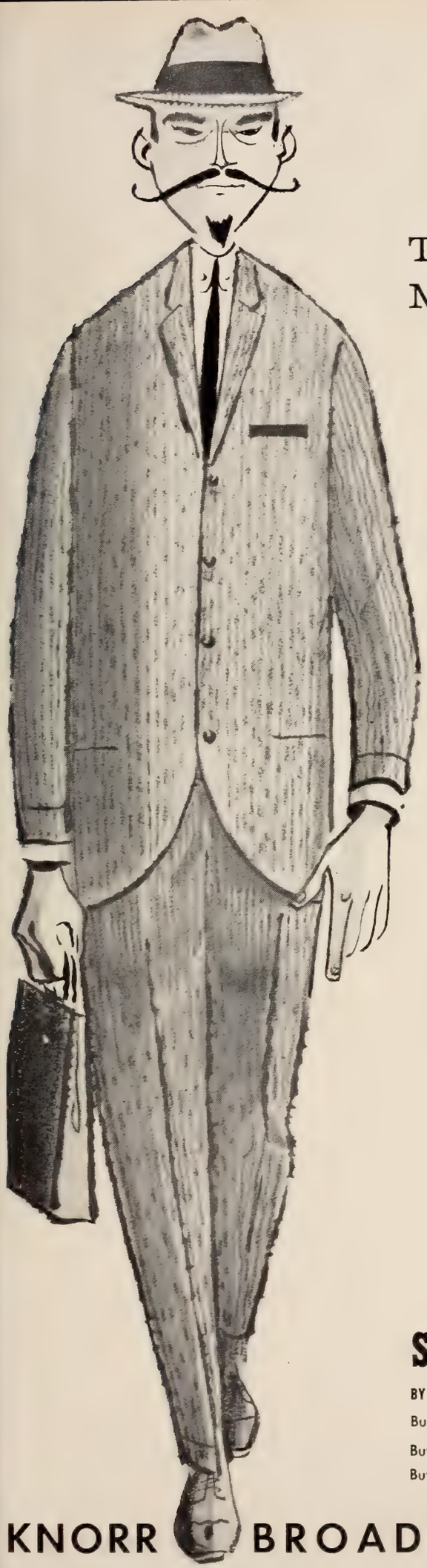
Five years later, Mr. Taylor moved to FC&B in Chicago where he was an account executive on Pepsodent (Lever Bros.). In 1951, he was transferred to the New York office of the agency, with account responsibilities including Pepsodent, Hiram Walker, Kimberly-Clark and General Foods. He was named vice president in charge of advertising at C-P in 1953. He returned to FC&B in January 1956 and last December was elected vice chairman of the board.

Mr. Taylor, a merchandising expert with the steady hand of the administrator, knows not only the facets of advertising but understands people, too. It's said his way with people, as well as issues, can best be seen at a work session.

Although Mr. Taylor is not principally a creative man, he is known for his ability to select the best talent that creative people can provide.

In fact, he will tell you that "the soul of any agency is in its creative capacity. This applies as much to media as to the art or copy departments and to research as well." Accordingly, the agency's prime objective, he says, is to draw out the best and most compelling advertising possible.

Mr. Taylor lives in New York City with his wife, Martha (they were married in 1934). Their son, Tom, is a student at the U. of Pennsylvania, and they have a daughter, Martha. Away from the office, Mr. Taylor "shoots miserable golf," relaxes with books and often travels, usually on agency business.



TIME BUYER
Max Confucius
say:

"WKMH

Vellee Best Buy in DETLOIT

From lichee nut to hydramatic ricksha,
WKMH is right tickee for putting starch in
sales. You better check, hubba-hubba, with
honorable cousin Charlie Statistic,
at PULSE*—he say WKMH is number one
in Detloit! Yes, WKMH is just my cup
of tea, Oolong, that is! So hurry oolong—
buy WKMH. Is honorable greatest!"

*According to PULSE — greatest share of audience, 12 to 12!
lowest cost per thousand, at all hours!*

WKMH Dearborn-Detroit
John Carroll, Managing Director

WKMF
Flint, Mich.

WSAM
Saginaw, Mich.

WKHM
Jackson, Mich.
Jackson B'cast.
& Telev. Corp.

WELL
Battle Creek, Mich.
Southern Mich.
Broadcasters

Save up to 15%

BY USING 2 OR MORE KNORR STATIONS

Buy 4 or 5 Stations. . **SAVE 15%**
Buy Any 3 Stations. . . **SAVE 10%**
Buy Any 2 Stations. . . **SAVE 5%**

KNORR BROADCASTING CORP.

FRED A. KNORR, Pres.
Represented by Headley-Reed

AT FIRST A WHISPER!

NOW A SHOUT!

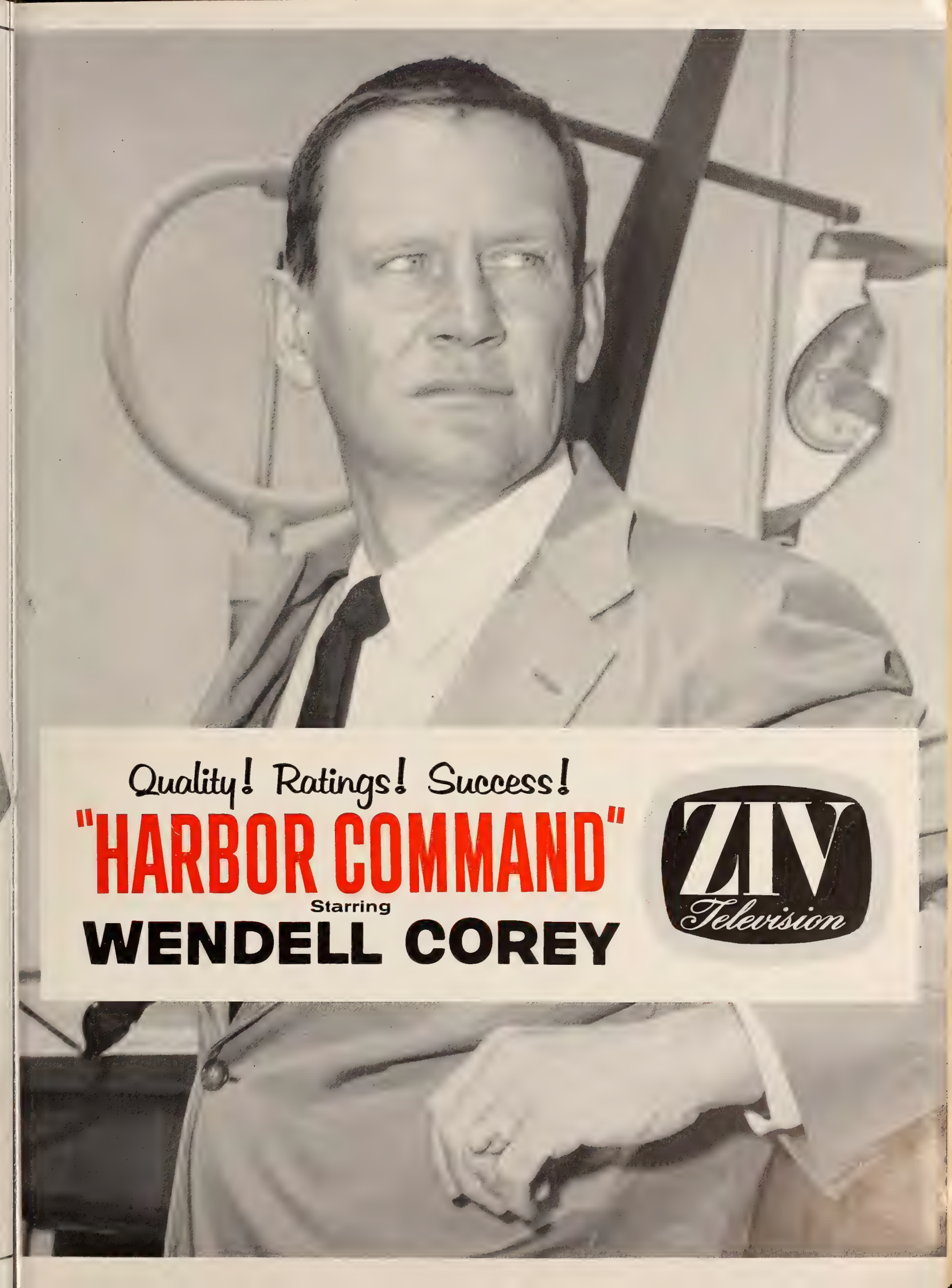
"ZIV's GOT ANOTHER SMASH HIT!"

Yes, it's Ziv's HARBOR COMMAND! What a combination ...a commanding role... a commanding performer... fused in white hot action!

OVER 135 MARKETS ALREADY SOLD!

HAMM'S BEER
LION OIL
SEALY MATTRESS
CAPITOL BEDDING
COCA-COLA
ALKA-SELTZER
KROGER
FORD
CARNATION MILK
BLUE CROSS
WEST END DAIRY
SQUIRT
LEE MOTORS
DERST BAKING
NUCOA MARGARINE
ONE-A-DAY TABLETS
LA ROSA SPAGHETTI
ROCHESTER HOSPITAL SERVICE
MULLER-PINEHURST DAIRY
INDEPENDENT LUMBER CO.
ROCHESTER MILK PRODUCERS
S. A. MACH. & SUPPLY CO.
HOME RADIO & FURNITURE CO.

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KBAK-TV — Bakersfield
WAFB-TV — Baton Rouge
KVOS — Bellingham
KBOI-TV — Boise
WNAC-TV — Boston
WTVN-TV — Columbus, Ohio
KYW-TV — Cleveland
WTVY-TV — Dothan
WANE-TV — Ft. Wayne
WDAM-TV — Hattiesburg
WFGA-TV — Jacksonville
WTVJ-TV — Miami
WKXP — Lexington, Ky.
WDSU-TV — New Orleans
WOR-TV — New York
WKY-TV — Oklahoma City
WEEK-TV — Peoria
WLW-I-TV — Indianapolis
KLRJ-TV — Las Vegas
WCAU-TV — Philadelphia
KOAM-TV — Pittsburg, Kan.
KPHO-TV — Phoenix
WIIC-TV — Pittsburgh, Pa.
KSL-TV — Salt Lake City
KRON-TV — San Francisco
WDAU-TV — Scranton-Wilkes Barre
KOVR-TV — Stockton
KOLD — Tuscon, Ariz.
KTNT-TV — Tacoma
WTVT — Tampa
KTVX-TV — Tulsa
KONA — Honolulu
... and others


Quality! Ratings! Success!
"HARBOR COMMAND"
Starring
WENDELL COREY
ZIV
Television



You're always 'on top' with

KTHV

Channel 11
LITTLE ROCK

KTHV has the highest antenna in the Central South—1756' above average terrain! And that's only one of *eight* reasons why we do such a big job in Arkansas.

The other seven:

1. *Over 240,000 TV Homes*
2. *CBS Affiliation*
3. *Channel 11*
4. *316,000 Watts*
5. *Center-of-State Location*
6. *Superb New Studios*
7. *Know-How Management*

Ask your Branham man for the DETAILS on all these eight *big* KTHV facts!

CBS

316,000 Watts ..... Channel 11

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK, ARKANSAS DEMOCRAT, LITTLE ROCK, AND KWKH, SHREVEPORT

BROADCASTING
TELECASTING

Vol. 53, No. 11 **SEPTEMBER 9, 1957**

BENCHMARK IN BARTLESVILLE

● Wired subscription tv starts its first test in Oklahoma market

● B•T, on the scene, reports the play, the players, the reaction

A 200-theatre Southwest movie chain has taken the idea of subscription tv and made it its own.

Video Independent Theatres—a major circuit in Oklahoma, Texas and New Mexico and with interests in two tv stations and a dozen community tv systems—began merchandising motion pictures into the home last Tuesday.

The place this revolutionary and potentially competitive tv form is underway is Bartlesville, Okla., an oil center and rich agricultural county seat in northeastern Oklahoma.

At 1 p.m. last Tuesday, Sept. 3, the Logan Taylor family (Mr. Taylor, an executive of the internationally known Phillips Petroleum Co., whose headquarters are in Bartlesville; Mrs. Taylor and son, Mark, 6½, and daughter, Karen, 3½) switched to ch. 3 on their Magnavox console and saw, instead of an off-the-air program, the first Bartlesville showing of Warner Bros.' first run "Pajama Game."

The film was piped into their home over a community antenna type wire system. The charge is $9.50 per month—a flat fee.

But a change to a utility bill concept is in the works—a minimum fee plus a per-program charge.

Although there was no official figure on the number of subscribers, informed sources estimated that there were about 300 orders on the books by the first day.

Actually, the wired tv system, entitled "Telemovies" by its sponsors, will officially begin to operate commercially Oct. 1 when the first $9.50 bills will be mailed to subscribers. Payment is in advance. The month of September is a test period, during which those who are connected will be able to view top run films—as well as re-runs.

Among the up-to-date features which will be piped into Telemovie homes during the rest of September are "Night Passage," with Jimmy Stewart; "Great Man," with Jose Ferrer; "Band of Angels," with Clark Gable; "Jeanne Eagels," with Kim Novak; "Face in the Crowd," with Andy Griffith; "The D.I.," with Jack Webb, and "Prince and the Showgirl," with Marilyn Monroe and Laurence Olivier.

Re-runs for the first month will feature such post-1948 films as "Mississippi Gambler," "So Big," "Calamity Jane" and "Wichita."

The films come from all major producers except 20th Century-Fox and MGM. But, Video Independent President Henry S. Griffing stated last week, "Those two producers never yet have said they would not release to us." The first month's schedule includes pictures by Warner Bros., Universal, Allied Artists, Columbia and United Artists.

The system works this way: Films are run from a street front $100,000 "studio" in downtown Bartlesville, fed to individual homes via coaxial cable attached to the tv receiver's antenna inputs, along with the lead of the regular antenna, through a coaxial switch.

The subscriber then moves the handle of the switch from "TV" to "TM", and can receive on his picture screen the first run picture on ch. 3 and the re-run film on ch. 5.

The system is capable of handling five channels. Video Independ-



BANNER AT DOWNTOWN INTERSECTION LAST WEEK HELPED PROMOTE HOME BOXOFFICE IN BARTLESVILLE



THE TELEMOVIES signal originates in this handsome studio near Fifth & Dewey in Bartlesville. To see where it goes from there, follow the pictures on the facing page, which show the system which carries the signal to the subscriber.

ent has said it plans also to include a music-news-weather audio program; a Muzak-type music channel and a live pickup circuit in the future.

Reception to the first week's showings was two-fold. Connected subscribers liked it; Video Independent officials said they were highly pleased.

Video officials, who shy at the term "toll tv" in connection with their Telemovie project, frankly stated that they will not know whether this is the answer to box office ills until a year or more has passed.

Realistic Mr. Griffing bluntly stated that Video Independent expects to lose $48,000 in the first year's operation. It is understood Video plans to maintain Telemovies for 18 months. The operating "nut" requires 2,000 subscribers, Mr. Griffing said. Video's goal for success is half of the 8,000 tv homes in Bartlesville, he declared

The operation is an extension of the movie theatre's seat to the home, Mr. Griffing emphasized. "This is a new motion picture distribution method," he explained. He frankly admitted the company does not know whether Telemovies will succeed.

The move is in line with Video Independent Theatres practical business methods. The chain, an offshoot of the old Griffith circuit, has been realistic in its approach to dwindling admissions (down 35%-45% since 1950) and revenues (almost a 50% drop since 1953). It has pared conventional, four-wall "houses," increased the number of its drive-ins (to 63 today). It is engaged full scale in a dozen community tv operations, and has a financial interest in an Oklahoma City tv station [KWTV (TV)] and owns a permit for ch. 2 KVIT (TV) Santa Fe, N.M.

The Bartlesville operation has been visited by scores of reporters and exhibitors. Thus far, few broadcasters have appeared on the scene.

In the minds of many Video officials (whose heaviest investment is in motion pictures), Telemovies is an exhibitor function.

The implication of some written and much spoken discussion of the Bartlesville operation is that exhibitors must hurry and undertake their own Telemovies in their own communities or else "outsiders" will take over.

The tall, rangy Video Independent president insisted that there is no such purpose. Although conceding that he considers Telemovies a motion picture distribution method, he emphasized that this is wide open to anyone to come in. There are no patents, no copyrights, he pointed out. Even the equipment is wide open; there are no tie-ins, he stated.

Mr. Griffing did divulge that Video Independent has the only clearance with major producers, and that the Hollywood film companies were not planning to make products available for other such projects until the results of the Bartlesville system are available.

The books on the Bartlesville operation will be submitted to all major producers every month, Mr. Griffing said.

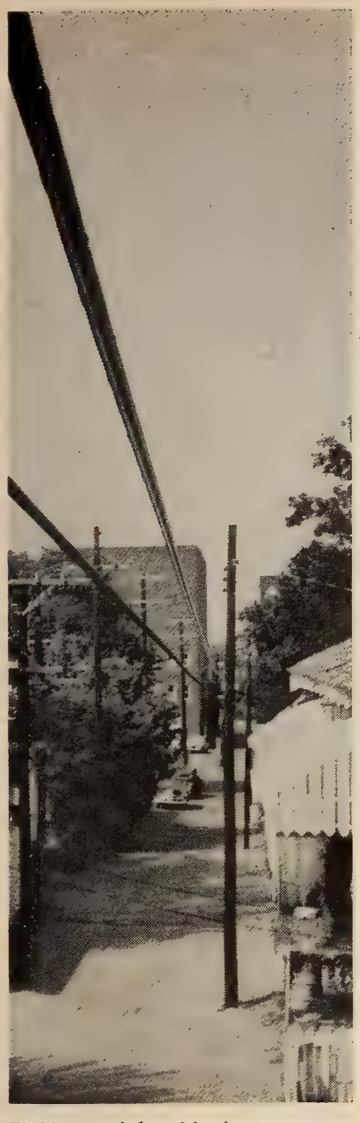
They will be the ones who will decide whether this is a success or not, he noted.

Broadcaster reaction in the Tulsa area—Bartlesville is served by the Tulsa tv stations—was calm. Telecasters agreed that it was too early to draw valid conclusions. But all agreed it must be watched.

The local Bartlesville radio operation (KWON) felt that broadcasters must move quickly to ensure that Telemovies "doesn't gain an unfair advantage over broadcasters by being unregulated."

The station owner felt that Telemovies' impact will be strong on tv viewing, but he also feared the theatre company would begin selling time. This would affect other advertising media, he explained, and might result in a diminution of the public service of his station.

Mr. Griffing disavowed any present plan to sell commercial time.



THIS coaxial cable is strung on Southwestern Bell poles.



SERVICEMAN taps the home feed-in onto the coaxial trunk.



THE SIGNAL then goes into the house. Conventional rooftop antenna brings in tv signals from Tulsa stations.



IN THIS installation, both antenna lead-ins enter the house at the same point. The Telemovies wire is the larger one at the top.

He refused to do any "crystal-balling", but emphasized he was talking for himself; what someone else may do is something else again, he said. Video Independent will use "trailers" of coming attractions between shows, he stated.

The Sept. 3 gala saw a host of Telemovie parties (where neighbors and friends gathered at subscribed residences). Some families referred to the excitement as like the early days of tv, all over again.

Representative Bartlesville citizens expressed varying degrees of enthusiasm for Telemovies. Those who were hooked up were lavish in their praise—commenting on the clean picture (no interference, etc.) and in some cases the absence of commercials. Others expressed disappointment that the tv screen size "miniaturized" the film. There were expressions of doubt in some quarters about the ability of Video Independent to continue purveying top quality first runs, or re-runs, and whether it was going to be worth $114 per year.

Video Independent is negotiating with distributors for each picture being used in Telemovie. Arrangements are on a use now, negotiate terms later, basis.

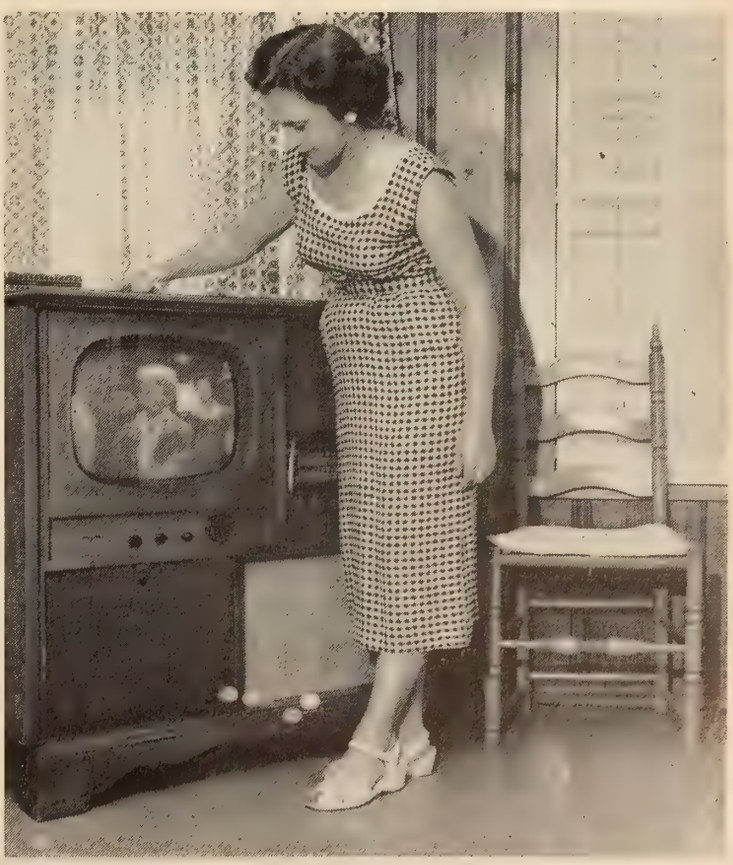
Using the two channels, Video Independent is offering 26 pictures a month—13 first runs and 13 re-runs. Programs begin at 1 p.m. and run continuously to 11 p.m. or later. There will be three changes a week—similar to standard theatre practice.

Promotion has been intense. Video Independent has used three-color billboards, a banner across a main Bartlesville intersection, full page newspaper ads, direct mail and telephone solicitation.

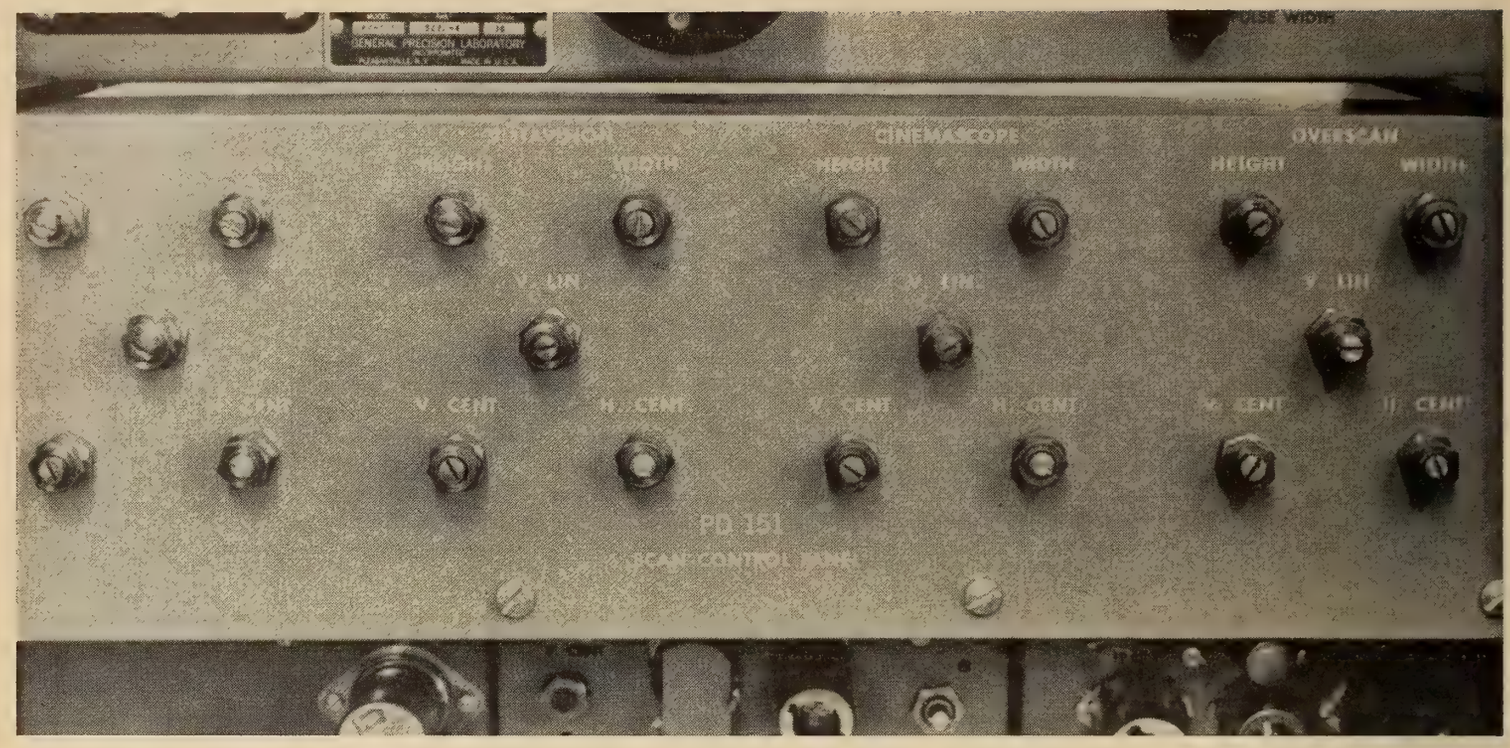
On Wednesday, the day after the first regular schedule of Telemovies' programs, 70 new orders were received.

Video has eight 2-man crews, equipped with trucks, making connections.

The impact of Telemovies on tv was minimized. Telemovies is



THE CIRCUIT is completed as this Bartlesville housewife (Mrs. Logan Taylor) turns on her set to watch "Pajama Game."



THE movies' wide screen pictures posed a problem for Telemovies, but General Precision Lab. figured out an intriguing method to take care of what would be impossible distortion on the tv screen. The scan control circuit shown here has push buttons for normal, VistaVision and Cinemascope films, plus overscan. When a wide screen motion picture is scheduled to be shown, a monitored segment is run through the camera gear and the buttons are adjusted to revise the sweep of the tv camera (this is a cropping action). The resultant picture on the tv receiver in the home is virtually distortionless, no mean achievement considering the problem.

available continuously, it was pointed out, so a family could easily watch its favorite tv programs and know they could see the motion picture at any other time.

Implicit in Video Independent's entry into Telemovies is Mr. Griffing's rocklike belief that if it is successful, Hollywood producers will see its income-producing assets and begin to make more "product." He pointed out that in good years, Hollywood normally produced between 600 and 800 features annually. Today the west coast producers are putting out between 300 and 400 features a year, he observed.

Telemovies, Mr. Griffing explained, is an attempt to recapture people who used to be frequent movie goers. And, he added, to win new ones. The reason for the fall in movie going, Mr. Griffing is certain, is not only the lack of more good pictures, but the fact that life is more home-centered today than ever before.

"When I was a young man," Mr. Griffing explained, "when we went to a picnic we walked. Today the walk is to the backyard."

Tv has had an impact, Mr. Griffing acknowledged. Traffic and parking problems add to the stay-at-home attitude. And with the cost of baby-sitting what it is, parents of young children don't go out, he added.

"People used to come to the theatre in the summertime," Mr. Griffing recalled, "because it was the only air conditioned place in town. Now even homes and cars are air conditioned."

In discussing the advertising possibilities of Telemovies, Mr. Griffing expressed the thought that the public was entitled to view "those spectacles" (public events, etc.) without paying a fee.

Such outside activities run up the costs of operation, he stressed, and the Telemovie idea is to keep costs down—through continuous showings of the same picture.

"Telemovies," he added, "is entertainment from a booth, not from a studio."

Mr. Griffing acknowledged that he is anticipating that the monthly flat fee may have to be revised to a metering system, which will permit both the subscriber and the producer to have an accounting on a per program basis. He envisaged something like a telephone bill, a minimum charge plus individual items.

The method, he insisted, must be a central metering plan; the meter device must not be in the home. It should indicate when the set is turned on for Telemovies and what channel is being watched.

There is no place for a coin box in the home, Mr. Griffing stated. He referred to the fact that coin box tv receivers, placed in hotels and motor hotels some years ago, had become obsolete because the public would not use them "like a vending machine."

He said he had invited manufacturers of different billing systems to put a number of their machines or systems in Bartlesville homes on a test basis, but that none had accepted the invitation. Those invited, he said, included International Telemeter Corp. and Skiatron Inc.

No problems were foreseen by Mr. Griffing regarding a federal amusement tax or the 8% communications tax. The service does not call for an "admission," he pointed out, and the Internal Revenue Service recently withdrew its ruling that community tv systems must pay the communications tax.

He could see no possibility of FCC regulation. The system is a closed-circuit, intrastate operation, he stated.

At one point Mr. Griffing expressed the view that if any impact is made on tv it will be on the poorer programs "just like tv's effect on B pictures." This may improve tv programs, he observed.

Bartlesville was chosen for the first Telemovie operation, Mr. Griffing said, because of Video Independent personnel and policy circumstances, not because it was considered a rich community. It met two qualifications, Mr. Griffing said; it was a one-chain town, and it received three good tv signals. He also remarked that in one sense it might not be the ideal place; the higher educational and general cosmopolitan background of many of its inhabitants could react against Telemovies because Bartians' tastes were more sophisticated than the citizens of the average city.

HOW TELEMOVIES WORK

The Telemovies origination center is the old Video Independent-owned Lyric Theatre, three addresses down from the corner of 5th & Dewey Sts. in downtown Bartlesville. The 600-seat theatre was remodeled to provide space for two complete film chains, each comprising two 35mm film projectors, two vidicon cameras and a slide projector, each chain feeding through a multiplexer. The reason for two projectors and two cameras is for standby purposes. Also in the equipment area (a room 21x26 ft.) is a Muzak tape playback recorder, and along the rear wall are racks containing power supplies, sync generators, modulators, patch panels, scanning control circuits, and associated equipment. In the rear of this room is the workroom, with test gear and film apparatus.

In the back of the theatre, which retains the offices of Video's Bartlesville four-house branch, is a 200-seat auditorium, with the stage bare of the silver screen. A closed-circuit type camera chain is scheduled to be installed to serve live origination for local civic events and community affairs.

The technical equipment is mainly General Precision Lab. The film projectors are standard 35mm theatre-type, XL camera projectors, modified to handle tv transmissions. They use a 3-2 shutter intermittent movement to synchronize the theatrical films' speed of 24 frames per second to video's speed of 30-frames per second.

To handle wide-screen theatrical film—Cinemascope and Vista Vision—GPL installed a unique scancontrol circuit which electronically alters the vidicon camera's sweep. This is done with a series of pre-set buttons. The usual 2:1 aspect ratio of the film is swept by the camera on a 1.3:1 ratio. This results in a distortionless normal 4:3 aspect ratio on the tv screen.

In layman's language, the wide-screen picture is slightly cropped on the sides. The picture seemed normal, although there appeared to be a very slight elongation.

Above the control console, which is situated immediately in the forefront of the Telemovies' studio, is a bank of three 21-in. Motorola tv receivers. They are hung from the ceiling, tilted downward.

The power supplies are by Adler Communications Lab.; the sync generators by Pye Ltd.; the bar-dot generator by Tel-Instrument Corp., and the modulators by Jerrold. The tape recorder is a Muzak piece of gear, and the slide projector is by Gray Research & Development Inc.

The cost of remodeling the theatre and the equipment is estimated at $90,000.

The outgoing Telemovies signal is fed from the origination center to a trunk coaxial line attached to telephone poles which run through the city's streets. This signal is given a shot-in-the arm every 1,700-ft. or so by amplifiers mounted along the line. Feeder lines branch off the trunk line down backyard alleys, and tap-off lines run from the feeder lines to the homes of subscribers. This plant is an all Jerrold Electronic Corp. installation. The connection is made to the subscriber's television receiver through the use of a coaxial switch, manufactured by Electronics International Inc., Oklahoma City, which Video's president and vice president control. The switch is attached to antenna input terminals of the receiver, and the movement of the power-switch type handle from one side to the other makes the proper connection to the off-air antenna or the Telemovies wire line. The switch assembly contains a transformer which matches the 72-ohm impedance of the Telemovies coaxial cable to the receiver's 300-ohm requirement.

The outside plant was built by Southwestern Bell Telegraph & Telephone Co., which leases the lines to Video for $1,000 per month per mile. The installation was built by Video's community television system subsidiary, Vumore Inc., for the telephone company at cost plus 10%. The cost was estimated at $150,000.

FIRST MONTH'S MOVIES IN BARTLESVILLE

FIRST RUN FEATURES (ON CHANNEL 3)

Date of Showing	Source of Picture	Title (and Stars)	Length in Minutes
9/3-4	Warner Bros.	"Pajama Game" (Doris Day, John Raitt)	95
9/5-6	Universal	"Night Passage" (James Stewart, Audie Murphy)	90
9/7	Universal	"The Great Man" (Jose Ferrer, Dean Jagger, Julie London)	92
9/8-10	Warner Bros.	"Band of Angels" (Clark Gable, Yvonne DeCarlo)	127
9/11-12	Universal	"Joe Dakota" (Jock Mahoney, Laune Patton)	79
9/13-14	Allied Artists	"Dino" (Sal Mineo, Brian Keith)	96
9/15-17	Columbia	"Jeanne Eagels" (Kim Novak, Jeff Chandler)	109
9/18-19	Warner Bros.	"Untamed Youth" (Mamie Van Doren, Lori Nelson)	79
9/20-21	Universal	"Run of the Arrow" (Rod Steiger, Sarita Montiel)	85
9/22-24	Warner Bros.	"Face in the Crowd" (Andy Griffith, Patricia Neal)	125
9/25-26	Universal	"Midnight Story" (Tony Curtis, Marissa Pavan)	89
9/27-28	Warner Bros.	"The D. I." (Jack Webb, Monica Lewis)	106
9/29-10/1	Warner Bros.	"The Prince and the Showgirl" (Marilyn Monroe, Sir Lawrence Olivier)	117
10/2-3	United Artists	"Trooper Hook" (Barbara Stanwyck, Joel McCrea)	81

RE-RUN FEATURES (ON CHANNEL 5)

Date of Showing	Source of Picture	Title (and Stars)	Length in Minutes
9/3-4	Universal	"Mississippi Gambler" (Tyrone Power, Piper Laurie)	98
9/5-6	Warner Bros.	"Three Sailors and a Girl" (Gordon MacRae, Jane Powell)	98
9/7-8	Warner Bros.	"So Big" (Jane Wyman, Sterling Hayden)	101
9/9	Universal	"Meet Me at the Fair" (Dan Dailey, Diana Lynn)	87
9/10-11	Universal	"Francis Covers the Big Town" (Donald O'Connor)	86
9/12-13	Warner Bros.	"Lucky Me" (Doris Day, Robert Cummings)	109
9/14-15	Allied Artists	"Jack Slade" (Mark Stevens, Dorothy Malone)	90
9/16	Columbia	"Let's Do It Again" (Jane Wyman, Ray Milland)	94
9/17-18	Allied Artists	"Wichita" (Joel McCrea, Vera Miles)	81
9/19-20	Columbia	"Prize of Gold" (Richard Widmark, Mai Zetterling)	98
9/21-22	Warner Bros.	"Boy from Oklahoma" (Will Rogers Jr., Nancy Olson)	88
9/23	Columbia	"Pushover" (Fred MacMurray, Phil Carey, Kim Novak)	88
9/24-25	Warner Bros.	"Calamity Jane" (Doris Day, Howard Keel)	101
9/26-27	Universal	"Abbott and Costello Go to Mars"	77
9/28-29	Universal	"Susan Slept Here" (Debbie Reynolds, Dick Powell)	97
9/30	Allied Artists	"Paris Playboys" (Leo Gorcey, Huntz Hall)	62

Profile on the Operators

The man who leads Video Independent Theatres Inc. is an over-six-ft. tall, rangy Dallas-born lawyer who looks and acts like a Back Bay Boston brahmin. Even his features have a rugged, New England look.

Withal his Harvard appearance, Henry Scherer Griffing is as Texan as oil, cotton, and the Alamo. He was born in 1907 and attended Rice U. in Dallas and Oklahoma U. in Norman, where he took his law degree in 1930. After law school he joined the prominent Oklahoma City law firm of Keaton, Wells & Johnson. In 1939, he entered private practice, becoming general counsel for the then giant southwest motion picture Griffith chain.

In 1949, after the elder Mr. Griffith had become ill, Mr. Griffing and his associates (C. O. Fulgham, C. R. Guthrie are top level assistants among his associates) bought what was then the 250-theatre Griffith Amusement Circuit. It now comprises 140-odd conventional theatres and 63 drive-ins

in Oklahoma, Texas and New Mexico—in such large cities as Oklahoma City, Tulsa, Albuquerque and Lubbock and in such smaller communities as Hobart, Okla., and Wellington, Tex., both with under 10,000 population.

In 1950, the Video Independent people heard of the Pottsville, Pa., community antenna system operation. Mr. Fulgham and Larry Boggs, now chief of Video's television activities, scouted the Pottsville operation. Their reports put Video Independent into the community tv system business.

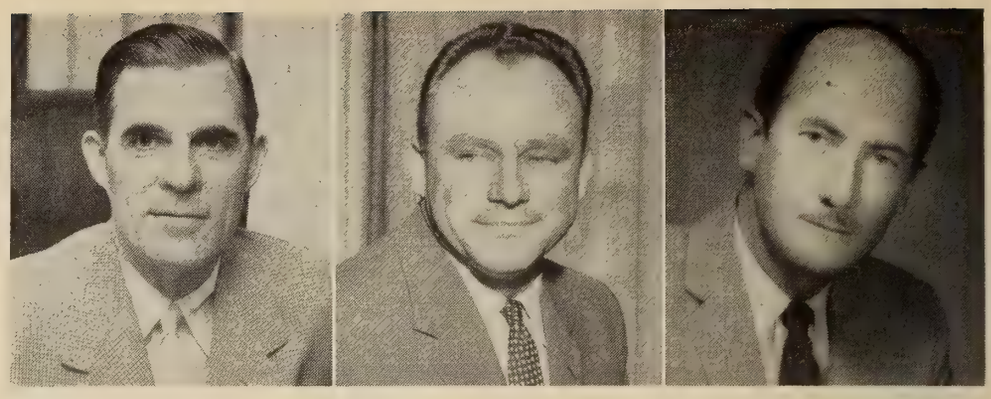
Video Independent now has community systems in Ardmore, Altus, Hugo and Hobart, Okla.; Wellington, Childress and Sherman, Tex.; and are building new systems in Clinton and Magnum, Okla., and in Gulfport and Clarksdale, Miss. Video Independent's "ctv" operations serve an estimated 7,500 people. Vulmore Corp. is the operating subsidiary.

Video Independent's tv activities are not confined to antenna operations. It owns 12.5% of ch. 9 KWTV (TV) in its headquarters city of Oklahoma City. This came about when competing applicants merged for the ch. 9 facility (now CBS affiliated) in 1953. Mr. Griffing said, he liked the association. The experience in KWTV, Mr. Griffing said, has helped in planning the Telemovie operation in Bartlesville.

Video Independent also owns a permit for ch. 2 KVIT (TV) Santa Fe, N. M.

Within the last few months, Video dropped a construction permit it held for ch. 9 KSPS (TV) Hot Springs, Ark.

Video Independent has put in for tv in five communities during the past few years, but has a firm policy not to buck local interests. It has withdrawn in Elk City, Okla.; Sioux Falls, S. D.; Lubbock, Tex.; Clovis, N. M., and Midland, Tex.



THE *triumvirate running the Bartlesville Telemovies project comprises (l to r) Dallas-born lawyer, Henry S. Griffing, president of Video Independent Theatres Inc.; native Oklahoman, former commercial and World War II Air Transport Command pilot, Larry Boggs, president of Video Independent's tv subsidiary, Vumore Corp., and Kansas-born, veteran theatre manager, Phil Hays, manager of Video Independent's Bartlesville theatres.*

Video Independent was incorporated in 1949 in Nevada. It is an $8 million corporation. Mr. Griffing owns 50% of the Class A stock and is president. Other stockholders are vice presidents Mr. Fulgham, C. F. Motley and Mr. Guthrie. Each owns 12% Class A and 2% Class B stock. C. B. Akers, general manager of ch. 2 KVOO-TV Tulsa, owns 10.5% of the Class B stock (and is, in his own right, 25% owner of a theatre in Mountainaire, N. M.) Messrs. Griffing and Guthrie own 38% each of International Electronics Inc., crystal manufacturer and now rushing production of the coaxial switch used in conjunction with the tv receiver in the Telemovies project.

As of Dec. 30, 1956, Video Independent's balance sheet showed total assets of $8.7 million, with close to $300,000 in cash. Listed under liabilities were debenture bonds, over $2 million; reserve for depreciation, over $2 million; notes and mortgages, over $700,000; surplus, more than $750,000, and capital stock valued at $1.3 million. Video Independent made $279,815 after federal taxes in 1953; $238,132 in 1954 and $144,883 in 1955.

THE KIND OF TOWN IT IS

Bartlesville, Okla.—which lies 55 miles due north of Tulsa on U. S. Highway 75 (except that you make a left turn onto Highway 60 [Frank Phillips Blvd.] at the new multi-million dollar Pennington Hills real estate subdivision)—is best described by what it is not. It is not a cow town. It is not an oil rigger's town. It does not even nestle amidst oil derricks—even though Oklahoma's first commercial oil well, the Nellie P. Johnstone, was drilled there in 1897.

Actually, Bartlesville is more like a university town. It is a white collar town, whose wide streets are clean and well kept.

Substitute for academic halls the billion-dollar, worldwide Phillips Petroleum Corp.; the billion dollar Cities Service Co., and the international H. C. Price Corp. pipeline company. Substitute for students and faculty the executives, the chemists, the geologists, the metallurgists and the clerks of these companies—who make up more than half of the 12,500 men and women gainfully employed—and for townspeople, the citizens of Bartlesville who serve these folk (or who are employed by some of the other 30-odd oil companies) and you have Bartlesville.

Its homes run the gamut of $100,000 estates, $35,000-$60,000 upper middle class 60-70-ft.-long modern ramblers to more modest $15,000-$30,000 ramblers. The per-family income is high—$7,000 a year. (The U. S. figure is $5,736.) The payroll of Bartlesville employers in 1956 reached $40 million—more than half by Phillips and Cities Service, whose headquarters are in Bartlesville. Retail sales in the metropolitan area (Washington County is the metropolitan area and Bartlesville is the county seat) in 1956 were almost $51 million, compared to $23 million ten years before.

Bartlesville agriculture is mainly cattle; in 1954 livestock and livestock products were valued at $1.8 million, cash crops were valued at $217,732, forest products $1,880—for a total valuation of over $2 million. Of the 272,000 acres of agricultural land, 85% is farmland. There were 757 farms in 1954, with an average 300 acres. Land and buildings were valued at over $11 million; with the average farm valued at $14,650.

Sales Management this year rated the effective buying income of Bartlesville as $62.3 million, with a per capita income of $2,276, a per family income of $7,006; a quality index market with a rating of 125%.

The city boasts two newspapers (one morning and one evening, both published by the Bartlesville Examiner-Enterprise Co.) 11,000 circ.; one weekly newspaper; one radio station (KWON, 250 w on 1400 kc, MBS).

Bartlesville receives a good Grade B tv signal from Tulsa's three vhf stations—ch. 2 KVOO-TV (NBC), ch. 6 KOTV (TV) CBS and ch. 8 KTVX (TV) (ABC)—but a 20-ft. stick and a directional array are necessary on the rooftops of Bartlesville's 8,000 tv homes. Reception ranges from strong to adequate.

SEEN AND UNSEEN

At 1 p.m., Sept. 3, when the Bartlesville Telemovies system began operating on a regular basis, those subscribers who had been hooked up for the opening of this pay tv-movies-in-the-home project had their screens blacked out for the following programs from the Tulsa stations which cover the city:

KVOO-TV, ch. 2, NBC *Matinee Theatre.*

KOTV (TV), ch. 6, CBS, *Big Payoff.*

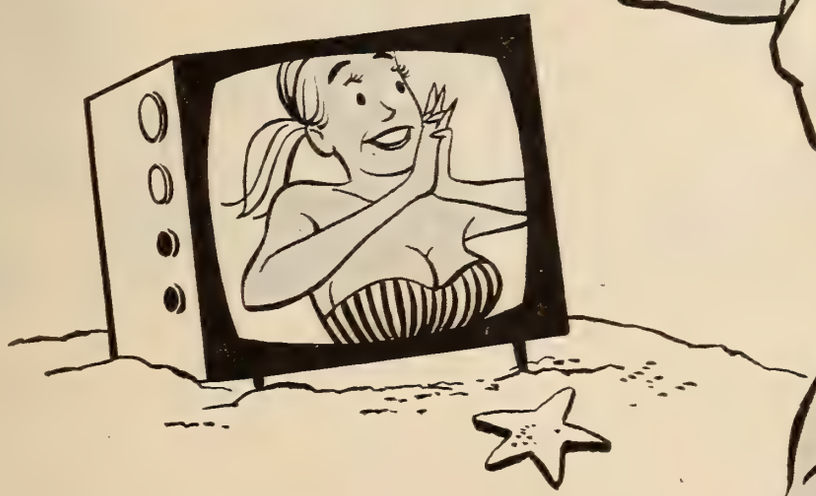
KTVX (TV), ch. 8, ABC, signed on at 2:50 p.m.

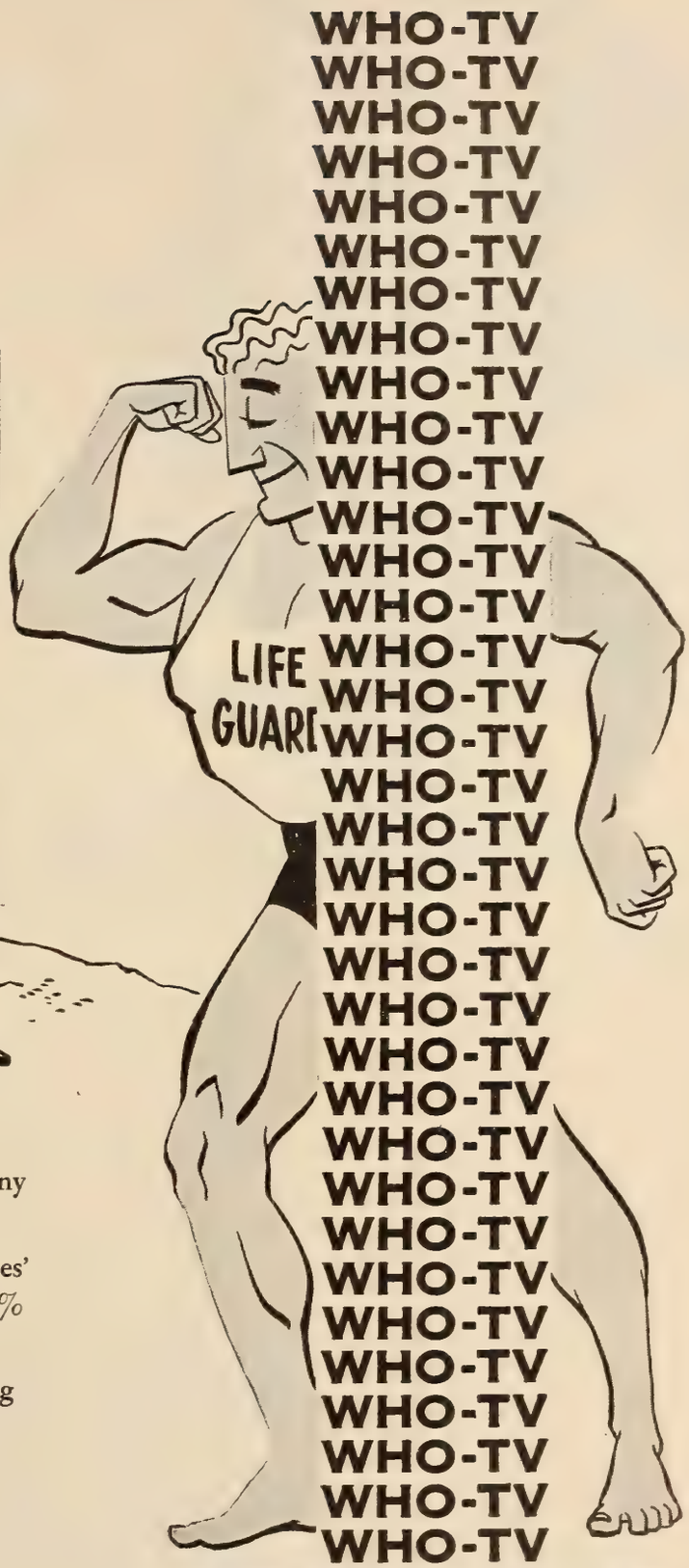
If advance plans for "TM" (for Telemovies) parties that night came off, a substantial number of Bartlesville people watched "The Pajama Game" or "Mississippi Gambler" rather than NBC's *Nat King Cole Show, Drama Theatre, Festival of Stars,* or *Panic;* CBS' *$64,000 Question, Jimmy Dean Show, Silent Service,* or *Private Secretary;* ABC's *Broken Arrow, Telephone Time, Polka Time,* or *I Led Three Lives.*

BIG and STRONG

NCS No. 2 CIRCULATION

	DAYTIME HOMES		NIGHTTIME HOMES	
	WEEKLY	DAILY	WEEKLY	DAILY
WHO-TV	181,490	121,620	211,500	166,460
Station B	175,650	123,430	204,280	163,920
Station C	176,340	104,930	218,690	148,320





NCS No. 2 proves that more Central Iowa families tune to WHO-TV every day, than to any other Iowa television station.

NCS No. 2 covered 54 counties, with Des Moines' home county of Polk accounting for *only 24.3% of the total television homes!*

Because it is backed by 33 years of broadcasting integrity, public service and believability, WHO-TV—*like WHO Radio*—assures advertisers of BIG audiences . . . BIG results.

WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines **WOC-TV**, Davenport

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc.
National Representatives

NBC Affiliate



WBRE-TV *Means*

MARKET COMMUNICATION

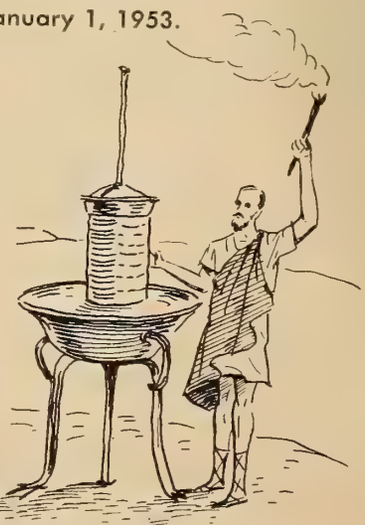
to the people of 19 Counties in N.E. Pennsylvania

Keeping pace with Wilkes-Barre's, Scranton's, Hazleton's and Williamsport's outward spread as new residential areas are developed, is the distinctly American Institution of the Shopping Center. And right in the center of the Centers is the food market . . . where the people of nineteen Pennsylvania Counties go to buy. To reach these people, WBRE-TV is the station that consistently reaches them with the best programming. WBRE-TV's population coverage is close to 2,000,000 and the latest set count was 350,000. One food market advertiser with a twice-a-week quiz show on WBRE-TV averages 4,000 postal cards weekly, and has been on the station since January 1, 1953.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: *LUZERNE* *LACKAWANNA* *LYCOMING* *COLUMBIA* *SCHULYKILL* *NORTHUMBERLAND* *MONROE* *PIKE* *WAYNE* *WYOMING* *SULLIVAN* *SUSQUEHANNA* *BRADFORD* *UNION* *LEHIGH* *SNYDER* *MONTOUR* *CARBON* *CLINTON*

WBRE
TV Channel 28
WILKES-BARRE, PA.



Man has created many ingenious forms of communication . . . none of course as wonderous as Television. Just for its educational value, we suggest you looking up the details of the "Clepsydra," designed by Aeneas Tacitus in 336 B. C. If this is too much trouble, write and we will send you a short story on it. . . . Communication knowledge is a part of WBRE-TV's services.

WHAT SUBSCRIBERS THINK

The unique thing about Bartlesville subscribers to Telemovies is that the vast majority of those interviewed—and the homes of Bartlesville families have been invaded in force by surveyors, reporters, theatre men making their own private sampling—are not keen moviegoers.

In fact the usual answer to the question, "Do you go to the movies often?" is "No."

Several frankly admit that in recent years they might have gone to the movies "maybe four or six times a year."

The reasons given for this non-cinema going is also unusually unanimous. Small children.

There are some, of course, who answered that they are very fond of the movies—and before the children came they went frequently.

Why, then, are they keen for Telemovies?

Logan Taylor, in his middle thirties and the father of two pre-school children, put it this way:

"This is a new thing. A great advance. Closed circuit tv programs should be superior to regular television. There should be better programs on Telemovies, new movies instead of the old ones on tv. This should be ideal for fights and special events.

Mr. Taylor is the $12,000-a-year administrative assistant to Ross Thomas, Phillips Petroleum vice president in charge of research and development. College educated, he favors cultural activities. His five-year-old $750 Provincial Magnavox stands in the corner of his pine-paneled recreation room which is separated from the living room of his modest white clapboard home by French doors. The Magnavox is a home entertainment unit—it contains am, fm, tv, phonograph. The Taylors are great music lovers; they have about $500 worth of classical records. Books fill a built-in wall bookcase. Photography is Mr. Taylor's hobby.

The Taylors refer to themselves as selective moviegoers. They say they go to the movies about six times a year; mostly downtown without the children, but occasionally to a drive-in with the children and then to a good, children's movie.

But, they are "ardent" tv viewers. Their favorites are such programs as *Studio One, Twenty-One, Today,* sports. Mrs. Taylor expressed approval of these, plus the *Homeshow* and *Matinee Theatre* (a local afternoon movie program).

The Taylor home is topped by a 20-ft. mast, on which is mounted a directional array—a mattress behind two dipoles.

Both the Taylors expressed approval of many children's programs on tv. How were they going to watch movies and let the children see good tv programs? "Guess we'll have to get another set," Mr. Taylor mused.

The Taylors are old Bartlesville residents.

Mrs. Tom R. Weaver is new. The Weavers have been in Bartlesville for only a year (they came from Oklahoma City). Mr. Weaver is an insurance man. They have two children also, Tony, 5, and Melissa, 4.

Mrs. Weaver "loves" movie-going, but in the last five years has gone perhaps "twice a year." The children are the root of this —need for baby sitters. She and the children take a short rest-nap between 1 and 2 p.m. each weekday, Mrs. Weaver stated, and they watch the *Matinee Theatre* movie program at that time.

Mrs. Weaver feels that with Telemovies, she is going to see features she would not otherwise see.

All such families were not as affirmative as these two. One reporter, who had been given two names by the local Telemovies people, discovered that both had been given free installations on the condition they would permit technicians and surveyors to visit them—and also to play host to neighbors and friends. One woman informed her visitor that she planned to cancel her connection when the first bill came.

Taxi drivers are notoriously man-in-the-street oracles. Two Bartlesville hackies were questioned. One said he had applied and couldn't wait for the Telemovie installation to be made. He said he felt that $9.50 a month was not too much, since he could sit at home in comfort, drink his beer and see the newest shows. The other was equally as candid. He said he was "waiting." "Waiting for what?" he was asked. "Waiting for $9.50 a month," he replied.

Mr. and Mrs. H. Lee Crain have not subscribed. They are awaiting developments. They know of none of their neighbors or friends who have signed up. They don't see how Telemovies can bring them anything special worth $9.50 a month. They like free tv, have had it since 1952, but complained about some programs and commercials.

Professional men are usually good indicators of trends. One physician, enthralled with what he saw Tuesday night, phoned in to have his other three sets so equipped. A Bartlesville dentist, who uses tv in his operating rooms (he specializes in children's practice), ordered all six of his tv sets "telemovied." This posed a problem since he was working the receivers from one master antenna system.

Local realtor Glen Hopkins, the so-called first resident to be connected (he won a drawing), asserted that it was just "like the early days of television." Mr. Hopkins got his first tv set in 1949 and, according to him, people are starting to come right in as they did then. Mrs. Hopkins is an inveterate movie-goer. She explained that she might have to cut down on this with Telemovies at home.



THIS is the coaxial switch which feeds both the off-air and out-of-wire signal to the tv receiver. It is clamped to the back of the set, with the handle up, available to be pushed to "TV" (off air) or "TM" (Telemovies). The assembly terminates in a transformer which corrects for the difference in impedance of the twin lead from the antenna and of the coaxial cable.

WHAT BROADCASTERS THINK

The attitude of Tulsa telecasters—the three Tulsa stations count Bartlesville in their Grade B coverage area—is unanimous. They're interested, and watching it carefully.

As one of them said, "They're using tv channels, aren't they?" The Bartlesville Telemovies system uses chs. 3 and 5, otherwise unused.

There is an unusual aspect to the Tulsa broadcast situation. It is this: One of the Tulsa station managers also has a significant stock interest in Video Independent Theatres. This is C. B. Akers, general manager of ch. 2 KVOO-TV, the NBC outlet in Tulsa. Mr. Akers did not feel that Telemovies would have an adverse effect on television viewing. There is room for both, he explained. The family will pick the time to watch their favorite tv programs, and know that they can pick up Telemovies any time—since the films are run continuously.

The other two broadcasters expressed wholehearted support of the NARTB position and action. This contemplates a survey of Bartlesville and a repeat interrogation after enough time has passed to ensure a fair response.

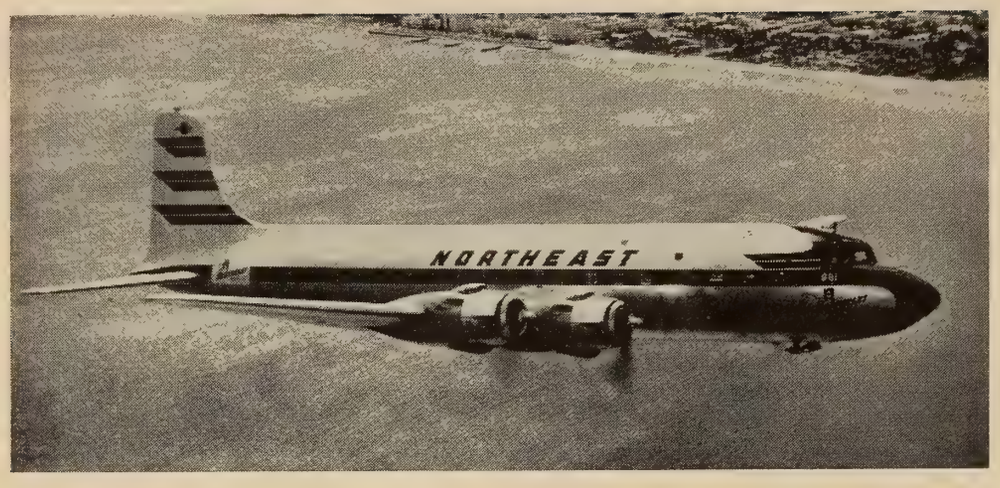
An interesting point was made by one telecaster—all except Mr. Akers asked for anonymity at this time. This had to do with the impact on tv viewing if the Telemovies idea won as many as 3,000 adherents. After all, he explained, Tulsa telecasters count 312,000 tv homes in their home grounds. If Bartlesville had 3,000 subscribers to Telemovies, and all of them happened to be watching the movie, the rating on a tv show being broadcast at that time would only suffer a 1% decline.

Bartlesville's only radio station, 250 w, MBS-affiliated KWON (on 1400 kc), is run by Fred Case. The station was established in 1941. Mr. Case is more worked up about the Telemovies development than the Tulsa telecasters, although he admits that the impact, if any, will be mainly on television viewing.

One point, it seems to Mr. Case, is paramount. This looks like broadcasting to him —after all, Telemovies is bringing in entertainment and possibly news to the home. This is, and has been, the function of broadcasting. There is also the possibility of commercials, affecting local media. If the impact is strong, KWON will suffer and be in a poorer position to serve its public.

In that event, Mr. Case thinks the FCC should step in. Telemovies should not be unregulated, he stated. "We both should be under the same handicap."

He expressed his belief that tv set owners bought their receivers on the assumption that they would receive free programs.



NORTHEAST SETS RADIO-TV PLANS

Rapidly-expanding Northeast Airlines Inc., Boston, which has been increasing the spread of its wings over the U. S. East Coast, can be expected to become an important user of the broadcast media.

The airline now estimates an investment of about $500,000 in radio and television out of its approximate $1.5 million annual advertising expenditure.

Future advertising plans: review of all of its current usage of newspapers, radio, tv and other media, and expansion (or additional concentration) where needed. There is a report NEA may double its total advertising expenditure.

The first move occurred when Northeast appointed J. Walter Thompson Co. in New York to handle its advertising effective Oct. 10. In taking its ad activity to New York, NEA is parting with its Boston agency, Chambers & Wiswell, with which the airline has been associated continuously since 1954, although NEA has been in and out of the agency over the past 25 years.

Airline industry sources note that Northeast is following the pattern of other air carriers, which when routes expand and service changes from local to regional hops, reflect this growth by dropping local agencies and appointing agencies of national stature.

At present, Northeast Airlines uses radio extensively, its investment in the medium totaling about the same as it spends in newspapers. The airline runs spots in Boston, New York, Philadelphia, Washington and Miami, sponsoring on WINZ Miami a through-the-night program. Its tv sponsorship has been limited: a five-minute newscast on one Boston station, a similar news show on a Miami tv station and tv spots in Washington.

About the future, Edwin W. Breed, NEA sales director, says: "We definitely will expand radio and tv."

At this writing, Northeast Airlines and JWT have been pinning the advertising expansion on the date of the agency changeover in October, and last Thursday and Friday both client and agency were huddled over NEA's advertising program.

In brief, this is a summary of other highlights in the NEA advertising story:

• JWT executives on the account have been appointed. They are Charles A. Rheinstrom, a vice president and a key to the NEA change of agencies, who will be account supervisor; Paul Lund, who has been assigned as account representative; Robert Lilien, who will be associate media director; S. S. Scott Jr., assigned as head broadcast buyer, and B. L. Nutting Jr., as head space buyer.

• Northeast hopes to increase its gross volume to such a point that in time it can reduce the percentage it now allocates to advertising. Thus, NEA currently is investing more in advertising proportionately to its gross than if its revenues were greater. The reason NEA is spending more than the 3.5% of its current gross for advertising is because of its expansion program. The 3.5% of gross to advertising is considered in some airline quarters to be the general formula to use for a major airline's ad budgeting. Right now, NEA's revenues are only starting to climb.

• Northeast Airlines President George E. Gardner claims the change in agencies was triggered by the feeling that "we have outgrown their (Chambers & Wiswell's) operation." Mr. Gardner also says that NEA wanted an agency with operations extending outside Boston and outside New York City as well.

Mr. Rheinstrom, who will supervise the Northeast Airlines account at JWT, is an expert on transportation company advertising. He was with American Airlines Inc., New York, for 18 years, nine as a director and vice president in charge of traffic and sales. He formed his own aviation consulting firm in 1946, two years later joined Erwin, Wasey & Co. as a senior vice president and in 1950 moved to the Thompson agency. He is said to have figured in Thompson's acquisition of the New York Central Railroad and the Douglas Aircraft Co. accounts.

Northeast Airlines' current growth bloomed when the Civil Aeronautics Board in August 1956 granted the airline permission to extend its routes to Florida and become the third carrier on the East Coast route. With this *coup*, Northeast was able to add Philadelphia, Baltimore and Washington as well as Miami, Tampa, St. Petersburg-Clearwater and Jacksonville to the system. Service to Washington started Nov. 27, 1956; Miami was opened Jan. 9 of this year and Philadelphia only last June 27.

But the airline has been linked with expansion ever since its founding 24 years ago by a group of aviation enthusiasts including Amelia Earhart and backed by New England railroads at the outset. In 1945 the railroads divested all interests in the airline after Northeast extended its operations into New York. During World War II Northeast operated flights only between Boston and Presque Isle, via Portland, Augusta, Bangor and Houlton, and also between Boston and Moncton, N. B.

With return of flight equipment from the government for use during the war, Northeast in 1944 resumed service to Montreal, via Concord, Barre-Montpelier and Burlington and early in 1945 was awarded a route extension to New York City. In postwar years, NEA expanded its New England service and opened a former airline route serving Cape Cod.

Northeast is investing heavily in the future. Its current fleet includes 12 Douglas DC-3s; 6 Convairs and 10 Douglas DC-6Bs (Skvlarks) and it has on order 5 Bristol Britannias which will be delivered starting this November. These planes, dubbed "Whispering Giants," are turbo-prop aircraft. According to Mr. Gardner, NEA in about 18 months will have grown from a $5 million to a $50 million investment upon delivery of all aircraft on order plus the needed additional personnel and installation of facilities for servicing.

NEA claims an unprecedented increase of more than 34% in the number of revenue passengers carried in July of this year compared with that period last year, and notes the final figures for that month broke all previous revenue passenger records in the firm's history. Totals for July: 93,383 as opposed to 69,330 for that month in 1956.

Although in the throes of expansion—its Florida runs have yet to show up substantially in figures compiled thus far but should do so this fall (again the timing for the agency shift)—Northeast Airlines rated 12th in the standing of the 12 major national airlines in the U. S., according to the number of revenue passengers. But Northeast has only begun its climb. In all of 1956 it had 593,449 revenue passengers. In the first six months of this year, it had a total of 295,166 with its new routes only starting to operate. In 1956 it flew 119,454,000 revenue passenger miles but in the first six months in 1957 it had totaled 78,688,000.

For the most part, all 12 of the top U. S. domestic airlines use the broadcast media. Some are heavy spot users and as a rule placement of schedules is concentrated on the markets served by the individual line.

But in its future broadcast plans, Northeast expects to concentrate with increased emphasis in the markets that its routes now serve; any advertising revisions now in the making will be upward and its heavier-than-3.5% of gross budgeting will continue for perhaps another 1½ years. Markets which will come up for an advertising review initially: New York and Boston.

MOST VERSATILE SALESMAN

in Denver TV

For more than a dozen years
Starr Yelland has been
the most popular air personality
in the Rocky Mountain area.

Today, he's Denver's highest
rated TV sports reporter —
Denver daytime's
most effective salesman.

One of TV's great 'natural
salesmen' Yelland is amazingly
effective with demonstration
commercials — equally potent
with film lead-ins.

Starr Yelland is *one* personality
you should include in *all*
schedules. Call your KATZ man
and ask about the
Yelland success story.

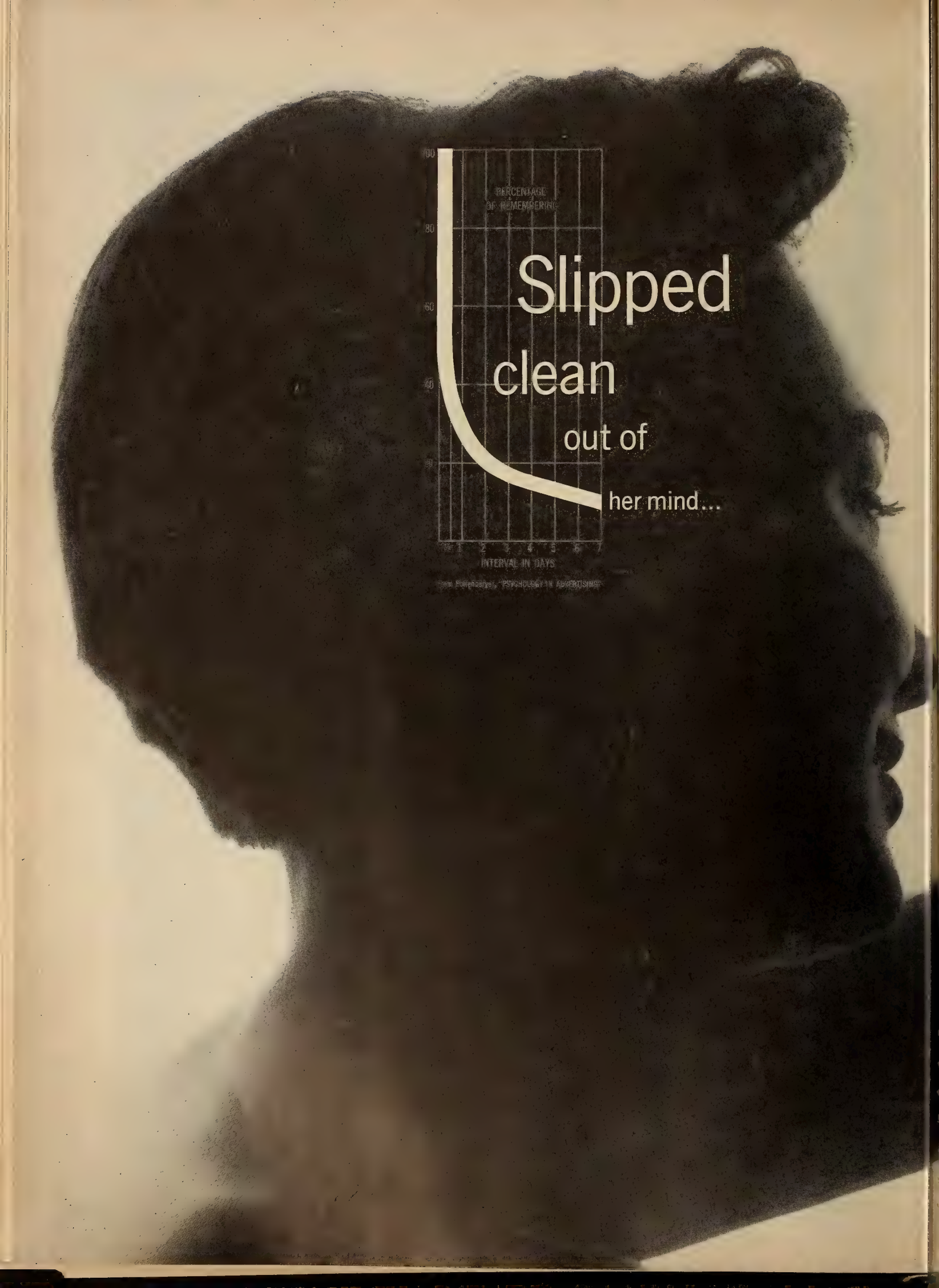


CBS in DENVER

KLZ TELEVISION Channel 7

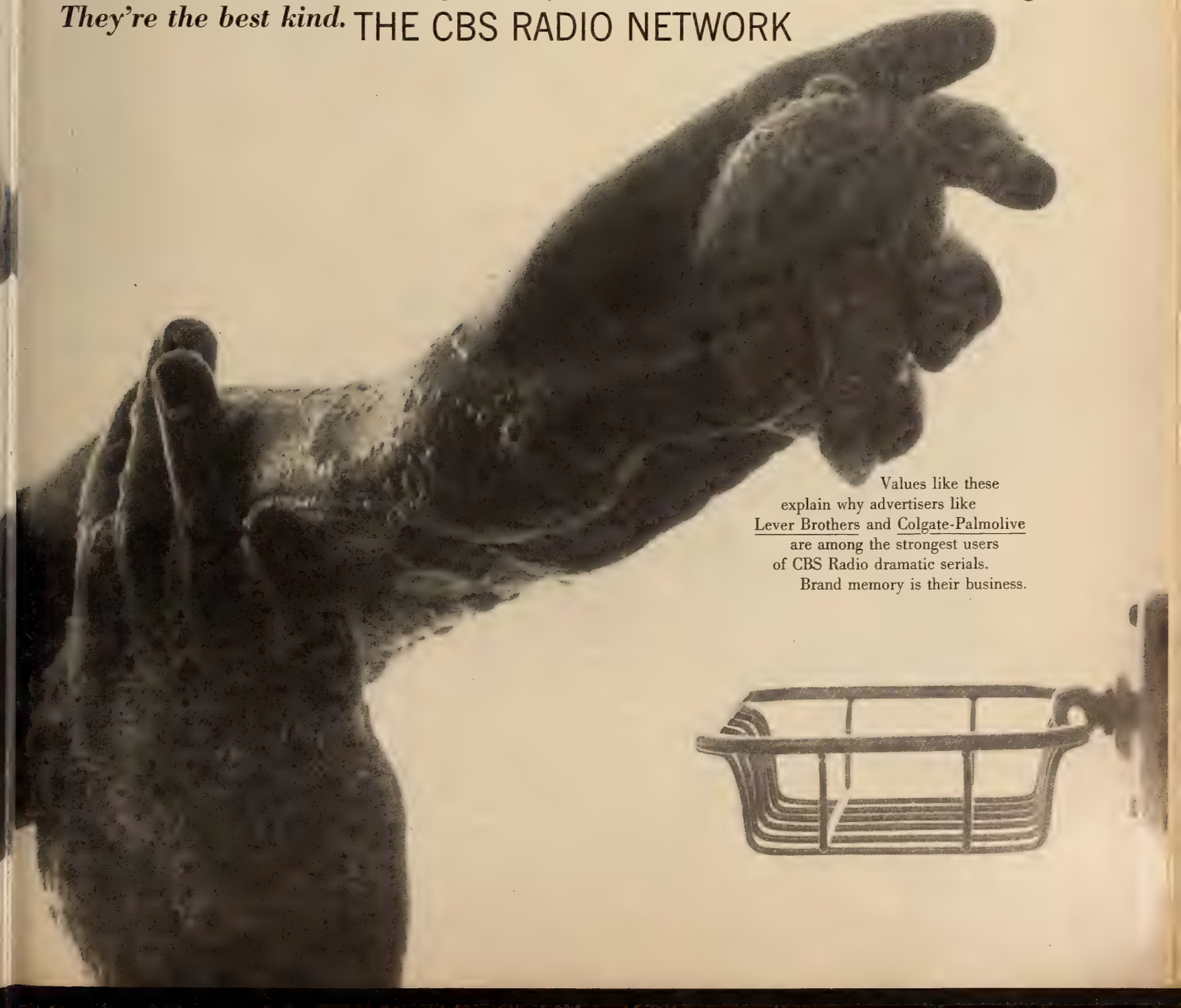
CBS

Represented by the KATZ Agency.


PERCENTAGE OF REMEMBERING
80
60
40
1 2 3 4 5 6 7
INTERVAL IN DAYS
Slipped
clean
out of
her mind...

You have to ask to be remembered!

Not just once a week or once a month but ***as many times per prospect per week*** as you can afford. And for low-cost, working frequency today, CBS Radio daytime drama is the place to be. With sponsorship of five program units ***you can reach a listener over three times a week for 1/6 of a penny***, with solid commercial-minute impressions each time . . . 20.7 million such impressions every week. And because nobody tunes in serial drama for "background," you reach ***listeners who are listening. They're the best kind.*** THE CBS RADIO NETWORK



Values like these
explain why advertisers like
Lever Brothers and Colgate-Palmolive
are among the strongest users
of CBS Radio dramatic serials.
Brand memory is their business.



McINTOSH BRADLEY GAUNT CROSS SPENCE

Five Promoted, One Added at Grant Adv.

Several key appointments, involving both domestic and foreign operations of Grant Adv. Inc., have been announced by Will C. Grant, president of the agency.

Lawrence R. McIntosh, executive vice president and Detroit office manager, was appointed supervisor of all domestic operations, with supervisory and administrative responsibilities. He also will be responsible for management of Grant's nine U. S. offices, continuing to headquarter in Detroit as manager. Grant Adv. bills $70-$80 million annually (approximately 20% in broadcast media) in combined domestic and international business.

Other appointments were those of Paul L. Bradley, vice president in charge of Grant's West Coast operations, as New York office manager; John E. Gaunt, vice president and tv director, as tv chief for all domestic and foreign operations; Christopher Cross, vice president, as assistant to President Will Grant, and Frederick E. Spence, head of Grant's international division of 27 offices, elected executive vice president. John M. Cody, vice president, continues as Hollywood office manager, and William N. Brown, formerly with Campbell-Ewald Co., joins the agency as account executive.

Announcing the appointments as one of a "series of executive realignments," Mr. Grant said they reflect the "natural recognition of the consistent contribution made by these members of our executive team."

Standard & Poor Sees Ad Gain

High U.S. incomes and industry competition are expected to push advertising expenditures this year up to about $10.5 billion, according to the Aug. 15 *Publishing* survey by Standard & Poor's Corp., New York. Total advertising was reported at $9.98 billion for 1956.

NOTHING LIKE A DAME

Television timebuyers, who are spending an estimated $1.3 billion for 1957 tv time and programs, would do well to inscribe the time-honored police mandate, *cherchez la femme,* across the order form. For in "finding the woman," they'll be reaching the person who controls 80% of the family unit purchases.

That sums up the advice of James W. Seiler, director of the American Research Bureau. Mr. Seiler describes the woman viewer as a moving target who requires the use of adequate research data and the equally important know-how of interpretation and analysis. Mr. Seiler, writing in the 1957 TELECASTING YEARBOOK • MARKETBOOK, says the women's buying power, coupled with findings that the housewife is a member of the aggregate female population that forms the backbone of the tv audience, underscores television potential for the advertiser.

Findings of one ARB survey on the woman viewer is given in the YEARBOOK • MARKETBOOK, now going into the mails to B•T subscribers. The study reports hour-by-hour and day-by-day the near consistency in female viewing habits in the Eastern Central and Pacific time zones.

As for the $1.3 billion expenditure this year for tv time and programs—that's the Television Bureau of Advertising estimate for the YEARBOOK • MARKETBOOK's status report on tv. TvB, terming this a "very conservative estimate, forecast that the total would break down in this fashion:

Network: $673,800,000, a 7% increase over 1956.
Spot: $361,200,000, up 11.1% over last year.
Local: $255,200,000, a rise of 10% over 1956.

The seventh annual YEARBOOK • MARKETBOOK was compiled by a staff of 60 and is the latest reference volume in the series of B•T YEARBOOKS over the past 23 years. Like its predecessors, this 432-page volume contains authoritative data on tv stations throughout the world, including full information on U. S. stations equipped for color, statistics on population with retail sales and market data, plus other economic features on all U. S. tv areas.

Practically every organization connected with tv is listed—agencies with their tv clients, station representatives, film producers and distributors, equipment manufacturers, networks, trade organizations, etc.

The YEARBOOK • MARKETBOOK also provides a complete directory of the federal front including FCC listings, rules and regulations, and other related information.

NETWORK and SYNDICATED FILMS & FEATURES

Pulse gives you BOTH every month

. . . in one detailed report from doorbell-ringing interviews. TV coverage of the U. S., of unparalleled statistical accuracy.

THE BARTELL GROUP
in its 10 YEARS of
RADIO FOR FAMILY LIFE
has produced
FIRST PLACE DOMINANCE for
WOKY Milwaukee • WAKE Atlanta
KCBQ San Diego • KRUX Phoenix
and added on September 1

WILD Boston & WYDE Birmingham

to carry the BARTELL GROUP
COAST TO COAST TO SERVE
10 MILLION AMERICANS

(Time buyers who invest in choice WILD and WYDE rateholder avails will triple the value in 60 days. See John Box in Boston and Morton J. Wagner in Birmingham.)

THE BARTELL GROUP
B
RADIO FOR FAMILY LIFE

kcbq 1170 in SAN DIEGO
krux 1360 in PHOENIX
woky 920 in MILWAUKEE
WILD 1090 in BOSTON
wake 1340 in ATLANTA
wyde 850 in BIRMINGHAM

BARTELL IT...and SELL IT!

National Representatives
ADAM YOUNG, Inc.
for WOKY, KATZ AGENCY

FIRST HOOPER . . . NOW PULSE! THE

NO 1

Radio Station in Nashville . . . is . . .

WKDA

SHARE OF AUDIENCE

HOOPER			PULSE		
JUNE & JULY 1957 Monday thru Friday 7 A.M. – 6 P.M.			JULY 1957 Monday thru Friday 6 A.M. – 6 P.M.		
WKDA		**38.3**	**WKDA**		**20.5**
Sta. "A"	–	9.1	Sta. "A"	–	18.0
Sta. "B"	–	11.1	Sta. "B"	–	14.0
Sta. "C"	–	1.3	Sta. "C"	–	13.0
Sta. "D"	–	7.2	Sta. "D"	–	17.0
Sta. "E"	–	13.8	Sta. "E"	–	13.0
Sta. "F"	–	17.9	Other	–	4.5

WKDA IS STILL GOING UP!

WKDA'S exciting programming of music and news has changed radio listening habits in Nashville – also time buying habits – see your Stars National man today.

WKDA

NATIONAL REPRESENTATIVE: STARS NATIONAL INC.

NEW YORK • CHICAGO • ATLANTA • DALLAS • SAN FRANCISCO • LOS ANGELES

IN NASHVILLE CALL HARVEY GLASCOCK ALpine 4-0511

RCA, Four Roses Join To Plug Color, Liquor

Liquor and electrons—insofar as advertising is concerned—have never mixed, but this month and next, RCA Victor television receiver division and the House of Seagram's Four Roses Distillers Co. will mix themselves a promotional highball. They will conduct jointly one of the most unique merchandising tie-ins in the tv medium's 10-year commercial history.

Four Roses will advertise via "tv." But the tv set carrying the Four Roses "imprint" will not be in the family living room. It will be a cardboard dummy set up in taverns and barroom windows and it also will "push" RCA compatible color. (See cut).

Although this move may be interpreted in some quarters as a calculated effort on behalf of Four Roses to break down the long-standing ban on liquor advertising via broadcast media by identifying whiskey advertising "on tv" in the public mind, the distillers insist that they are "adhering to the spirits industry code prohibiting radio-tv advertising." Furthermore, Kenyon & Eckhardt's promotion department, which conceived the tie-in idea on behalf of its client, RCA, but which claims it is not earning a cent of commission on the ad push, maintains corporately: ". . . We are not supporting Four Roses as a brand by spending any of our client's funds."



The campaign will be primarily Four Roses', but RCA will "help out" in its own way. The situation is this: Four Roses, a Seagram division, spent a sizable portion of Seagram's 1956 advertising-sales promotion budget of $9 million in promoting its own brand. This year, it has introduced a new gin. It considers itself "very color conscious," hence feels a tie-in with RCA color will "work wonders." RCA, conscious of the ban on liquor advertising on the air, but equally conscious of its own lagging color set sales (to date the firm has sunk $100 million in color tv development according to *Fortune* magazine), still is seeking a way to promote color *en masse*. It thinks the barroom can do for color tv what it did for black-and-white a decade ago—



Want more for your money

OR JUST MORE MONEY?

It's a simple economic matter to give *everybody* twice as much money. Just arbitrarily double everybody's pay.

But that would necessarily boost the cost of everything to cover it!

And who would be better off then? Nobody!

Fortunately, this isn't the way it has happened in America. Today, you can buy a lot more with a day's work than *ever* before. This is progress.

Progress is made in three steps:

1. People's savings are invested in business — through stocks and bonds. Republic Steel, for example, uses money invested in it by 92,000 stockholders.
2. Managements then use this money to build new plants, and to buy more productive equipment. The average cost of a new job at Republic is about $25,000.
3. This modern equipment turns out more goods with no greater effort from the same number of employees. This is how the cost of things has been brought down and the pay check made to buy more.

A true pay raise for the whole nation comes when the things we want cost less in work hours—rather than when more money is distributed. Raising the nation's ability to buy more with its dollars is a management contribution to social progress. Because steel is the most versatile of metals and new methods of fabricating it are continuously being developed, think first of steel when you design.

REPUBLIC STEEL General Offices: Cleveland 1, Ohio

WORLD'S WIDEST RANGE OF STANDARD STEELS AND STEEL PRODUCTS

REPUBLIC COLD FINISHED STEEL CUTS COSTS on a wide variety of equipment requiring highly machined parts—such as the cash register shown above. Republic pioneered in the development of cold drawn steel bars. Continuing progress in techniques and metallurgy promise even further improvements in machinability — a vital ingredient in keeping finished part costs in line.



focus attention on color by the "man in the street."

By setting aside September and October as "The Color Carnival," Four Roses will install in bars a complete line of elaborate (and expensive) promotion display units. The major item in Four Roses' arsenal: a simulated lifesize version of the 1958 RCA Victor model 21CS781 ("The Aldrich") with transparent celluloid "picture screen" on which the Four Roses symbol—a highball, icecubes and Four Roses—is superimposed. An electric light installed within the cutout will provide the "dark room realism" and Four Roses bottles will surround the "set" (see picture).

Four Roses also will:

• Send to local tavern owners, package stores and liquor distributors-dealers a promotion kit containing hints, suggestions, NBC-TV color program schedules for "specials," proposed layouts and the RCA booklet, "Questions and Answers About the RCA Compatible Color Tv System."

• Purchase full-color magazine and two-color newspaper advertisements, each borrowing upon the RCA tv set motif and bearing such copylines as "Flavor spectacular . . . Why not host your friends tonight with color tv and Four Roses—the perfect whiskey?"

RCA, meanwhile, will:

• Encourage its dealers to install—on "speculation"—color sets in taverns with the hope that the sets will so sell barroom proprietors on color and its traffic impact that the next logical step would be for the tavern operator to purchase the set from the accommodating dealer.

• Send to taverns a World Series tavern kit containing window streamers, posters (". . . Baseball today! Come in! See the World Series here on RCA Victor big screen television!") and large "score cards" to be pasted on the barroom mirror and filled in by the bartender on duty.

However, the bulk of the expenditure will be that of Four Roses Distillers Co. Chris W. Carriuolo, the company's national sales promotion manager, said his department has allocated an initial budget well in excess of $300,000 to the drive, with advertisements to be handled and billed through Young & Rubicam, and promotion and point-of-purchase material to be placed direct with dealers and distributors. Another Four Roses executive, bearing in mind "our fabulous outlay in promotion," felt safe to "double" that figure "by the time we are through." RCA has allocated $150,000 to pushing color over the eight-week period, but Kenyon & Eckhardt officials point out that none of these expenditures will be used to plug Four Roses. The $150,000 is going toward the baseball kit and already scheduled RCA color promotion (including the company's outlay for NBC-TV color programming).

Of some interest in how Four Roses will go about focusing the man on the street's attention on color tv are the "tips" it is issuing to barkeepers and package store owners: "Develop store signs which feature tv terms—example, 'Try our fine wines, they are compatible,' 'Four Roses whiskey and gin—compatible cousins—highest rating—critic acclaimed'." Others say: "Arrange display of Four Roses whiskey and gin with friendly RCA dealer in neighborhood. Might include a card to read, 'Just call, we deliver. Perfect home entertainment insured' "; "Use tv equipment such as antennas, tubes, hassocks, snack tables, copies of *TV Guide* to feature 'home entertainment at its best with Four Roses'."

Another way suggested is to replace the usual standard barroom signs ("Today's Special: Four Roses Highball—40 Cents") with cardboard or paper one-dimensional dummies of the RCA "Aldrich" on which are written "Today's Special Prices."

K&E does not feel it is helping a liquor firm break the long-standing taboo. Its promotion officials maintain, "This is merely a service to our client." K&E has effected similar, but certainly less "controversial," tie-ins before, notably with Arrow shirts (with "RCA hues") and Kraft Foods Co.

However industry observers might react to such a campaign as will be conducted, the fact cannot be denied that it occurs at an ideal time: NBC-TV not only will feature the World Series in color, it also will telecast some of its football games in tint, and the Four Roses campaign will last well into the gridiron season.

SHE WAS MY FIRST LOVE

It seems silly to say it now. She was only eight years old. And I was not much older, really. But she was my first love, as she was the first love of millions of Americans.

Fact of the matter is that even as an eight-year-old, Shirley Temple had that certain magic. The magic of a great personality. The magic of being able to take you out of yourself. The magic of providing release from a less magical world.

In a word, she had *talent*. It seems incredible that such a tiny creature could sing the way she could. Could dance the way she could. Could capture the heart of America the way she did.

But she did all these things so well that she was the greatest motion picture personality of her time—causing a stampede of admirers that probably only a little child could lead.

I'd like to see her again as she was at her peak — and so, I'll wager, would my children, who are about the same age now that Shirley Temple was then. Together, we'd experience the magnetism that comes from the pleasure of truly great entertainment.

As it happens, my children and I will have that opportunity shortly, when four of Shirley Temple's greatest motion picture triumphs will be seen on television from coast to coast on America's dynamic new NTA Film Network.

Along with millions of other Americans, I will re-discover my first love — and my children will discover that certain magic for the first time. But this time, we'll experience that pleasure *together!*

•

Ben F. Michtom, chairman of the board of the Ideal Toy Company, agrees: "Shirley Temple is our first love, too. That's why we've just purchased one-third sponsorship of this outstanding program series."

ADVERTISERS, PLEASE NOTE:

The NTA Film Network proudly presents four great Shirley Temple masterpieces, produced by 20th Century-Fox . . .

including such all-time triumphs as: "Rebecca of Sunnybrook Farm" • "Heidi" • "Wee Willie Winkie" • "Captain January"

These outstanding feature films will receive national television coverage . . .

on four Sunday afternoons, between October 20th and December 8th . . .

They will be shown on television stations reaching 83.1% of U.S. TV homes . . .

at the most active buying period of the year —the Holiday Season!

Phone, wire or write today for screenings and complete details . . .

whether you manufacture shoe-laces or soap, cameras or camisoles, candy or china . . . whether you have a modest or a multi-million dollar budget.

These outstanding Shirley Temple films will give you the maximum exposure for your commercials . . . at a low cost per thousand . . . in a *package price* that will be attractive even to the advertiser who has yet to enjoy the selling power of television.

America's dynamic new NTA FILM NETWORK

60 WEST 55TH STREET, NEW YORK 19, N. Y. • PLAZA 7-2100

Campbell to Use Radio-Tv To Introduce New Soups

Campbell Soup Co., Camden, N. J., made public Thursday evening plans to back its three newest soup products with the "heaviest campaign in Campbell's history on behalf of new products."

Although adhering to their "silent" fiscal policy by declining to gauge the budget's size, Campbell officials at a New York unveiling of minestrone, chicken-vegetable and turkey-noodle soups indicated that this campaign will be larger than last year's push on behalf of frozen soups out of Leo Burnett Co., Chicago.

Later this month, BBDO will place an introductory campaign in broadcast media as well as print, the theme being: "Try all three—get all three free." The offer allows a refund of the purchase price of all three first cans by sending in one label from each of the new soups.

The week of Oct. 20, BBDO will commence with the four-week announcement drive—25 to 35 messages a week—on 111 radio stations in 91 markets. After the introductory campaign has been completed, BBDO account man Jordan Barlow said, there is a distinct probability that radio spot will continue on a sustained basis, although he would not predict whether tv spot would enter the picture then, too. Campbell's two tv programs, *Colt .45* (ABC-TV Fri., 10-10:30 p.m., eff. Oct. 18) and *Lassie* (CBS-TV, Sun., 7-7:30 p.m., effective Oct. 20) will billboard the new soups visually. Heavy appropriations also have been set aside for full-page newspaper and magazine advertisements.

S-W-B President J. D. Nelson Jr. Follows Jergens Switch to C&W

Joseph D. Nelson Jr., formerly president of Stockton-West-Burkhart Inc., Cincinnati, Ohio, has joined Cunningham & Walsh, as a vice president and account supervisor.

The move follows by a month the switch of the Andrew Jergens Co., Cincinnati, account (estimated at about $4 million) to C & W [BUSINESS BRIEFLY, Aug. 5, B•T, Aug. 12].

Mr. Nelson, who was president of Stockton-West-Burkhart for two years—he is being succeeded by the agency's executive vice president, C. Thomas Martin—is the son of J. D. Nelson, executive vice president and treasurer of Jergens. With the move of Mr. Nelson Jr., C & W will pick up S-W-B's Jergens facial cleanser and some new products, a billing worth about $300,000. Mr. Nelson Jr. and William Hausberg, Jergens vice president in charge of advertising, reportedly were instrumental in selecting C & W to succeed Robert W. Orr Assoc., New York (now a division of Fuller & Smith & Ross), on the main portion of the Jergens account. The C & W handling becomes effective Dec. 1.

American Dairy Assn. to Plan Ad Program at Sept. 23-25 Meet

The executive committee of American Dairy Assn. will map an advertising and sales promotion program for calendar 1958, including broadcast media plans, at the committee's annual business meeting in Tulsa Sept. 23-25. The association will prepare complete individual product campaigns in advance for the first time in its 17-year history.

The dairy organization is spending a record $6.2 million for all activities this year, with $5,005,000 allocated for consumer advertising and sales promotion. Over half of that sum is in network television and radio, the bulk in tv. American Dairy starts alternate-week, one-third sponsorship of NBC-TV's *Perry Como Show* and currently has a 52-week, staggered week-in, week-out schedule of participations on NBC Radio.

D'Arcy Promotes Johnson

Appointment of Robert E. Johnson, writer-producer, as director of D'Arcy Adv. Co.'s radio-tv creative department in St. Louis, was announced by the agency last week.

Mr. Johnson, who is credited with the creation and direction of Anheuser-Busch's "Where There's Life" campaign for Budweiser, and his staff will be responsible for writing and production of all spot announcement and program advertising for D'Arcy's St. Louis clients. Agency bills an estimated $50 million.

DIVIDENDS *every quarter . . . hour*

38 quarter-hour audience leads per day per week . . .
3 times more than all the other stations combined

20 quarter-hour audience leads Saturday mornings . . .
100% better than any other station

The major share of the listening audience
Sunday through Saturday . . .
mornings, afternoons, and evenings*

DIVIDENDS *that pay . . .*

in increased sales in the Little Rock market
1,015,800 people
253,897 TV sets
$788,247,000 in retail sales
and growing!

DIVIDENDS *that are assured . . .*

when you buy

GET THE FACTS ON THESE DIVIDENDS FROM PETRY

* May 1957 ARB 30-County Area Survey

KARK·TV
CHANNEL 4 NBC Affiliate
Represented by
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • BOSTON
LOS ANGELES • SAN FRANCISCO • ST. LOUIS

abc-tv checks into MIAMI

...adding its 73rd live station and boosting coverage to 92.6%*

Bag and baggage, we've moved into Miami – on spanking-new WPST-TV, Channel 10. And not as seasonal visitors. We've come to stay.

From its August 1st air date, WPST-TV has been a full-time ABC-TV affiliate. Now *all* Miami can see all ABC-TV shows – as scheduled and programmed.

Now *all* ABC-TV advertisers are assured of live, competitive access to the nation's 17th market and its $2 billion buying power.

Affiliating with WPST-TV raises ABC's *live* coverage to 77.9% of all U.S. television homes. Coming: live, competitive ABC-TV affiliates, *this season* in Norfolk, Indianapolis, New Orleans, Omaha, Youngstown, Boston, Amarillo, Peoria, Pittsburgh. These push our live coverage to a thumping 85%.

If you're not fully checked out on the burgeoning, *live* ABC-TV coverage story, you should be. Now.

abc
Television Network

* Total coverage for average half-hour evening program. More than 84% of this is live!





DOMINANCE

There are all kinds, but when it comes to **sales dominance** in Southern California's fast-moving television market, you can bank on this...

KTTV serves more national advertisers than any other station in Los Angeles.*

KTTV serves more exclusive national advertisers than any other station in Los Angeles.*

KTTV serves more advertisers (period) than any other station in Los Angeles.*

Gets a little repetitious, doesn't it? Repetitious, but not tiresome. There's a difference...

In fact, more advertisers each year bank on KTTV's **sales dominance** to give their product a head start in this rough and tumble market.

Yes, there is a difference... and, in Southern California, the difference is KTTV.

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

*BAR
Los Angeles Television Report
May 17, 1957

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

ABN BUSINESS • New business for American Broadcasting Network's new *Herb (Oscar) Anderson Show* (Mon.-Fri., 10-11 a.m.) includes weekly segment effective Sept. 6 for Foster-Milburn Co. (Doan's pills), Buffalo, N. Y., through Street & Finney Inc., N. Y. Two other new ABN sponsors—for *Don McNeill's Breakfast Club*—are Kretschmer Corp. (Wheat Germ), Carrollton, Mich., for 52 weeks through George H. Hartman Co., Chicago, and Scholl Mfg. Co. (Zino pads), Chicago, for weekly segment effective Sept. 27 through Donahue & Coe, N. Y. Renewed for *Breakfast Club* was Sandura Co. (Sandran vinyl floor covering), Philadephia, through Hicks & Greist, N. Y.

BEFORE & AFTER • Pharmacraft Co. (deodorants, cold medicine), Chicago, has signed for sponsorship of five-minute periods preceding and following play-by-play broadcasts over MBS of U. of Notre Dame football schedule, starting Sept. 28. Agency is J. Walter Thompson Co., Chicago. Broadcasts of games themselves will be sponsored by Pontiac Motor Div., General Motors Corp. through MacManus, John & Adams, N. Y.

FATTENING BUDGET • Slenderella International (slenderizing salon chain), Stamford, Conn., reportedly picking up additional tv spots in undetermined number of markets for start in early September. Management Assoc. of Connecticut, Stamford, is agency.

SOUTHERN EXPOSURES • Florida Citrus Commission has signed to co-sponsor CBS-TV's *What's My Line* (Sun. 10:30-11 p.m.) for 10-week period beginning Dec. 29. Benton & Bowles, N. Y., is agency.

Signing fills one of last gaps in commission's $4 million program for 1957-58 citrus marketing season. Other CBS-TV shows previously signed are *Garry Moore Show* (Mon.-Thurs. 10-10:30 a.m., Fri., 10-11:30 a.m.) and *Edge of Night* (Mon.-Fri. 4:30-5 p.m.).

ECONOMIC SPENDING • Economic Lab Inc. (Soilax paint and wall washing compound), St. Paul, Minn., launching extensive spot tv campaign this fall in approximately 40 markets. Drive starts Sept. 16 in majority of markets, others earlier in September and in early October. Most are 20 second spots with some combinations of 20's and participations in live shows. Campaign will vary in length from five to ten weeks, depending on market. Economic Lab also will place spot radio in two west coast markets on behalf of product. Advertiser plans to follow up campaign with another in spring. J. M. Mathes Inc., N. Y., is agency.

FIRST TRUST • Firestone Industrial Products Co., division of Firestone Tire & Rubber Co., Akron, Ohio, is first sponsor signed for ABC-TV's *Do You Trust Your Wife?* (Mon.-Fri. 4:30-5 p.m.). Firestone, for its Foamex mattresses and Foamex for furniture, will sponsor 4:30-4:45 p.m. Friday segment. Grey Adv., N. Y., is agency.

HEARING NEWS • Beltone Hearing Aid Co., Chicago, began sponsorship of *Frank Goss News* (Sat., 7:30-7:45 a.m., PDT), starting Saturday, Sept. 7 over KNX Los Angeles, and the CBS Radio Pacific Network. Order, placed by Olian and Bronner, Inc., Chicago, is for 22 stations.

WARD TAKING TV SPOTS • Ward Baking Co. (Tip Top bread and Ward's Tip Top cakes), N. Y., is picking up tv spots for mid-September with campaign to run approximately 10 weeks. J. Walter Thompson, N.Y., is agency.

ACTIVITY

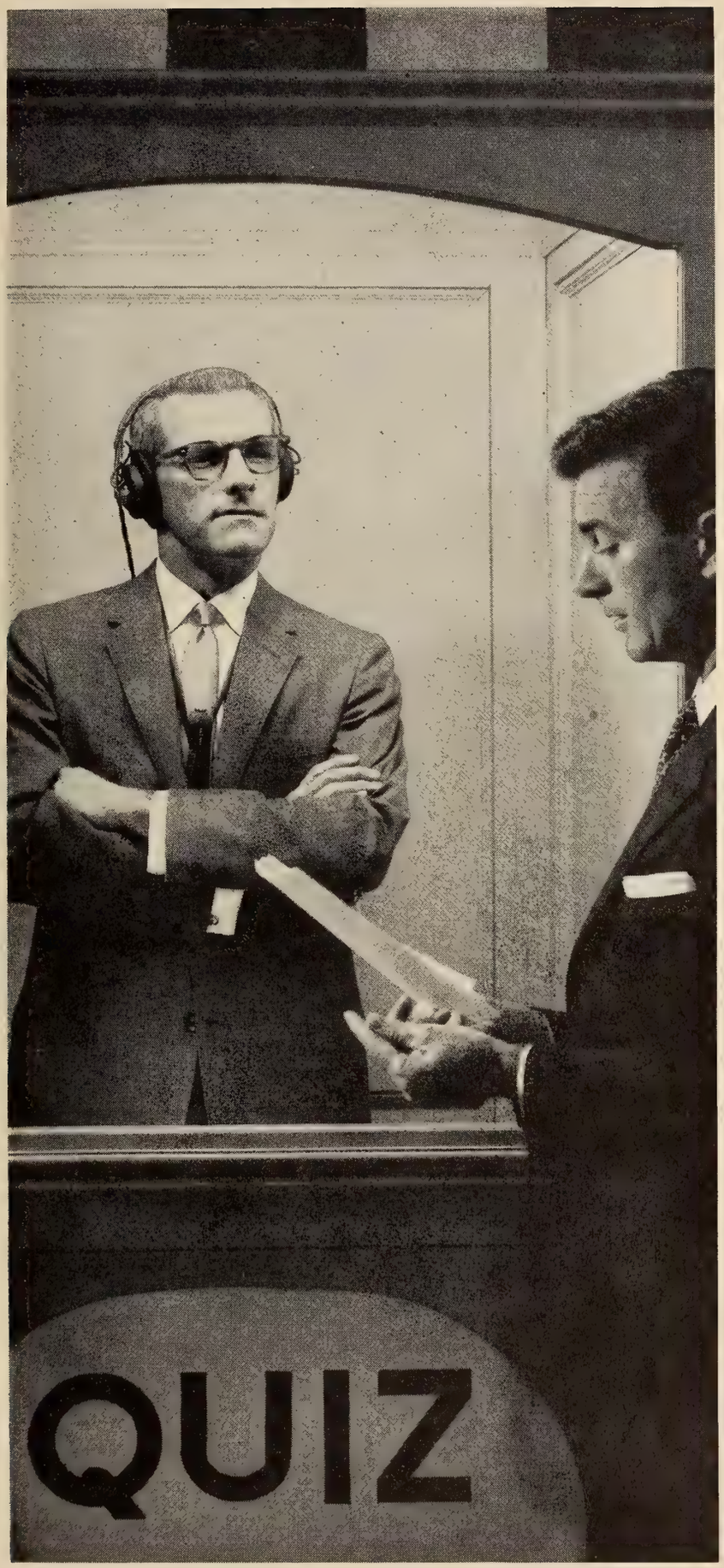
HOW PEOPLE SPEND THEIR TIME

THERE WERE 123,110,000 people in the U. S. over 12 years of age during the week Aug. 26-31. This is how they spent their time: *

59.7%	(73,497,000)	spent	1,492.8 million hours	WATCHING TELEVISION
57.2%	(70,419,000)	spent	1,026.9 million hours	LISTENING TO RADIO
80.0%	(98,438,000)	spent	401.5 million hours	READING NEWSPAPERS
29.6%	(36,457,000)	spent	161.6 million hours	READING MAGAZINES
24.1%	(29,669,000)	spent	387.7 million hours	WATCHING MOVIES ON TV
49.7%	(61,140,000)	spent	257.8 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.



Can you answer these questions about taxes?

Q: Do you pay taxes in your electric bill?

A: Yes. In fact, about 23¢ out of every dollar on the average family electric bill goes for taxes.

Q: Does everyone pay this much tax in his electric bill?

A: No. Several million American families and businesses pay a far smaller tax—only a fraction of the tax you and most people pay.

Q: Who are these "privileged" people?

A: People who get electricity from federal government electric systems.

Q: Why don't they pay the same taxes *you* pay?

A: A strange twist in federal law exempts them from paying most of the taxes in electric bills that you pay *because they get their electricity from federal electric systems.*

Q: Isn't that unfair? Shouldn't every American pay his fair share of taxes?

A: Yes. American standards of fair play call for each citizen to pay his fair share of taxes.

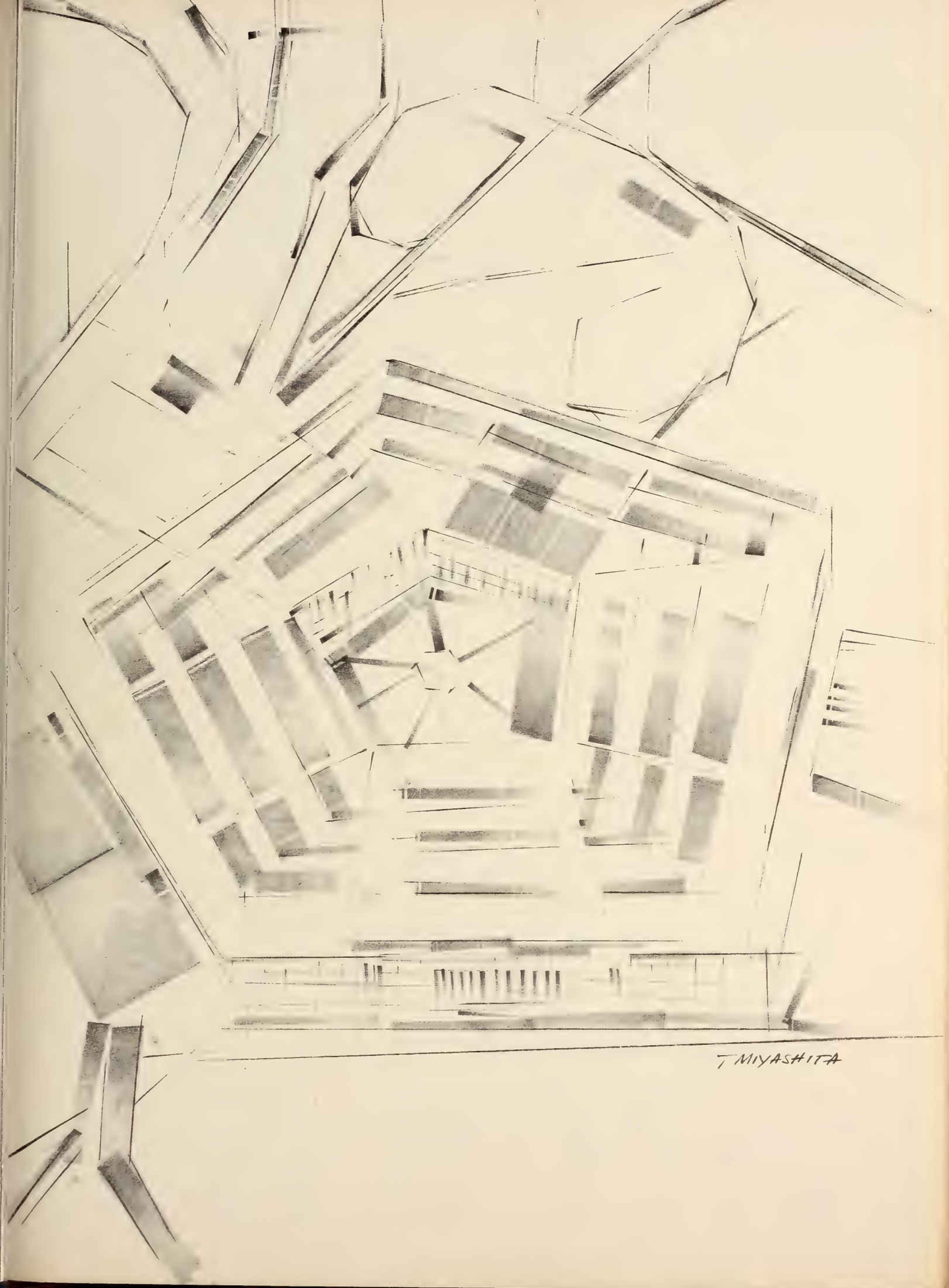
America's Independent Electric Light and Power Companies*

*Company names on request through this magazine

THE PENTAGON :

one of a series of impressions
of Washington by T. Miyashita
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales


T MIYASHITA

THE PENTAGON *by T. Miyashita*
Fourth of a series of impressions of Washington
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Reprints of this series available on request.



FOR a good many of its 98 years, Dr. Tichenor's Antiseptic, reputed leader of its field in the South, has used radio exclusively for its advertising. On many stations the account goes back 30 years, to when stations first went on the air.

Before the 50-lb. cake was cut, two New Orleans station managers joined Tichenor's executives to count station candles on the icing map. Present were (l to r) Bill Baldwin of WNOE, Joe Oswald of WWEZ and General Manager James Odom and President Robert Moore Parker of Dr. G. H. Tichenor's Antiseptic Co., New Orleans. Candles mark KALB and KSYL, both Alexandria; WLCS Baton Rouge, KWKH and KCIJ, both Shreveport, WNOE, WWEZ and KNOE Monroe, all Louisiana; WVMI Biloxi, WGVM Greenville, WABG Greenwood, WGSY Hattiesburg, WQBC Vicksburg, WNAT Natchez, WJDX, WJXN and WSLI, all Jackson, WHNY McComb, all Mississippi; KDMS El Dorado, KTHS Little Rock, KOTN Pine Bluff, all Arkansas, and WREC Memphis, Tenn.

After the celebration, Aubrey Williams Advertising Inc. set to work figuring out a stronger radio schedule for Dr. Tichenor's 99th year.

New Kansas City Ad Agency Formed by Carter Personnel

A new advertising agency has been formed in Kansas City by James A. Avery, Roy F. Reel, Bob Holloway and Ward McDonald. All have been connected with the Carter Advertising Agency in that city. Mr. Avery will be copy director and account executive of Avery, Reel, Holloway & McDonald Adv.; Mr. Reel account executive; Mr. Holloway art director, and Mr. McDonald production and traffic manager.

Charles Carter, president of the Carter agency, will be associated with the new firm in an advisory capacity, along with Josephine Dahlin, secretary-treasurer, and Fred Klemp, vice president, both of the Carter agency. Several Carter accounts move to the new organization. ARH&M offices are in the Carbide & Carbon Building at 912 Baltimore Ave.

TV TOP POLITICAL DATA SOURCE

- **Michigan U. study finds tv topped newspapers in 1956**
- **Radio third in informing voters about election campaign**

Television is the No. 1 source of information about political candidates and campaigns, running far ahead of newspapers —so says a national study by the U. of Michigan's survey research center and journalism departments analyzing how people learn about politics, candidates and issues.

Radio was found to be the third-ranking source of campaign information, surpassing newspapers among those with grade-school education but running behind newspapers in the case of people having high-school and college education.

In the 1956 Presidential contest, 24% of newspaper readers believed the news columns favored Eisenhower and only 3% thought Stevenson was favored. Democrats were much more likely to accuse the press of favoritism than Republicans. The percentage of newspaper readers who felt news coverage of the campaign was not fair tended to increase with education.

The Michigan U. survey was conducted by Associate Profs. Dean Baker and Charles Cannell of the journalism department. In answer to the question, "Of all the ways of following the campaign, which one would you say you got the most information from —newspapers, radio, television or magazines?" the following results were obtained:

	Grade Sch.	High Sch.	College
Newspapers	16%	26%	32%
Radio	18	7	7
Television	46	54	41
Magazines	2	3	12
Combination of Media	2	3	6
Used None	16	7	1
Not Ascertained	*	*	1
	100%	100%	100%

The Michigan U. research team went into the ways people use each of the media to get campaign information, the findings being confined to Ann Arbor, Mich., contacts. Television was reported as the best source of information about personal appearance and characteristics of party candidates. Results of this phase of the survey (media most used to follow campaign) follow:

	Most Information	What Candidates Were Like Personally
Newspapers	33%	31%
Radio	11	4
Television	35	35
Magazines	4	14
Combination	15	12
Don't Know	0	1
Not Ascertained	0	1
Didn't Follow Campaign	2	2
	100%	100%

	What Candidates Stood For	What National Leaders Thought
Newspapers	35%	39%
Radio	9	8
Television	33	26
Magazines	9	9
Combination	12	10
Don't Know	*	4
Not Ascertained	0	2
Didn't Follow Campaign	2	2
	100%	100%

A breakdown of those who most use each medium for political information showed no significant difference in opinion as to the way newspaper and tv groups feel about fairness of newspaper campaign stories.

HOW SALES STOOD UP IN BOSTON

Retail trade in the Boston metropolitan area held an even keel during the Aug. 9-30 newspaper shutdown, according to the department store survey of the Federal Reserve Board. Store sales in Boston were consistently better during the first two weeks of the shutdown period than the pre-strike week ended Aug. 3, especially in the suburban areas [B•T, Sept. 2].

Sales in downtown Boston fell off noticeably during the newspaper strike in contrast to the marked improvement in the suburbs. Federal Reserve figures show a particularly impressive gain in Quincy. Lowell department store sales were good during the strike.

The official Federal Reserve Board report of department store sales, showing percentage change from the same 1956 period, follows:

PERCENTAGE CHANGE FROM CORRESPONDING PERIOD A YEAR AGO
(BASED ON RETAIL DOLLAR AMOUNTS)

	JAN.-JULY	WEEK ENDED AUG. 3	AUG. 10	AUG. 17	AUG. 24
Boston District (New England)	0	—10	0	0	— 3
Boston Metropolitan Area	+ 2	—13	— 1	— 3	— 6
Downtown Boston	0	—17	— 6	— 7	—13
Suburban Boston	+ 5	— 5	+ 7	+ 4	+ 8
Cambridge	+ 6	—11	0	+ 3	— 2
Quincy	+ 2	— 8	0	+ 1	+ 9
Lowell	— 1	— 7	+ 4	+ 7	+ 3
				STRIKE WEEKS	

PAYOFF

A CHRONICLE OF COMMERCIAL PERFORMANCE

PROFITABLE CROP • WJAG Norfolk, Neb., was the predominant promotion medium used for two special farm equipment sales by the Farmhand Co., Hopkins, Minn. Specific sales—of a Farmhand implement costing $1,950 and three units selling for $700 each—were directly attributable to WJAG publicity, according to the company's sales representative.

COVERING THE MARKET • A Pennsylvania floor covering company credits WDAU-TV Scranton-Wilkes Barre for a 25% sales increase since the firm's initial use of television in April 1956.

Spiegel's Carpet & Linoleum Co., Scranton and Childs, Pa., sponsor of WDAU-TV's *Wednesday Night News Headlines* (Wed. 11-11:15 p.m.), now spends 75% of its advertising budget in tv. Commercials utilize a soft-sell technique and prestige appeal. Prepared by Henry Gann Adv., Scranton, the commercials are predominantly live, with occasional use of films supplied by carpet and linoleum companies such as Gulistan and Armstrong.

Phil Spiegel, co-owner of the firm, is particularly aware of the medium's impact: "Television brings us into the home and does 90% of our selling for us . . . and the impact is greater. People ask for merchandise that appeared on a show two or three weeks earlier."

EVICTION NOTICE • Bache & Co., Chicago brokerage firm, blames its "eviction" from its present quarters on WGN Chicago. The firm started radio advertising exclusively on WGN in June 1954, sponsoring *Today's Business,* a five-minute feature of the station's Monday-Friday *Panorama* variety series. Jack Harris, resident partner at Bache, credits the station for a "sizeable measure" of increased business, prompting the decision to expand its operation and facilities by a move to larger quarters at 140 S. Dearborn St.

QUEUEING UP • Spot announcements on WBKB (TV) Chicago resulted in queues outside Balaban & Katz's Roosevelt Theatre for the premiere showing of Columbia Pictures' *Twenty Million Miles to Earth.* Columbia spent $2,000 from Aug. 15-20 for 40 one-minute and 20-second spot announcements promoting the opening of the science fiction movie. Most of the spot time was in children's program adjacencies. Consensus of patrons lined up outside the theatre was that "you couldn't turn on tv the past few days without hearing about the show." Theatre officials gave tv full credit for booming movie business.

Balaban & Katz Corp. is a subsidiary of American Broadcasting-Paramount Theatres Inc., parent company of American Broadcasting Co., which owns and operates WBKB.

COMBO CLICKS • Combination of wildlife action films and sophisticated delivery by Cesare, a tongue-in-cheek drawing room character, is selling cars for Right Motors, Cleveland. The firm found this unlikely combination in KYW-TV Cleveland's *Jungle* (Mon.-Fri. 11:20-30), with sales rising consistently since the discovery. Right Motors President Buddy Carter reported the rise started shortly after sponsorship began, going from 174 cars in May to 250 in June. The firm had to increase its staff and garage facilities to handle increased business. Mr. Carter, asked about continuing sponsorship, and apparently affected by the Frank Buck atmosphere, replied: "I'd whip anyone who tried to take it away from me."

WEEK'S WORK • Promotion and merchandising concentrating on a specific product is paying off at KHSL-TV Chico, Calif. Allotting a week in July to Kellogg promotion, in a tie-in with Wentz Super Markets of Redding, Red Bluff and Chico, station efforts resulted in sales of 326 cases of cereals, compared to an average of 45 a week before the tv promotion began.

TARGET-SALES • KLAC Los Angeles has proved radio can pin-point its market. Since radio sells products to consumers, KLAC convinced a metal stamping firm that radio could sell his product to manufacturers. The firm, the Short Run Stamping Co., El Monte, Calif., specializes in short-run production of stamped metal parts, using temporary tooling. Thus, the campaign target was a small, specific market.

Two one-minute spots daily in morning d. j. shows described the firm's service and

Pittsburgh's NEWEST Look!

WIIC CHANNEL 11

Now On the Air

316,000 watts ERP
serving
1,237,000 TV Homes
in the nation's
EIGHTH MARKET
with effective buying income of
$8,731,815,000



REPRESENTED NATIONALLY BY
BLAIR TV

BASIC NBC AFFILIATE

QUIET SELL

Sign language reached a new portion of the Los Angeles market for the Atlas Distributing Corp., promoting its new portable water softener. Mute presentation of the tv commercial read by the regular announcer on KCOP-TV Los Angeles' *Tom Duggan Show* was given on Aug. 21 by Paul Fest, a deaf mute. The unpublicized attempt to reach the estimated 100,000 deaf residents of the area evoked enough comment so that it will be repeated with publicity, according to Killingsworth Adv. Inc., Los Angeles agency for Atlas.

asked manufacturers to call for estimates. Results of the first week: 10 new accounts for the stamping firm.

FAN MAIL • The power of metropolitan radio to sell for a neighborhood store was convincingly attested to by a fan letter from a satisfied customer. WOV New York received the kind words from C. J. Gesing, manager of W. T. Grant Co. store No. 6, Harlem.

Mr. Gesing reported three record sales events for his store. He admitted that he had approached radio with a "good deal of doubt, because my company has never looked with favor on this medium." But, Mr. Gesing continued, "after three days of spots on Negro programs, 20 one-minute spots each day, our first promotion 'Crazy Day,' grossed more business than the same promotion in 1955 and 1956 combined."

He added that succeeding campaigns were equally successful, with his store jumping into the number one slot in the district. No other medium was used in the campaigns; increased volume was directly attributable to WOV, Mr. Gesing concluded.

TOTAL BIGGER THAN PARTS • Small business, small budget can add up to big sales with radio. Bimbo's Drive-In is a small restaurant in Anoka, a community 20 miles north of Minneapolis-St. Paul. For the drive-in's opening, 30 one-minute spots, running from Thursday through Sunday, were placed on WDGY Minneapolis-St. Paul. Commercials played up the Friday appearance of Dan Daniel, WDGY personality, who would give away a hit record for every dollar purchase. From 7-9 p.m. that Friday, 400 records were given away, with $400 plus in sales rung-up—big business for a small business.

FRIENDLY RIVALRY • The *Tampa* (Fla.) *Tribune* used a rival medium to promote a rivalry and ended up with a circulation increase. The *Tribune* ran a series on the history of the long-standing rivalry between Tampa and St. Petersburg, advertising the feature on WFLA-AM-TV Tampa. A straw poll, taken during the first three days the feature ran, showed that seven of every ten people queried had heard of the feature through radio or tv and were buying the paper. The *Tribune* reported a 9.25% increase in county circulation, with a good percentage resulting in permanent business.



ASCAP'S WAR ON BMI

Its weapons are slick publicity, facts notwithstanding

Everybody must know by now that Broadcast Music Inc. is a big fat monopoly operated by broadcasters for the purpose of extinguishing good music and putting talented songwriters out of business.

If anyone doesn't know, he hasn't been paying attention. In newspaper columns and public pronouncements, in legislative hearings and other weighty proceedings, on the floors of Congress and even from a picket's banner the message has been spread: Broadcasters are engaged in a dark "conspiracy" to "discriminate" in favor of BMI music and against that which is licensed by the American Society of Composers, Authors & Publishers, the result being an illegal suppression of good music and a galling rise of trashy stuff. In short, music has gone to pot since BMI came along in 1940 and started competing with ASCAP.

There's even been a lawsuit about it—a monstrous, $150 million suit which numbers among its stated purposes the divorcement of BMI from its broadcasting ownership. But the suit, filed almost four years ago by 33 writer members of ASCAP, has virtually been ignored in all the anti-BMI propaganda—although the suit is real enough to have produced, already, more than 85,000 pages of exhibits and pre-trial testimony in preparation for the courtroom phase.

BMI contends the anti-BMI forces are sending up their publicity barrages and engineering their various by-plays in an effort to rally public and congressional opinion to their side—and prejudice the trial—because they know they can't win the court case on its merits.

The Problem of Being Heard

These arguments, however, have gone largely unnoticed. As with its answers to specific charges leveled by ASCAP members, BMI has had a fraction of the headlines that ASCAP has enjoyed, and in Congress ASCAP's friends have had BMI on the defensive from the start.

Why?

Just what is the nature of the dispute?

What are the facts?

In the latest anti-BMI move, the bill that Sen. George A. Smathers (D-Fla.) introduced last month with intent to divorce broadcasters from both BMI and the recording business [B•T, Sept. 3, Aug. 26], the record shows definite signs of misinformation at work.

Introducing his bill, Sen. Smathers spoke of BMI as having subsidized "hundreds of publishing firms" and said that "today this musical empire consists of 2,000 such firms." A few days later, in a follow-up attack on BMI in John Crosby's widely syndicated newspaper column, this statement was interpreted by the noted writer, Oscar Hammerstein, as meaning that BMI "owns" 2,000 music publishers.

A Matter of Arithmetic

As a matter of record, BMI owns not 2,000 music publishing firms, but two—one of which is a department rather than a subsidiary of BMI and both of which are loss operations.

Sen. Smathers may have received his information from writers or performers who frequent the swank playgrounds of his home state, but BMI supporters find it hard to believe that Oscar Hammerstein—whose familiarity with the business is such that he heads the ASCAP committee negotiating with broadcasters for new tv music licenses—was not aware that BMI "owns" no such.

If Mr. Hammerstein misunderstood and Sen. Smathers did not mean "own," BMI data on file with the House Antitrust Subcommittee headed by Rep. Emanuel Celler (D-N. Y.)—who explored such matters in an unexpected but far-ranging probe during his so-called investigation of television monopoly a year ago—shows that BMI has contracts with some 2,590 music publishers, of whom 2,230 were so inactive that not one of their tunes had a network radio performance during the second quarter of last year. BMI credits its large list of publishers to what it calls its "open door" policy, which admits publishing houses of all sizes, including hundreds of one-man shops throughout the country.

When Sen. Smathers was chastising BMI, Sen. Barry Goldwater (R-Ariz.) joined him to quote Hoagy Carmichael, "one of my closest friends," as

saying "two or three nights ago" that "he has not been able to get a song published since BMI was introduced. This is the man who wrote 'Star Dust' and many top tunes, who today is not able to sell music."

Sen. Goldwater must have misunderstood, or Mr. Carmichael must not have been watching his royalties. The records show that since BMI was formed he has had 58 songs published, including "Old Buttermilk Sky" and five others that made the Hit Parade.

Sen. Goldwater got Sen. Smathers to agree that BMI was established "to get around the payment of royalties to ASCAP." Yet history shows that BMI was formed when the broadcasters were unable to get ASCAP to state its terms for new licenses—terms which, when later announced, were double what the broadcasters had paid the year before.

In their colloquy on the Senate floor, Sen. Smathers and Sen. Goldwater also agreed "completely" that "the airways of this country have been flooded with inferior music ever since BMI was formed." The same charge has been made repeatedly in many quarters. Frank Sinatra and Bing Crosby have said it, among many others. In his guest column for John Crosby, Mr. Hammerstein put it this way:

". . . Before the broadcasters went into the publishing and recording fields, they served American music well. . . . Then something happened. Suddenly, they had an axe to grind. Once they became owners of songs, they acquired an interest beyond giving the best music to the people. It became important to them to give *their* music to the people. . . ."

Yet when people accusing BMI of "discrimination" have been put under oath, it's been a different story.

One does not recall the ASCAP forces' publicizing it, but pre-trial testimony in the 33 songwriters' $150 million suit includes several passages on this point—all spoken under oath.

Mr. Hammerstein himself—who, incidentally, said he contributed $2,500 a year toward prosecution of the suit—testified as follows under questioning:

Q: Mr. Hammerstein, of your own knowledge, can you tell us the call letters of any station, broadcasting station, radio or television, which discriminated against ASCAP music?

A: No.

* * * *

Q: Do you know of any act of discrimination by any network or station?

A: No.

Q: Do you know of any record company, of your own knowledge, which has discriminated against ASCAP music?

A: No.

Stanley Adams, former president of ASCAP, gave virtually identical answers to the same questions—also under oath—and in another phase of pre-trial examinations Richard F. Murray, described as heading the department of ASCAP which counts the number of on-the-air performances of its music, testified that he "couldn't deduce" that broadcasters were discriminating against ASCAP.

Indeed, ASCAP's own records show that ASCAP music accounts for 84.05% of the radio performances of copyrighted works, while non-ASCAP performances totaled 15.95%; in television it's 89.64% ASCAP and 10.36% non-ASCAP. These figures, which were submitted by ASCAP to the Celler Committee last winter as reflecting the situation for 1955, may run somewhat high on ASCAP's side and low on BMI's, however, since it is felt that they are based on network performances primarily and do not take full account of performances on independent stations, where BMI claims to get more plays than on networks.

. . . . . AN EDITORIAL

In its defense against the ASCAP charges—or, to be exact, the charges of individual ASCAP members, for ASCAP as an organization has not formally associated itself with the songwriters' suit, although the plaintiffs include President Paul Cunningham—BMI cites these "unchallenged facts":

- BMI is owned by 624 of the nation's approximately 4,000 broadcasters, or less than one-sixth of the number who have BMI (and ASCAP) licenses. BMI stopped issuing stock in January 1942.
- BMI stockholders are licensed on the same basis as non-stockholders.
- BMI does not declare dividends. It has never

paid out a dividend to its stockholders.

• Virtually all music licenses held by broadcasters (both with ASCAP and with BMI) are "blanket licenses."

In the face of these facts, what the ASCAP-pers are saying is that the nation's nearly 4,000 stations are engaged in a conspiracy that could not possibly help them.

WHICH ONE HAS THE MONOPOLY?

ASCAP ANNUAL REPORT—1956

RECEIPTS:

From licenses	$24,731,156.71*
From interest on U. S. Treasury bills and notes	91,081.46
From membership dues	72,991.92
	$24,895,230.09
Expenses	4,462,251.28
Balance available for distribution	$20,432,978.81

DISTRIBUTIONS:

Paid to members:	
April	$ 4,436,769.59
July	4,638,929.57
October	4,775,272.69
December	4,838,666.97
	$18,689,638.82
Set aside for payment to foreign societies	1,800,000.00
	$20,489,638.82

* Of this total, an estimated **$20,000,000** is believed to have come from radio and television. ASCAP does not isolate in its reports its revenues from broadcasting.

BMI ANNUAL REPORT—FISCAL YEAR ENDED JULY 31, 1956

INCOME:		
License fees—radio and TV stations	$8,728,126.04	
License fees—other	433,480.84	
Royalties	163,335.62	
Sheet music sales, etc. (net)	322,781.38	
		$ 9,647,723.88
OPERATING COSTS AND EXPENSES:		
Performing rights and royalties, etc.	$5,671,073.99	
Salaries and wages	1,209,147.62	
Printing, art work, etc.	210,801.26	
Other	808,091.53	
		$ 7,899,114.40
		$ 1,748,609.48
ADMINISTRATIVE AND GENERAL EXPENSES,		
Franchise taxes, etc.		$ 1,428,300.52
		$ 320,308.96
OTHER INCOME:		
Interest earned	$ 7,102.36	
Sundry	22,902.50	
	$ 30,004.86	$ 350,313.82
PROVISION FOR DEPRECIATION AND AMORTIZATION:		
Depreciation of building, furniture, and equipment	$ 40,641.36	
Amortization of copyrights, music catalogues, etc.	14,488.67	
		$ 55,130.03
		$ 295,183.79
TAXES ON INCOME (estimated):		
Federal normal income tax and surtax	$ 139,696.59	
Canadian tax on income	3,755.97	
		$ 143,452.56
Net income		$ 151,731.23
Earned surplus at beginning of year		$ 1,247,206.68
Earned surplus at end of year		$ 1,398,937.91



LOUISVILLE IGA
MOVES 20,000
PRODUCTS IN
CISCO
PROMOTION

H. RUNYAN & SONS, Louisville IGA distributors, pulled over 20,000 entries in THE CISCO KID's Name-the-Pony-Contest—and each entry represented the sale of an IGA product! They reported:

"Our prestige has been raised considerably in all areas; our customers are more IGA conscious. We are definitely pleased with our sponsorship."

Ask to see more success stories of
THE WORLD'S GREATEST SALESMAN!
"THE CISCO KID"

Write, Phone or Wire Collect Today

ZIV Television

New York
Chicago
Cincinnati
Hollywood



*and her family

we deliver 1000 like this* for 31c



Much prettier, actually, from a sponsor's point of view, because these ladies *buy!* And at WVNJ you can talk to a thousand of them (and their families) for one minute at a cost of only 31c. Same rate for men, too.

Most advertisers know that the New WVNJ has more listeners than any other radio station broadcasting from New Jersey. As a matter of fact—almost twice as many as the next 2 largest combined.*

*Source—Hooperatings Jan.—Feb.—New Jersey

Most advertisers know the quality of this audience—for the new programming concept of playing only Great Albums of Music has brought the station thousands of new and potentially better buyers than ever before.

Most advertisers know, too, that WVNJ delivers this audience at less cost per thousand than any other radio station not only in Jersey but in the entire metropolitan area as well.

That's why WVNJ is the hottest radio station in the New Jersey market—bar none. Get the facts and you'll make WVNJ part of your advertising day.

Represented by:
Broadcast Times Sales
New York OX 7-1696

WVNJ

Newark, New Jersey

Radio Station of the Newark Evening News

As for "discrimination," the fact that virtually all stations have blanket licenses (with both ASCAP and BMI) means that they pay as much for one performance of ASCAP (or BMI) music as they would pay for 100,000. It doesn't matter how much or how little they play—they still pay fixed amounts. So again, what do stations have to gain by "discriminating" either way?

(This "discrimination" argument would seem to have more substance some years back than now. In early days a sizeable number of stations had per-program licenses with ASCAP, meaning they paid ASCAP only for those programs on which ASCAP music was used, and ASCAP has rounded up evidence that some specific stations made it a practice to play only non-ASCAP music on certain programs on certain days, to save money. The economy of such a practice disappeared when the blanket license became standard for practically all stations, and ASCAP authorities have acknowledged in formal proceedings that the number of per-program licenses is negligible.)

Even if the existence of blanket licenses did not make "discrimination" useless, a strong argument could be made that it would be folly for any broadcaster to choose musical selections on the basis of anything except audience appeal, for without audiences he loses advertisers—and money. Moreover, they point out, "conspiracy" would involve far more than even the nearly 4,000 stations, since scores of agencies, hundreds of packagers, and thousands of disc jockeys also have a hand in selecting the songs that are played. To broadcasting leaders who have had occasion to try to get even a handful of their fellows to agree on relatively simple (and clearly legal) projects, a conspiracy of this magnitude is beyond comprehension.

Another pet argument of the ASCAP forces is that what the broadcasters really want is to bypass ASCAP altogether.

ASCAP is certainly correct in thinking that if this happened it could be a near-fatal blow. For authoritative estimates indicate that ASCAP gets more than 80% of its income from broadcasters (as compared to what is reported to be a fraction of 1% from the movie industry, which has a larger gross). Last year, according to the best available estimates, broadcasters contributed approximately $20 million of ASCAP's total $25 million income.

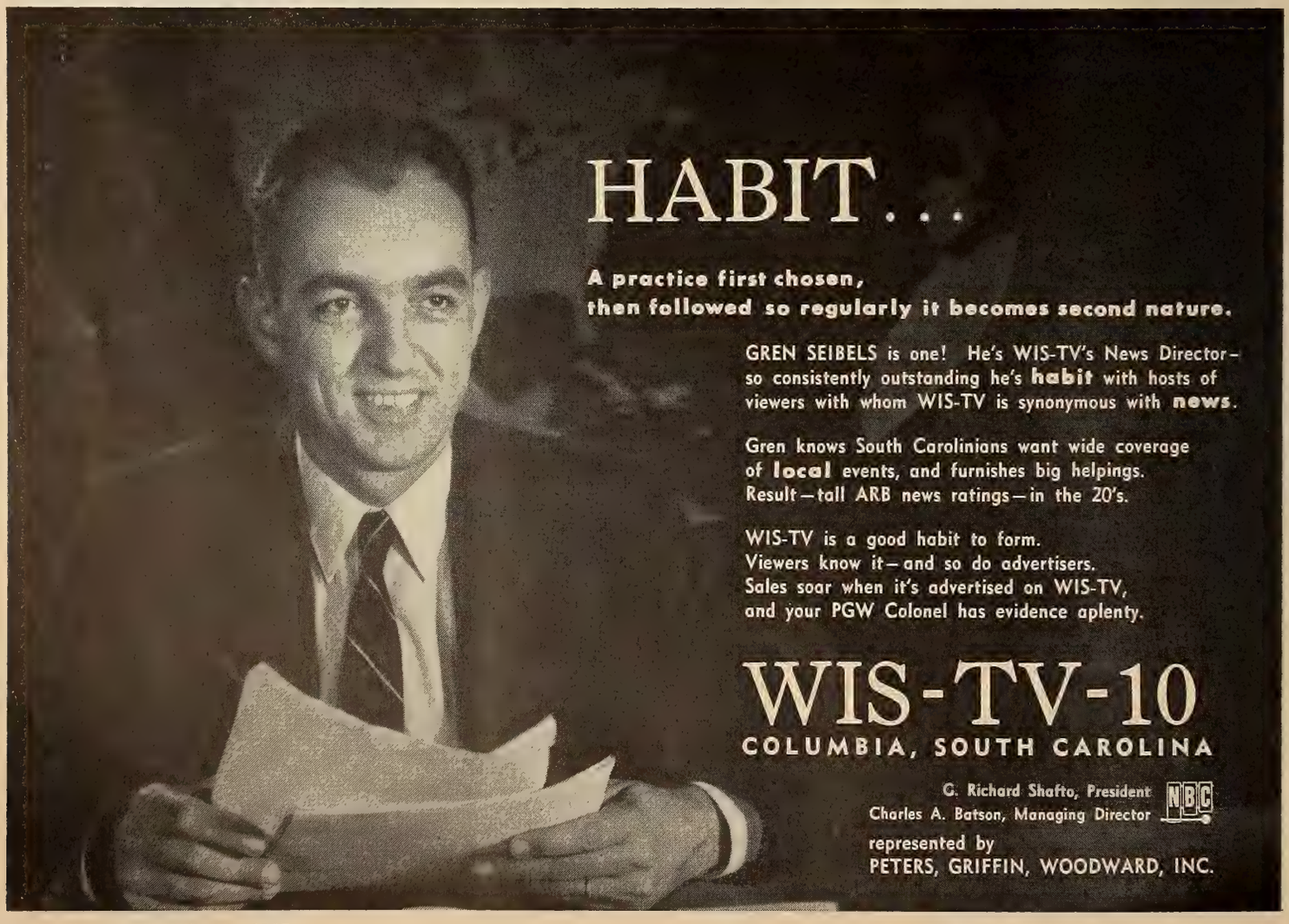
BMI's answer to ASCAP's fears that broadcasters are looking for a world without ASCAP is that (1) stations need the ASCAP catalog and would be hurting themselves if they shut off the wealth of music it contains, and (2) apart from the desirability of the ASCAP catalog for general programming, the tens of millions of dollars which broadcasters have invested in Hollywood movies alone makes an ASCAP license essential because the music in these movies is virtually 100% ASCAP. The movies would be useless without an ASCAP license.

Parenthetically, the motion picture industry itself faced—and solved—its own ASCAP problem long before ASCAP became a major thorn to broadcasters. The motion picture solution: through music publishing firms which they owned, the movie producers acquired a substantial part—estimated at 37%—of the publisher vote in ASCAP, and in turn get 37% of the distribution to publishers.

Ironically, the Smathers bill which is so pleasing to ASCAP forces could hurt the society's Hollywood friends along with the broadcasters it deems its enemies. For the terms of the measure provide that no person or corporation can get a broadcast license if he has an interest in either a music publishing firm or a record manufacturing or selling firm.

Since some motion picture companies also own stations, music publishing firms and recording companies, they too would be required to choose between broadcasting, publishing and recording.

Under the Smathers bill, then, the damage would not be confined to what the Florida senator indicated were his primary targets: severance of BMI from broadcasters, of RCA Victor from RCA, of Columbia Records from CBS. Aside from the innocent bystanders it would hurt in Hollywood, it also would separate Am-Par records from American Broadcasting-Paramount Theatres (ABC-TV and ABN), General Teleradio from Unique Records, any number of independent stations from small publishing houses and/or recording firms that they have set up—and, in the view of



some authorities, would even bar stations from making musical recordings for delayed broadcast.

Let's look at the extent of broadcasting's ownership of BMI.

The largest single block is owned by CBS and its owned stations: 8.9%. Next come NBC and its owned stations with 5.8%, followed by ABC and its owned stations with 4.5%. That adds up to 19.2% in the hands of the networks. Their total investment in BMI stock amounts to approximately $72,000—no more, altogether, than any one of them spend on a single television show countless times in the course of a season. The rest of the BMI stock is spread out among individual stations and station owners.

In answering the charge of discrimination, BMI authorities regard it as meaningful that most performances of BMI music come not from its principal stockholders, or even from its smaller stockholders, but from stations that hold no stock at all. They say non-stockholder, non-network-affiliated stations are the biggest users of BMI music, followed in order by stockholder radio stations, radio networks, and finally tv stations and networks.

Similarly, BMI contends that recording companies affiliated with broadcasters do not record more BMI music than other record companies.

But if BMI's answers were not sufficient and its foes succeeded in getting BMI taken away from broadcasters, what consequences would ensue?

BMI's income, like ASCAP's, is fixed in advance over a period of years, through its license agreements with stations. BMI does not get more money when BMI music is played more often—on the contrary, it has less left over, because its payments are based on performances.

The more the performances, the higher the payments; and, conversely, the fewer the performances, the less the payments.

In the hands of investors, BMI's incentive necessarily would have to be that of making a profit. This would make them reluctant to try to boost performances. The result? Less competition for ASCAP.

But BMI supporters are satisfied that ASCAP doesn't want merely reduced competition, but no competition at all—in short, a return to the pre-BMI days when ASCAP had everything to itself.

Without BMI, ASCAP would have a monopoly again and certainly could expect to take in more money.

In defending itself—and also broadcasters, since the accusation in the ASCAPpers' propaganda is that all broadcasters are co-conspirators in the plot—BMI always is mindful of the situation that existed before BMI was formed, a situation known only at second-hand by most of today's broadcasters, since it dates to the years before television and radio's greatest growth.

Go back to 1939.

Before its convention in Atlantic City in July of that year, the National Assn. of Broadcasters (now NARTB) had approached ASCAP to see what terms the society had in mind for new licenses to

for your budget . . .

WCUE IS NO.1 IN AKRON

Between 8 AM and 5 PM daily, WCUE delivers more listeners for your ad dollar than any other Akron station. (In all other periods, just a gnat's whisker away from first.)*

See your JEPCO Man for details or call WCUE Sales Veep, Jack Maurer, FRanklin 6-7114.

** Cost per thousand study based on Pulse, April 1957.*

The ELLIOT STATIONS
great independents · good neighbors
TIM ELLIOT, President
Akron, Ohio - WCUE / WICE - Providence, R. I.

The John E. Pearson Co. National Representatives

replace those set to expire at the end of 1940. ASCAP told NAB that a meeting would be set up for the afternoon of Aug. 2.

Came the afternoon of Aug. 2—came the NAB delegation—and ASCAP authorities informed the NAB group that ASCAP President Gene Buck was vacationing in California and would be away for an indefinite period.

The NAB group called a special convention of NAB for Sept. 15, and the convention—still unable to get a notion of what fees ASCAP wanted—adopted a resolution declaring that ASCAP's tactics made necessary "the creation of an independent source of music."

Thus was BMI born.

It was not until March 1940—a month after BMI was declared operative—that ASCAP finally made known its terms. It refused to recognize BMI, but it outlined the fees it wanted: around $9 million in all, or approximately 100% more than the broadcasters had paid in 1939. The broadcasters refused and BMI stepped up its activities.

ASCAP licenses expired at midnight Dec. 31, 1940, and then began the months of "Jeannie With the Light Brown Hair," other public-domain numbers and such music as BMI had been able to pull together. The "strike" against ASCAP music lasted until the fall of 1941, when broadcasters and the society came to terms on a contract which, though less than the original demands, has given the society ever-increasing payments.

Meanwhile, there has been a series of consent decrees. In 1941 both BMI and ASCAP signed consent judgments with the Dept. of Justice which were similar in form for both organizations. About that same time ASCAP pleaded *nolo contendere* (no plea) in a criminal antitrust suit, and the society and its directors were fined. In 1948 ASCAP was sued twice—both times by motion picture theatre interests—and was held to be an illegal monopoly. In 1950 it signed two consent decrees, one in connection with the motion picture theatre interests and the other relating to its foreign operations.

It is interesting, in the welter of charges of "conspiracy" and "discrimination," to look back and see just how badly ASCAP has fared since BMI was formed.

Before BMI, ASCAP's total income was estimated $6.5 million (1939). Last year it was almost $25 million.

Before BMI, ASCAP was paying its members approximately $4.7 million a year. Last year, these payments exceeded $18 million.

Before BMI, ASCAP had 137 publisher members. Last year, it reported 974 active publishers.

Before BMI, ASCAP had approximately 1,100 writer members. Last year, 3,732 active and 451 non-participating.

Its broadcast licenses, reflecting the growth of broadcasting itself, numbered 3,952 last year.

BMI claims credit for much of ASCAP's growth in membership—for example, for opening up what BMI contends was an ASCAP "closed club" where membership was difficult to attain and, for many, impossible. BMI feels its own "open door" policy has afforded recognition to hundreds of songwriters and publishers who might not have received it otherwise—and has resulted in their getting paid, for the first time, for the performance of their works.

BMI's Open Door Policy

The "open door" policy also is BMI's answer to charges that it has fostered trashy music. BMI contends it merely has made it possible for more writers to be paid for their music, of whatever type—and that it is the public which makes certain types popular, just as the public ignores music that it doesn't like. Moreover, BMI supporters point out that the tunes that get the most performances during their first year are not always the tunes that endure—that many of today's standards got few plays when they first came out—and that both BMI and ASCAP have had shares of the bad as well as the good.

What has happened to the songwriting and publishing businesses generally, since BMI came on the scene?

Where 1,100 writers were getting paid for performances of their works when ASCAP was still the only licensing organization, more than 5,400 are getting paid today. The number of active publishers has grown from perhaps 150 to more than 1,200, based on combined ASCAP and BMI figures. And total annual payments to writers and publishers have gone from less than $5 million to more than $24 million last year.

As for the 33 songwriters suing to divorce



AGAIN

1st By Survey* • WHBQ-TV Memphis

WHBQ-TV, Memphis' most powerful station, once again is Memphis' most popular station. The June ARB* shows that of 349 competitively rated quarter hours, sign-on to sign-off, WHBQ-TV dominates in *194*; station "B" in 116; and station "C" in 39.

■ *For availabilities contact H-R Representatives or WHBQ-TV Memphis.*

BMI from broadcasting ownership, some sources estimate that each member of this group is currently getting at least twice as much money as he was getting before BMI was formed, and that some are getting 15 times as much.

The only thing anybody has lost as a result of BMI is the monopoly situation that existed before BMI. What galls ASCAP is that its music now must face up to the competition of other music—"new" music which had little or no chance of general public performance until BMI came along. As was true before BMI, it is still the public that picks the favorites—only now the public has a far broader range to pick from.

But ASCAP-pers don't want to face the music. Their objective seems clear: Kill Off BMI. In the court case they have the means to do it—if their case is sound. But clearly they are not satisfied they can win in court where all facts are put on display.

So they rely on diversionary tactics, seeking to brainwash Congress and the public by associating themselves with good music and BMI with bad, by painting BMI and the broadcasters as conspirators and villains. To the extent that they succeed, BMI's court case will suffer—and if they should succeed in getting BMI legislated into limbo, they could avoid the need to go to court. The only solution that BMI supporters can see is the truth—well and widely told by all broadcasters, who after all, are the ones ASCAP is accusing.

C-C Tv Systems Set For L. A., S. F. Study

Wednesday, Sept. 18, seems likely to be a very important day in the history of toll tv in California. On that day, the Los Angeles City Council will consider the joint application of Fox West Coast Theatres and International Telemeter Corp. for a city franchise to install and operate a closed-circuit system of subscription television.

The council also will consider the application of Harriscope Inc. for a similar franchise and will take another look at that of Skiatron Inc., previously approved. The probability is that the city attorney will be instructed to advertise all three non-exclusive franchises for sale to the highest bidder [B•T, Sept. 2, Aug. 26].

Also on Sept. 18, the finance committee of the city of San Francisco will take up the closed-circuit toll tv franchise application of Skiatron. The committee was to have considered the application last Wednesday but changes in the terms of the franchise suggested by Dion R. Holm, city attorney, and Harry Ross, city comptroller, delayed preparation of the franchise forms until too late for the finance committee members to have a chance to study them in advance.

The committee has the responsibility for studying proposed city franchises and recommending that the city board of supervisors either adopt or reject them. If as anticipated, the finance committee recommends that a franchise be granted to Skiatron, the franchise will be read at the board of supervisors' meetings on the two following Mondays (Sept. 23 and 30).

International Telemeter Corp. also has applied for a closed-circuit toll tv franchise in San Francisco, formally submitting its application to the finance committee last Wednesday. As in Los Angeles, the proposed San Francisco franchise will be non-exclusive and will require the holder to pay 2% of gross revenue from the toll tv operation to the city.

Chief differences are that the Los Angeles franchise runs 21 years, while a 50-year term is proposed in San Francisco, and that Los Angeles requires the grantee to post a faithful performance bond of $100,000 while San Francisco asks only $25,000.

Although these two major California cities, as well as a number of smaller communities within the state, have been considering the whole question of closed circuit toll television for months, the state itself made its first expression of interest in the subject last week. Louis Francis, chairman of the State Assembly Public Utilities & Corporations Subcommittee on Corporation Laws, called a special meeting of his subcommittee for tomorrow (Tuesday) in Los Angeles to consider toll tv. Use of telephone poles to support wires or cables which will transmit the toll tv programs to the homes of subscribers gives the state jurisdiction over this new series and the responsibility to regulate it in the public interest, he said.

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now celebrating its

10th Year of Leadership

IN BALTIMORE'S 3-STATION MARKET

WMAR-TV CHANNEL 2

Share of sets in use 44.9
Percentage of total quarter-hour firsts 55.2

based on ARB Report for July, 1957 (one week, sign on to midnight)

CBS TELEVISION

In Maryland, most people watch WMAR-TV channel 2

SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone Mulberry 5-5670 TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.,** New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

Buying Sacramento, California?

NEW, 1957 NIELSEN COVERAGE STUDY AVAILABLE!

KCRA-TV Consistently Delivers More TV Homes In 31 Counties Throughout the Night and Day!*

*NCS 2A, Spring, 1957

Ask Petry for Coverage and Audience Data on the Highest Rated NBC Station in the West



KCRA-TV
SACRAMENTO, CALIFORNIA
The Only Low Band VHF Station in California's Great Central Valley
CLEAR 3 CHANNEL

Skiatron, Motorola Talk Wired Tv Gear

It's finally official: Skiatron Tv Inc. and Motorola Inc. are holding conversations about production of coder and decoder equipment for use in wired, closed circuit pay tv systems next year.

While no contracts have been signed, Motorola officials confirm the company has been approached by Skiatron to manufacture the devices and that, if an agreement is reached, it would be announced in the weeks ahead. Reports persist—but are denied—that the Chicago company will produce some 500,000 units for delivery early in 1958.

It was understood Westinghouse Electric Corp. has a prototype under development as a result of early talks with Skiatron officials. Motorola technical specialists have seen engineering specifications for the coders and decoders, which would be installed in San Francisco and Los Angeles homes by mid-April next year [B•T, Aug. 26], although the company itself is not working on any prototype model. Discussions have been underway at a more feverish pitch in recent weeks.

Motorola officials acknowledged they are watching with "close interest" Skiatron's toll tv plans as well as wired Telemovie service developments in Bartlesville, Okla., for which Motorola supplied monitoring equipment (see separate story). They feel there is no technical problem involved in manufacturing scrambling and unscrambling equipment and that their company has the "ability and know-how" to produce the devices.

The company pioneered in development of automobile radios for Chrysler Corp. years ago and is continually interested in new electronic product development and business for which it claims adequate facilities, officials pointed out. Today the company is a top producer of car radios, for use at both the automotive factory and consumer levels.

Novins Elected to Presidency Of Paramount Pictures' Telemeter

Louis A. Novins, vice president and genmanager of International Telemeter Corp., has been elected president of that Paramount Pictures Corp. subsidiary, Paramount President Barney Balaban announced Wednesday.



MR. NOVINS

Mr. Novins has been instrumental in presenting the Telemeter wired pay tv system (cash box and decoder devices) to the motion picture and tv industries via demonstrations in Los Angeles and New York. The latter demonstrations were held over the past three weeks at the Hotel Savoy-Plaza.

A former assistant attorney general of Massachusetts, Mr. Novins joined Paramount early in 1946 as executive assistant to the president. Since that time, he has served in various capacities as an officer and director of a number of Paramount's subsidiaries, has been secretary of the firm since 1955 and during that year was elected to the Telemeter post.

Pabst Decides Not to Take Segment on Weaver Network

Pabst Brewing Co. (Blue Ribbon Beer, Old Tankard Ale), Chicago, has withdrawn from sponsor consideration of Sylvester L. (Pat) Weaver's proposed ballroom music series on his projected Program Service Inc. network this month.

Pabst officials denied reports the brewery had signed for a third sponsorship (30 minutes) of an hour and a half remote program from Chicago's Aragon Ballroom tentatively set to start Sept. 21. Company said it had considered the series and is continuing to study other radio-tv properties. Pabst agency is Norman, Craig & Kummel.

Negotiations by Mr. Weaver with Howard Miller, Chicago disc jockey and now emcee of NBC-TV's *Club 60*, to preside over the Aragon remote have fallen through.

BMI to Suspend Clinics To Give Respite to Staff

Broadcast Music Inc. will suspend its annual program clinics next year after seven consecutive years in the field, BMI Station Relations Vice President Glenn R. Dolberg is announcing today (Monday). But BMI intends to resume the clinics in 1959 should BMI member stations desire them.

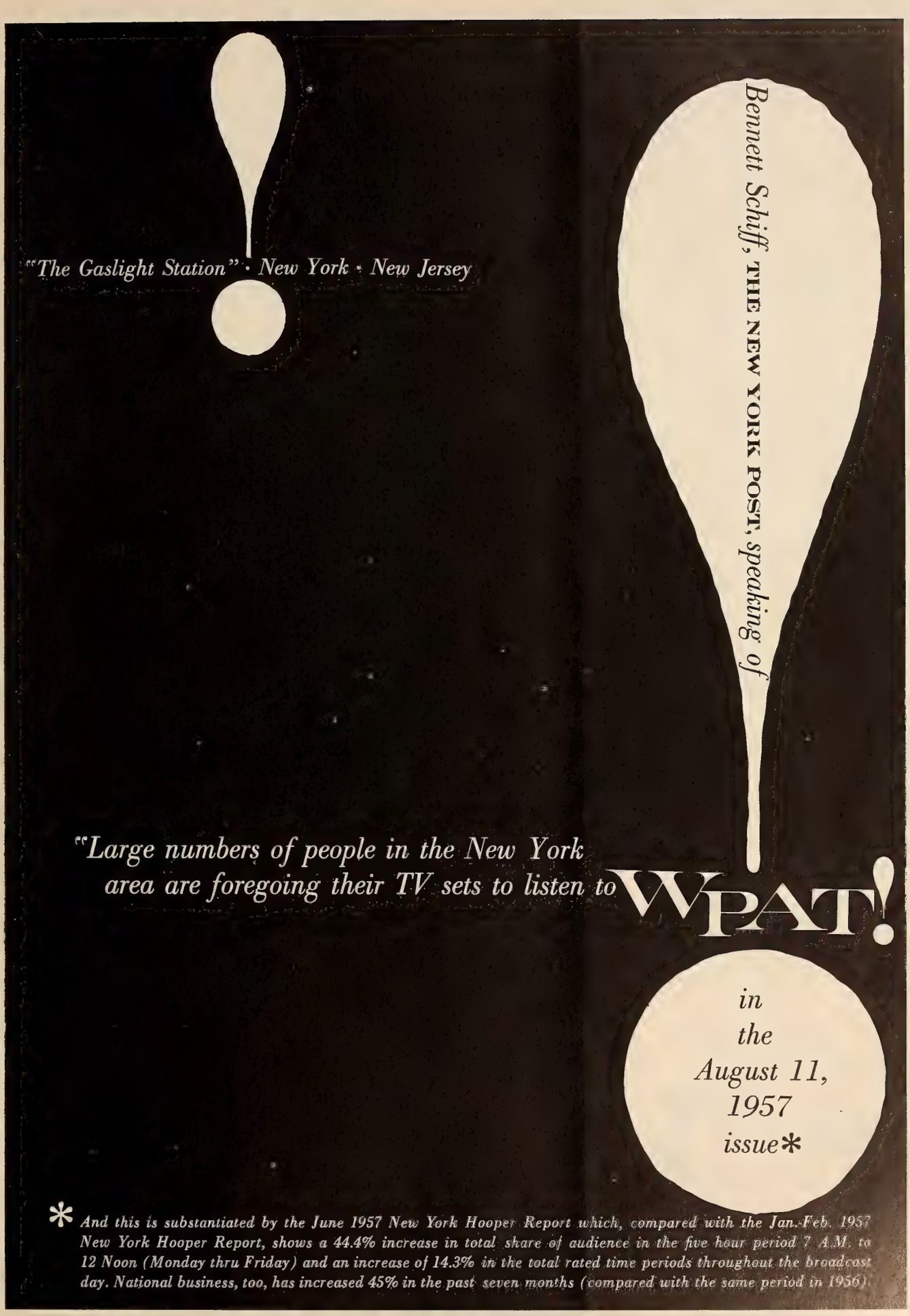
According to Mr. Dolberg, the move is being taken to give the BMI staff "a respite from the big job of clinic preparation and the rigors of travel." The staff has held 310 clinics since 1950. The decision to suspend the clinics, he went on, "was made in spite of the fact that 1957 clinic attendance at 45 sessions set a new record and was 5.7% higher than in 1956."

Announcement of the suspension was made in a letter made public last week which was sent to presidents of the 41 broadcasting associations in states where BMI "circuited" last year.

Statistically, attendance between March 1951 and June 1957 totaled 23,102, with a total of 802 broadcasters appearing as clinic speakers. The BMI clinics originated in 1948 at BMI's New York home office, but, after the Missouri Broadcasters Assn. suggested later that BMI "go on the road" to increase its clinic attendance, the first field expedition was conducted in Jefferson City, Mo., in March 1951.

PROGRAM SERVICE SHORT

George Logan Price Inc. (radio productions), Malibu, Calif., reports it has sold *Living Pages*, Bible drama serial, to Trinidad Broadcasting Co., Port-of-Spain, for its own station Radio Trinidad and for Radio Jamaica and Rediffusion, Kingston, Jamaica, and Radio Demerara, Georgetown, British Guiana. Series consists of 52 half hours.


"The Gaslight Station" · New York · New Jersey
Bennett Schiff, THE NEW YORK POST, speaking of
"Large numbers of people in the New York area are foregoing their TV sets to listen to WPAT!
in the August 11, 1957 issue*
* And this is substantiated by the June 1957 New York Hooper Report which, compared with the Jan.-Feb. 1957 New York Hooper Report, shows a 44.4% increase in total share of audience in the five hour period 7 A.M. to 12 Noon (Monday thru Friday) and an increase of 14.3% in the total rated time periods throughout the broadcast day. National business, too, has increased 45% in the past seven months (compared with the same period in 1956).



35 YEARS OF SERVICE.. WMAZ-RADIO



Bob Spiller

Another mainstay, bulwark, solid foundation, of WMAZ Radio's staff of *personalities* that keeps on keeping good will and listener loyalty all over Middle Georgia that we've built up over the past 35 years of service.

Bob is keeping up, too, with our record of 35 years of effective *selling* in the Middle Georgia market. He's our "early morning man" . . . from 6 to 6:30 . . . and then he plays "Mama Music" from 9 till 9:45. "Mama Music" heads straight to the lady of any age, who buys and buys, and listens to Bob as she makes out her list.

Bob Spiller can sell for you. Give him a chance, and watch your sales figures rise in Middle Georgia.

10,000 WATTS CBS

WMAZ RADIO

MACON, GA.

National Rep:
AVERY-KNODEL, INC.

NEW NBC RADIO RATES BEGIN OCT. 1

- **Simplified rate card: 5 minutes, $1,700; 1 minute, $1,000**
- **Single rates for participation, but night program rates down**

Details of NBC Radio's new rate structure, with five-minute segments pegged at a one-time gross cost of $1,700 and one-minute announcements at $1,000, were revealed last week as the network prepared to announce today (Monday) that the new, much simplified card will become effective Oct. 1.

Under the new alignment a single rate for participations will be applicable day and night, but in the case of program periods of a quarter-hour or longer the evening rate will be lower than the daytime charge. The primary or must-buy affiliate list is eliminated, officials explaining that they now are selling the full network of 188 stations and that regional or fractional network purchases—beyond those already on the air—will not be sought.

The simplification of the rate structure made it difficult to compare details of the new card directly with the old. But in general, officials said, the new nighttime program prices run 25% to 35% lower than the old rate for nighttime programs (15 minutes or longer). They said the rate for participations is approximately the same as in the old card.

NBC Radio officials also reported that at least 75% of their affiliates already had signed affiliation contract amendments incorporating a new method of station compensation [B•T, Aug. 26].

The new compensation method, like the rate changes, is slated to go into effect Oct. 1. Affiliates have been assured that under the new formula they will receive no less, for equivalent network business, than they have been receiving—and that in the event of increased network volume they stand to receive more than they would under the old plan.

In a statement being released today (Monday) announcing the new rate card, Matthew J. Culligan, vice president in charge of the NBC Radio Network, said it is "based on the current realities of network radio" and "is now the simplest in the entire broadcasting industry. Its structure makes the purchase of programs very attractive by means of a flexible continuity and discount policy."

For participations, the gross time rates are: one minute, $1,000; 30 seconds, $750, and six seconds, $250. These prices guarantee clearances of stations whose aggregate percentage is equivalent to 75% of the full network rate.

Participations carry weekly and annual volume discounts. Weekly discounts are as follows: less than $5,000, no discount; from $5,000 to $9,999, 2½% discount; from $10,000 to $14,999, 5%; from $15,000 to $19,999, 7½%; from $20,000 to $24,999, 10%, and from $25,000 up, 12½%.

Annual volume discount on participations ranges from 5% to 15%. The 5% is applicable on gross time charges between $50,000 and $99,999, and the discount steps up 2½% for each $100,000 above that sum until the maximum 15% is reached at the $500,000-and-up level.

Gross time rates for five-minute periods range from $1,700 for one five-minute unit per week to $1,000 per unit when 11 or more are used in a week. Costs for longer time periods are computed as multiples of the appropriate five-minute unit cost. For example:

Three five-minute units a week cost $1,500 apiece; therefore, the gross time charge for a quarter-hour program period would come to three times $1,500, or $4,500. For a half-hour it would be six times $1,250 or $7,500, and for an hour, 12 times $1,000 or $12,000. There are gross daytime program time costs. On programs (a quarter-hour or longer) at or after 8 p.m. New York time Monday through Friday, the rates are 75% of these basic rates.

Full-network advertisers may combine all periods used in network option time during any one week to determine the lowest applicable rate. But program periods and participations may not be combined to get a lower rate.

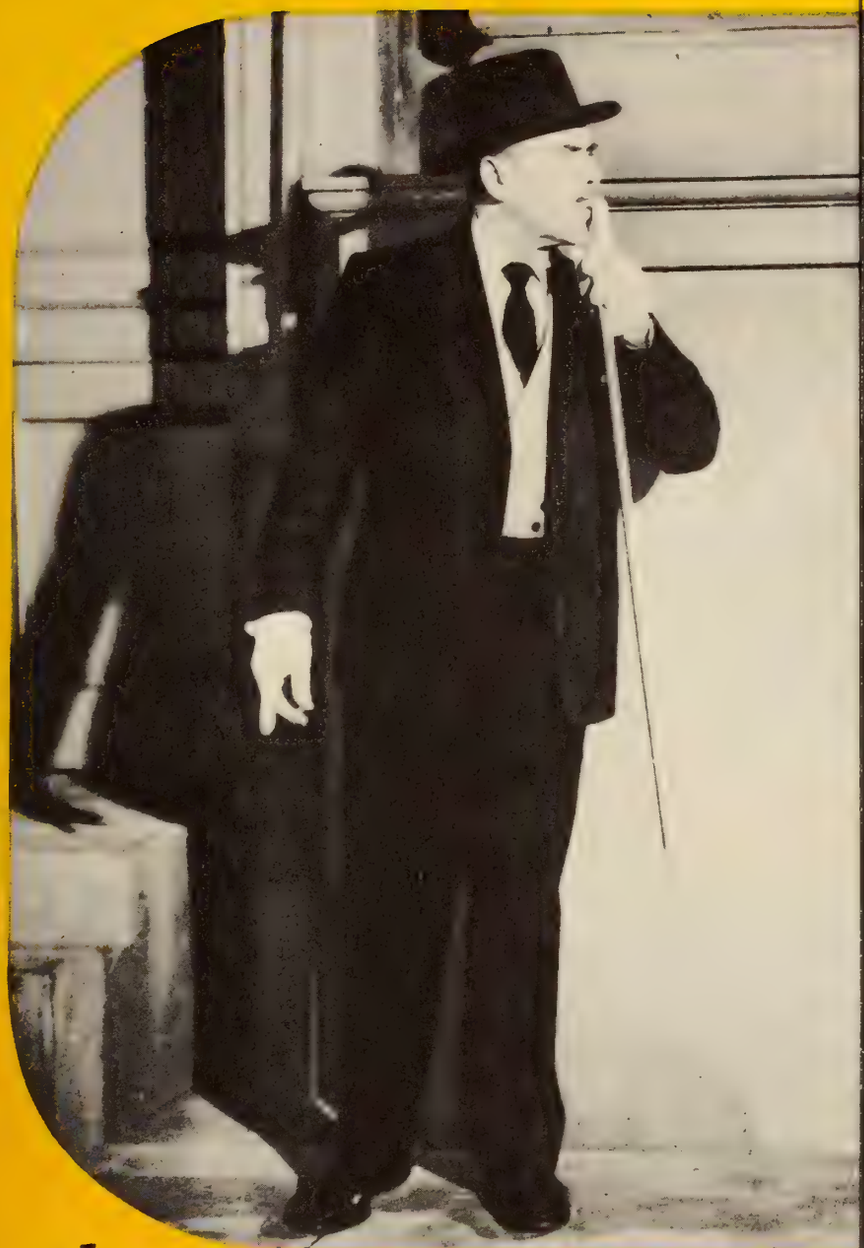
The annual volume discount on program periods is the same as for participations, and participations and program periods can be combined to determine the annual volume discount.

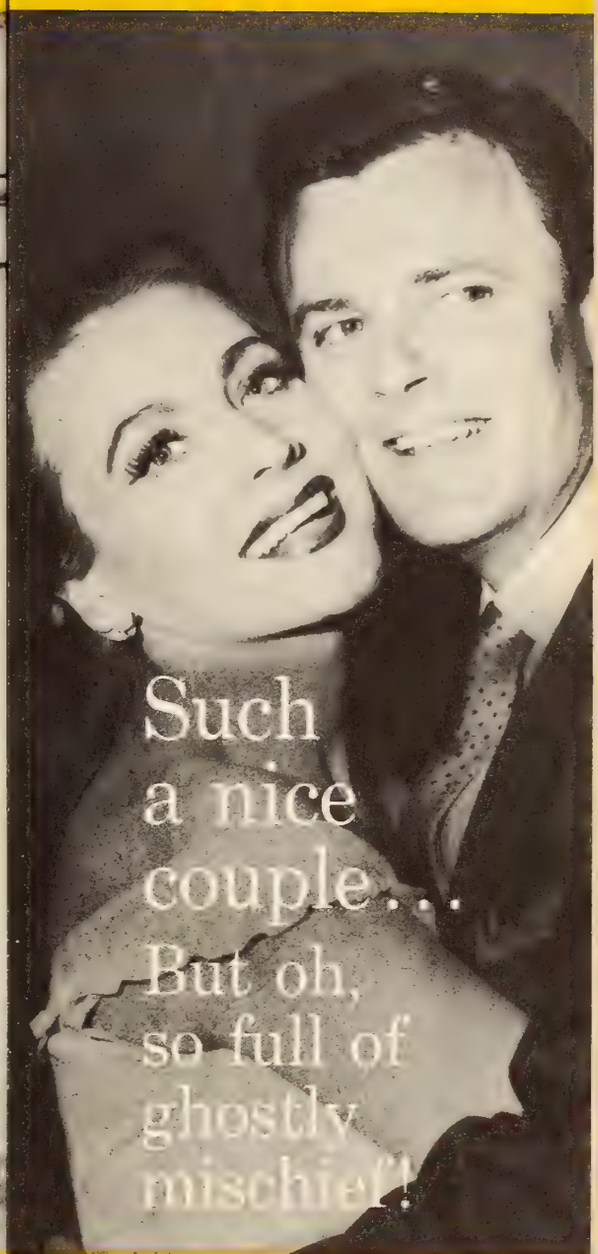
The new card, instead of following the old practice of listing all primary and all supplementary affiliates and the individual network rates for each, merely lists the call letters and cities and shows their locations on a map. Network rates for individual stations are not shown.

While officials said they no longer would seek regional or small-network purchases beyond those already on the books, the rate card itself says merely that "all purchases must be of a sufficient composition of network stations satisfactory to NBC. The percentage of the full network total for the purpose of [proving at least 75% clearance in the case of participations, or to determine costs of a partial network in the case of program unit sales] may be obtained on request."

Regarding the new method of compensating stations, affiliates last week received new assurance that they would lose nothing through the change. Station Relations Vice President Harry Bannister wrote them that further checking during the second quarter showed that, owing to changes in the composition of traffic, some stations would have received more and others less under the new plan as under the old, while still others would have received about the same.

He said the swings in traffic composition were expected to "iron out" by the time the new formula becomes effective Oct. 1, and that any "small variances" after that time should average out in the long run. But "we don't want to let this rest on as-





It's the

TOP

COMEDY SERIES

from

TELESTAR FILMS, INC.

509 Madison Avenue
New York 22, N. Y.
MU 8-0940



It's the

TOPPER

COMEDY SERIES FOR THE MODERN FAMILY

from

TELESTAR FILMS, INC.

509 Madison Avenue
New York 22 N. Y.
MU 8-0840

Now . . . for the first time available for local sale . . . and ALREADY BOUGHT FOR FALL START BY .....

TOPPER DEAL FINE. WE'LL HAVE CLASS A SPONSOR.
NORM KNIGHT, WNAC, BOSTON

PURCHASE OF TOPPER SET...AIR DATE SOONEST.
BOB KING, WFAA, DALLAS

HAPPY TO BE RUNNING TOPPER THIS FALL...
HAL HOUGH, WCBS-TV, N. Y.

CONFIRM TOPPER PURCHASE FOR '57/'58 SEASON
DICK MOORE, KTTV, L. A.

SOLD...TOPPER GREAT SHOW
ED WESTON, WCOP, CINN.

DEFINITE WE'LL TAKE TOPPER COMING SEASON...
WARD QUALL, WGN-TV, CHICAGO

TOPPER



- **"One of 10 most recognized names in America". . . Motivation Research Bureau, Inc.**
- **Proven popularity with all-family audiences, morning, noon and night**
- **Unrivalled record of sponsorship: Camels, Procter & Gamble, Standard Brands**
- **Exceptional rating record: 28.8 Nielsen average, 43.7% share of audience, during almost 2 years on CBS Network**
- **78 episodes . . . 2 full years of continued sponsorship available**

IN 1955-6, THE BIG LOCAL SHOW WAS "MARGIE" from Official
IN 1956-7, THE BIG LOCAL SHOW WAS "SUSIE" from TPA

IN 1957-8 THE BIGGEST LOCAL SHOW IS "TOPPER" From TELESTAR

Join the growing list of stations carrying this wonderful show.

Call or wire today

TELESTAR FILMS, INC.

509 Madison Avenue

sumption, or leave any doubts on the matter in the affiliates' minds," he said, adding:

"We are therefore committing that if, as a result of the new formula which becomes effective Oct. 1, any station receives less compensation in 1957 than would have been payable under the present formula, we will pay the difference to the station.

"Moreover, if this situation develops for any station, we will make a further revision in that station's compensation formula, to become effective Jan. 1, 1958, so that it will at least match the present formula, using as a base period the station's traffic experience for the full year 1957, instead of the first quarter of 1957 traffic which we used in developing the formulas in the revised contracts already mailed to you.

"We are making this commitment to all stations, including the large number of affiliates who already have signed and returned the revised contract. We are doing this in order to accomplish in good faith the objectives we had in connection with the new formula, and to give all stations a practical assurance that these objectives will be met . . ."

Yankee Network Names Steffy An Executive Vice President

George W. Steffy, vice president in charge of program operations of the Yankee Div. of RKO Teleradio Pictures Inc., has been named executive vice president of the organization, according to an announcement made last week by Norman Knight, president.



MR. STEFFY

Mr. Steffy has been with the Yankee Network since 1927 when he joined WEAN Providence, R. I., while still in college. After graduating from Providence College in 1929, he was transferred to RKO's WNAC Boston's engineering staff. From 1934-44, he was production director for WNAC as well as the entire Yankee Network.

In May 1944, he was elected a vice president of the network in charge of program operations. Since 1948, Mr. Steffy also has actively guided the programming of WNAC-TV.

WTNT Affiliates With CBS Radio

Signing of WTNT Tallahassee, Fla., as an affiliate of CBS Radio has been announced by William A. Schudt Jr., vice president in charge of station relations for the network. The station (1450 kc, 250 w) became a secondary affiliate Sept. 1 and will become a primary affiliate next Feb. 22, replacing WTAL (1270 kc, 5 kw) in the CBS Radio lineup. Affiliated heretofore with ABN and Mutual, WTNT is owned by Tallahassee Appliance Corp., with Frank W. Hazleton as president and general manager.

TOP SALESMAN
in Northern New England's billion dollar market



WCSH-TV with 4-to-1 domination of 13-county two-state area* delivers 60% of Maine's income plus $266 millions from New Hampshire.



Where 78% of the 221,990 households are television homes . . .

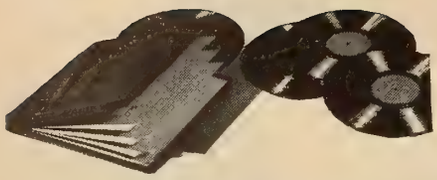
Where 81% of income is spent each year . . .

WCSH-TV puts your message "loud and clear"

(*Pulse May 4-10 area study—Market data 1-1-57 SRDS estimates of consumer markets)

WCSH-TV
PORTLAND, MAINE

Represented by WEED TELEVISION CORP.



If you are interested in

CONTEMPORARY MUSIC

. . . or would like to learn about it—

Enjoy finest Contemporary music at its high-fidelity best . . . brilliantly played by one of the nation's outstanding symphony orchestras . . . flawlessly recorded by Columbia Masterworks . . . and interpreted *as the composer intended.*

This is a rare opportunity to possess exclusive **FIRST EDITION RECORDS**—first recordings of newly commissioned works by leading composers, played superbly by the renowned

LOUISVILLE ORCHESTRA
Robert Whitney, Conductor

These "collector's item" recordings are available for a limited time, *from the Society only.* They are a priceless collection of new, exciting music . . . the finest expressions of living composers the world over.

"Splendid sound". *Cleveland Plain Dealer*

". . . a service to music unequalled". *Christian Science Monitor*

". . . the reproduction is a model of clarity". *St. Louis Globe-Democrat*

". . . recording and performances, excellent". *Pittsburgh Post-Gazette*

". . . quality higher than critics dared hope". *Time Magazine*

In addition to their musical brilliance and technical perfection, First Edition Records give you the satisfaction of establishing yourself as a patron of today's finest music. The Louisville Philharmonic Society is a non-profit organization . . . income from record sales is used in the commissioning of still further works.

● ● ● **SEND TODAY FOR** ● ● ●
INFORMATION ON FREE TRIAL RECORD

LOUISVILLE PHILHARMONIC SOCIETY
Dept. JJ, 830 S. Fourth St., Louisville 3, Ky.

Please send me free, complete information on exclusive First Edition Records and free record offer.

Name_____

Address_____

City_____ State_____

ABN Drops Nielsen, May Take New Pulse

American Broadcasting Network canceled its subscription to Nielsen Radio Index Wednesday and is expected to subscribe to a new Pulse 26-market index this fall [B•T, Aug. 12, CLOSED CIRCUIT, July 1].

At issue with Nielsen are claims by the radio networks that an "overall dimension" of the U. S. radio audience should include a representation of listening to sets which do not have fixed locations. This category takes in portables in the home and out-of-home radios (a big percentage of these are auto radios).

According to ABN research officials 40% of the total radio sets fall into the non-fixed location category.

As of Thursday, ABN was expected to conclude its negotiations with Pulse imminently, the signing coming perhaps as early as this week.

Though ABN has dropped NRI, the other networks have not followed suit. NBC Radio has renewed its contract with the A. C. Nielsen Co. for another 18 months in view of an expansion of services [B•T, Aug. 12, Aug. 5] but still feels it falls short by neglecting out-of-home audience. The new NBC-Nielsen contract was understood to have been signed at a "slight" increase in rates. It is reported that the yearly network rate is in the vicinity of $150,000.

Asked about the NBC Radio renewal, Matthew J. Culligan, vice president in charge of the NBC Radio network, said last week that while the network feels there are shortcomings in the Nielsen service, NBC has renewed in order to provide the service to advertisers and agencies.

CBS Radio President Arthur Hull Hayes said he expected that the network will renew its Nielsen contract. But, it was reported, CBS Radio since its contract for the NRI reports expired July 31, has been buying the service on a month-to-month basis. It, too, is negotiating with Pulse. Talks are expected to continue through this week with both Nielsen and Pulse.

ABN, it was learned, expects Pulse to begin its field work in October with the first report coming out Nov. 1. The report, gathered by the Pulse technique of roster recall—personal interview—reportedly will include figures of audiences listening to sets of non-fixed location and present both weekly and cumulative audience figures, audience composition and ratings. The markets covered apparently will represent those in which network radio is up against its greatest competition both from tv and from other radio stations.

Meanwhile, Nielsen was said to have completed field work on a new study of radio measurement that would include out-of-home listening. Progress of this pilot study was not made known. It was indicated by the dissident networks, that should NRI include the "bonus" audience in regular report form, they probably would welcome this with open arms.

In his announcement reporting ABN's action, Robert E. Eastman, president, said: "We have a thorough respect for the A. C. Nielsen Co. and the many valuable services provided by them for many of our nation's leading manufacturers. American cancelation is in no way a reflection of any lack of appreciation of the values inherent in good research and in companies such as A. C. Nielsen, which provide that research.

"We believe, however, that our product is too valuable to have it appraised by a method which is far more limiting than those applied to other major media. All of our reprogramming of American is based upon strong personalities with proven sales effectiveness. The application of research which measures just reach, and not all of that, does not properly evaluate our product.

"Furthermore, we feel that radio research has been unable to keep pace with the extremely rapid growth of the medium. Radio broadcasting is the only means of communication which alone has the ability to reach a mobile population in a wide variety of places. Also, radio broadcasting is the only medium which continually reaches this active American population and is effective at the same time they are doing other things.

"The measurement of the entire scope of radio broadcasting is a fabulous task because it is the most extensive of any medium. The 145 million sets in working condition are widely scattered and therefore the listening to these sets is difficult to measure accurately. With 50 million radio sets out-of-home, roughly 40% of our medium, we cannot enthusiastically support research which is unable to place full value on this circulation."

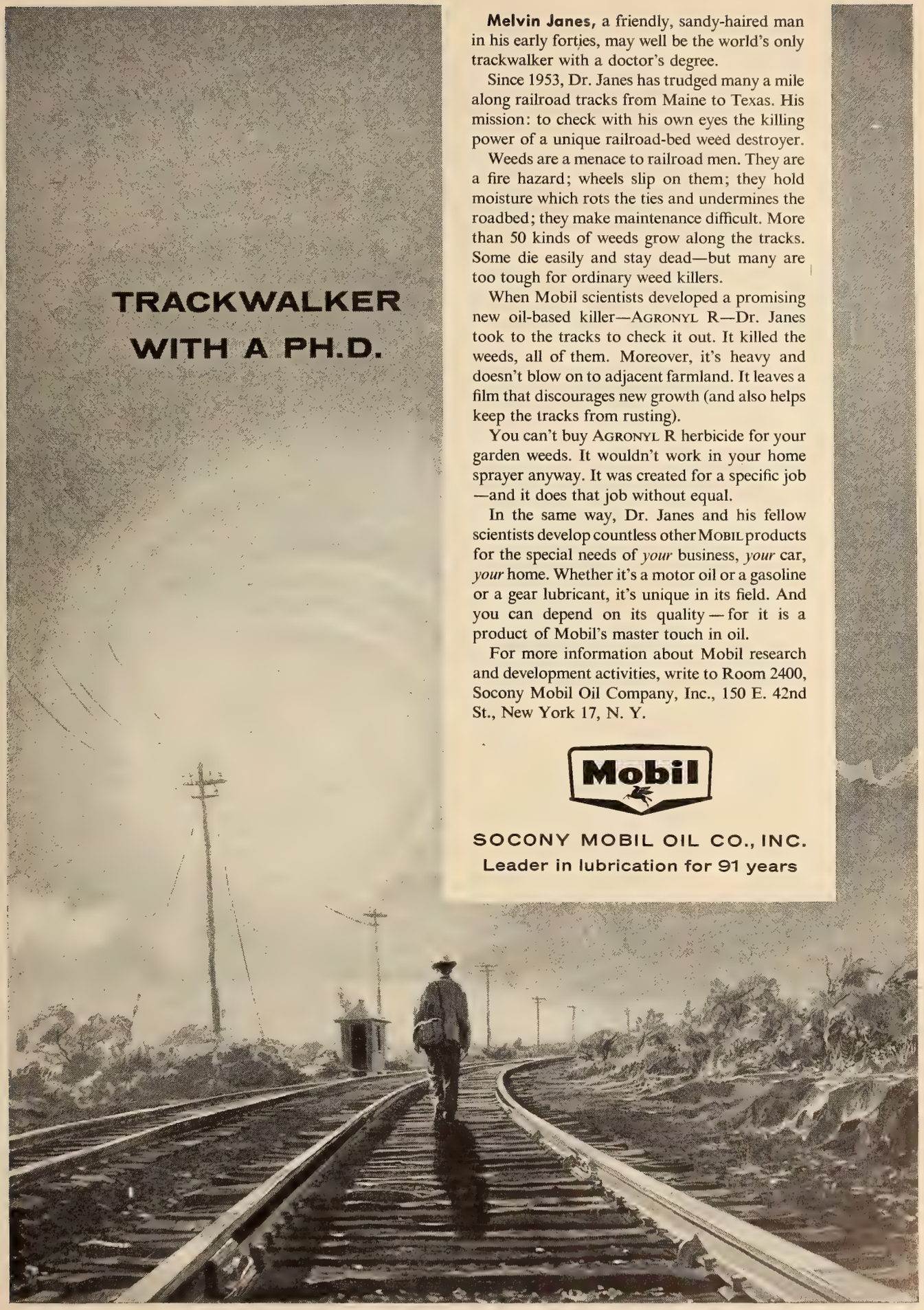
Separation of Commercials Subject of New CBS-TV Policy

CBS-TV is announcing today (Monday) the details of a revised product protection policy, designed to give the network more flexibility in handling the separation of commercials for competing products.

As outlined by William H. Hylan, CBS-TV vice president of sales administration, the revised policy embodies three main points: (1) CBS-TV will endeavor to maintain separation of at least 15 minutes in the network placement of commercials for competing products; (2) the network will continue to prevent competitive product conflicts within programs having two or more sponsors; (3) exchange commercials (alternate sponsors) are not necessarily entitled to protection, and CBS-TV may change the position of an exchange commercial in order to maintain 15-minute separation between competitive products.

Up to now, CBS-TV has maintained a 15-minute separation between programs for competing products. A network spokesman said CBS-TV has been "hard-pressed" to maintain this separation and acknowledged that it is conceivable that under the revised policy, competing commercials will be carried more closely to one another than in the past. He pointed out that with the current trend toward alternating and participation sponsorship, the network has found it "difficult" to retain 15-minute separations between programs.

The spokesman said CBS-TV defines "ex-



Melvin Janes, a friendly, sandy-haired man in his early forties, may well be the world's only trackwalker with a doctor's degree.

Since 1953, Dr. Janes has trudged many a mile along railroad tracks from Maine to Texas. His mission: to check with his own eyes the killing power of a unique railroad-bed weed destroyer.

Weeds are a menace to railroad men. They are a fire hazard; wheels slip on them; they hold moisture which rots the ties and undermines the roadbed; they make maintenance difficult. More than 50 kinds of weeds grow along the tracks. Some die easily and stay dead—but many are too tough for ordinary weed killers.

When Mobil scientists developed a promising new oil-based killer—AGRONYL R—Dr. Janes took to the tracks to check it out. It killed the weeds, all of them. Moreover, it's heavy and doesn't blow on to adjacent farmland. It leaves a film that discourages new growth (and also helps keep the tracks from rusting).

You can't buy AGRONYL R herbicide for your garden weeds. It wouldn't work in your home sprayer anyway. It was created for a specific job —and it does that job without equal.

In the same way, Dr. Janes and his fellow scientists develop countless other MOBIL products for the special needs of *your* business, *your* car, *your* home. Whether it's a motor oil or a gasoline or a gear lubricant, it's unique in its field. And you can depend on its quality — for it is a product of Mobil's master touch in oil.

For more information about Mobil research and development activities, write to Room 2400, Socony Mobil Oil Company, Inc., 150 E. 42nd St., New York 17, N. Y.

Mobil

SOCONY MOBIL OIL CO., INC.

Leader in lubrication for 91 years

At the summit

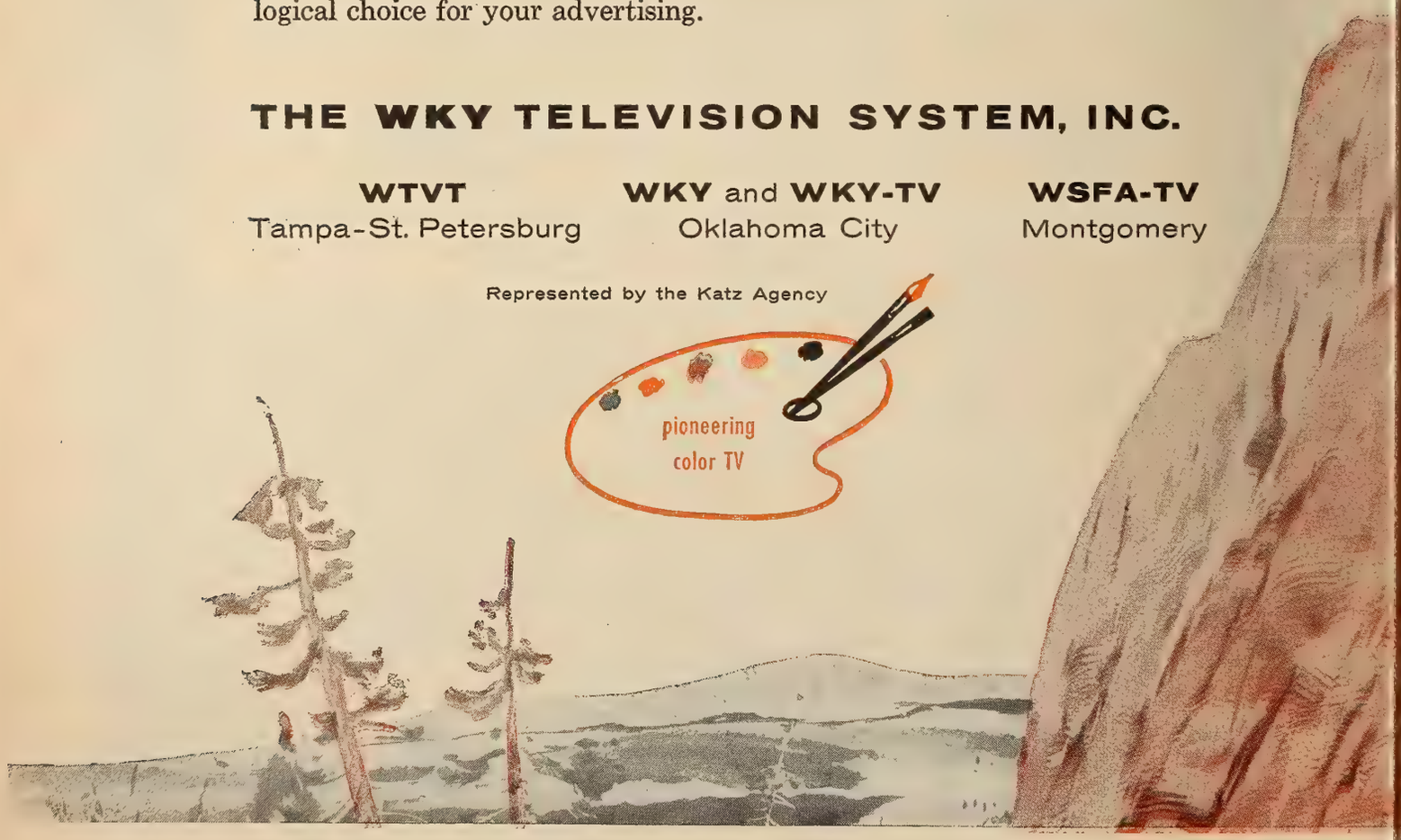
In every community, there is always one station at the top. It has achieved leadership through excellence in facilities, perfection in programming, and service to the community that goes beyond entertainment.

In Oklahoma City, Montgomery, and Tampa - St. Petersburg, those stations are WKY Television System stations—outstanding in their markets, and the logical choice for your advertising.

THE WKY TELEVISION SYSTEM, INC.

WTVT	**WKY** and **WKY-TV**	**WSFA-TV**
Tampa-St. Petersburg	Oklahoma City	Montgomery

Represented by the Katz Agency





WDBJ

for 33 years

OUTSTANDING

in

ROANOKE

and Western Virginia

RADIO

by any measurement!

According to N. C. S. No. 2, WDBJ has more than TWO TIMES the DAILY N. C. S. Circulation of Station "B"; more than THREE TIMES the circulations of Stations "C" and "D".

In the latest Roanoke Metropolitan Area Pulse Report. WDBJ has a 47% share of total morning audience, 43% share of total afternoon audience, and 38% share of total evening audience. Tune-in same periods is high: 21.6, 23.8, 18.8. All figures are Monday through Friday averages.

Ask your Peters, Griffin, Woodward "Colonel".

WDBJ

AM • 960 Kc. • 5000 watts

FM • 94.9 Mc. • 14,600 watts

ROANOKE, VIRGINIA

change commercials" as those which are mentioned at the end of a program, designating the alternate week sponsor. Under the revised policy, he said, a mention of the alternate week sponsor may be followed by a competing product, if the latter is the advertiser of the program in the next time period.

The move to revise and clarify CBS-TV's product protection policy, Mr. Hylan said, resulted from "changing sponsorship patterns, the continuing trend toward industrial diversification and the vast expansion in multiple brand advertising."

Product protection, Mr. Hylan emphasized, is not a contractual obligation but has been and will continue to be a voluntary policy on the part of CBS-TV. The network, he stated, will attempt to "maintain as much separation as feasible between competitive products while maintaining the opportunity for the network to serve advertisers without unreasonable limitations."

Keystone Adds 17 Affiliates

Keystone Broadcasting System Wednesday announced the addition of 17 station affiliates and a new record high of 985 clients for its transcription network service. New outlets, representing 11 states, were reported by Blanche Stein, KBS station relations director, as follows: KLYX Berryville, KELD El Dorado, and KWRF Warren, all Arkansas; WOOO Deland, Fla.; KSIG Crowley and KVPI Ville Platte, both Louisiana; WTTR Westminster, Md.; WCMP Pine City and KFAM St. Cloud, both Minnesota; KUVR Holdrege, Neb.; KWRW Guthrie, Okla.; KLIQ Portland, Ore.; WCLE Cleveland, Tenn.; KAML Kennedy-Karnes City, KTET Livingston and KRAL San Sara, all Texas, and WJMA Orange, Va.

CBS Radio New Business Includes Aero Mayflower, Sterling, Hearst

New business totaling $600,000-plus was signed last week by CBS Radio, according to John Karol, vice president in charge of network sales. Big buyer of the week was Aero Mayflower Transit Co. Indianapolis, which signed for two five-minute evening news strips, Monday-through-Friday starting Sept. 16 for 52 weeks through Caldwell, Larkin & Sidener-Van Riper, Indianapolis.

Sterling Drug Inc., through Dancer-Fitzgerald-Sample, New York, bought one weekly "impact" segment for 39 weeks starting Oct. 6 and Hearst Publications (*Good Housekeeping*) signed for 10 seven-and-one-half minute segments of daytime dramatic series, Sept. 19-23, through Grey Adv., New York. Pure Oil Co. bought live coverage of yesterday's (Sunday) "Sports Car 500" racing event from Elkhart Lake, Wis., placed through Leo Burnett Co. Chicago.



THE TELEGRAM read: "Two refined young ladies will parade in their rain barrels this morning between 10-11 o'clock in front of your building." Advertising executives in New York and Chicago got the full impact of the message on Sept. 3 when two girls (of a team of models) did just that. Parading to attract attention to American Broadcasting Network's new *Herb Oscar Anderson Show* (Mon.-Fri. 10-11 a.m. CDT), the models wore wooden barrels inscribed "We've Got Nothing On but the Herb Oscar Anderson Show." Teams carried a portable radio tuned to the program's premiere. The stunt, covering all major agencies in both cities, according to ABN, listed through the hour of the first broadcast. Taking part in one of the exposures are (above, l to r), models Bonnie Jones and Rickie Layne; Miles Sherman, account executive at BBDO, N. Y., and Thomas C. Harrison, ABN sales vice president.



Let these network leaders help you sell local time during U. S. Steel's Christmas Appliance Promotion

OPERATION SNOWFLAKE

"Make It a White Christmas—Give Her a Major Appliance," the theme of U. S. Steel's Christmas Appliance Promotion, will rocket out to every corner of the land on the United States Steel Hour . . . and on top-rated network radio shows.

But it takes a 1-2-3 punch to sell in today's competitive appliance market. And the *3*—the pay-off—comes *locally*, when appliance retailers tie-in to this promotion . . . when they use their own local radio spots and programs to sell the public their own store, their own brands. That's where Operation Snowflake pays off for you.

Is the selling effort worthwhile? Let's look at last year's results . . .

19,246 SPOTS

During the "Snowflake" promotion in 1956, 1,588 radio stations requested special "Snowflake" time-selling kits. 213 of these stations reported that they sold 19,246 one-minute spots . . . PLUS 326 special programs to tie-in advertisers. This is $61,500 worth of time on just 213 stations.

This year the opportunity is even bigger. The promotion is bigger. More retailers are expected to tie-in. And 28,000 tied-in last year! Along with 175 banks, 310 utilities, and 12 trade associations. Each one is a potential radio advertiser. How many are there in your market?

MAKE IT WORK FOR YOU

U. S. Steel helps you to sell time. U. S. Steel, in direct mail and in trade advertising, urges retailers, banks, utilities, appliance manufacturers, and trade associations to tie-in ON RADIO! U. S. Steel supplies you with the material you need to follow up and clinch the sales!

The "Snowflake" radio kit is yours free. Start selling now. Be ready when the promotion gets under way November 18. Send the coupon for your kit today!

FREE TIME-SELLING KIT



Send me the Free "Snowflake" Kit which contains exclusive "Snowflake" musical commercials and spot announcements.

Mr. Robert C. Myers, Director
Market Development Division
United States Steel
Pittsburgh 30, Pa.

BT-9-9-7

Name .....
Station .....
Address .....
City .....
State .....

UNITED STATES STEEL • PITTSBURGH 30, PENNSYLVANIA

USS TRADE MARK

FCC CLEARS QUAD-CITY TV SNARL

- **Upper N. Y. State area gets ch. 13 from Utica**
- **Chs. 6, 10—originally assigned there—kept intact**

In its first meeting following the August recess, the FCC Thursday settled the Albany-Schenectady-Troy-Vail Mills, N. Y., allocations picture by leaving chs. 6 and 10 assigned there and shifting ch. 13 from Utica-Rome, N. Y., to that area. In the same decision the FCC:

Substituted ch. 2 for ch. 13 (WKTV [TV]) in Utica-Rome, effective Oct. 9, and modified WKTV's license to specify ch. 2.

Gave ch. 41 WCDA (TV) Albany temporary authority to operate on ch. 10 in Vail Mills.

Authorized WTRI (TV) Albany to operate temporary on ch. 13 instead of its present assignment on ch. 35.

Invited comments by Oct. 10 on proposals to assign a third vhf channel to Providence, R. I., by shifting ch. 12 there to New Haven and Portland, Me., and adding chs. 6 and 13 from those cities.

The Commission's action puts an end to a controversy which has been raging since last February, when the quad-cities area temporarily was made all uhf by deleting chs. 6 and 10 [B•T, March 4]. Ch. 6, now held by General Electric's WRGB (TV), first was reallocated to Syracuse and later rule-making would have assigned the channel to New Haven, Conn., as one of several channel shifts involving several cities.

Both GE and WCDA vigorously opposed the deletion of the two vhf channels from the quad-cities. A pioneer in tv development, GE began operating a station in its home city of Schenectady in 1939. WRGB was commercially authorized on ch. 6 in 1947. Ch. 10 originally was allocated to Vail Mills in November 1955 at the request of WCDA.

WTRI and WCDA were authorized to broadcast on the vhf channels pursuant to data furnished in response to show cause orders and the FCC emphasized that both authorizations will expire automatically upon commencement of regular operations by applicants given regular grants of the channels.

Comr. Robert T. Bartley voted against the Commission's action. The newest commissioner, Frederick W. Ford, is vacationing and did not participate in the Thursday meeting. In addition to WCDA, WRGB and WTRI, all on the air, also assigned to the quad cities area are ch. 23 WPTR-TV and educational ch. 46 WQTV (TV), both dark.

Original deadline for comments on the proposed reassignments in the Providence area was last April [B•T, May 6], but the FCC extended the filing period until after action had been taken on WRGB's petition for reconsideration of the reallocation of ch. 6. WPRO-TV Providence presently is assigned ch. 12; WNHC-TV New Haven holds ch. 8, and WGAN-TV Portland operates on ch. 13. All were directed to show cause why their licenses should not be modified to specify operation on chs. 8 or 13 (WPRO-TV), ch. 12 (WNHC-TV) and ch. 13 (WGAN-TV).

Also affected if the proposed shifts are made, would be unclaimed educational ch. 12 in Orono, Me. The Commission proposes to change this assignment to ch. 11. In addition to WPRO-TV, Providence currently is assigned ch. 10 (WJAR-TV) and ch. 16 (dark WNET [TV]); New Haven has chs. 8 and 59 (dark WELI-TV), while Portland is assigned chs. 13 and 6 (WCSH-TV).

FCC Makes Six Am Grants, Awards Two Tv Translators

The FCC en banc—Comrs. Doerfer (chairman), Hyde, Bartley, Mack and Craven present—last week granted six am stations construction permits.

Roger S. Underhill, Tawas City-East Tawas, Mich., was granted a new am outlet on 1480 kc, 1 kw day.

Millington Broadcasting Co., Millington, Tenn., was granted a new am station on 1220 kc, 250 w, day. Millington Broadcasting is owned by Earl Daly, who also owns KTML Marked Tree, Ark.

Better Radio Stations Co., Tuscaloosa, Ala., was granted 790 kc, 500 w, day.

R. L. McAlister, Borger, Tex., was granted 1600 kc, 500 w, day; Mr. McAlister is a former employe of KCUL Fort Worth.

Radio Actives Coeur d'Alene, Idaho, was granted 1050 kc, 250 w, day; this firm is owned by Robert L. Swartz and Arthur R. MacKelvie, who also own KZUN Opportunity, Wash.

Toledo Broadcasters, Toledo, Ore., was granted 1230 kc 250 w, unlimited.

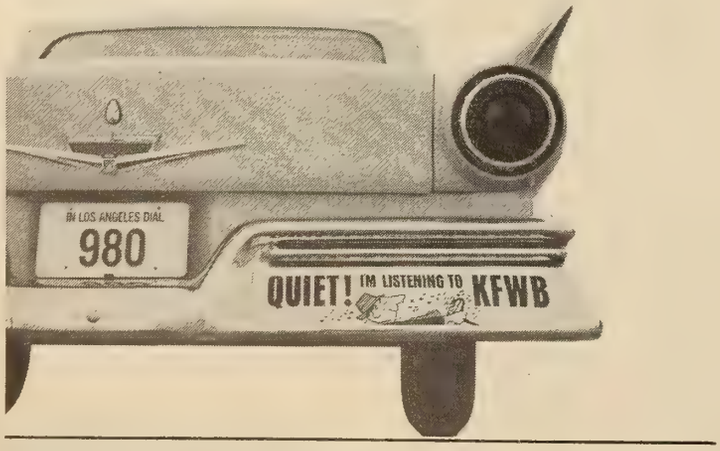
The Commission also granted the applications of Grande Ronde Television Assn. Inc., La Grande, Ore., for a new tv translator station on ch. 76 to translate programs of KXLY-TV Spokane, Wash., and Jefferson County Tele. Inc. Madras, Ore., for a new tv translator station on ch. 71 to translate programs of KGW-TV Portland.

Warson Signs Consent Order With FTC on Ads for Capsules

Warson Products Corp. (Warsene capsules), St. Louis, and the Federal Trade Commission have signed a consent order prohibiting the firm from claiming its capsules are an effective treatment for pains of arthritis and rheumatism.

In a complaint filed Jan. 18, the FTC had charged that Warsene capsules advertised on radio, tv and in newspapers, give only temporary relief of such pains. The consent order further forbids Warson to claim the capsules contain any analgesic ingredient other than salicylamide or that they are made like a doctor's prescription or that they are new or substantially different from other commonly-used analgesics. The agreement is not an admission by Warson that it has violated the law.

radio tempo
reaches the "city on wheels."
A program with music;
news-while-it-happens; weather
and freeway information.
Los Angeles moves—at home and
on the road—listening to
KFWB...the station geared to the
tempo of the times.



KFWB
the personality station 980

National Representatives: Branham Co.; McGavren-Quinn, San Francisco
Robert M. Purcell, President and General Manager.
5000 Watts day and night...clear regional channel.



FIELDS OF COTTON present a breath-taking sight throughout Georgia's rich farm belt where other crops and livestock also add to the state's $600-million farm income. Also famous on the Georgia scene is WAGA-TV, the state's leading television station. Top CBS-TV and local programming, tallest tower and maximum power make WAGA-TV your best television buy in the Southeast's No. 1 market.

CHANNEL 5 ATLANTA
waga·tv
CBS

A STORER STATION

STORER BROADCASTING COMPANY SALES OFFICES
NEW YORK—625 Madison Ave. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

Represented Nationally by THE KATZ AGENCY, Inc.



DOMINANCE

There are all kinds, but when it comes to **sales dominance** in Southern California's fast-moving television market, you can bank on this...

KTTV serves more national advertisers than any other station in Los Angeles.*

KTTV serves more exclusive national advertisers than any other station in Los Angeles.*

KTTV serves more advertisers (period) than any other station in Los Angeles.*

Gets a little repetitious, doesn't it? Repetitious, but not tiresome. There's a difference...

In fact, more advertisers each year bank on KTTV's **sales dominance** to give their product a head start in this rough and tumble market.

Yes, there is a difference... and, in Southern California, the difference is KTTV.

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

*BAR
Los Angeles Television Report
May 17, 1957

Curtis Asks Hearings On Wired Tv Control

Sen. Carl T. Curtis (R-Neb.), at the last session of the Senate (Aug. 30) before sine die adjournment, called on Congress to hold hearings to decide if wired television should be regulated by Congress or the FCC.

Sen. Curtis said that he had studied "with considerable interest" Sen. Charles Potter's (R-Mich.) remarks opposing pay tv [B•T, Aug. 26] and that "another problem now appears on the horizon, equally serious and important, equally deserving of serious Congressional consideration. That is the matter of wire television. I am informed that wire television is about to come into being without so much as one iota of control by the FCC. There simply is no jurisdiction by which the FCC can regulate this medium."

[For a report on the nation's first wired tv system, which went into operation last week in Bartlesville, Okla., see page 31.]

The FCC's lack of jurisdiction over wired tv raises several questions, Sen. Curtis stated. "Should wire television be regulated, and, if so, to what extent? A second question is whether broadcasters should be permitted in the field of wire television. Clearly, legislative hearings should be held.

"I do not favor pay television," Sen. Curtis said in making known his position regarding the matter. "I commend the senator from Michigan for his forthright statements . . . and I agree wholeheartedly with his observations." [Sen. Potter maintained that tv set owners were "virtually promised" free tv by Congress; that pay tv could develop into a "monopolistic practice"; that a toll tv test would be unwise, and that Congress should be working toward "untangling the current allocations problems," rather than spending "further public funds on seeking a method by which we can limit free tv."]

Like many of his colleagues in both the Senate and House, Sen. Curtis cautioned the FCC not to take action on toll tv "without Congressional authorization. I believe it absolutely essential that the FCC make no decision until Congress has had an opportunity to thoroughly and carefully consider proposed legislation, and until the American public, through their elected representatives, have had a chance to voice their opinions."

As had been reported unofficially earlier [CLOSED CIRCUIT, Aug. 26], Sen. Curtis stated that he had been "informed that some senators have had informal assurances from the FCC that no action will be taken without Congressional authorization."

"Television has long been regarded as a national medium—a public property that belongs to no group or individual. If this property is to be pre-empted, the consent of those most affected should be sought. The decision should be that which will best serve the public interest."

If the FCC should ignore "admonitions against ill-advised action [which] have been voiced repeatedly" and authorize a pilot test of pay tv, "it should be made abundantly clear" that such a test "provides no foot in the door" for pay tv advocates, Sen. Curtis said.

LATE START

The nation's lawmakers will have an extra four days for their New Year's holiday before reporting back to Washington next January for the second session of the 85th Congress. President Eisenhower last week signed a special congressional resolution authorizing Congress to convene at noon on Tuesday, Jan. 7.

Normally, Congress meets on the third day of the new year. Jan. 3 falls on a Friday next year, hence the special law authorizing a four-day delay.

Congress Must Cope With Pay Tv, AMVETS' Resolution Asserts

AMVETS (American Veterans of World War II and Korea) in a double-barreled resolution on pay television has asked the FCC to return the issue to Congress and requested that Congress pass no legislation to change the fundamental system of broadcasting in the U. S. The Veterans of Foreign Wars passed a similar resolution at its 1957 national encampment [B•T, Sept. 2].

Meeting last month at AMVETS' 13th annual national convention in Boston delegates approved a resolution stating that "this entire issue is one of broad policy over which the FCC has doubtful legal authority. It is a question for Congressional consideration only, even if it be for so-called 'tests.' "

Dominick L. Strada, national commander of AMVETS, said pay tv "could black out many of the free programs now seen by veterans at Veterans Administration hospitals. We have no enforceable or legal assurances from the promoters of pay television that the free shows they now see would be continued without charge."

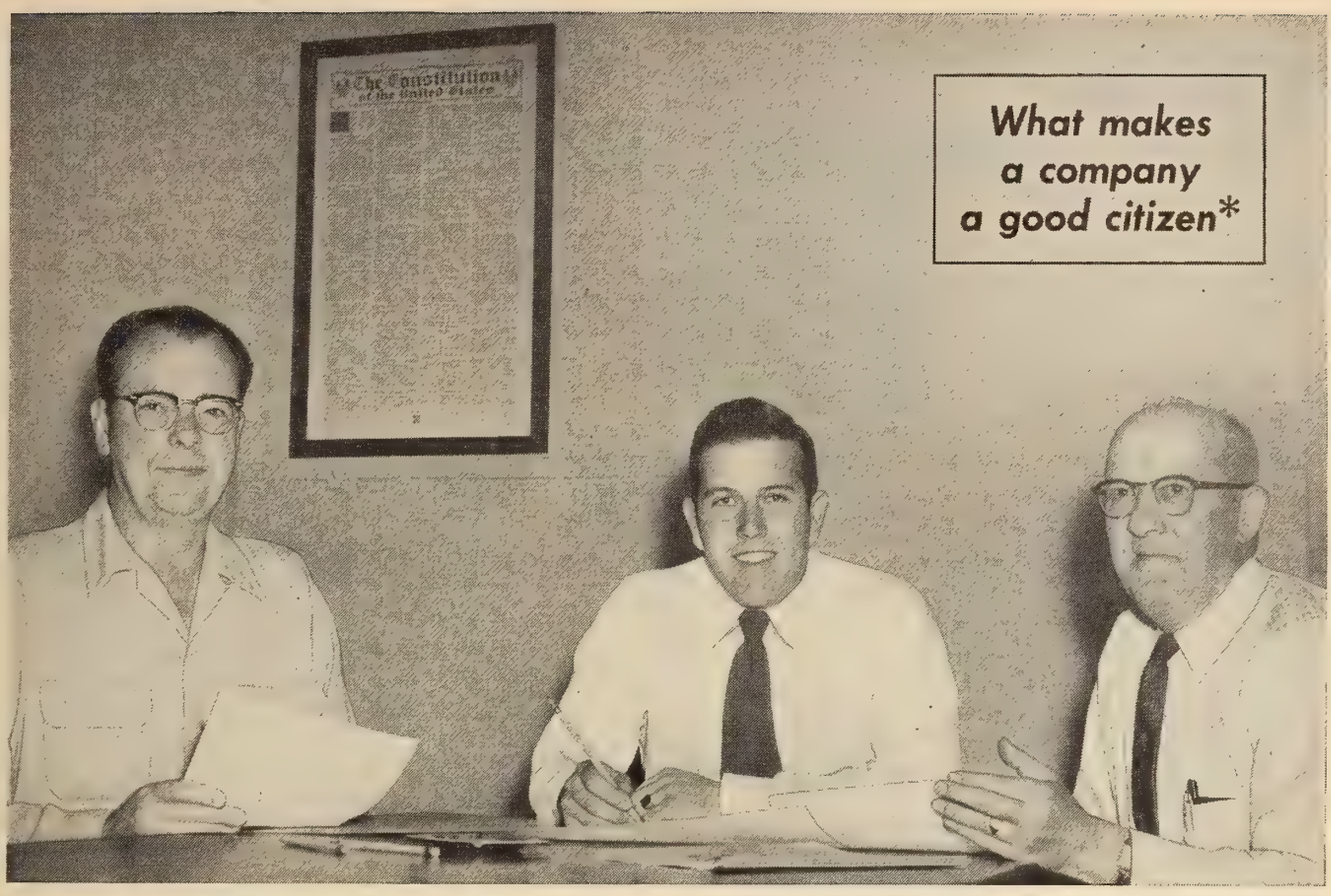
"Once pay tv is initiated, the major advertisers who now pay for the free tv entertainment given the American public will withdraw their support from tv as an advertising medium, since they will be unable to successfully advertise their products to large numbers of people in the better evening hours," the resolution said. Without advertising revenue, it continued, public service shows, news, charity, public affairs, armed forces, government and veterans' programs also would disappear.

The veterans suggested that pay tv proponents use private leased wires to test their proposed system "without pre-empting public owned facilities."

Poller Makes New Pitch For Milwaukee Uhf Pay Tv

In letters last week to FCC Chairman John C. Doerfer and the other six commissioners, Lou Poller, owner of dark ch. 25 WCAN-TV Milwaukee, made a new pitch for authorization of partial pay tv as proposed by his Television Exhibitors of America Inc.

Mr. Poller said if the Commission approves his applications for pay tv in Milwaukee, it will save the public "indirectly,



City business of Harbor Springs, Michigan, is under discussion. The city officials pictured above are (l. to r.) City Manager A. C. Wager, Donald D. Jardine, mayor pro tem., who also is a Standard Oil dealer, and R. J. Hilderbrant, city clerk.

The mayor leads a double life!

Donald D. Jardine of Harbor Springs, Michigan, has led a constructive "double life" for years. He has served as a Boy Scout leader, as a special policeman for civil defense or other emergency, as an officer of a community improvement association and as a member of the Harbor Springs City Council. Today, as mayor pro tem., he devotes every hour that can be spared from his family and his business to conscientious conduct of Harbor Springs' affairs.

And, during the same years, Donald Jardine has been building a successful business. Five years ago he borrowed the money to acquire his own independent business, a Standard Oil service station. Now, his debt repaid, he has one of the finest and most successful service stations in this part of the country. He found something he liked, and he found success by staying with it!

Donald Jardine is one of many Standard dealers throughout Mid-America who lead "double lives," lives of service to the motoring public and to their communities.

We're proud of the fact that thousands of Standard's own employees, too, give freely of their time and talent to civic and human welfare activities. All over this part of the country you'll find our agents, chemists, salesmen, engineers, accountants, refinery people and others active in church, school, 4-H, FFA, Boy Scout, and other jobs done by good citizens.

*** What makes a company a good citizen?**

Responsible companies, like responsible people, contribute to the security, the economic health, and the general well-being of the communities in which they live and work.



Clayton A. Johnson, second from left, is shown presiding at a meeting of the school board in Bancroft, Michigan. President of the board, he also is active in other community affairs. He believes it is his duty as a citizen to serve in community projects. Mr. Johnson is a Standard Oil agent.



Richard L. Browne, in white helmet, is chief of the volunteer fire department in St. Charles, Michigan. He has served as a volunteer for ten years and has been chief for three years. Why? Because he likes to serve the people of his community both on and off the job. He is a Standard Oil dealer.

STANDARD OIL COMPANY (INDIANA)

NOW IN THE MAIL

1957-58 TELECASTING YEARBOOK-MARKETBOOK

The initial distribution of television's one-book reference library is underway. Subscription copies are being mailed in heavy kraft envelopes—addressed from the same mailing plate that carries your weekly B•T.

This 445-page issue contains a vast collection of useful data about the business of tv—complete directories of stations and personnel; market data; basic statistical information about national, spot and network tv—available in no other single source; directories of services, agencies and accounts; governmental information—a veritable index to everything in television. A limited number of copies will be available at $3.00 each. B•T Circulation Department, 1735 DeSales Street, Washington 6, D. C.

the expense of $10 to $20 million necessary to wire Milwaukee for closed-circuit tv . . . under the authorized regulation of a government agency." He has asked the FCC to authorize pay tv 25% of the time on WCAN-TV and an unnamed uhf in Chicago.

"The facilities requested are the same as some 2,000 other channels lying dormant and approaching obsolescence rapidly, namely uhf," he wrote the Commission. He pointed up the high costs of wiring cities for closed-circuit tv and the fact that the FCC has no control over the type of programming these facilities would offer. Mr. Poller warned that "opponents of subscription television now find themselves with a threat to their very existence by a service more costly to the public [wired tv], with responsibility to no one. . . ."

Sen. Jackson Says Criticism Of Secrecy Bill 'Unwarranted'

Sen. Henry M. Jackson (D-Wash.) last week said concern shown by some editors and journalistic groups over his bill (S 2461) making it a criminal offense to prematurely disclose how members of government agencies have voted is "unwarranted."

In reply to protests that the measure might increase secrecy in the government, Sen. Jackson said it is not designed to restrict the publication of decisions of federal regulatory agencies. But, he said, a distinction must be drawn "between the decision itself (and the reasons therefore) and the decision making process.

"Between the time that public hearings are held on a specific case and the release of a final decision, the agency members and their staffs engage in considerable intra-office deliberation. Much of the information derived from the decision-making process has not proper place in the public domain. . . ."

Sen. Jackson's office said Thursday the bill "certainly is not intended to restrict legitimate functions of the press."

Among those writing Sen. Jackson concerning the bill have been John T. Norman, chief of the Fairchild Publications Washington bureau; E. S. Pulliam Jr., managing editor of the *Indianapolis News*, and V. M. Newton Jr., on behalf of the National Freedom of Information Committee of Sigma Delta Chi. Mr. Newton charged such regulations "not only constitute censorship in its worst form, but they utterly destroy the restraint of public opinion upon the actions of the public servants of American people."

Charlotte Ch. 9 Grant Appealed

Piedmont Electronics & Fixture Corp., losing applicant for ch. 9 in Charlotte, N. C., last week asked the U. S. Court of Appeals in Washington to set aside the FCC's grant of that channel to WSOC Charlotte.

The appellant, which was favored in an August 1955 initial decision, listed 17 different grounds on which it alleges the Commission erred in the Dec. 13, 1956, grant to WSOC [B•T, Dec. 17, 1956]. A Piedmont petition for rehearing was denied Aug. 1 by the FCC. A third applicant for the channel was Carolina's Tv Corp. WSOC-TV went on the air last April and is affiliated with ABC and NBC.

$212,500 WTMV Purchase Among Approvals by FCC

Sales approved by the FCC last week were topped by the $212,500 purchase of WTMV East St. Louis, Ill., from Curtis Radio Casting Corp. (WGBF Evansville, Ind.) by Robert W. Day (90%), New York radio and advertising executive, and Donald H. Richardson (10%) [B•T, Aug. 19]. The 20-year-old outlet is on 1490 kc with 250 w.

The sale of WXRA-WXRC-FM Buffalo, N. Y. (1080 kc, 1 kw; 103.3 mc), by Thaddeus Podbieliak to John W. Kluge for $150,000 also was approved. Mr. Kluge's other broadcasting properties are KNOK Fort Worth, WGAY Silver Spring, Md., WILY Pittsburgh, Pa., WKDA Nashville, Tenn., KXLW Clayton, Mo., KOME Tulsa, and WLOF-TV Orlando, Fla.

James Sawyer (40%) became 100% owner of WABR Winter Park, Fla. (1440 kc, 1 kw), with FCC approval of his purchase of 60% of the station from Ray H. Gunckel Jr. for $126,500. Mr. Gunckel recently bought WTMC Ocala, Fla., for $150,000 [B•T, Aug. 26].

W. Paul Oury's sale of WWRI West Warwick, R. I. (1450 kc, 250 w), his sole broadcasting property, to Grelin Broadcasting Co. for $108,750 was approved. Grelin principals include Melvin C. Green, 31%; Lester W. Lindow, 31%; Martin Beck, 12%, and others. Mr. Green is an officer of Twin State Broadcasting Inc. (Time Inc. subsidiary), which operates WFBM-AM-TV Indianapolis and WTCN-AM-TV Minneapolis, and previously was treasurer of Consolidated Television & Radio Broadcasters Inc. (Bitner stations). Mr. Lindow is on leave of absence as vice president-general manager of WFDF Flint, Mich. He is now executive director of the Assn. of Maximum Service Telecasters. Mr. Beck is a radio account executive with the Katz Agency, New York. The sales agreement includes a $10,000 consultant's fee for Mr. Oury, running for two years.

The sale of KRIG Odessa, Tex. (1410 kc, 1 kw), the only broadcast interest of Oil Center Broadcasting Co., to Carl S. Goodwin Jr. and Houston Broadcasting Corp. (KXYZ) for $100,000 received approval.

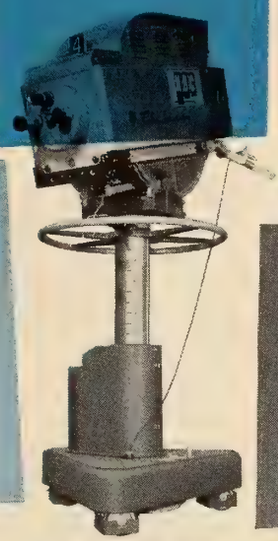
Democrat Printing Co. received approval to sell KSEO Durant, Okla. (750 kc, 250 w), to Durant Publishing-Broadcasting Co. for $60,000.

The Commission also permitted Nicholas and Victor J. Tedesco to transfer 74% of the stock of WCOW Sparta, Wisc. (1290 kc, 1 kw), to minority stockholders Zel and Vena H. Rose for $56,400. Included in the remaining Tedesco broadcasting properties are KDUZ Hutchinson, KBMO Benson, WISK St. Paul and KCUE Red Wing, all Minn.

KTRB-TV Modesto, Calif., ch. 14, was authorized to assign its construction permit to KJEO (TV) Fresno, ch. 47, for $5,000, covering past expenses. The station will be operated as a satellite of KJEO.

PD-9 provides instant adjustment and soundless mobility for dolly shots, with Power Driven up and down camera movement. This new concept, Model PD-9, allows the cameraman to devote maximum attention to his subject without removing his hands from the camera controls. Available in two models—PD-9C for color and PD-9M for monochrome.

ALL NEW MOTOR DRIVEN TV PEDESTAL



PD-9

The Houston Fearless Line of TV and Motion Picture Studio Equipment Also Includes This Variety of Products:

Standard Television Pedestals—Used in most of the leading television stations throughout the country. Three different versions available.

Panoram Dolly—For complete camera mobility, smooth pan effects, angle shots, running shots, tilts, dolly shots and countless special effects.

All-Metal Adjustable Tripod—Ideal for use with 35mm cameras in the studio or field.

Tripod Dolly—Designed to provide convenient mobility for tripod-mounted television and motion picture cameras.

Cradle Heads—Perfect balance and remarkable ease of horizontal and vertical panning for monochrome and color television cameras.

Remote Control Units—For Mounting TV cameras in inaccessible places and operating them completely from a small portable camera control.

Remote Control Microwave Parabola—Easy control of the direction or degree of azimuth and tilt from the television transmitter room at distances of over 1500 feet.

For complete information regarding model PD-9 and any or all of the Houston Fearless TV and Motion Picture Equipment, send in the attached coupon.

HOUSTON FEARLESS Dept. BT-9

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Please send me complete information on:

- ☐ PD-9 TV Pedestal
- ☐ Standard Pedestals
- ☐ Panoram Dolly
- ☐ All-Metal Tripod
- ☐ Cradle Heads
- ☐ Remote Control Units
- ☐ Remote Control Microwave Parabola
- ☐ Tripod Dolly

Name _____

Company _____

Position _____

Address _____

City _____ Zone ____ State _____

WICU (TV) Erie Plans Full Power From New Site Before Year End

Ch. 12 WICU (TV) Erie, Pa., which June 28 received FCC authorization to move its transmitter to a point 5.6 miles southeast of Erie and increase its power to 316 kw, last week announced the new facilities would be in operation by Dec. 27 at a cost of over $500,000.

Following a protest by ch. 35 WSEE (TV) Erie, the Commission two weeks ago scheduled the WICU move and power increase for an evidentiary hearing, but at the same time refused to stay the effective date of its decision granting the modifications pending outcome of the hearing. In its news story reporting this Commission action, B•T erroneously reported that the FCC had stayed the effective date at the time it ordered the hearing. B•T regrets the error.

In denying WSEE's request for a stay, a Commission board composed of Comrs. Robert E. Lee and Richard A. Mack said that "we are of the view that there is a definite and compelling need for the improved service proposed by Dispatch [WICU] under its higher powered facilities. . . . WICU will bring the first television service (Grade B) of any kind to a substantial number of people. . . . In addition, still other areas will receive a choice of services for the first time. Accordingly, it appears that the proposed operation will fulfill a significant need. . . ."

As an alternative to postponement of the WICU modification, WSEE asked the FCC to condition the grant in such a manner as to stay construction pending a decision in the rulemaking proceedings to shift ch. 12 from Erie to Cleveland or Akron-Cleveland. This the Commission also denied on the grounds the rulemaking proceeding "presents wholly separate and different issues."

Two final comments on the proposal to shift ch. 12 were received by the Commission last week. Now dark ch. 16 WENS (TV) Pittsburgh favored the reassignment, while WSTV Inc., permittee of ch. 12 WBOY-TV Clarksburg, W. Va., filed an opposition. Other interested parties who filed comments were split 4-4 on the question [AT DEADLINE, Sept. 2].



Hudson Valley Broadcasting Co. Buys KOVR (TV) for $3.5 Million

H. L. Hoffman and Terry H. Lee last week sought FCC permission to transfer control of their sole broadcasting property, KOVR (TV) Stockton, Calif., to Hudson Valley Broadcasting Co. for $3.5 million.

Owners of Hudson Valley Broadcasting include news commentator Lowell J. Thomas, 21.11%; Frank M. Smith, 16.87%; Alger B. Chapman, 7.95%; John P. McGrath, 7.21% and others. Messrs. Thomas, Smith and associates also own WTVD (TV) Durham, N. C.; WROW-WCDA (TV) Albany, N. Y.; WCDB (TV) Hagaman, N. Y., and WCDC (TV) Adams, Mass. WCDB and WCDC are satellites of WCDA. In addition, Mr. Smith owns 33⅓% of ch. 40 WCNS (TV) Baton Rouge, La.

ABC-affiliated KOVR, on ch. 13, listed total assets of $1,648,962 as of June 30, and a net loss of $94,781 for the three months ending March 31.

FCC Allows Gila Withdrawal

The FCC last week allowed Gila Broadcasting Co., Globe, Ariz., to withdraw its application for ch. 34 there because Gila said, "There is no possibility . . . to successfully operate a local commercial tv station" in competition with nearby translators.

Community Tv Project, a non-profit group at Globe, had complained to the Commission that Gila was "only a *de facto* corporation" set up as a "subterfuge" to keep the translators out of the area. Gila denied this, citing its operation of KWJB there.

Ruling Affirms WKYV Grant

FCC Hearing Examiner Charles J. Frederick has issued an initial decision denying the protest of WHLN Harlan, Ky., and affirming the Commission's grant last February to Tri-State Radio Corp. for a new am (WKYV) in Loyall, Ky. [B•T, Feb. 25].

Mr. Frederick ruled the protestant (WHLN) had not proved its charges, that Tri-State was unqualified financially and its proposed programming not in the public interest. The examiner found the grantee to be financially sound and its proposed programming within the Commission's rules.

The Loyall station operates on 1050 kc, 250 w daytime.

Kobak Group Applies to FCC For Ch. 2 in Terre Haute

A group including Edgar Kobak, a former president of MBS, and Truth Publishing Co., last week asked the FCC for ch. 2 in Terre Haute, Ind.

The applicant wants 50 kw power and antenna 970 ft. above average terrain, estimating construction costs at $458,849 with $600,000 for first year operation.

The group has formed Illiana Telecasting Corp., owned by Truth Publishing, 10.71%; Mr. Kobak, George Nichols, Walter R. Beardsley, Robert H. Smith and Albert G. Wade II, each 8.57%; and others.

Truth Publishing is the licensee of WSJV (TV) Elkhart, Ind., and owns 60% of WKJG-AM-TV Fort Wayne, Ind. Mr. Kobak holds less than 1% interest in WTWA Thomson, Ga. Mr. Beardsley owns 25% of WKJG-AM-TV plus interests in WTRC-AM-FM and WSJV, both Elkhart, Ind. Mr. Wade owns 15% of WKJG-AM-TV and Messrs. Nichols and Smith have various business interests.

WTHI-TV Terre Haute (ch. 10) also has applied for ch. 2 there.

FCC Acts to Confirm 1953 Grant Of Ch. 10 to WHEC-TV, WVET-TV

The FCC last week instructed its staff to prepare a document affirming the Commission's March 1953 grant of ch. 10 Rochester, N. Y., to sharetime stations WHEC-TV and WVET-TV and denying a protest filed by WSAY Rochester. Both stations presently are on the air, sharing ch. 10 on a pre-arranged basis.

In other orders, the Commission instructed its staff to prepare decisions:

Denying petition for rehearing filed by WOBS Jacksonville, Fla., of Feb. 27 grant of new am (620 kc, 24 kw daytime) in Jacksonville to Brennan Broadcasting Co. Brennan's request for nighttime operation was retained in hearing status.

Denying application of Northern Indiana Broadcasters Inc. for a new am (1240 kc, 250 w) in South Bend, Ind.

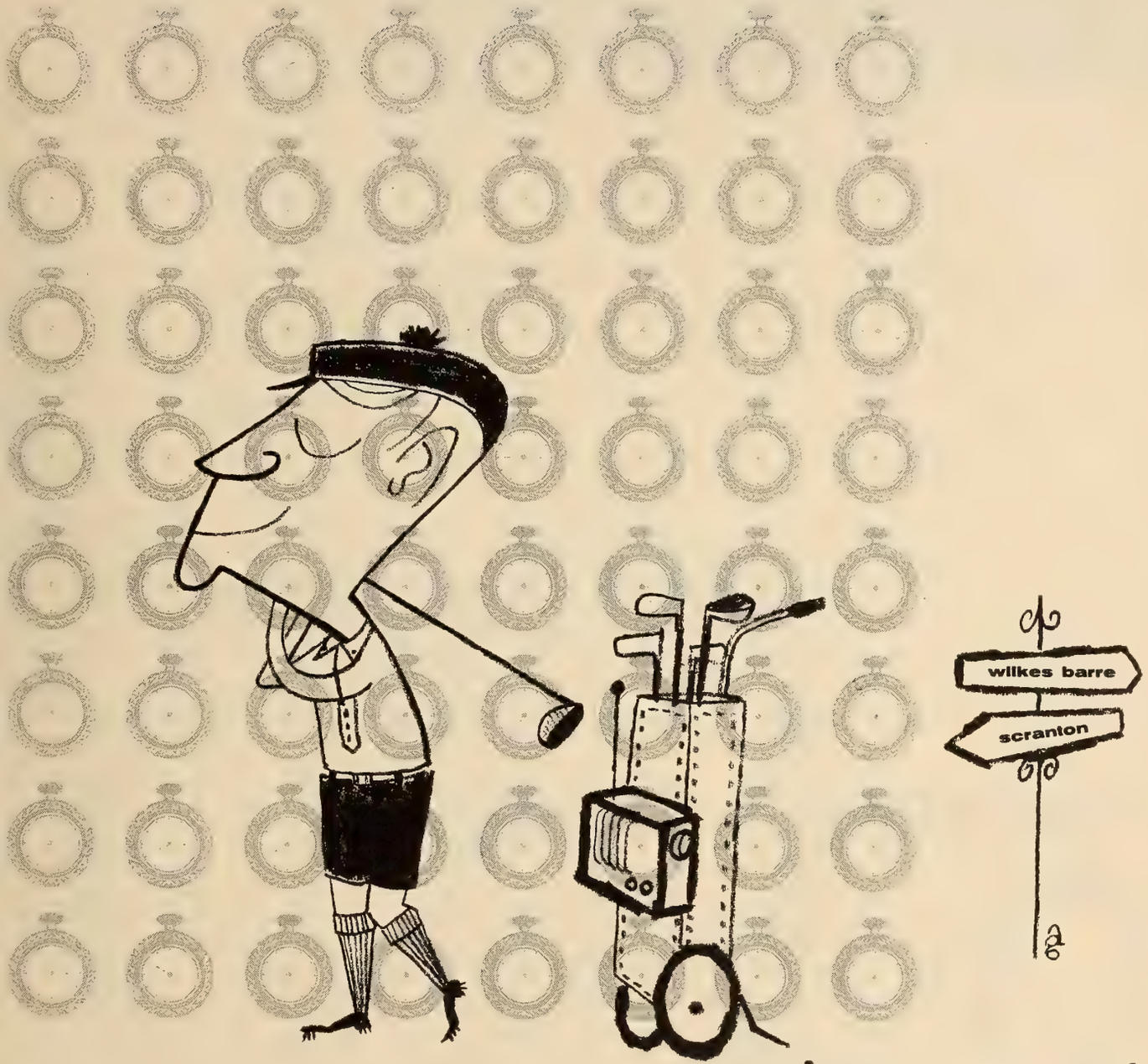
Denying petition by Mercer Broadcasting Co. for reconsideration of May 8 grant of a new am (1490 kc, 250 w) in Levittown-Fairless Hills, Pa., to Drew J. T. O'Keefe, Jack J. Dash and William F. Waterbury.

WNDR's Kyle Fights 'Combines'

Arthur C. Kyle, president and director of WNDR Syracuse, N. Y., has written various members of Congress protesting "how unfair the combined operations of a newspaper and a radio station is to the other radio stations in the area."

Touching on what he describes as advertising advantages for such combines, he called on Congress to impose "some governmental supervision or limitation." He said some newspaper-radio stations are run contrary to existing antitrust laws.

He cited various examples and stated, "In some cases the cost of free advertising given a radio station associated with a newspaper is in excess of the gross revenue of a competing station."



clipping 'em off!

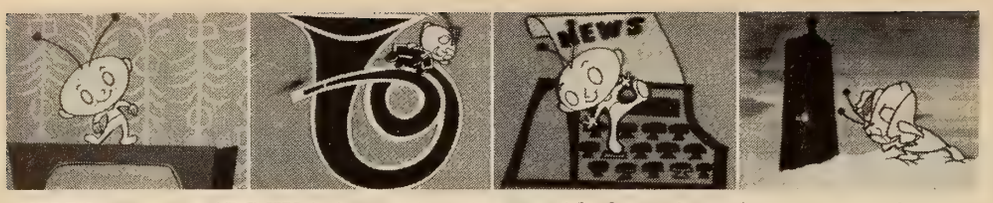
Quarter-hour after quarter-hour,
with championship consistency, WGBI is tops in the
latest Pulse of Scranton-Wilkes-Barre.
In fact, *in all but four* of the 68 quarter-hours
between 7:00 a.m. and midnight, Monday through Friday,
WGBI tops the ratings in *both markets.*

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Represented by **H-R** *Representatives, Inc.*

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HERE'S *one way ABC-TV is impressing viewers with the variety of news, entertainment and information television has to offer during the promotion for Television Week which began yesterday (Sunday). In the trailer above, a friendly little cuss named Peter Rabbit Ears (for obvious reasons) greets the audience, introduces himself, and, in the sequences l to r, says: (A) "Let's go on a spree through tv land . . . (B) "There's fun, music and sports . . . (C) news, adventure and special events . . . (D) drama and comedy." In a final aside, PRE adds: "Yes sir, it's got everything, this tv!"*

TV WEEK DRAWS ALL-OUT SUPPORT

Three tv networks, all tv stations, Television Bureau of Advertising, NARTB, Electronic Industries Assn. (formerly RETMA) and the electronic manufacturing and distribution industries are combining in promotion of National Television Week. Observance of the week started yesterday (Sunday), highlighted by special network promotion features.

Before the end of the week the industry groups co-sponsoring the observance believe most Americans will have a new awareness of the service that comes out of the $17 billion investment in receivers and service.

FCC Chairman John C. Doerfer congratulated the industry for its accomplishment during the last decade. "It's had to realize that just 10 short years ago there were a bare 16,000 tv receiving sets in the hands of the American public," he recalled. "Today there are 44.5 million and the number grows every day. More than 80% of the public has available the offerings of three or more tv stations. This affords our people the choice of a variety of program fare.

"In most other countries, the people have only one, or at best two program choices. American initiative and free enterprise again have demonstrated they can bring a wealth of information and entertainment to most of our people. This is a record about which the television industry can be justly proud."

ABC-TV prepared an animated film trailer, which was distributed to all its affiliates. Oliver Treyz, ABC-TV vice president, said the trailer was created "to promote the many varied programs provided by television through the medium itself. It has year-around potential and I believe will prove valuable to our stations and the network as a means for television to sell itself." The trailer was prepared by the ABC-TV promotion department.

CBS-TV distributed to affiliates a 20-second film trailer produced in cooperation with Colgate-Palmolive Co., sponsoring *The Millionaire,* and its agency, Ted Bates & Co. Production was in charge of Don Fedderson, producer of the show. The trailer presents Marvin Miller, star of the program, shown in the library of the program's Michael Anthony. The audio copy follows: "Hello. This is Marvin Miller. You know me as Michael Anthony on *The Millionaire.* I'd like to join you now in a salute to National Television Week. We congratulate television on its contributions to the family, the community and the nation. Television is truly a member of the family."

NBC-TV is using Television Week tags on 75 one-minute announcements during the week. Stars of programs are calling attention to the event, with mentions written into scripts.

Networks and stations are basing all types of promotions around the week's theme—"Television, a Member of the Family."

NARTB distributed two 20-second film spots on the American tv system. The first, titled "Memorable Events," consists of news clips showing the coronation of Queen Elizabeth, swearing-in of President Eisenhower, an atom bomb blast, the sinking of the *Andrea Doria* and political conventions. Two reminders are included—"Television brings the news to all America" and "In the land of the free, keep informed by tv."

A second NARTB film spot is titled "Sports Coverage." It includes clips from baseball, football and boxing events, with these reminders—"Great sports coverage for all America" and "In the land of the free, follow sports on tv." Robert Lawrence Productions, New York, produced the spots.

Hundreds of stations were developing their own versions of a "Report to the People" plan suggested by NARTB. These assumed a variety of formats emphasizing television's role in the community.

In Los Angeles, the seven tv stations joined with the city's Electric League in conducting a two-week contest, Sept. 8-21. Scrambled pictures of tv personalities are being broadcast by stations. These are being identified by viewers on entry blanks obtainable only from tv retailers. Correct identification plus brief why-I-like-him messages will win two trips to Europe plus 13 tv sets for runners-up.

One of the livelier kickoffs to Television Week occurred in Austin, Tex., where J. C. Kellam, —KTBC-TV general manager, had proclamations from Gov. Price Daniel and Mayor Tom Miller. The governor's proclamation was made available in film form to all Texas tv stations through Texas Assn. of Broadcasters. A third KTBC-TV event presented Irby Carruth, superintendent of

KQUE — 920 — KQUE — 920 — KQUE — 920 — KQUE

Albuquerque is Booming!



Yes, Albuquerque is booming . . . and KQUE audiences are zooming to new highs. In this "Atomic Energy Empire" they're tuned to 920 for music and news 24 hours daily. News on the hour, local capsules on the half-hour and the controlled-music formula always . . . makes your advertising effective.

ALBUQUERQUE'S ALL DAY, ALL NIGHT MUSIC STATION

MUSIC

5,000 WATTS
KTRI
SIOUX CITY
IOWA

920 KC
KQUE
ALBUQUERQUE, NEW MEXICO

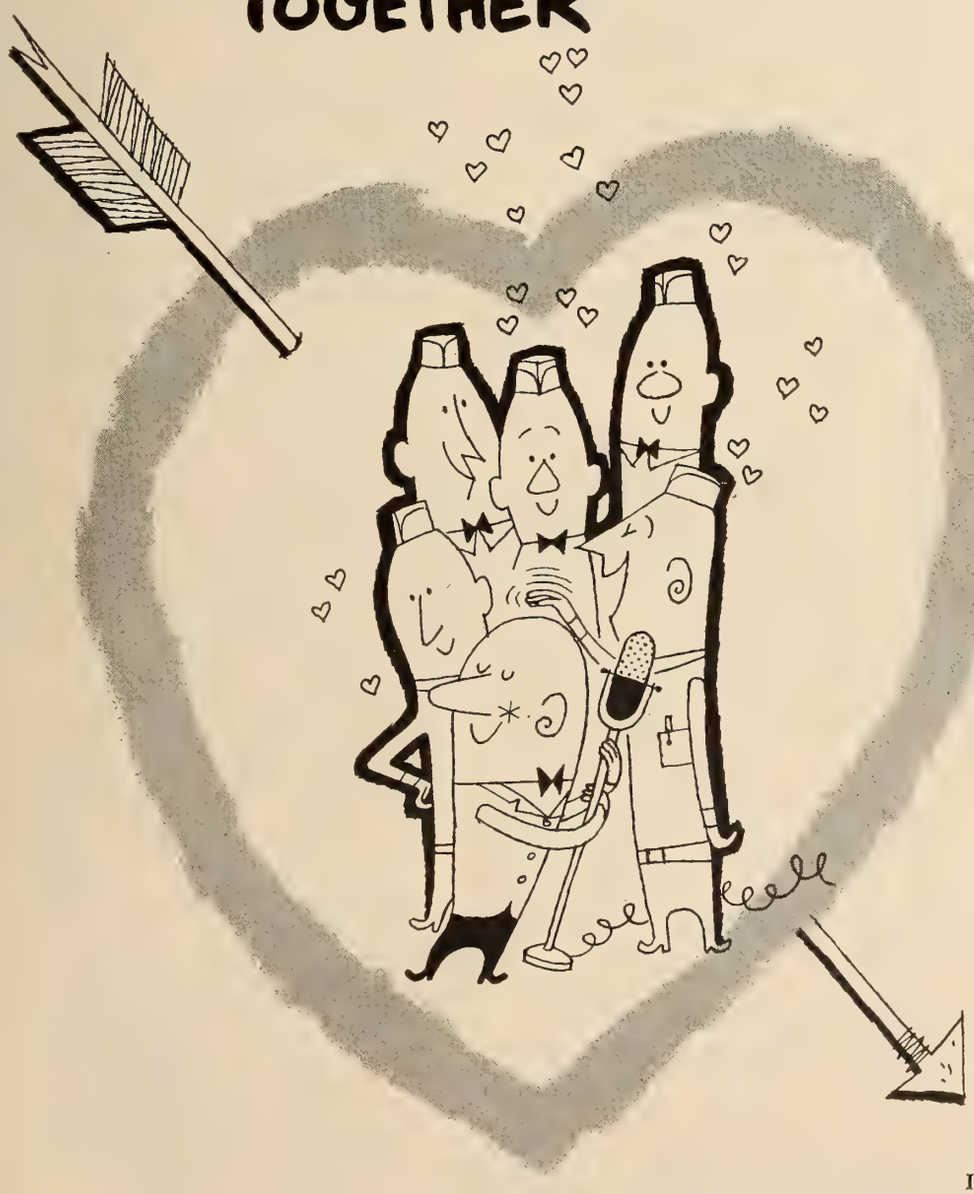
NEWS

540 KC
KEOK
FORT DODGE
SERVING ALL OF IOWA

EVERETT - McKINNEY, Inc.
NATIONAL REPRESENTATIVES

KQUE — 920 — KQUE — 920 — KQUE — 920 — KQUE

IN PORTLAND, OREGON, **KOIN**
and the Big 5
food chains
MAKE BEAUTIFUL SALES TOGETHER



PORTLAND'S FIVE BIGGEST FOOD CHAINS
(doing over 60% of the total volume)
ARE LONG-TERM ADVERTISERS
ONLY ON KOIN RADIO...

Fred Meyer	**23 years**
Kienow's	**11 years**
Piggly Wiggly	**8 years**
Safeway	**7 years**
Columbia Mkts.	**7 years**

In Portland, the men who WATCH the sales use the station that MAKES the sales!

KOIN RADIO
PORTLAND, OREGON
REPRESENTED BY CBS RADIO SPOT SALES



More San Antonio Mommies and Papas Listen Daily to KiTE Than To Any Other Station*
*NCS #2

Call Avery-Knodel, Inc.

You're in good company on WGN-RADIO Chicago



Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! Consistent high program quality, at the lowest cost, makes WGN a good buy —your smartest buy today in Chicagoland!

Austin public schools, in an endorsement of the week because of "television's aid and potential use to education."

National Appliance & Radio-Tv Dealers Assn. cooperated with EIA in an extensive promotion coordinated by Daniel J. Edelman & Assoc., public relations firm. Many local civic and religious groups joined in the observance. Theme of the EIA-NARDA phase of the week was "Be a New Tv Family."

Mayor Richard J. Daley of Chicago proclaimed Sept. 8-14 as "National Tv Week" at a meeting with executives of that city's five television stations last Tuesday. Civic, fraternal, religious and social groups join with broadcasters this week in planning special programs saluting tv's contribution to the family, community and nation.

One example on the local level was a pictorial treatment of *Chicago: Boom Town, 1957* in a repeat telecast planned by WGN-TV for Sept. 16. The film originally was shown at the recent Chicago Fair at Navy Pier. The station cited it as an example of how tv can be used by communities to effectively inform and entertain the public. During the week-long observance Chicago stations are using air mentions, window displays, marquee listings and other promotion devices.

NTW headquarters in Chicago announced that over 50 major cities and several smaller communities had enrolled in the coast-to-coast merchandising campaign to boost tv receiver sales.

WKAR-TV Lansing, Mich., Michigan State U. non-commercial station, scheduled special programs every day in the week. These range from a preview of the football season to a discussion of the impact of television on the public. Knapp's department store in Lansing donated a 20-foot window to WKAR-TV for a display. Station staff people were booked at local meetings and luncheons.

RTES Expects Turnout of 500 To Honor FCC Chairman Doerfer

More than 500 members and guests are expected to attend the first fall luncheon meeting of the Radio & Television Executives Society in New York Thursday to honor new FCC Chairman John C. Doerfer. The lunch is to be held in the Grand Ballroom of the Roosevelt Hotel. Mr. Doerfer is to be accompanied by Comrs. Frederick W. Ford, Rosel H. Hyde, Robert T. Bartley, Robert E. Lee and Richard A. Mack.

The new president of RTES, John C. Daly of ABC, will preside. Head table guests are to include Leonard H. Goldenson, AB-PT; Robert W. Sarnoff, NBC; Frank Stanton, CBS; Bernard Goodwin, DuMont Broadcasting Co.; Wrede Petersmeyer, Corinthian Broadcasting Co.; Harold Krelstein, Plough Broadcasting Co.; Sylvester L. (Pat) Weaver Jr.; W. D. Rogers Jr., Television Bureau of Advertising; Gardner Cowles, publisher of *Look* magazine; Charles B. McCabe, publisher of the *New York Mirror;* Kenyon Brown, Radio Advertising Bureau; Ely Landau, National Telefilm Assoc.; Weston C. Pullen, Time Inc.; Payson Hall, Meredith Pub. Co.

NARTB Specialists Set For Schenectady Meet

A full crew of NARTB staff specialists will conduct a series of specialized workshop and discussion programs at the autumn series of industry regional meetings opening next Monday at Schenectady, N. Y. Twelve executives from Washington headquarters will flank President Harold E. Fellows at the opening meeting as well as at the second session Sept. 19-20 in Cleveland, Ohio.

The specialized sessions will cover such topics as government and public relations, statement management, radio's future, radio news, tv allocations and regulation, the tv code, engineering developments, television selling, public interest activities and the television audit circulation project.

NARTB's headquarters group will include John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president; Richard M. Allerton, research manager; Edward H. Bronson, tv code director; William Carlisle, station relations manager; Frederick H. Garrigus, organizational services manager; Donald N. Martin, public relations assistant to the president; Charles H. Tower, employer-employee relations manager; A. Prose Walker, engineering manager; William Walker, assistant treasurer; Vincent T. Wasilewski, government relations manager, and Douglas A. Anello, chief attorney, who will be making his first appearance at regional sessions.

A feature of the Schenectady meeting, to be held at the Van Curler Hotel, will be a guided tour of the General Electric research facilities. The visit is scheduled the afternoon of Sept. 17, second day of the meeting. Dr. C. Guy Suits, GE research vice president, will speak at the laboratory on "Research and Free Enterprise." Philip D. Reed, GE board chairman, will address the Sept. 16 luncheon, speaking on "New Frontiers of Business Responsibility."

The basic program scheme (see program summary), consists of two phases —background for decisions, with headquarters specialists covering main industrywide problems, and a summing-up address by



"You must've heard KRIZ Phoenix *advertising baby carriages!"*

President Fellows on the topic, "Time for Decisions."

Guest speakers at the Region 1 (New England, N. Y.) meeting in Schenectady will be Mr. Reed and Gov. W. Averell Harriman of New York. Guests on the Region 4 (Ky. Ohio, Ind., Mich., Ill., Wis.) program at Cleveland will be Sen. Charles E. Potter (R-Mich.), member of the Senate Interstate Commerce Committee, and Ben R. Donaldson, institutional advertising director of Ford Motor Co., whose topic will be "The New American Road."

Separate radio and tv meetings are scheduled the afternoon of the opening day and morning of the second day at all eight regional meetings. A feature of the first afternoon's program will be a roundup discussion of tv allocations, work of the Television Allocations Study Committee, channel assignments and pay television (wired and via airwaves). Handling this discussion will be Messrs. Brown, A. Prose Walker, Wasilewski and Tower.

In an effort to block the normal falling-off in attendance during the final afternoon, the association has programmed features it considers attractive to delegates. The public interest discussion by Mr. Garrigus and a newscast address by a broadcaster will follow the luncheon address and be programmed in the luncheon room. A business session with debate on the proposal to change NARTB's name back to NAB and resolutions will wind up the proceedings except for the GE tour at Schenectady.

SCHENECTADY PROGRAM AGENDA

Two-day meetings will be held by the eight NARTB regions, starting Sept. 16 at Schnectady. The Schenectady agenda sets the pattern for the series except that the luncheon speech by President Harold E. Fellows will be moved if necessary to accommodate a guest speaker.

The Schenectady program follows:

FIRST DAY

Morning—Call to order, Simon Goldman, WJTN Jamestown, N. Y., host director.

"E Pluribus Unum," Thad H. Brown Jr. and John F. Meagher, respective tv and radio vice presidents of NARTB.

"Background for Decisions," Vincent T. Wasilewski, government relations; Donald N. Martin, public relations, and Charles H. Tower, station management (all of NARTB staff).

Luncheon—"New Frontiers of Business Responsibility," Philip D. Reed, chairman of the board, General Electric Co.

Afternoon—Radio Session: Report of radio vice president, Mr. Meagher; Twenty Years of Radio, 1945-65," Mr. Tower; "Our Best Program Idea," program discussion led by Ted Malone; radio newsroom panel discussion; "Radio's Public Relations," Mr. Martin.

Television Session: "Washington, Your Channel and You," Messrs. Brown, A. Prose Walker, Wasilewski and Tower; "Tv Code Problems and Decisions," Edward H. Bronson, NARTB code director; code discussion, showing selected film deletions.

Banquet—Speaker, Gov. W. Averell Harriman of New York.

SECOND DAY

Morning — Radio Session: "Technically Speaking," Mr. Walker, "All Radio Time Is Good Time," panel discussion; "Radio on the Washington Scene," Mr. Wasilewski; question - answer forum.

Television Session: "Television Selling and Television Bureau of Advertising," Norman E. Cash, TvB president; "The Audit Tv Circulation Study, Your Decision," Richard M. Allerton, NARTB.

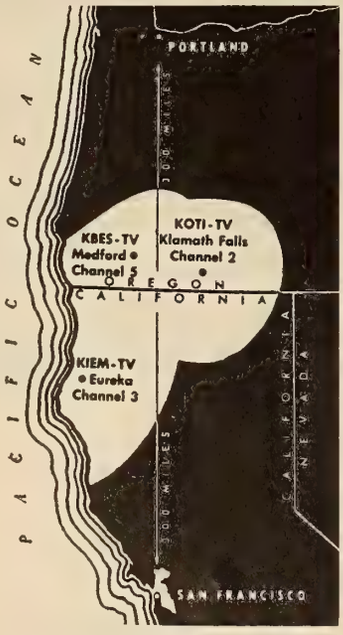
Luncheon—"Time for Decisions," Mr. Fellows.

Afternoon—"Deciding the Public Interest," Frederick H. Garrigus, NARTB; "Behind Closed Doors," Charles Shaw, news director, WCAU-AM-TV Philadelphia; business session, including discussion of proposal to change association name back to NAB. Special Schenectady feature, tour of General Electric Co. research facilities and address by Dr. C. Guy Suits, GE research vice president.



CALIF.-ORE. TV TRIO...

the SMULLIN TV stations bridge the gap between San Francisco and Portland with EXCLUSIVE VHF coverage on Channels 2, 3 & 5.



Three Markets—One Billing

KIEM TV 3—Calif. Eureka · KBES TV 5—Oregon Medford · KOTI TV 2—Oregon Klamath Falls

MARKET FACTS

Population	356,330
Families	115,760
Tv Families	88,106
Retail Sales	$487,971,000
Consumer Spendable Income	$651,366,000

for CALIF.-ORE. TV TRIO
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123 TWX EK16

or ask BLAIR Television ASSOCIATES INC. national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

Audio Engineering Society Sets Convention Oct. 8-12 in N. Y.

The Audio Engineering Society will hold its ninth annual convention at the New York Trade Show Building, New York, Oct. 8-12, it was announced by the society's executive vice president, Sherman M. Fairchild, president of Fairchild Recording Co., Long Island City.

Sessions of the meeting will cover such things as: studio acoustics and psychoacoustics, audio application problems, tape duplication, magnetic tape devices, stereo problems, and stereo tape standards.

The society's annual banquet on Oct. 10, will feature awards. Included in these are: the John H. Potts Award, for outstanding achievement in audio engineering; the Emile Berliner Award, for outstanding development work in the field, and honorary memberships and fellowships in the society.

Rep. Celler to Address ATAS

Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee and chairman of the Antitrust Subcommittee which has been investigating the broadcasting industry, is slated to address a luncheon session in New York Sept. 24, sponsored by the Academy of Television Arts and Sciences. His talk before the academy will touch on major aspects of his investigations and also will concern the subject of toll television.

Roberts to NARTB Radio Board

Paul Roberts, new MBS president, has been named to the NARTB Radio Board by President Harold E. Fellows. He succeeds John B. Poor, New York, past president of MBS. Mr. Roberts was station manager of KRKD-FM Los Angeles before assuming the MBS post. He fronted a syndicate that bought the network from RKO Teleradio Pictures [B•T, July 29]. Network members of the Radio and Television Boards of NARTB are appointed by the association's president.

N. C. AP Group Elects Ellis

Phil Ellis, WPTF Raleigh, was elected president of North Carolina Associated Press Broadcasters at the Tuesday meeting, held at Raleigh. He succeeded Ernie Greup, WTVD (TV) Durham. Other officers elected were Hal Stanley, WRRZ Clinton, first vice president; Mrs. Doris Brown, WKBC North Wilkesboro, second vice president, and Paul Hansell, chief of Charlotte AP bureau, reelected secretary-treasurer. Gov. Luther H. Hodges was banquet speaker. Citations were awarded to member stations for excellence in news broadcasting.

AMST Board Meets in Rye, N. Y.

The board of the Assn. of Maximum Service Telecasters will meet at Westchester Country Club in Rye, N.Y., today (Monday) and tomorrow with a normal business agenda planned. According to Lester W. Lindow, executive director of AMST, there will be discussion of the technical committee's report as well as of the information gathered by technical units out in the field. The technical committee is under the chairmanship of Jack DeWitt, WSM-TV Nashville. Howard Head of A. D. Ring & Assoc. is the consulting engineer in charge of the field units.

Breen Named CCT Vice Chairman

The Committee for Competitive Television, currently conducting a campaign on behalf of legislation to eliminate the federal excise tax from allwave tv sets, has named Edward Breen, KQTV (TV) Fort Dodge, Iowa, as vice chairman. John W. English, WSEE-TV Erie, Pa., is chairman. Wallace M. Bradley, CCT executive director, announced appointment of Phil Dean, of Phil Dean Associates, New York, as public relations counselor.

UPCOMING

September

Sept. 8-14: National Television Week.
Sept. 10: Premium Advertising Conference, Hotel Sheraton Astor, New York.
Sept. 10-12: Electronic Industries Assn. (formerly RETMA), Ambassador Hotel, Los Angeles.
Sept. 11-13: Michigan Assn. of Radio and Tv Broadcasters, fall meeting, Hidden Valley, Gaylord, Mich.
Sept. 11-13: NBC Television Affiliates annual meeting, Waldorf-Astoria, New York.
Sept. 12: Broadcasting Executives Club of New England, University Club, Boston.
Sept. 13-14: Texas Associated Press Broadcasters Assn., San Antonio, Texas.
Sept. 13-15: International Sight and Sound Exposition's annual High Fidelity Show, Palmer House, Chicago.
Sept. 15-18: Annual convention of the Association Canadienne de la Radio et de la Television de Francaises, Alpine Inn, Ste. Marguerite Station, Quebec.
Sept. 18: Freedom of Information Committee meeting of New York State Assn. of Radio and Television Broadcasters.
Sept. 19-20: Fm Development Assn., board meeting, Ambassador Hotel, Chicago.
Sept. 21: United Press Broadcasters Assn. of Connecticut, Sun Valley Acres, Meriden, Conn.
Sept. 21-22: United Press Broadcasters and Telecasters of Missouri, organizational meeting, Hotel Missouri, Jefferson City, Mo.
Sept. 24-26: Western Regional Conference, National Community Television Assn., Ambassador Hotel, Los Angeles.
Sept. 25: Vermont Assn. of Radio and Television Broadcasters, Burlington Country Club, Burlington, Vt.
Sept. 26: Washington State Assn. of Broadcasters, semi-annual meeting, Wenatchee, Wash.
Sept. 27: Northwest Appliance and Television Assn., annual Profit Clinic, Benjamin Franklin Hotel, Seattle.
Sept. 27-28: Tenth District AFA Convention, Hilton Hotel, El Paso, Texas.
Sept. 28: Annual Screen Cartoonists Guild film festival, Ambassador Hotel, Los Angeles.
Sept. 30-Oct. 1: Illinois Broadcasters Assn., fall meeting, Abraham Lincoln Hotel, Springfield, Ill.

NARTB CONFERENCES

Region 1 (New England, N. J., N. Y.)	Sept. 16-17	Van Curler Hotel Schenectady, N. Y.
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-20	Statler Hotel Cleveland
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Sept. 23-24	Grove Park Inn Asheville, N. C.
Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Oct. 10-11	Muehlebach Hotel Kansas City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H.)	Oct. 14-15	Multnomah Hotel Portland, Ore.
Region 7 (Mountain States)	Oct. 17-18	Brown Palace Hotel, Denver
Region 6 (Kan., Okla., Texas)	Oct. 22-23	Baker Hotel Dallas
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 24-25	Peabody Hotel Memphis



The Electronic Yard: where freight trains get off to a fast start

Moving freight cars are weighed, routed, and their speed controlled—electronically. Thus trains are swiftly assembled.

More Railroad Progress like this depends on adequate earnings

Isn't this common sense?

Improvements such as the electronic freight yard cost a lot of money—money which the completely self-sustaining railroads must supply from their earnings. When railroads are able to improve their services, we all benefit. And railroads just aren't earning enough money these days to put into operation all the improvements they have developed, as fast as they would like.

Railroads *could* make enough money to do more of these things, for they are – by far – our most efficient system of mass transportation. But their earning power is hamstrung by outdated government policies that favor competing forms of transportation.

As a result, the railroads' earnings are reduced – and the nation loses some of the benefits of railroad progress. In your interest – in the interest of *every* American family – railroads should be given equal opportunity to earn an adequate return on their investment. *Isn't this common sense?*

AMERICA MOVES AHEAD WITH THE RAILROADS

YOUR BASIC TRANSPORTATION

Association of American Railroads, Washington, D. C.

AAP, 3 Unions Agree On 10 Post-'48 Movies

The availability of a group of Warner Brothers feature theatrical films made after Aug. 1, 1948, for showings on television moved closer last week with the conclusion of negotiations between Associated Artists Productions Corp. and three Hollywood-based unions. Screen Actors Guild, Screen Directors Guild and Writers Guild of America have reached an agreement with AAP over payment to the guilds' members in exchange for the release of their tv rights.

Agreements with the writers and directors cover 10 pictures: "The Lady Takes a Sailor," "Always Leave Them Laughing," "Story of Seabiscuit," "Beyond the Forest," "Task Force," "The House Across the Street," "White Heat," "It's a Great Feeling," "Colorado Territory" and "Flamingo Road." Two more pictures, "Chain Lightning" and "Inspector General," also were included in the actors' agreement. It was reported Associated Artists expects to secure the tv rights to these two films but has not yet done so and included them in the SAG agreement to preclude the necessity of a new set of negotiations with that union when and if the rights are obtained. Clearances with the other two guilds would be necessary before these pictures could be used on tv.

Agreements call for payment of $207,000 to the actors for the 12-picture package, at the rate of $17,250 per picture. The directors will receive $87,500 for the 10 pictures covered by the agreement. The writers will get a flat $6,000 against the first $100,000 tv gross of each film, plus 8% of all earnings in excess of that amount. All payments are to be made in 36 monthly installments, beginning Oct. 1, 1957.

To establish the recognition of their interests in the use of their works on pay tv, the writers' agreement stipulates that the tv grosses specified as the basis for payment shall include receipts from all forms of tv, including subscription television. David Stillman, New York counsel for Associated Artists Productions, who represented that organization in the negotiations with the guilds, commented that the agreement with WGA was not intended to set an industry pattern but was a settlement made for the 10 particular pictures involved.

NTFC Meets With Craft Unions

National Television Film Council reported last week it has held a meeting with craft unions associated with the tv film and theatrical film industries to formulate proposals for the current "Keep 'Em in the East" campaign. This project has been spearheaded by the Film Producers Assn. of New York and is designed to encourage increased motion picture production in New York.

NTFC, an organization which embraces tv film distributors, producers and station executives as well as representatives of advertising agencies and laboratories, met Aug. 30 with officials of unions representing cameramen, studio mechanics, laboratories, film editors, directors, carpenters, scenic artists, cosmeticians and hairdressers. NTFC and the unions plan to meet again in mid-September and offer specific proposals.

Loew's Crisis Meeting Delayed

Special meeting of Loew's Inc. stockholders, set for Sept. 12, was postponed last week by Delaware Chancellor Collins J. Seitz until Oct. 15—latest development in the battle for control of the company [B•T, Aug. 12]. The meeting had been called by Joseph R. Vogel, Loew's president, to fill four vacancies on the board and to oust Joseph Tomlinson, a large stockholder, from the board.

Screen Gems Names Fineshriber To Head Overseas Operations

Appointment of William H. Fineshriber Jr. to the newly-created position of director of international operations for Screen Gems Inc., New York, is being announced today (Monday) by John Mitchell, vice president in charge of sales.

Mr. Fineshriber, whose career in broadcasting dates back to 1931, has resigned as vice president for national sales of Television Programs of America. A successor to Mr. Fineshriber at TPA has not been selected, but an announcement is expected to be made shortly, according to TPA spokesman.

In his new post, Mr. Fineshriber will assume overall responsibility for overseas sales of Screen Gems properties. He will have under his jurisdiction SG's sales units in 10 countries in Europe and Latin America. He will headquarter in New York. The creation of the international sales post and the appointment of an experienced executive to the position are said by SG to be evidences of "the increasing importance of overseas sales in tv."

Mr. Fineshriber joined the CBS publicity staff in 1931 and in 1937 was appointed general manager of programming. He served Mutual from 1949 until 1953, leaving as executive vice president to join NBC as vice president and general manager of the radio-tv networks. Mr. Fineshriber was appointed to the TPA staff in January 1956.

FILM SALES

Screen Gems, N. Y., has sold 52 "horror" feature films to WABC-TV New York. Package, which sold "in excess of $750,000," includes several films featuring Boris Karloff, Bela Lugosi, and Lon Chaney and will be featured on *The Night Show,* beginning Sept. 30.

MGM-TV Division of Loew's Inc., which has chalked up sales in excess of $50 million for its features, claims its films now have been sold in 61 tv markets in U. S. Total is presented by Dick Harper, MGM-Tv's general sales manager, who announces new pacts as follows; KSYD-TV Wichita Falls

You're in good company on WGN-RADIO Chicago



Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! Consistent high program quality, at the lowest cost, makes WGN a good buy —your smartest buy today in Chicagoland!

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

KEEPING FM ALIVE

is a job for a GOOD TRANSMITTER

"Keep alive" — is a modern expression. We at Gates have converted this expression to action in FM. Three new FM transmitters, 250 watts, 1000 watts and 3,000 watts, have been released by Gates in the past two years. These are fine, modern, up-to-date transmitters with modern circuitry and modern low cost tube complement.



Typical is the Gates FMR-250 for 250 watts. A basic model is manufactured for frequencies between 88 and 218 MC. From this basic transmitter comes specific models such as the FMR-250B for 88-108 Mc. broadcasting and several other models in the communications range. Result is progressive, up-to-date equipment at modest cost through standardization. Indeed, research in FM has not experienced a lost weekend at Gates.



BFE-10A transmitter for educational broadcasting. Available in 10 and 50 watt models, meeting all F. C. C. specifications for educational broadcasting. Scores in use by universities across the nation.

GATES

The Mark of Quality

A Gates sales representative will gladly tell you more, or write today — just say, "Modern FM" and we'll say the rest.

GATES RADIO COMPANY, Quincy, Ill., U.S.A.

MANUFACTURING ENGINEERS SINCE 1922

OFFICES — NEW YORK - WASHINGTON D. C. - LOS ANGELES - HOUSTON - ATLANTA

INTERNATIONAL DIV., 13 East 40th St. New York City — In Canada, CANADIAN MARCONI COMPANY

Tex., and KMJ-TV Fresno, Calif., each have leased the entire library for five years, KKTV (TV) Colorado Springs leased entire library for 6 years, KHQ-TV Spokane, Wash., for 6½ years, WEAR-TV Pensacola, Fla., for 5½ years, and WMBR-TV Jacksonville, Fla., has leased 150 top titles from library for limited number of runs over 3-year period.

CBS Television Film Sales has sold *The Gray Ghosts,* syndicated Civil War film series to total of 90 markets to date, Leslie T. Harris, vice president and general manager announces. Series, based on life and legend of Confederate partisan leader, has added 15 new markets in last two weeks [B•T, Aug. 26].

Ziv Tv Programs believes it has scored all-time high in renewal orders for its syndicated *Highway Patrol* series. M. J. Rifkin, sales vice president, Thursday reported 97% of sponsors who used show last year have renewed for another season. Now in third year, *Highway Patrol* is signed for 211 markets. Among major renewals, P. Ballantine & Sons added Baltimore and Charleston, S. C., to bring its total list to 25 cities. Other major renewals included Kroger Grocery Co. for 13 markets and Lion Oil Co. for nine southern markets. Ballantine agency is William Esty Co.; Kroger agency is Campbell-Mithun; Lion agency is Ridgeway Adv.

Ziv Tv Programs' half-hour film series, *Harbor Command,* being sponsored by Miles Labs on KTTV (TV) Los Angeles, KRON-TV San Francisco, KFMB-TV San Diego, KSBW-TV Salinas (all California); KGW-TV Portland, Ore., and KHQ-TV Spokane, Wash. First run tv showing will start on all six stations week of Sept. 30, advertising Alka-Seltzer and One-A-Day Brand Vitamins. Ed Pierce, tv-radio director of Wade Advertising, Hollywood, agency for Miles, has been visiting stations to arrange for local promotion for both program and advertised products.

ABC Film Syndication has received orders totaling more than $1 million for new half-hour adventure series, *26 Men,* it was announced last week by Don L. Kearney, vice president in charge of sales. Series, scheduled for mid-October start in 195 markets, has been sold to national advertisers including Coca-Cola, Quaker Oats, Budweiser, Bardahl, Carlings Brewing and to such regional sponsors at Standard Oil of Texas, Freihofer Baking Co., Kroger Co., National Bohemian Beer, Nick-L-Silver Battery Co. and Humpty Dumpty Stores.

National Telefilm Assoc., N. Y., reports regional sale on *Sheriff of Cochise* half-hour tv film series to West End Brewing Co., for seven upstate New York markets. Series to start in October on WBUF (TV) Buffalo, WSYR-TV Syracuse, WKTV (TV) Utica, WROC-TV Rochester, WCNY-TV Carthage-Watertown, WNFB-TV Binghamton and WRGB (TV) Schenectady.

CBS Labs to Build New Research Center

Construction of a new research center for CBS Labs at Stamford, Conn., was announced last week by Dr. Frank Stanton, CBS Inc. president, who termed the move "an important step" in the company's plans for expansion of electronic research operations.

The research center will cost more than $1 million, Dr. Stanton said, and is expected to be ready for occupancy in the summer of 1958. Construction on the center will begin next month on an 11-acre site near Stamford.

The company's research program, as outlined by Dr. Stanton, will be expanded in three areas: intensified search for new and improved audio and video techniques, broader development of electronic projects under government contract for military and other purposes and more comprehensive applied research for industry.

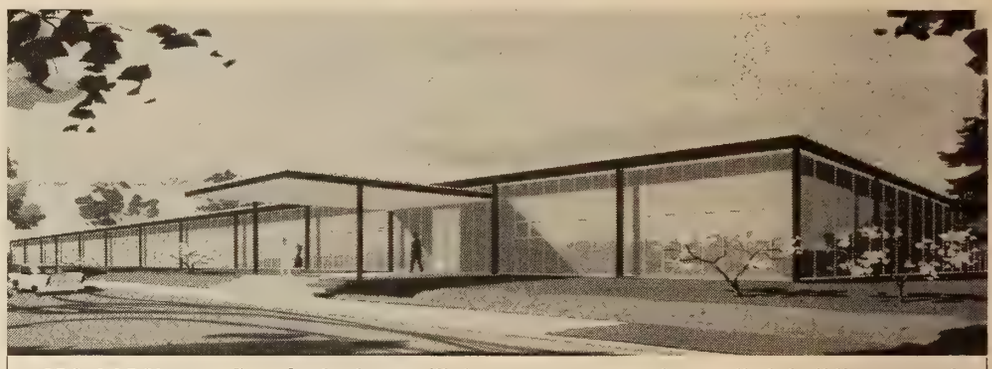
"During its 21-year history, CBS Labs has made some of the most important contributions to the advancement of modern communications," Dr. Stanton stated. "It pioneered in both black-and-white and color television. It was responsible for the development of the long-playing record and led the way in making high fidelity sound generally available. In addition, it played a key role in the war-time development of electronic counter-measures aimed at disrupting enemy radar and communications."

Since 1936, when CBS Labs was founded by CBS Inc., its headquarters has been in New York. The new building will more than double the present space, according to Dr. Stanton. It will cover 33,000 square feet and provide research and development facilities for a scientific and administrative staff of 100 persons.

Skidmore, Owings & Merrill, New York, has been engaged as architect for the new structure, a glass-enclosed aluminum and steel building of modern design. It will be built in a rural setting and it is planned to keep many of the original trees.

In addition to laboratories, offices and associated facilities, the building will contain recreational areas for employes. Parking areas will be constructed on the site.

Dr. Peter C. Goldmark is president of CBS Labs.



CBS LABS' new Stamford plant will be a one-story, glass-walled building spread over 33,000 square feet. It will house research and development facilities for acoustics, electronics, magnetics, vacuum tubes and solid state physics.

Zenith Suit Against RCA Resumes in Chicago Today

A protracted trial involving Zenith Radio Corp. and its $61-million-plus antitrust counter suit against RCA and other parties will be resumed in Chicago Federal District Court today (Monday) after a lengthy series of delays.

Judge Michael Igoe will hear the case in which earlier this year he denied RCA appeals for further postponement of the scheduled trial. Delays evolved around gathering of depositions from European witnesses, with charges and counter-charges from both litigants. The early part of the trial is expected to center on Canadian patent aspects, with the sessions lasting several weeks.

The original suit in the case was filed by RCA in 1948, charging Zenith with patent infringements and asking $16 million damages. The latter subsequently filed a counterclaim accusing RCA of restraint of trade and seeking treble damages. Zenith later was permitted to increase original treble damages of $16,056,549 to $61,750,305 because of costs allegedly incurred in gathering worldwide depositions and to include other countries in which it claimed to have suffered business losses because of RCA's alleged monopoly.

Zenith then sought to prevent RCA from gathering foreign witness depositions, but its move was rejected by Judge Igoe in District Court [B•T, July 23, 1956]. Deposition-taking has dominated the case most of this year.

Zenith's counter suit also involved General Electric Co., and Western Electric Co., as well as RCA. Judge Igoe has expressed hope the 9-year-old case can be settled this year but delays before and after last June 17, the date on which he anticipated getting the trial underway in full, in the view of some observers, may have rendered this possibility moot.

Sylvania Building New Addition

Sylvania Electric Products announced last week that ground was broken on a "million-dollar" addition to the physics laboratory at the company's research laboratories center in Bayside, N. Y. The 34,000-square-foot wing will be devoted to advanced scientific studies leading to new and improved products and techniques in the

26 MEN

thundering out of the West



... The 26 daring Arizona Rangers tamed America's last wild territory ... rounded up over 4,000 rustlers, desperadoes, gunmen and swindlers at the turn of the century. All the flavor of the historical conflict between law and outlaw is in 26 MEN ... filmed for TV on scenic Arizona locations capturing the impact and excitement of the last frontier. Producer — Russell Hayden.

new! ADULT *action!* WESTERN

SOLD, within first two weeks of release in over 60 markets, to such advertisers as:

- Brylcreem
- A & P
- Kroger Co.
- Coca Cola
- Fritos
- Bardahl
- H. P. Hood & Sons
- Standard Oil of Texas
- Freihofer Baking
- Max Russer Meats
- Nic-L-Silver Battery
- Mrs. Smith's Pies
- Humpty-Dumpty Stores

CONTACT:

ABC FILM SYNDICATION

1501 Broadway, N.Y.C.
LAckawanna 4-5050

fields of electronics and lighting, said Dr. Bennett S. Ellefson, Sylvania vice president for engineering and research. The two-story addition is expected to be completed in the summer of 1958.

Radio Production, Sales Ahead, Tv Running Behind 1956 Pace

Production and retail sales of radio receivers during the first seven months of 1957 are well ahead of the similar 1956 period, according to Electronic Industries Assn. (formerly RETMA). Tv production was down sharply but retail set sales almost equalled the 1956 level.

EIA found that radio output totaled 7,799,882 sets during the first seven months of 1957 compared to 7,225,862 in the same period a year ago. Output of auto models totaled 3,090,955 sets this year compared to 2,512,216 in the same seven months of 1956.

Retail radio sales totaled 4,236,453 sets during the first seven months this year compared to 3,967,555 in the same 1956 period (few auto sets are sold through retail outlets since they move directly to auto manufacturers).

Factory television output totaled 3,082,799 sets during the first seven months of 1957 compared to 3,752,133 in the like 1956 months. Of the 360,660 tv sets produced in July, 55,401 had uhf tuners.

Retail television sales totaled 3,236,697 sets in the seven months of 1957 compared to 3,273,560 in the same months of 1956.

Tv and radio set production during the first seven months of 1957:

	Television	Auto Radio	Total Radio
Jan.	450,190	521,624	1,085,529
Feb.	464,697	522,859	1,264,765
March (5 wks.)	559,842	597,532	1,609,073
April	361,246	380,452	1,115,813
May	342,386	396,151	1,023,771
June (5 wks.)	543,778	416,058	1,088,343
July	360,660	256,279	612,588
Total	3,082,799	3,090,955	7,799,882

Tv and radio retail set sales during the first seven months of 1957 follow:

	Television Sales	Radio Sales
January	623,359	563,363
February	525,437	525,029
March (5 wks.)	534,115	730,584
April	337,965	543,092
May	399,757	547,480
June (5 wks.)	389,770	729,421
July	426,294	597,484
	3,236,697	4,236,453

Nems-Clarke Changes Name

Nems-Clarke Inc. (electronic manufacturers), Silver Spring, Md., which became an operating division of Vitro Corp. of America [B•T, Aug. 12], has changed its name to Nems-Clarke Co. Allen S. Clarke remains as president of the company and Ralph E. Harmon is vice president. Mr. Clarke stated that "while some changes in personnel would be necessary in order to accomplish this reorganization, such personnel changes would be kept to a minimum." He also said the company expects to expand its development activity for the creation of new proprietary products in the fields of telemetry, photographic instrumentation and communications equipment.

RCA Announces Deluxe Color Line

Five deluxe color tv receivers, featuring a tri-color glass picture tube and improved chassis that produce a "more brilliant picture in brightly-lighted areas," were announced last week by Charles P. Baxter, vice president and general manager, RCA Victor television division, RCA. Use of dark safety glass in these models helps preserve contrast under conditions of high illumination, and is an asset in color tv demonstration in showrooms and public places, according to Mr. Baxter. For normal home use, however, there is no significant performance difference, he said. These models, priced from $550 for table model to $795 for a console, supplement RCA's 11-model "700" series which is priced from $495 for a table model to $850 for full door console model [B•T, Aug. 12].

No Commercial Use Seen Soon In Navy Labs' Lunar Electronics

Radio waves can be relayed via the moon, the Naval Research Laboratory disclosed last week, but commercial use of the facility isn't likely to occur for a long time. This general impression prevailed among engineers who reviewed latest progress in lunar electronics.

The break-through in moon contact occurred shortly after World War II when Lt. Col. John H. DeWitt Jr., longtime chief engineer and executive of WSM Nashville, made the first celestial contact by bouncing a radio signal off the planet [B•T, Jan. 28, 1946].

Last week's Navy announcement climaxed six years of tests. Signals modulated in various ways, including voice, were echoed back from the moon at frequencies ranging from 30 to 3000 mc. James H. Trexler, chief scientist on the naval project, described the tests at a meeting of International Scientific Radio Unions in Boulder, Colo. Antennas included a parabolic hole in the ground 250 feet in diameter. The moon was found to be comparatively smooth to radio waves.

Results show that many types of communication can be carried on via the moon, subject to its position in the sky. The round trip time is about 2½ seconds.

MANUFACTURING SHORTS

Sylvania Electric Products, radio-tv division, reports tv factory sales for August represented increase of 115% over August 1956.

Minnesota Mining & Mfg. Co. (recording tape), St. Paul, reports 1957 first-half sales of $181,578,367 compared with $154,495,586 for same period of 1956 and six months' earnings of $19,692,980, or $1.17 per share, as against $17,670,767, or $1.06 per share. Net income before taxes for first half was $39,132,980 compared with $35,654,767. Second quarter sales in 1957 amounted to $92,102,939, while earnings and net income reached $10,000,799 and $19,620,799, respectively.

You're in good company on WGN-RADIO Chicago



Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! Consistent high program quality, at the lowest cost, makes WGN a good buy —your smartest buy today in Chicagoland!

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

NBC Radio O&Os Mark Sharp Business Rise

A sharp business rise is reported for NBC Radio's five owned stations.

The spurt among the radio stations, according to Thomas B. McFadden, vice president in charge of NBC's owned stations division, is for the first six months of this year compared to the like period last year, with the increase total broken down as follows: a 15% upswing in national spot and an 18% climb in local billing.

In an interview with B•T, Mr. McFadden last week also pointed to a 43% increase in network compensation to the stations, again based on a six-month comparison. He noted that WRCA New York last July had its highest month in network compensation since June 1955 and predicted that August at the station probably would equal the July climb.

The NBC stations, in addition to WRCA, include WMAQ Chicago, WRCV Philadelphia, KNBC San Francisco and WRC Washington.

The business upswing also is highlighted by these factors cited by Mr. McFadden:

• An 82% increase in profit before taxes for the five owned stations for the first six months of the year compared with the same period last year.

• At WRCA (as an example of the business picture), commercial program sales are up 10%; participation announcements, 25% and station breaks, 35%. For every month this year, WRCA has been more than doubling its profit before taxes.

• The five stations in total are obtaining approximately 20% of their total revenue from NBC Radio's "no waste" policy (network permits unsold availabilities in network time to be sold as national spot or local sale). About 5% of the total revenue is being derived from network compensation, or roughly 25% of all revenue (compensation and "no waste" revenue) "from being affiliated with NBC Radio."

• On the owned stations, about 64 advertisers have been using "no waste" spots made available within network shows. Of this number, 37 are national advertisers, 27 local advertisers. A total of 287 spots have been sold since the "no waste" policy was established last fall.

Among the national advertisers using this policy are such names as Dole pineapple, Nucoa, Hit Parade and Lucky Strike cigarettes, Ralston-Purina, Listerine, Budweiser and Ruppert beers, Sterling salt, Silverdust, Jello gelatin, White King soap, Dodge and TWA.

As explained by Mr. McFadden, the rise in station business has kept pace with NBC Radio's move a year ago to "revitalize" the network and its business. This was spearheaded by NBC President Robert W. Sarnoff and Matthew J. Culligan, who had just been appointed vice president in charge of the network.

As presented by Mr. McFadden, business statistics for the five owned stations give credence to this turn upward. The first signs of a big increase in business (sales) were seen in the last quarter of 1956. That quarter provided 49% of the total year's pre-tax profit for the stations, and 97% of the total business recorded by the stations in the other three quarters of the year.

Mr. McFadden predicted that the last six months of this year would see an estimated 20% comparative increase in the pre-tax profit for the stations. This percentage is lower for the second half of the year, he explained, because it is compared with last year's period, which contained the profitable fourth quarter.

The marked improvement in sales is credited by Mr. McFadden principally to three things: (1) a better network programming schedule that is more compatible with station programming, (2) activity by the stations' managers who have created excitement and increased audiences and (3) additional block programming (for example, mood type shows) which has wide audience appeal.

Mr. McFadden notes that there is a greater awareness of radio and cites an "aggressive spot sales" unit at NBC and a strengthening of its research and sales development staff.

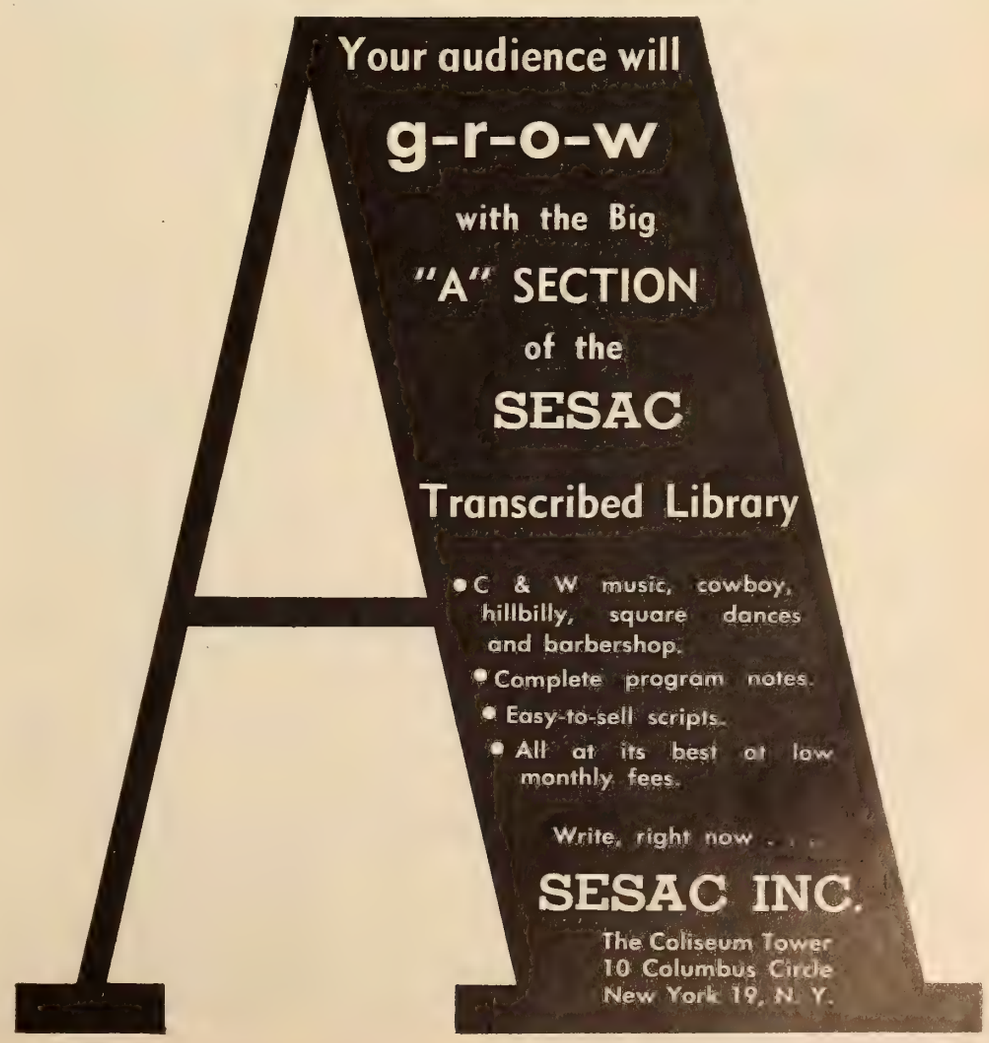
Concluded Mr. McFadden: "We have been seeing effort on the local level and a better network service. Thus, stations, which are competitive and at the same time have a network service which other outlets do not have, are proving themselves and obtaining an increased share of business."

WQXR Reduces Spots To Upgrade Programming

Pioneer "good-music" station WQXR New York, owned and operated by *The New York Times*, is turning down a potential $13,000 worth of spot business between now and Dec. 31 by adopting an even more conservative commercial policy—trimming spot availabilities but pushing program sponsorships.

In a letter to timebuyers last week, Norman S. McGee, WQXR sales vice president, made public the station's intention—effective immediately—to cut the number of its spots by eliminating one-minute availabilities following any sponsored program or program segment. Estimated to be affected by this move are 75-100 commercials a week representing roughly $150,000 in annual gross billing. Although station management declined to make public its yearly income, it is understood that this "loss" represents about 10% of WQXR's annual $1.5 million gross, of which 30% reportedly is derived from spot advertising.

Furthermore, WQXR also is curtailing its own earning power by having agreed, on Aug. 19, not to sell a weekly two-hour programming block between Oct. 5 and April 26, 1958. This was part of a contract signed with the Boston Symphony orchestra, giving WQXR exclusive rights to air—sustaining—all Saturday evening concerts. In addition to taking off the block close to $1,000



You're headed in the right direction with Plough, Inc., Stations!

Radio Baltimore
WCAO

Radio Boston
WCOP

Radio Chicago
WJJD

Radio Memphis
WMPS



Represented nationally by
RADIO-TV REPRESENTATIVES, INC.
• NEW YORK • CHICAGO • BOSTON • SEATTLE
• ATLANTA • LOS ANGELES • SAN FRANCISCO

Advertisement

"C. C. A. Greatest," Says WDUN President

"We can truthfully say that CCA is the greatest promotion any radio station could ask for," writes John W. Jacobs, President of Radio Station WDUN in Gainesville, Georgia.



JOHN W. JACOBS

In a letter written to John C. Gilmore, Vice President of Community Club Awards, Jacobs adds, "This is a 'thank you' letter from another satisfied CCA station manager."

He continues, "I say thank you because WDUN will always be indebted to you for making it possible for us to make more money. Give us another idea or two like CCA and we'll make you a Vice President of this station."

COMMUNITY CLUB AWARDS
Box 11296
NORFOLK, VA.
Phone: MA 2-4842

a week in sponsorship billing (the station is currently debating the pros and cons of selling one spot following the *Times* news bulletin scheduled for intermission).

In an altogether different way, WQXR is said to be foregoing additional annual billings of "several hundred thousand dollars" by refusing to take on business that requires the use of transcribed jingles.

The edict eliminating one-minute spots adjacent to fully-sponsored programs cuts through the A, B and C time rates (range: $55-17.50) and averages $30 a commercial. However, there may be no direct loss involved. WQXR has tried—where it has been able to—to slot "regular advertisers" now using the one-minute adjacencies in different segments. Then, too, by having raised its rates last Feb. 1, it will in time compensate for any "lost business."

WQXR does not interrupt symphonic programs with announcements between movements. The result is that sponsors are "told" to wait till the selection has ended causing unlimited bottlenecking. Though triple-spotting is a normal WQXR practice, the station management feels that "too much is too much." Moreover, it feels that overcrowding isn't helping the advertiser either.

So, it seems, does the *New York Times.* Though Mr. Sanger would neither confirm nor deny the reports, it was learned that the staid *Times,* which maintains a rather rigid limitation of its own on advertising content in proportion to editorial space, had "passed the word down" that it would like to decommercialize WQXR to some degree. The ukase, it was said, stemmed from WQXR's No. 1 listener, *Times* Publisher Arthur Hays Sulzberger. The *Times,* though owner of the station, spends an anuual $52,000 on time for its hourly WQXR news bulletins plus an unspecified amount on a radio spot campaign via BBDO on many New York outlets including WQXR.

Storer Introduces WVUE-TV

With a special show called *The New VUE,* WVUE-TV Wilmington, Del., was re-introduced to ch. 12 viewers Sept. 2 under new management and new call letters. Storer Broadcasting Co.'s purchase of the former WPFH (TV) was approved by the FCC last March [B•T, April 1], and the switch to new management was completed the week of Aug. 26, when the station went dark for the changeover. On the debut program were Gov. J. Caleb Boggs of Delaware, the mayors of Wilmington and Philadelphia and Congressional and sports figures.

WVUE-TV has opened new offices and studios in Philadelphia's Suburban Station Bldg. and will replace Wilmington facilities with a new office-studio building in the near future. A new transmitter and tower at Pitman, N. J., went into operation Sept. 2.

WXXX Begins Broadcasting

WXXX Hattiesburg, Miss., was set to start broadcasting yesterday (Sunday) on 1310 kc with 1 kw power. The new facility, owned by Dave Arnold Matison Jr., is operating on a music-news format. Mr. Matison also owns 12.5% of WDAM-TV Hattiesburg and 25% of WAML Laurel, Miss.



LONG-TERM radio contracts are unusual for a department store; WBAL Baltimore claims the May Co. there is the first Baltimore department store to sign a 52-week pact. Looking on as Robert Welch, publicity director and advertising manager for the May Co. signs are (l to r) D. L. Provost, vice president and general manager of WBAL; George L. Doetsch, WBAL sales, and Marx L. Kaufman of Marx Kaufman Adv., agency for the department store.

WAPI Plan Gives Sponsorship Of Games to School Authorities

When 36 Alabama stations broadcast the annual high school all-star events in basketball and football last month at the U. of Alabama in Birmingham, "commercials" were those of local high schools themselves. They were offered the time by local stations and WAPI Birmingham, which, with the *Birmingham News* (parent firm of WAPI) paid the athletic association $500 for state broadcast rights, sustained line charges and offered the games to one station in each community.

The Alabama Education Assn. prepared spots, and station invited local principals, athletic coaches and teachers to use them in telling the hometown school story. WAPI staffers originated the games from the Birmingham campus, featuring state education and athletic officials as halftime guests, and Henry P. Johnston, president of WAPI-WABT (TV).

KMOP Tucson Bows on 1330 Kc

KMOP Tucson, Ariz., went on the air on 1330 kc Aug. 24, according to the announcement of Ray Odom and A. V. Bamford, co-owners. Mr. Odom is general manager of the daytimer, which is featuring country and western music. Jeff Lapping is chief engineer. Mr. Odom and Mr. Bamford also own KHEY El Paso, Tex.

KOSI DENVER
Number One RADIO BUY
SAN FRANCISCO KOBY
HOOPER – PULSE NIELSEN
KOSI — See Forjoe
KOBY — See Petry

Radio-Tv Outlets Spotlight Southern School Incidents

Broadcasting news coverage, in and out of the South, kept pace last week with fast-breaking events in the public school integration controversy.

In Charlotte, N. C., where racial integration reportedly was accomplished for the first time. WBT and WBTV (TV) utilized a nine-man news staff to cover the entrance of four Negro students into the previously all-white city schools. The television operation was directed by Nelson Benton, WBTV news manager, who travelled from school to school in the wake of his reporter-cameramen. An anchor man remained at the studios to receive reports and edit the 1,000 feet of film, which was subsequently used on all the station's news programs. Jack Knell, WBT news director, was in charge of radio coverage, which consisted of taped interviews with the four Negro students, some of the 52,000 white students, and descriptions of events at the schools.

Meanwhile, in Little Rock, Ark., where Gov. Orval E. Faubus had ordered national guardsmen to prevent Negro pupils from penetrating the segregation barrier in the public schools, WTOP-TV Washington, D. C., aired direct reports from telephoning *Washington Post & Times-Herald* reporter Robert E. Baker. Mr. Baker broadcast from outside the governor's home and reported on the situation where National Guardsmen were being stationed around schools which had received federal court orders to commence integration.

Also, WLIB New York, N. Y., was to present a special program, obtained from Little Rock through "beep" telephone, entitled *School Integration: 1957,* yesterday (Sunday), featuring Little Rock's mayor and school superintendent and the local NAACP representative.

KFAB Gets Results Pronto From Its Daily Editorials

KFAB Omaha, Neb., which only two weeks ago began inserting editorials into its daily programming, was given dramatic evidence of their effectiveness last Thursday. Within hours after the station had protested the city council's plan to hold closed hearings on a police scandal charge, the council reversed its stand.

KFAB's editorials, each running about a minute, are aired four to five times daily during the station's 5:30-10:30 a.m. *The Morning Watch* program. General Manager Lyell Bremser says civic reaction has been favorable, and quoted one statement as typical: "It's about time the city had another editorial voice." Omaha has only one daily newspaper.



AFTER the inaugural telecast of WIIC (TV) Pittsburgh Sept. 1, Robert A. Mortensen (l), general manager of the ch. 11 station, showed program guests a drawing of the new WIIC office-studio building soon to go up. Lingering on the set after helping dedicate Pittsburgh's second vhf station were (l to r beside Mr. Mortensen) the Rev. Daniel Brennan, Dr. R. R. Scheaffer and Rabbi Aaron Ilson. Congratulatory wires and messages came in after the initial telecast from Pennsylvania Gov. George M. Leader, Mayor David L. Lawrence of Pittsburgh, and viewers at large. Many, WIIC says, commented on good picture quality. Transmitting with 316 kw from a GE helical antenna, WIIC operates with a 100 kw transmitter, one of the most powerful ever built by RCA and the second in use by a U. S. station, according to WIIC. The station temporarily maintains offices at 700 Ivory Ave. and studio-transmitter at Fineview Hill, pending completion of a unified new plant.

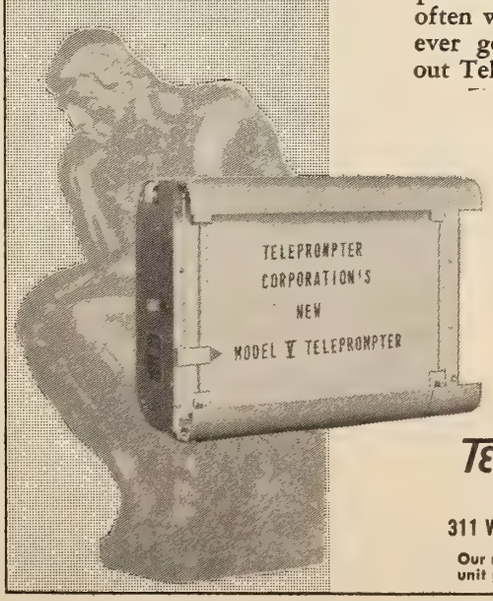


...its words to the wise are sufficient



"TelePrompTer has given our announcers and "on-camera" personalities so much confidence in themselves it really shows in their presentations. We often wonder how we ever got along without TelePrompTer."

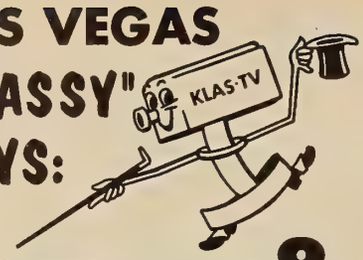
Mr. George W. Chernault, Jr.
Program Director
WSLS-TV
Roanoke, Virginia



The greatest television talents on your station are even greater—with TelePrompTer.

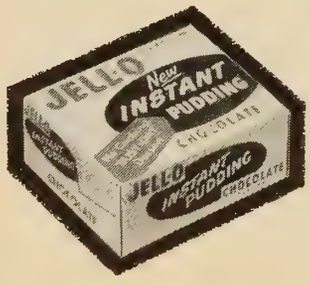
TELEPROMPTER CORPORATION
Jim Blair, *Equip. Sales Mgr.*
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800
Our new TelePro 6000 rear screen projector's remote control unit permits complete operation from any vantage point

LAS VEGAS "KLASSY" SAYS:



CONCENTR8
your message on an audience
CAPTIV8ED
by TOP CBS and local programs!
•
PENETR8
with 55,000 watts to
DOMIN8
a 103.1 percent satur8ed market
•
IN LAS VEGAS, NEV.
you'll appreci8 the value, once you've tried
Channel 8
KLAS-TV
LAS VEGAS NEVADA
CBS Television Network
Represented by WEED TELEVISION

You're in good company on WGN-RADIO Chicago

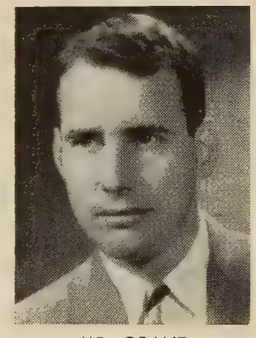


Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! Consistent high program quality, at the lowest cost, makes WGN a good buy —your smartest buy today in Chicagoland!

Plough Appoints Grant V. P., Announces Quarterly Dividend

Robert E. Grant of the Chicago office of Kidder, Peabody & Co., investment banking firm, has been elected vice president, finance, of Plough Inc., Memphis, Tenn., drug manufacturer (St. Joseph aspirin, other products) and station owner. Mr. Grant joins Plough the latter part of this month.


MR. GRANT

With Kidder, Peabody for seven years in both the New York and Chicago branches, Mr. Grant has specialized in broadcast finance in recent years. He was active on the sales of KFEQ-AM-TV St. Joseph, Mo., to the Bing Crosby-Kenyon Brown group, WHTN-AM-TV Huntington, W. Va., to Cowles Broadcasting and the $2 million financing arranged for Stauffer Publications to purchase Capper Publications (including WIBW-AM-TV Topeka, Kan.).

At the same time Plough announced Mr. Grant's election, the Plough board of directors made public a quarterly stock dividend increase to 15 cents from 12 cents, payable Oct. 1 to shareholders of record Sept. 16. Continuing an upward trend of the past three years, Plough's annual dividend now is double the 1954 figure of 30 cents annually. Abe Plough, president, said the increase had been justified by continued improvement in sales and earnings, which made the new rate possible, although shares outstanding increased from 900,000 in 1954 to 1,218,438 at present.

Plough stations are WMPS Memphis, WJJD Chicago, WCOP-AM-FM Boston and WCAO-AM-FM Baltimore.

WCDA (TV) Makes Move to Ch. 10

Hudson Valley Broadcasting Co. Inc., operator of WCDA (TV) Albany, N. Y., announced last week it is "making all arrangements for expediting the switch" from ch. 41 to ch. 10 in accordance with the FCC order issued Thursday (see page 82).

GE is to supply the new equipment needed, which will include antenna and 50-kw transmitter. The station reports it has received Civil Aeronautics Board approval for a 1,353-foot tower to be erected at Vail Mills, N. Y. An on-air date for the new operation will be announced later, according to a Hudson Valley spokesman.

Newspaper Buys WCSI

The Findlay Publishing Co., through its subsidiary White River Broadcasting Co., last week purchased WCSI Columbus, Ind., from Joseph T. Finneran and Trueman Rembusch for $150,000.

Findlay Publishing, owned by the R. L. Heminger family, publishes the *Findlay* (Ohio) *Republican-Courier* and owns WFIN that city. WCSI is on 1010 kc with 500 w daytime only. The sale, subject to FCC approval, was handled by Allen Kander & Co., station broker.

WCFL Comes in for Criticism From Members of Licensee, CFL

WCFL Chicago, owned by the Chicago Federation of Labor, came in for criticism from within CFL at a council meeting of that organization last week.

The criticism began with disclosures that CFL owned a yacht until early this year and that WCFL had used the craft to entertain clients. WCFL, an independent station identified as "The Voice of Labor," operates with 50 kw on 1000 kc. The dissensions from within CFL resulted in a threat by CFL President William A. Lee to resign.

Heated floor discussion broke out with demands the station report on its financial condition. Peter Hoban, president of the milk drivers' union, charged WCFL is "too much of a businesslike operation to the detriment of union philosophy." He felt "every local union has an equity in the station and should have a detailed report on its operations" and that some of WCFL's income should "flow into union coffers." William Lennon, a Jewelry Workers' local executive, said the CFL had received no report on the station's operation for five or six years, though it had been promised one.

Both officials promised to continue pressing for a statement on WCFL's financial condition. WCFL is regarded in the broadcast industry as one of the more profitable independent operations in the country.

Mr. Lee said a report had been prepared but the station's directors requested it not be released because it would prove advantageous to competing Chicago radio stations. He added that WCFL filed with the FCC "a complete schedule of income, salaries and expenses. Our books and records are open at any time to qualified people." Mr. Lee explained station profits have been used for higher wages, CFL pension plans, surplus and to "fight for sponsors with those who have envious eyes on labor's voice."

Hagadone Buys Arizona Paper

Burle C. Hagadone, Pacific Northwest broadcaster, recently purchased the *Flagstaff* (Ariz.) *Daily Sun* for approximately $300,000. Others included among the purchasers were the Scripps League of Newspapers and Platt Cline. The paper was sold by W. J. McGiffen Co. through Hamilton, Stubblefield, Twining and Assoc.

THE PEOPLE'S CHOICE
RADIO WSRS
GREATER CLEVELAND'S NUMBER 1 STATION
SRS "Radio-Active" MBS

Judge Orders Pickets Away From Tulsa Broadcast Center

Federal Judge William R. Wallace last Thursday ordered the National Assn. of Broadcast Employes & Technicians to remove pickets at the new Broadcast Center under construction in Tulsa, Okla. Six of 14 technicians at KVOO in that city have been on strike since Aug. 9 [B•T, Aug. 26] and pickets had been placed not only at the KVOO studio and transmitter, but also at the Broadcast Center. The temporary restraining order last week followed a protest to the National Labor Relations Board from KVOO-TV, which is under separate ownership and management from the radio outlet, that the Broadcast Center houses KVOO-TV engineers only and that the tv engineers are not NABET members. An NLRB spokesman indicated this amounted to a secondary boycott.

NABET and its Tulsa Local 48 have until Sept. 12 to file answers as to why the temporary order should not be made permanent.

KVOO last week reaffirmed its position that it is willing to make wage concessions, even though its current wages are higher than other radio stations in eastern Oklahoma and well above the prevailing scale in the largest cities of the South. KVOO, however, reiterated its refusal to comply with a NABET demand that union membership be made a condition of employment at the radio station.



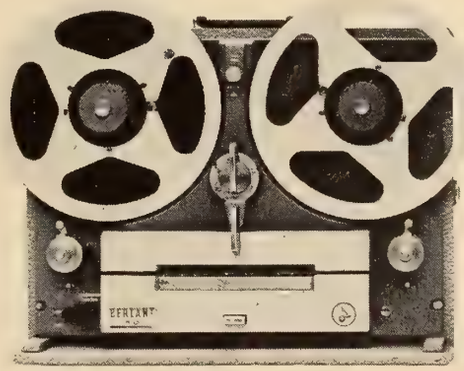
PAYSON HALL (seated, l), treasurer of Meredith Pub. Co., Des Moines, Iowa, has signed for Meredith purchase of KRMG Tulsa for $500,000 from Western Broadcasting Co. [B•T, Sept. 2]. Western's president, Harrington Wimberly, is seated before the contract. Standing are (l to r) Richard S. Oldberg of the Chicago law firm of McDermott, Will & Emery (Western counsel); Frank S. Lane, general manager of KRMG; Al Larson, assistant manager of station operations for Meredith, and Andrew G. Haley, of Haley, Wollenberg & Kenehan, Washington law firm representing Meredith. Meredith stations are KPHO-AM-TV Phoenix, Ariz.; KCMO-AM-TV Kansas City; WOW-AM-TV Omaha, and WHEN-AM-TV Syracuse, N. Y. The KRMG sale is subject to FCC approval.

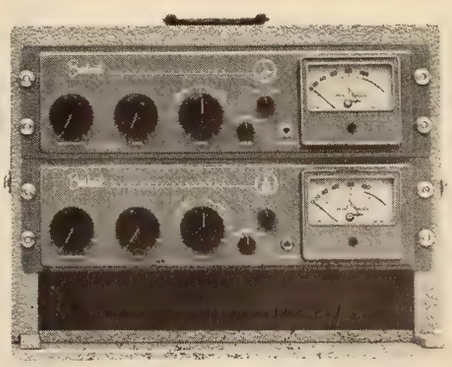
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Model 33 Berlant-Concertone broadcast quality Stereophonic recorders enable small stations to produce full stereo broadcasts for the price of a single tape. With a Model 33 full stereophonic tape recorder, long expensive phone lines and duplicate remote equipment are no longer necessary for remote live stereo pickups. And, the Model 33 tape recorder saves on Engineers' time, too. It plays full track, half track and stereophonic tapes and offers operational standby protection for the price of one machine.

The Model 33 has three motors including hysterisis synchronous drive to give 99.8% timing accuracy. Frequency response ranges from 40 to 16,000 cps at 15 ips ± 2 db.



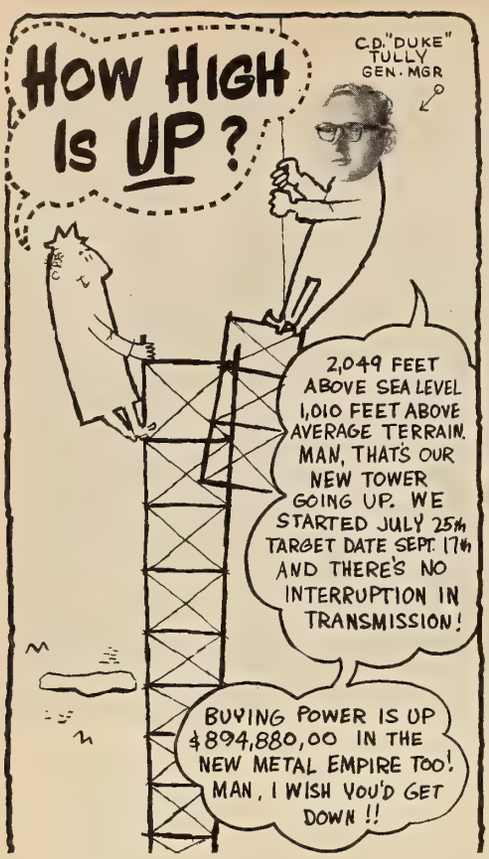




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OTHER OUTSTANDING FEATURES include 10½ inch reels, 4½ inch signal level meters, 2 channel input. Ease of editing and cueing as well as monitoring from tape while recording makes this equipment popular with stations planning stereo broadcasts simultaneously on AM and FM. Berlant-Concertone Model 33 recorders quickly pay for themselves by eliminating duplicate remote equipment, operator time and expensive phone lines. For information write for brochure 5012.2.

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'A-Buy' Radio Group Formed By Ten California Stations

Ten radio stations, serving what they call "growth" markets, have formed A-Buy in California, offering discounts to advertisers buying two or more member stations. A-Buy in California was organized last month at a meeting in Monterey, according to an announcement by Del Gore, manager of KARM Fresno and chairman of the group.

Besides KARM, A-Buy in California includes KGEE Bakersfield, KXOC Chico, KIDD Monterey-Salinas, KVIP Redding, KROY Sacramento, KITO San Bernardino, XEAC Tijuana-San Diego, KIST Santa Barbara and KSTN Stockton. Elected with Mr. Gore were Robert W. Dumm, owner of KROY, vice chairman, and Knox LaRue, president of KSTN, treasurer.

Under the A-Buy system, agencies and advertisers sign a single contract and make a single payment for group buys. The George P. Hollingbery Co., which represents all of the stations individually, has been appointed exclusive national representative of A-Buy. A. Leo Bowman of Reinhardt Adv. Inc. is directing an advertising-promotional campaign for the new group. A-Buy in California has established headquarters at 2171 Ralph Ave., Stockton, Calif.

Stations to Protect Employes From Threatened Flu Epidemic

Taking no chances on losing key communications manpower to a possible Asiatic flu epidemic, several stations have reported ordering preventative innoculations for their entire staffs.

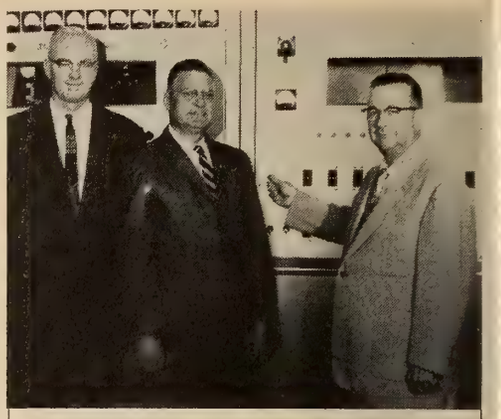
D. L. Provost, vice president and general manager of the Hearst Radio & Television Div., said that flu vaccine has been ordered for employes of WBAL-AM-TV Baltimore and WISN-AM-TV Milwaukee. The stations, acting with "advice and cooperation" from the U. S. Public Health Service, will order shots administered based on vaccine availability and flu incidence in the cities.

Arrangements for innoculation of staffers of WCUE Akron, Ohio, have been announced by station President Tim Elliot. Similar conditions on serum supply and presence of the disease locally were stated by Mr. Elliot.

WERE Cleveland, Ohio, was cited in AP and INS wire stories Aug. 30 as the first local station to offer flu shots to employes. Richard Klaus, vice president and general manager of WERE promised that all staffers would get free inoculations.

WBUF (TV) Ups Power to 1 Mgw

WBUF (TV) Buffalo, N. Y., has switched from 500 kw visual power to a megawatt, it was announced last week by Charles C. Bevis, Jr., general manager of NBC's ch. 17 facility. Power was doubled with installation of a new 120-ft. antenna atop the station's 620-ft. transmitting tower, making WBUF the most powerful tv station in New York state, it claims.



L. M. SEPAUGH, executive vice president-general manager of WJTV (TV) Jackson, Miss., presses the power switch, boosting WJTV from 214 kw to 316 kw, the ch. 12 maximum. With Mr. Sepaugh are R. M. Hederman, WJTV treasurer, and W. R. Newman, chairman of the board. WJTV has replaced its 20-kw amplifier with a new GE 50-kw unit and installed equipment for network color transmission.

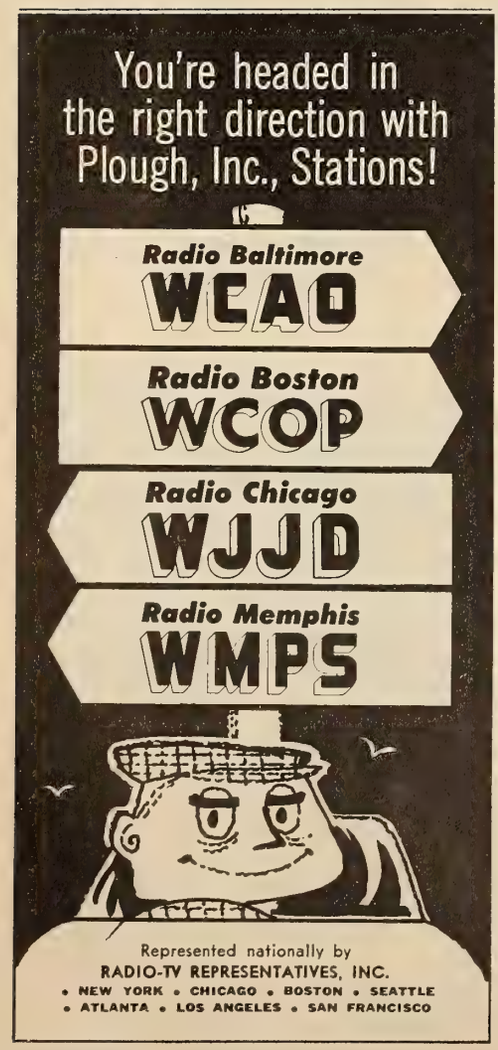
WHIL Medford Tower Collapses, Narrowly Misses Station Studios

The 190-foot tower of WHIL Medford, Mass., crashed early Thursday morning, missing by about 25 feet a building housing the station's studios and engineering equipment.

Authorities speculated that a heavy road construction program in the neighborhood may have undermined the tower's foundations. There was no immediate estimate of the damage, other than that it would amount to "several thousand dollars." Sherwood J. Tarlow, president and general manager of the station, was quoted as expressing hope that WHIL could return to the air late Thursday and as saying that a new tower will be erected pending the station's scheduled move to a new site late this year.

WTIC-TV Ready to Go on Air

WTIC-TV Hartford, Conn., will sign on ch. 3 Sept. 23 at 7 p.m., it has been announced by Paul W. Morency, president. Each evening thereafter the station will broadcast from 6:30 p.m. until midnight, except weekends, when programs begin at noon. Leonard J. Patricelli, vice president in charge of programming, said WTIC-TV expects to lengthen its weekday schedule one hour each week, reaching a 3 p.m. sign-on by mid-October, when a further extension will be considered. Travelers Broadcasting Service Corp. (WTIC) owns WTIC-TV.





Station Authorizations, Applications

(As Compiled by B•T)

August 29 through September 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through Sept. 4

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	282	416	144
Fm	539	519	54	68	0

FCC Commercial Station Authorizations

As of June 30, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,044	519	344
Cps on air	3,079	530	519
Cps not on air	159	31	132
Total authorized	3,238	561	651
Applications in hearing	153	3	87
New station requests	322	24	79
New station bids in hearing	109	0	50
Facilities change requests	185	8	46
Total applications pending	975	134	366
Licenses deleted in June	1	3	0
Cps deleted in June	1	0	0

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Sept. 4

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	396	87	483[1]
Noncomm. Education	19	5	24[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	362	327	678[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	869	589	1,456[3]
Noncomm. Educ.	67		38	33	68[4]
Total	1,162	337	905	622	1,522[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

APPLICATIONS

Miami, Fla.—Publix Television Corp. vhf ch. 6 82-88 mc; ERP 100 kw vis., 50 kw aur.; antenna height above average terrain 1690 ft., above ground 1733 ft. Estimated construction cost $1,175.165, first year operating cost $730,000, revenue $680,000. P. O. address Charles Danton, 605 Lincoln Road, Miami Beach, Fla. Studio location Miami, Fla. Trans. location Dade County, Fla. Geographic coordinates 25° 26′ 57″ N. Lat., 80° 33′ 48″ W. Long. Trans., ant. RCA. Legal counsel Kirkland, Fleming, Green, Martin and Ellis, Wash. 6, D. C. Consulting engineer Vandivere, Cohen and Wearn, Wash. 5, D. C. Owners are **Charles Danton, Lawrence L. Lazar** (each 49%) and **Daniel Danton** (2%). All owners are attorneys. Announced Sept. 3.

Terre Haute, Ind.—Illiana Telecasting Corp. vhf ch. 2, 54-60 mc; ERP 100 kw vis., 50 kw aur.; antenna height above average terrain 970 ft., above ground 935 ft. Estimated construction cost $458,849, first year operating cost $600,000, revenue $720,000. P. O. address 402 Star Bldg., Terre Haute, Ind. Studio location Terre Haute, Ind. Transmitter location Vigo County, Ind. Geographic coordinates 39° 18′ 02″ N. Lat., 87° 22′ 58″ W. Long. Trans., ant. GE. Legal counsel Dow, Lohnes and Albertson, Wash, D. C. Consulting engineer Lohnes and Culver, Wash., D. C. Principals include **Truth Publishing Co. Inc.** (10.71%), **George Nichols, Edgar Kobak, Walter R. Beardsley, Robert H. Smith, Albert G. Wade II** (each 8.57%) and others. Truth Publishing Co. Inc. is licensee of **WSJV (TV) Elkhart, Ind.**, and owns controlling stock in **WKJG-AM-TV Fort Wayne, Ind.** Messrs. Smith and Nichols have various business interests: Mr. Kobak has interest in **WTWA Thomson, Ga.**; Mr. Beardsley owns 25% of WKJG-AM-TV, has interests in **WTRC-AM-FM Elkhart, Ind.**, and WSJV (TV), same location; Mr. Wade owns 15% of WKJG-AM-TV. Announced Sept. 3.

New Am Stations

APPLICATIONS

Sarasota, Fla.—Radio Sarasota Co. 1220 kc, 1 kw D. P. O. address 912 West Wesley Road, N.W., Atlanta, Ga. Estimated construction cost $20,060, first year operating cost $48,000, revenue $60,000. Owners are **J. Lee Friedman, Paul Jones** and **Harry LeBrun** (each one-third). Mr. Friedman has oil and advertising interests; Mr. Jones has sports and real estate interests; Mr. LeBrun is vice president and general manager of **WLWA**

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This station is presently showing a return of $50,000 annually to absentee owner. Worthwhile investment with valuable real estate. Financing available.	This station is rapidly climbing into number one position in booming market. Power and profits offer the buyer almost unlimited potential. Terms.	A real opportunity to work and live in a true garden spot. Well equipped with excellent staff. Some financing is already available.	The finest semi-major market in Texas. Real estate is included along with all new equipment. Approximately one-half down subject to offer.	A 1000 watt daytime operation with good equipment. The market is growing rapidly with well diversified payroll. Check this one quick. Terms.

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(TV) Atlanta, Ga. Announced Sept. 3.

Kenmore, N. Y.—Voice of Dixie Inc. 1200 kc, 500 w D. P. O. address Mrs. Iralee W. Benns, Radio Station WVOK, Birmingham, Ala. Estimated construction cost $11,200, first year operating cost $55,000, revenue $75,000. Owners are **Cyril M. Brennan** (50%), **Mrs. Iralee W. Benns, William E. Benns Sr.** (each 20%) and **William E. Benns Jr.** (10%). Mr. Brennan is farmer and vice president of **Voice of Dixie Inc.** Mrs. Benns is applicant for **Sheffield, Ala.** William Benns Jr. is radio engineer, applicant for **Richmond, Va.** and **Tiffin, Ohio** (with wife), and 45% owner of **WSLA-TV Selma, Ala.** and **WBAM Montgomery, Ala.**

Superior, Wis.—Quality Radio Inc. 1320 kc, 1 kw D. P. O. address Eugene A. Halker, 321 2nd St., West, Ashland, Wisconsin. Estimated construction cost $16,680, first year operating cost $38,665, revenue $46,000. Owners are **Eugene A. Halker, Kenneth R. Peterson** and **Richard F. Wartman** (each one-third). Mr. Halker has 41.4% interest in **WPFP Park Falls, Wis.**, owns one-third and is president and general manager of **WATW Ashland, Wis.**; Mr. Peterson is salesman; Mr. Wartman is attorney and presently district attorney of Ashland County. Announced Sept. 4.

Ownership Changes

APPLICATIONS

KOVR (TV) Stockton, Calif.—Seeks transfer of control from **H. L. Hoffman** and **Terry H. Lee** to **Hudson Valley Bcstg. Co. Inc.** for total of $3,500,000. Owners of **Hudson Valley Bcstg. Co.** are **Lowell J. Thomas** (21.11%), **Frank M. Smith** (16.87%), **Alger B. Chapman** (7.95%), **John P. McGrath** (7.21%) and others. Mr. Thomas owns 10.13% in **WTVD (TV) Durham, N. C.**; Mr. Smith owns one-third of permit for a uhf channel in Baton Rouge, La., and 10.53% of WTVD; Mr. Chapman is 2% stockholder in WTVD; Mr. McGrath owns 3.63% of WTVD. (For notification of consolidation of Hudson Valley Bcstg. and Durham Television Co., as well as list of Hudson Valley broadcast holdings, see WTVD (TV) Durham listing below.) Announced Aug. 30.

WTMC Ocala, Fla.—Seeks assignment of license from **Ocala Bcstg. Co. Inc.** to **WTMC Inc.** for $125,000, plus agreement to purchase newspaper advertising. WTMC Inc. is owned by **R. H. Gunckel Jr.**, who is a majority stockholder in **WARB Winter Park, Fla.**, and **WEAL-TV Orlando** concerning which there is presently pending before FCC application for sale. Announced Sept. 4

KART Jerome, Idaho—Seeks acquisition of positive control of licensee corporation by **Herbert E. Everitt** through purchase of stock from **Thomas Prescott** and **Charles L'Herisson** for $2,500 to each seller. Mr. Everitt is vice president and general manager of KART. Announced Aug. 30.

WBNL Boonville, Ind.—Seeks assignment of license from **Boonville Bcstg. Co.** to **Boonville Bcstg. Co. Inc.** Corporate change. No control change. Announced Sept. 4.

WBTO Linton, Ind.—Seeks assignment of license from **The Linton Bcstg. Co.** to **Linton Bcstg. Co. Inc.** Corporate change. No control change. Announced Sept. 4.

WPCO Mt. Vernon, Ind.—Seeks assignment of license from **Mt. Vernon Bcstg. Co.** to **Mt. Vernon Bcstg. Co. Inc.** Corporate change. No control change. Announced Sept. 4.

KEOK Fort Dodge, Iowa—Seeks assignment of license from **Fort Dodge Bcstrs. Inc.** to **American Bcstg. Stations Inc.** for $155,000. American Bcstg. is owned by **William B. Dolph, William B. Quarton & National Metropolitan Bank of Washington, D. C.**, trustees for **Helen M. Hermann, John Shaffer Mark, Dale Shaffer Mark** and **Mary Mark Merrill** (50%), **F. E. McMillan**, Tulsa, Okla., and **National Metropolitan Bank of Wash. D. C.**, trustees (42.8%), and others. Mr. Dolph has 15% interest in **KJBS San Francisco, Calif.**, is vice president of **KMYR Denver, Colo.**, is president of **WMT-AM-TV Cedar Rapids, Iowa.** Mr. Quarton also has interests in KMYR and WMT-AM-TV. Helen Hermann, Messrs. Mark and Mark and Mary Merrill have interests in WMT, as does Mr. McMillan. Announced Sept. 4.

WUST-AM-TV Bethesda, Md.—Seeks transfer of control of licensee corporation from all stockholders to **Harold S. Russell, Carl J. Batter, W. Parker Jones** and **Parker H. Jones** as voting trustees. Corporate change. No control change. Announced Aug. 30.

Goldenrod Tele-Radio Co. North Platte, Neb.—Seeks assignment of cp from this firm name to **Goldenrod Tele-Radio Co. Inc.** Corporate change. No control change. Announced Sept. 4.

WMLV Vineland, N. J.—Seeks transfer of control of licensee corporation from **John H. Norris** to **Fred M. Wood, Wilfred C. Lockey, Dorothy H. Carlson, Michael A. Buglio, Frank S. Sharp** and **Harwood L. Knorr** for $10,000. The 80% control transferred will be owned 40% by Mr. Wood, 10% each by Wilfred Lockey, Dorothy Carlson and Michael Buglio, and 5% each by Messrs. Sharp and Knorr. Mr. Wood has real estate interests; Mr. Lockey is accountant; Dorothy Carlson is employe of *Atlantic City Press*; Mr. Buglio is with beverage firm; Messrs. Sharp and Knorr are partners in radio-tv service. Announced Sept. 4.

WSRC Durham, N. C.—Seeks assignment of license from **John C. Greene Jr. to Carolina Radio Inc.** for $100,000. Carolina Radio Inc. is owned by **Robert A. Monroe** (30%), **Seymour Schneidman, Philip Nadler** (each 27.5%) and others. Mr. Monroe is 50% owner of **WAAA Winston-Salem, N. C.** Mr. Schneidman is accountant. Mr. Nadler is clothing manufacturer. Announced Sept. 3.

WTVD (TV) Durham, N. C.—Seeks transfer of control from **Durham Television Co. Inc.** to **Hudson Valley Bcstg. Co. Inc.** in consolidation of two firms. **Hudson Valley Bcstg.** is licensee of **WROW Albany, N. Y.**, and permittee for tv stations **WCDA Albany, WCDB Hagaman, N. Y.** and **WCDC Adams, Mass.** WCDB and WCDC are operated as satellites of WCDA. Announced Aug. 30.

WTRO Dyersburg, Tenn.—Seeks assignment of license from **Hamilton Parks** and **Franklin Pierce** d/b as **Southern General Bcstg. Co.** to these two plus **Fred Childress** d/b as same firm for $5,000. Mr. Childress will own 10% of the station: Mr. Parks will own 70%, Mr. Pierce 20%. Mr. Childress has been director of public relations and purchasing for **Dyersburg Cotton Products Inc.** Announced Sept. 4.

Hearing Cases

BROADCAST ACTION

The Commission, by a Board composed of Commissioners Lee (Acting Chairman) and Mack, took the following action on August 29:

By Memorandum Opinion and Order, granted protest and petition for reconsideration filed by Great Lakes Television Co. (WSEE, ch. 34), Erie, Pa., to the extent of designating for evidentiary hearing application of Dispatch Inc., for Mod. of CP for station WICU (ch. 12), Erie, to change transmitter location to a site 5.6 miles southeast of the center of that city and increase ERP to 158 kw aur. and 316 kw vis., but denied request for postponement of effective date of June 28 grant of WICU application; made WSEE party to the proceeding.

Routine Roundup

BROADCAST ACTIONS
By the Broadcast Bureau

Actions of August 30

KEDY-TV Big Spring, Texas—Granted license for TV station and to specify transmitter and studio location (not a move, change in street numbering only).

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Radio-TV-Newspaper Brokers

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Blackburn & Company

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Jack V. Harvey	Stanley Whitaker	William B. Ryan
Washington Building	Healey Building	333 N. Michigan Avenue
STerling 3-4341	JAckson 5-1576	FInancial 6-6460

KDRO-TV Sedalia, Mo.—Granted license for TV station.

WUOT Knoxville, Tenn.—Granted license for auxiliary transmitter.

WYCN New York, N. Y.—Granted license for FM station.

WMUZ Detroit, Mich.—Granted license covering changes in FM station; ERP 19.5 kw; antenna height 180 ft.

KYSM-FM Mankato, Minn.—Granted cp to reduce effective radiated power from 47 kw to 14 kw.

WCQS Alma, Ga.—Granted mod. of cp to change name to Queen City Bcstg. System.

WILI Willimantic, Conn.—Granted mod. of cp to specify studio location and for waiver of Sect. 3.30 of the Rules.

The following were granted extension of completion dates as shown: WYZZ (FM) Wilkes-Barre, Pa. to 12-8; KRSC Othello, Wash. to 12-12, conditions; KATT Pittsburg, Calif. to 11-15, conditions; WTIF Tifton, Ga. to 11-1, conditions; KRUX Glendale, Ariz. to 10-1, conditions; WCNG Canonsburg, Pa. to 12-1, conditions; WBOY Clarksburg, W. Va., to 12-1; WVIP Mount Kisco, N. Y. to 12-31, conditions; WDHF (FM) Chicago, Ill. to 12-31.

WCRK Morristown, Tenn.—Granted authority to operate transmitter by remote control while using nondirectional antenna.

WTWB Auburndale, Fla.—Granted authority to operate transmitter by remote control.

WEYE Sanford, N. C.—Granted authority to operate transmitter by remote control.

WLYN Lynn, Mass.—Granted authority to operate transmitter by remote control.

Actions of August 29

WSBS Great Barrington, Mass.—Granted relinquishment of negative control by James W. and Hope N. Miller and John T. and Blanche S. Parsons through transfer of stock to Montgomery S. Crane.

WJMX Florence, S. C.—Granted transfer of control from Eugene E. Stone to Paul Benson, Jr., through purchase of stock from Eugene E. Stone by the Corporation and the retirement thereof.

KOH Reno, Nev.—Granted assignment of license to McClatchy Newspapers.

WEKR Fayetteville, Tenn.—Granted assignment of license to John R. Crowder, James Porter Clark, and James W. Tate, d/b as Fayetteville Bcstg. Co.

KCLW Hamilton, Tex.—Granted assignment of license to Coy Perry.

KFLJ Walsenburg, Colo.—Granted license for AM station.

WJJC Commerce, Ga.—Granted license for AM station and specify studio location (same as transmitter location) (delete request for remote control operation of transmitter).

KWYK Farmington, N. Mex.—Granted license for AM station and specify studio location and remote control point.

WRAP Norfolk, Va.—Granted license covering increase in daytime power, installation of new transmitter and make changes in daytime DA pattern; conditions.

KBND Bend, Oreg.—Granted license covering installation of a new transmitter, increase daytime power and change to DA-2; conditions.

KLYK Spokane, Wash.—Granted license covering change of frequency.

KSLO Opelousas, La.—Granted license to change antenna-transmitter location.

KLPM Minot, N. Dak.—Granted license covering installation of a new transmitter.

WTIC Hartford, Conn.—Granted license covering installation of a new auxiliary transmitter at present location of main transmitter.

KANI Kailua, Hawaii—Granted Mod. of CP to make changes in antenna system and redescribe studio location and remote control point; conditions.

Actions of August 28

WSJC Magee, Miss.—Granted license for AM station.

KPIK Colorado Springs, Colo.—Granted license for AM station; conditions.

KVLV Fallon, Nev.—Granted license for AM station.

KFAY Fayetteville, Ark.—Granted license for AM station; condition.

WCBC Chambersburg, Pa.—Granted license covering increase in power and installation of new transmitter; condition.

KTBB Tyler, Tex.—Granted license covering increase in daytime power.

WCED DuBois, Pa.—Granted license covering change in frequency, increase in power, change type transmitter, installation of directional antenna day and night use (DA-2), change transmitter location and specify transmitter; conditions.

KBLI Blackfoot, Idaho—Granted license covering change in frequency, increase in power, change hours of operation, make changes in antenna system (increase height) and install new transmitter; conditions.

WMIX Mt. Vernon, Ill.—Granted license covering installation of new transmitter.

KCOH Houston, Tex.—Granted license covering installation of new transmitter and operate transmitter by remote control.

WMIL Milwaukee, Wis.—Granted license to use old main transmitter as an alternate main transmitter at main transmitter site and operate transmitter by remote control.

KYSM-FM Mankato, Minn.—Granted extension of authority to remain silent for period ending Oct. 24, 1957 to allow ample time for the delivery of the necessary equipment to repair burned out generator.

WVVW Grafton, W. Va.—Granted CP to install new transmitter and make changes in ground system and antenna system.

WMRO Aurora, Ill.—Granted CP to install new transmitter and operate transmitter by remote control.

WDIX Orangeburg, S. C.—Granted CP to make changes in transmitting equipment (daytime); condition.

Actions of August 27

WRAK-TV Williamsport, Pa.—Granted Mod. of CP to specify studio location, transmitter location, change antenna system and make other equipment changes; ERP vis. 21.4 kw, aur. 11.5 kw, antenna 380 ft.

WPTA Roanoke, Ind.—Granted Mod. of CP to change ERP to vis. 110 kw, aur. 55 kw, antenna 760 ft.; change antenna system and make other equipment changes.

The following were granted extension of completion dates as shown: KLFY-TV Lafayette, La. to 3-24-58; WCNS Baton Rouge, La. to 3-18-58; KFSA-TV Fort Smith, Ark. to 3-15-58.

WNAC Boston, Mass.—Granted extension of permission to modulate 50 kw transmitter of Station WNAC during experimental period at frequencies not in excess of 20 kc with Air Force message generating equipment, for an additional period of 6 months from 9-15-57.

Actions of August 26

WJDA Quincy, Mass.—Granted CP to change antenna transmitter location.

WDTR Detroit, Mich.—Granted CP to change antenna height to 140 ft., change transmitter power output to 0.6 kw, install new transmission line from the antenna to the transmitter and change antenna system.

WCOL, WCOL-FM Columbus, Ohio—Granted authority to operate transmitters by remote control.

WAIM-TV Anderson, S. C.—Granted extension of completion date to 1-25-58.

KFDR Grand Coulee, Wash.—Granted permission to sign-off at 6:00 p.m. local time, daily, due to financial difficulties.

WORM—Savannah, Tenn.—Granted permission to stabilize hours of operation to show sign-off time at 6:00 p.m. throughout the year, with the exception when licensed sign-off time is sooner, beginning 9-1-57.



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Canadian Tv Five Years Old; 42 Stations Now Operating

Canadian television was five years old last week as CBFT (TV) Montreal on Friday completed its fifth year on the air, followed by CBLT (TV) Toronto, which reached the five-year mark yesterday (Sunday).

There now are 42 operating tv stations in Canada and three more are to be telecasting by the end of September. Almost a dozen more are licensed and are expected to be on the air by early 1958.

Of the total, eight stations are owned by the government's Canadian Broadcasting Corp. and the remainder by private enterprise. The first independent station on the air was CKSO-TV Sudbury, Ont., which began operation Oct. 20, 1953.

Montreal and Toronto rank next to Hollywood and New York as large tv production centers. Montreal produces more French-language shows than any other city anywhere. Most French-language programs are live, with few French film imports and only sporting events carried on the network with French commentary.

Practically all eastern Canadian tv stations now are on a microwave network connected at Buffalo, N. Y., with U. S. networks. The microwave network now has reached almost to the Rocky Mountains and will be completed to the Pacific Coast by early 1958.

In the five years, tv saturation of Canadian homes is nearing 70% with some sections close to 90%. In this time Canadians have produced nearly half their own tv programs, developing a production organization where no theatrical groups were active. A growing number of Canadian tv shows now are being exported on film and kinescope to the United States, Great Britain, Australia, Japan, Germany, Sweden and Finland, while negotiations are underway for export of French-language tv shows to France, Luxembourg and Belgium.

Sales Highlight Canadian Sessions

Sales highlight the fourth annual convention agenda of French-language Canadian radio and television broadcasters (Association Canadienne de la Radio et de la Television de Langue Francaise) at Alpine Inn, Ste. Marguerite, Que., from Sept. 15-18. A sales clinic will be held the morning of Sept. 16 by the Canadian Assn. of Radio & Tv Broadcasters. In the afternoon a panel, chaired by Tom Burham, CKRS Jonquiere, Que., will swap sales experiences. Tuesday morning there will be a panel discussion on advertising agencies with representatives of leading advertising agencies on the panel under chairmanship of Rene Lapointe, CKBL Matane, Que. Wednesday sessions will be closed to handle association business and elect officers. Entertainment includes a golf tournament on Tuesday afternoon.

Junta Curbs Haitian Stations

The military government junta of Haiti has notified radio stations and newspapers they will be closed if employed to spread "subversive" matter during the coming presidential campaign. In its decree, published Aug. 28, the junta said: "Abuse of the right of thought expression, to excite the populace, has been one of the causes of the disturbances plaguing this country from December 1956 until the inauguration of the present government."

CHAT-TV to Begin Sept. 14

CHAT-TV Medicine Hat, Alta., begins telecasting on ch. 16, Sept. 14, with 5.7 kw video power from its transmitter at Redcliff, six miles northwest of Medicine Hat. R. J. Buss is general manager, Sid Gaffney chief engineer, and Merv Stone production manager. The station is represented by All-Canada Television Ltd., Toronto, Ont.

Lakeside Gets 'Tomahawk' Rights

World rights for a Canadian historical film series on the *Adventures of Pierre Radisson*, Canada's Davy Crockett, have been sold by CBC, Toronto, Ont., to Lakeside Television Co., New York. The series, filmed mostly in the Montreal area by CBC last winter and spring, has been renamed *Tomahawk* for export purposes. The first U. S. showing will be on WPIX (TV) New York Sept. 22. The series was started on Canadian tv stations last spring as a weekly half-hour historical program.

This marks the first series tv sale by the recently-formed export division of the CBC's commercial department at Toronto. Gunnar Rugheimer, manager of the export division, said the sale covers 26 episodes with option for more.

Canal 12, Cuban Color Outlet, Plans to Go on Air Oct. 24

The first color television station outside the U. S., Canal 12, S. A., is scheduled to go on the air Oct. 24 in Havana, Cuba, according to P. B. Reed, vice president, international sales, RCA. The station, which will use RCA equipment, will be headed by Gaspar Pumarejo.

RCA has begun shipment of equipment to Havana, Mr. Reed said. Included in the order are an RCA 10-kw color transmitter and a 60-foot antenna to be situated atop the new 400-foot-high Hilton Hotel in Havana.

Initial programming plans call for a 20-hour color schedule each day built exclusively around films, according to Mr. Pumarejo. He explained that a basic two-hour film program will be repeated 10 times a day, with fresh news and other film items inserted as they become available. Filmed news and other features will be flown to Havana from New York, Miami, Mexico City and Madrid.

Mr. Pumarejo expects that one thousand color sets will be located in social clubs, homes and public gathering places by Oct. 24 for demonstrations. He estimated that 10,000 color sets can be sold in Cuba during the first year and that it will take approximately 20,000 sets in use to enable Canal 12 to begin live programming.

CBC Readies for Elizabeth II

More than 30 commentators and 175 technicians will be centered in Ottawa, Ont., Oct. 12-16 to cover, in both English and French, the visit of Queen Elizabeth II to Canada's capital city. CBC has announced it will use 23 cameras at 19 pick-up points to give full live coverage on Canadian tv stations on the microwave network.

Stations not on the network will be served with kinescope recordings on a maximum 24-hour-delay basis. Temporary microwave connections will be supplied to as many stations as possible. All non-network radio stations will be supplied with the CBC radio coverage if requested.

CKSO-TV-1 to Start Oct. 15

The first satellite television operation at a mining camp in northern Canada gets underway Oct. 15 when CKSO-TV Sudbury, Ont., begins telecasting from CKSO-TV-1 at Elliot Lake, Ont., uranium camp. The satellite will operate on ch. 13 with 4 kw video and 2 kw audio power and antenna 432 ft. above average terrain.

INTERNATIONAL SHORT

James Lovick & Co. Ltd., Toronto and Vancouver advertising agency, has opened office in London, Ont., at 200 Queen's Ave., with **E. A. Westendorp** as account supervisor, and **W. M. Page,** account manager. This is 10th office of company, including one in San Francisco.

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*1956 ARB Continuing Readership Study

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Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $15.00 per inch.

No charge for blind box number.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

New station requires almost entire staff. Must be experienced. Need news man, disc jockeys, salesmen and continuity writer. News-men and disc jockeys send tape with first letter. All tapes returned. All replies confidential. Write Box 214B, B•T.

Management

Manager for Roanoke, Virginia station. Would like person presently employed in Roanoke area but will not exclude replies from all areas. Box 196B, B•T.

Sales

Salesman who is a self starter. A man with ideas and gimmicks. A man who makes all his presentations on disc or tape. You'll be joining one of top music-news in one of the top markets and you'll make top money. Send all information including picture to Box 927A, B•T.

Adv. salesman: Sell radio adv. with progressive N.W. radio station. The man we're looking for is a family man willing to work and live with his accounts. No hot shots. We want a man who can and will sell advertising in a protected territory. Good solid proposition. Box 953A, B•T.

Experienced salesman, radio. If you are aggressive—interested in making top money in substantial market with solid radio-tv operation, we want you. Opportunity excellent for permanent man who can produce. Guarantee and commission commensurate with your ability. No others need apply. Contact Jack Chapman, KTSM Radio, El Paso, Texas.

Experienced radio salesman. A real opportunity with a radio-tv group. Guaranteed salary with commission. All benefits including company paid pension plan. Prefer married man who wants to settle in attractive, small city. Resume and references to General Manager, WENY, Elmira, New York.

Announcers

Experienced announcer. Young, ambitious man who wants a permanent position with a future. Chain operates several stations in Pennsylvania. Play-by-play experience an advantage. Car essential. Offer good pay with regular raises. Only experienced men need apply. Send tape, resume and photo. Box 810A, B•T.

Wanted immediately by Florida station, experienced announcer, good newsman, some sports, capable of producing good taped announcements. Opportunity to sell if desired. Salary open. Send tape and resume. Box 907A, B•T.

Announcer-copywriter good in both departments for new modern music-news in up-state New York. Starting salary $70.00 per week. Apply to Box 928A, B•T.

Announcer with good voice and first class ticket. State qualifications and salary in first application. Progressive station in southeast. Reply Box 976A, B•T.

Top announcer and dj for top flight station in Washintgon state. Expanding our staff. Our entire staff knows about this ad. Send particulars and tape to Box 147B, B•T.

Top-notch high power south Florida independent needs good morning man. $100 week to start. Opportunity to sell at 15%. Send tape, resume, references. Box 165B, B•T.

Newscaster-salesman, with emphasis on local news, gathering and reporting. Box 201B, B•T.

Experienced staff announcer. Good working conditions. Profit sharing plan. Run own board. Pennsylvania station. Box 203B, B•T.

Looking for permanent announcer. Must have experience, strong on dj and commercials. Salary open. Box 204B, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Radio-tv announcing instructor for leading Boston institution. Prefer broadcasting college graduate with station and teaching experience. Full or part time, good pay; bright future. Box 207B, B•T.

Top jock, newsie, Portland, Oregon area, $450 starting, letter, tape, Box 2333, Portland.

Announcer for morning shift to be assistant program director. Radio KCOL, Fort Collins, Colorado.

Wanted: Announcer, old station, entirely new building and equipment, 50-hour week approximately. Should be able to read and write English, handle console, play good music and deliver commercials as commercials and not time killers. We operate under the old public service school and not as a top 40 music box. Salary fair. Bert Wick, KDLR, Devils Lake, N. Dak.

Dallas, Texas-50 kw radio and full-power tv experienced announcer, salary open. Send tape, photo, and application to Wilson Shelly, KRLD, Herald Square, Dallas, Texas.

Need immediately, combo play-by-play and top dj for central-Kansas outstanding 1000 watt town of 42,000 you'll like. Sports include origination 117 basketball games, 15 football plus national Juco, Big 8 and regional tourneys. Air mail complete background, photo, taped commercials, music, ad-libs and news, play-by-play tapes required. J. D. Hill, KWHK, Hutchinson, Kansas.

Negro dee jay, top rated rock 'n roll station has opening for negro dj. Experience absolutely necessary. Must speak good English, and must be tops in fast commercial delivery. Top salary for the right man. Send tape and resume, air mail to WFEC, Miami, Florida. Do not answer this ad, unless you fill the qualifications.

New Jersey. New station needs experienced "jack of all trades" interested in breaking into the metropolitan market. WHTG, Monmouth Beach, N. J.

Experienced board announcer. Send tape, resume WLDB, Atlantic City, N. J.

Wanted, experienced announcer now working within 200 mile radius of WPIC, Sharon, Pa.

Wanted—Staff announcer with ability for all sports. Chance to continue college education at Mississippi State College. Joe Phillips, WSSO, Starkville, Mississippi.

Announcer not wanted. Needed an air salesman who can handle music and news in a highly professional manner for 1,000 watt daytimer that is really going places We've got the money, you've got the time. $100 per week to start. Send tapes and resume to Roger Moyer, WTIM, Taylorville, Illinois.

Technical

Immediate opening, experienced 1st phone, metropolitan New York area. 6 days, 48 hours, salary $80.00. Opportunity for over-time. Box 163B B•T.

Engineer-announcer with first class ticket, experience not necessary. Southern market station. Send full details. Box 171B, B•T.

Are you a chief or asst. chief, who can do some announcing and wish to live in southern Oregon's vacation land. KMED is a fine progressive station, top in its market, and boasts an excellent staff, but needs a chief engineer. If you can qualify, contact Ray Johnson, Manager, KMED, Medford, Oregon.

Chief engineer with some announcing. Permanent. Beautiful Yakima Valley, wonderful fishing —hunting. Air conditioned studios. Leading 1000 watt daytimer. Send resume and tape to KUTI, 316 Butterfield Road, Yakima, Washintgon.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted—Engineer with 1st class license, combo man who can either write copy, sell or announce. Top salary commensurate with ability. WBRV Boonville, N. Y. Phone 11.

First class engineer-announcer for new 5,000 watt directional in Morristown, Tennessee. Emphasis on announcing. Contact Jack T. Helms, Manager, WNVA, Norton, Virginia.

Michigan independent needs chief engineer-announcer with first class ticket, morning shift, WOAP, Owasso, Phone SA 5-8196.

Chief engineer for installation-operation daytimer now building. Write WOIA, Saline, Michigan. Phone 18.

WSBT and WSBT-TV has opening for engineer with first class license. Prefer some experience but willing to train recent technical school graduate if veteran or draft exempt. Full time, permanent employment. Insurance, hospitalization and pension benefits. Write Personnel Dept., South Bend Tribune, South Bend 26, Indiana.

Production-Programming, Others

Copywriter: Girl, experienced in spot copy and log work. Board work available, if desired, not a requisite. Progressive northwest radio station. Box 954A, B•T.

Young, aggressive, radio program manager for top station in large eastern market. Box 166B, B•T.

A good solid dj with first class ticket can make himself a top salary in a fine radio-tv operation in an excellent medium size midwest market. Immediate opening. Send tape, photo and complete personal background. All tapes returned. Box 184B, B•T.

Like to spin records? Like to sell on the air? There's a spot for you in a fine mid-American radio-tv operation. Mutual radio, NBC vhf-tv. Let us have a tape and picture. It might be the beginning of a worthwhile association for both of us. Box 185B, B•T.

Program director for daytime Maryland station with news and copy ability. Complete information and tape first letter. Box 210B, B•T.

News director, for live-wire news department in major north central market. Must have previous experience in same capacity, be a top-flight newscaster, thoroughly experienced in local reporting, etc., and able to direct other news personnel. An unusual opportunity. Reply in confidence, giving detailed previous experience, salaries, when available, and attach small photo. Box 216B, B•T.

Needed immediately. Experienced news man capable of handling some disc work. Must be strong on rewrite with an eye for local news. Send full particulars, including audition tape with first letter to K-JOE, 529½ Crockett Street, Shreveport, Louisiana. All tapes will be returned.

California radio traffic continuity position. KSBW radio the top station in the central coast of California has an opening to a top flight woman who can handle all phases of traffic as well as write good commercial radio copy. Send complete details, all experience, and references, as well as photo in first letter to KSBW, P. O. Box 1651, Salinas, Calif.

We need a good program director with news announcing experience. If you qualify, send tape, photo, resume of previous experience and salary requirements to Louisville's first music and news independent daytimer, WKYW, 431 West Jefferson Street, Louisville 2, Kentucky.

RADIO

Situations Wanted

Management

For sale: 25 years of advertising experience. Formerly No. 1 account executive with top billing at major independent; direct sales development for leading rep; assistant to publisher of well-known publication. Currently available due to change of management. Ivy league (Phi Beta Kappa) graduate, seeks administrative, sales or promotional opportunity New York City, mid-Atlantic or New England states. Box 118B, B•T.

Ready to advance to assistant manager-manager of small am. Plenty of production know-how, also am air personality. Willing to invest. Box 124B, B•T.

Major market sales manager wants management or sales opportunity in New England, or New York. Top references. Box 154B, B•T.

Manager. Successful record building listenership and sales. Will return good net in exchange for potential, cooperation, permanence. Box 189B, B•T.

Sales

Young man interested in am or tv sales position. Can double as air personality. Seven years commercial broadcast experience. Box 125B, B•T.

Top advertising executive, large newspapers, wants change to sales manager or salesman small town radio station. Prefer Kentucky, Tennessee or Missouri, but consider anywhere in south or midwest. Will come for personal interview. Box 172B, B•T.

Salesman. Nine years sales, programming, announcing. Young. Married. Aggressive. Creative. Box 190B, B•T.

Announcers

Top negro dj. Now in top market. Highly experienced all phases. Great job for great station. Box 151B, B•T.

Announcer, experienced in all phases of staff work. News a specialty. Western U. S. preferred, but will accept other area. Box 761A, B•T.

Announcer 10 years experience — employed, steady, 5½ years in present job. Family, go anywhere. Box 972A, B•T.

Sports announcer. Football, basketball, baseball. 7 years experience. Finest references. Box 974A, B•T.

Red hot, experienced announcer available after September 1. Combines abilities of Deems Taylor, Lowell Thomas, and Art Ford. Writes continuity and sells time like mad. Tapes and resume on request. Reply Box 980A, B•T.

Announcer-program manager. 5 years radio all phases. 1½ years tv on camera booth. 1st phone. 31 years old. West coast. Box 983A, B•T.

First class announcer seeking job with sports minded station. Conscientious, dependable, young, will travel. Experienced play-by-play, color, dj, news, familiar with tv. Box 985A, B•T.

DJ beginner, capable, eager to please, salary secondary to opportunity. Graduate New York Radio School. Tape and resume immediately on request. Box 991A, B•T.

Girl personality, dj run own board, eager to please. Free to travel. Gimmicks and sales. Box 992A, B•T.

5 years radio—some tv. Presently employed 1000 watt indie-versatile staff dj newscaster. Family man, excellent references. Interested tv or good radio deal. State requirements first letter. Box 993A, B•T.

Experienced combo, tops with news and commercials. First ticket. Box 996A, B•T.

Announcer-veteran, married, college. Degree, one year experience, strong on sports and news. Experienced in copywriting and newswriting. Box 997A, B•T.

Personality-dj. Strong commercials, gimmicks, etc. run own board. Steady, eager to please. Go anywhere. Box 112B, B•T.

Experienced mature announcer—8 years radio last year radio-tv desires major market radio or radio-tv in northeast. Fully experienced all phases of station operation, all types of programming. Tape, resume and photo available, personal interview a must. Box 133B, B•T.

Rock & Roll—jazz dj, news. Now employed in million market. First rated experienced negro with first phone. Box 152B, B•T.

Program director—staff announcer. Six years independent experience all phases. Family. Permanent. Excellent references. Box 153B, B•T.

Recent radio school graduate, announcing and board work. No experience but willing to learn. Will send tape on request. Single, will locate anywhere. Box 155B, B•T.

Situations Wanted—(Cont'd)

Announcers

Staff announcer, 2 years experience. Prefer sports station. All offers considered, vet, married. Box 156B, B•T.

Above average announcer, 3 years experience looking for above average job. Married and employed. Looking ahead. Box 169B, B•T.

Announcer-writer, recent radio-television school graduate. Quality voice, good typist, write copy, commercials and color material. Workable knowledge of all sports. Prefer southwest. Box 174B, B•T.

Experienced announcer. Desire to be morning man. Single, vet. Box 176B, B•T.

Versatile negro disc jockey, with references and five years experience. Has worked all markets. Personal 10,000 record library. Free to travel. References. All replies confidential. Box 177B, B•T.

Excellent-voice, personality, appearance, news staff. Employed dj, who can sell. Will travel. Radio or tv. Tapes. Box 180B, B•T.

Midwest-midsouth glory's gone. Announcer 26—5 years radio, tv. Seeks home for five. Experienced all phases, pilot's license, will fly. Box 181B, B•T.

Announcer, experienced, music, news, commercials. Tape available. Can operate board. Box 186B, B•T.

Personality, pop dj. First phone, ten years experience. Mature, presently chief-combo. Desires change, permanency. M.S. Speech. No Segueway. $100 weekly. Box 193B, B•T.

I'm good. Can prove it. Informal, low pressure personality. Experienced. Box 194B, B•T.

Experienced personality dj desires permanent position. Veteran, 26, single. Restricted ticket. Good sense of showmanship; promotion minded. Personable, hardworking, ambitious. B.S. Degree. Will travel anywhere. Write Box 200B, B•T.

California only. Experienced, married, announcer. Strong on dj and news. Present employer best recommendation. Available for personal interview first week in October. Box 205B, B•T.

Experienced announcers for new independent, in mountains of southeast. $75.00 starting salary. One country music personality desired. Write Box 206B, B•T.

DJ with format that can build and hold audience. Blocked in 15 minute segments, each segment features popular song by an artist plus other favorites by same personality. Appeals to adults and youngsters. 7 years experience. Desire position with future. Box 208B, B•T.

DJ—five years all phases AM-FM-radio-tv; strong on sales, production, characterizations; quality voice; mature; seeks progressive, permanent position. Box 211B, B•T.

2½ years, wants Florida, station you can be proud of, intends staying. Box 212B, B•T.

Put fourteen years experience in finest morning entertainment, highest ratings, to work for you. Proven successful and profitable background for consideration. Only those interested in far above average morning man need apply. Eastern coast preferred. Box 213B, B•T.

Staff announcer, experienced. Have car. All staff duties. Gaver, 16 East 4th Street, Frederick, Maryland.

Announcer, 4 months experience in Wisconsin, medium voice, all types of music. Prefer west, southwest. Reply: Bill Murphy, 3447 West 66th Street, Chicago 29, Illinois.

Adaptable radio personality, capable dj, strong on commercials and news. Heavy Army and Air Force experience on national nets ("This Is West Point' MBS, "Moods In Melody" ABN, others) and transcriptions shows ("Proudly We Hail", produced-hosted "Manhattan Melodies" 1200 outlets). Network voice, BA in broadcasting, and seven years overall experience. Married, 27, out of service and available end of January. Prefer northeast or west coast. Tape, photo, resume: Ralph Rowland, Recruiting Publicity Center, Governors Island, New York 4, N. Y.

Situations Wanted—(Cont'd)

Technical

Chief engineer: First class license: Years of experience. Installation, operation, maintenance and trouble shooter specialist. Exceptional references. Box 175B, B•T.

Engineer. Experienced, first phone, college, wants C. E. or combo, east. Box 179B, B•T.

Installation and maintenance engineer wants permanent job southeast. Sober, dependable. No announcing. Box 187B, B•T.

First phone men available. Contact Grantham School, 1505 N. Western Avenue, Hollywood, California.

First phone, experienced construction, modernization and maintenance, any power. Good news delivery, fair country dj. College graduate, 42, have tools, test equipment, transportation. C. G. Huey, Perry, Ga.

Production-Programming, Others

DJ in major market desires to PD in smaller market, 1st phone. Box 999A, B•T.

Program directorship wanted, family, 5 years radio, 2 television, employed. Box 150B, B•T.

TELEVISION

Help Wanted

Sales

Southern vhf, major market, major network has opening for good local regional sales manager. Salary above average, excellent commission set up with opportunity for advancement to national sales manager for the right man. Prefer southerner. Give all details in first letter. Box 168B, B•T.

Local and regional salesman for television station in North Carolina. VFH primary network affiliation. Guaranteed salary and percentage override. Availability desired before September 25. Box 158B, B•T.

The BIG MONEY goes to F. C. C. LICENSED MEN!

F.C.C. License—the Key to Better Jobs

An FCC **commercial** (not amateur) license is your ticket to higher pay and more interesting employment. This license is Federal Government evidence of your qualification. Employers are eager to hire **licensed** technicians.

Grantham Training Does the Job

Grantham School of Electronics **specializes** in preparing students to pass FCC examinations. We train you quickly and well. All courses begin with basic fundamentals—NO previous training required. Beginners get 1st class license in 12 weeks.

Learn by Mail or in Residence

You can train either by correspondence or in residence at either division of Grantham School of Electronics—Hollywood, Calif., or Washington, D. C. Our free booklet gives details of both types of courses. Send for your free copy today.

MAIL TO SCHOOL NEAREST YOU.

Grantham Schools, Desk 14-A

821 19th Street N.W. Washington 6, D. C. **OR** 1505 N. Western Ave. Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my commercial FCC license quickly. I understand there is no obligation and no salesman will call.

Name ----------

Address ----------

City ---------- State ----------

I am interested in:

☐ Home Study, ☐ Resident Classes

TELEVISION

Help Wanted—(Cont'd)

Announcers

Sports announcer double in staff or sales. Midwest vhf excellent market. Send tape, picture, resume to Box 198B, B•T.

Experienced tv live and booth announcer wanted. Must be available for personal interview. Send picture and tape first to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Immediate opening staff announcer. Send full details, picture and tape to Manager, KTIV, Sioux City. Iowa.

Technical

Wanted: Tv transmitter supervisor for maximum power vhf high band station. Installation and maintenance experience necessary. Supervisory experience preferred. Location in southeast. Salary open. Box 160B, B•T.

Chief engineer wanted for southwest state university educational tv station, immediately. At least three to five years previous tv engineer experience desirable. Send resume, references, educational background to Box 162B, B•T.

Immediate opening engineer with first phone license. Expanding schedule. Excellent salary based on experience and ability. Permanent position. Send resume, references and photo first letter. Chief Engineer, KKTV, Colorado Springs, Colorado.

Wanted: 2 experienced first class engineers to install and operate transmitter and studio equipment. Permanent position, good pay. Send complete resume, references, photo and minimum salary first letter. Start October 1st. Write Chief Engineer, WBOY-TV, Clarksburg, W. Va.

Expanding schedule need first class engineer. Good salary based on experience. Paid vacations, insurance benefits. WDAY-TV, Fargo, N. D.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Newspaper owned vhf in good market needs news director. Must be good newsman and strong air personality. Send photo and tape or audition film, resume, expected starting salary to Box 145B, B•T.

Continuity writer with creative ideas needed at once for midwest television station. TV experience is helpful but not absolutely necessary. Must have radio background. Write Program Director, Post Office Box 470—Rockford, Illinois.

TELEVISION

Situations Wanted

Announcers

Top flight announcer desires top flight position. 6 years radio-tv. Box 157B, B•T.

Announcer. Now free lance. Chicago area. Want permanent position. Network voice and appearance. Tape, resume, pix and references on request. Box 167B, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Experienced weathercaster can also do news and pitches, announcing and on-camera appearance A-1. Box 170B, B•T.

TV announcer-plus. Presently employed in major market, wants tv announcing spot. Also well grounded in sales, promotion, production. College grad., veteran, solid citizen. Box 183B, B•T.

Technical

Engineer-announcer experienced in am, fm high power, design, maintenance. Box 149B, B•T.

Top am broadcast engineer would like to break into tv. Prefer southeast. Box 188B, B•T.

Production-Programming, Others

Program director, production manager, director from medium market lured into sales; desires to return to production. Experienced from broom to bridge to executive's desk. Family; B.S. Degree. Box 104B, B•T.

Talented tv announcer-director-weatherman cartoonist desires advance to larger market. Four years tv. Presently employed. Box 126B, B•T.

Need big ideas for your local operation? Two young men, currently employed by network, want to be production team with local tv station. Have lots of resumes, tapes, films, formats, etc. Resumes free to first 100 men who answer this ad. Box 164B, B•T.

Canadian radio tv newscaster (28) five years radio, two tv desires position metropolitan U.S. or Canadian market. Box 173B, B•T.

Experienced program director—versed in all phases of television, available Sept. 15. Non-drinker, college man, married, 5½ years experience television. Box 178B, B•T.

Film editor-director. Film booking and department experience. Experienced in 16mm news photography. Versatile, creative, reliable. Employed. Wishes to relocate. Box 182B, B•T.

Director-cameraman, family, conscientious, creative. 4 years experience all phases production. Presently employed top basic. Desires more opportunity. Box 197B, B•T.

Tv promotion—eight years experience in all phases, sales and audience promotion and merchandising. Now available to take over as your promotion director. Box 202B, B•T.

FOR SALE

Stations

For lease fm good music station in metropolitan market. Several years in operation. Low monthly lease terms to the right party who has character, ability and is willing to work. Box 127B, B•T.

For sale, 500 watt Texas daytimer. Billing $50,000. Netting $14,000. Single station market expanding rapidly. Want to quit. Box 209B, B•T.

FOR SALE

Stations—(Cont'd)

Florida major market, $250,000, total price. 30% down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Georgia monopoly market station $42,000, total price. $25,000 asking down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Metropolitan, industrial market with limited competition. $90,000, total price, liberal terms. Paul H. Chapman Company, 84 Peachtree, Atlanta or 17 East 48th, New York.

Oregon, fulltime, $48,500, $14,500. down, excellent growth area, wire or write, Norman & Norman Inc., Davenport, Iowa. Phone 3-5642.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

UHF equipment, used. 1 kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Very reasonable. Box 946A, B•T.

1 kw REL fm transmitter, monitors, two-bay Andrew multi-V antenna 91.7 mc 410′ 1⅝″ Styroflex coasx and 400′ Blaw-Knox guyed tower. Box 159B, B•T.

One Stancil Hoffman M-5A minitape in good condition, includes battery charger and spare battery (less electrolyte) and microphone. $150. Box 161B, B•T.

For sale—Used 5 kw AM transmitter Western Electric 105C with crystal for 740 kc complete. Make offer, must move immediately. P. O. Box 275, Richardson, Texas.

Trans-Lux news sign in excellent condition at half original cost. Outstanding promotion for major or tourist market. Write or wire today for full details, WMSC Radio, Columbia, S. C.

Andrew 3⅛ inch coax line. 960 ft. with bends, gas barriers, hangers. Never used. Contact WSOY-FM, Decatur, Illinois.

Fairchild recording Lathe turntable and amplifier $200. GE Diamond Stylus Heads $5. ARTEL, 5724 Market, Phila.

For Sale: 5 kw Western Electric transmitter, excellent condition, water-cooled, can be converted with modern air-cooled tubes. $1,500.00 as is, where is. Midwest Broadcasting System, Farmington, Missouri.

We have for sale 1 type 78 Wincharger used tower complete, 2 new type 101 Wincharger towers 200′ complete, 1 used type 101 Wincharger tower 200′, and 1 three-legged self supporting tower 175′. We will also erect these towers on site in N. Y., N. J., or any one of the New England States. For rates please call New England Tower Service, Brandon, Vermont, telephone 80.

250 watt transmitter and frequency monitor. $650. Contact Hill. Tulsa Studio Productions. Wright Building, Tulsa, Oklahoma.

WANTED TO BUY

Stations

Radio station in good market. Anywhere in United States. Prefer west coast, but open to negotiation in other areas. Confidential. Quick action on all replies. Box 148B, B•T.

Successfully experienced manager wants to option or lease station pursuant to purchase in three to six months. Box 192B, B•T.

Radio executive will buy one or two small New England stations. No brokers. Offers strickly confidential and acknowledged. B. D. Caster, Box 507, Madison, Conn.

Stations wanted now! Not interested in your gross receipts or your net profits or your private life. If the station has a market and a signal, please holler at me now. Ralph Erwin. Broker. Tulsa.

Stations wanted. Sold: 60% of all the AM stations offered by this agency since its establishment. Ralph Erwin. Broker, 1443 South Trenton, Tulsa.

Stations wanted. Texas, New Mexico, Colorado, Missouri, Kansas, Arkansas, Louisiana, Oklahoma. Ralph Erwin. Broker, Tulsa.

Stations wanted. Private, conservative service to station owners. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

Radio station grossing from $80,000 to $100,000 in south, southwest or Pacific coast. Radio and News, Inc., Box 128, Sweetwater, Texas.

Negotiations

Appraisals

NOTICE

CHANGE OF ADDRESS

Management

Placement

In order to better serve our clients and friends in the broadcast industry, we are moving to new headquarters on September 11th 1957.

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

WANTED TO BUY

Equipment

10 kw G.E. fm transmitter, frequency monitor, transmission cables and antenna. Please submit prices and terms. Box 146B, B•T.

Seeking all or control of am station. Will personally manage. Box 191B, B•T.

Studio unit for Gates type RCM-14 remote control equipment. Box 217B, B•T.

Building mobile unit. Have truck-need used 2-way gear. What have you that's priced right? Contact Jack Garrison, Chief Engineer, WBOF, Box 36, Va. Beach, Va.

Will buy used Presto 10-B turntable. Name bottom price. Malone Recorders, P. O. Box 567, Greensboro, N. C.

INSTRUCTIONS

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

RADIO

HELP WANTED

Management

SALESMANAGERS STATION MANAGERS

We are expanding in the South—we want to expand even faster. We cannot afford personnel problems. We want two young men with experience—plenty of potential for our sales department who can become managers. We want to help these men develop their best qualities . . . men with their feet on the ground, who want to manage first class stations and make money. It's a wonderful chance to go first-class with the finest group of fellas you ever saw. Tell us everything with accompanying photo. William A. Anderson, WOKJ, Radio Station, Jackson, Miss.

Announcers

ARE YOU A NEGRO DJ IN SMALL TOWN?

If you are a pretty good Negro DJ working at a part-time job or in a small town station and someday want to get into big-time radio at an ALL-Negro station—write us and send tape and photo. Really Rock'n-Roll the show. If you look like you can make the grade—we'll help train you to be even better than you are. We have three big Southern markets—and the finest bunch of DJ's in the country—all of them started at small town stations. We prefer men now down South. Apply right now! William A. Anderson, WOKJ, Radio Station, Jackson, Mississippi.

Production-Programming, Others

California radio traffic continuity position. KSBW radio the top station in the central coast of California has an opening for a top flight woman who can handle all phases of traffic as well as write good commercial radio copy. Send complete details, all experience, and references, as well as photo in first letter to **KSBW, P. O. Box 1651, Salinas, California.**

TELEVISION

Help Wanted

Management

PROMOTION MANAGER

WANTED

with tv experience for a mid-western network basic station in a major metropolitan market. Box 968A, B•T.

Production-Programming, Others

We need a copy writer for tv. Can you sketch a slide layout for a sales pitch—with copy to match? Do your words sparkle and sell? If you can, we're interested in knowing more about you. Send us your "package" including recent photo. Will pay well if you're what we want. **Program Manager, WABT, Birmingham.**

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

PROMOTION WITH A FUTURE

If you've been waiting for a promotion department ready made for your talents, this is it! We need a capable, eager and energetic man ready to step into an established promotion department of one of the country's most respected multiple property operations. This VHF CBS station is head and shoulders above competition and you can help keep it there. Pleasant midwest community and solid ownership with all employee benefits gives assurance of stability for your future. Please outline complete background with foto.

Box 215B, B•T

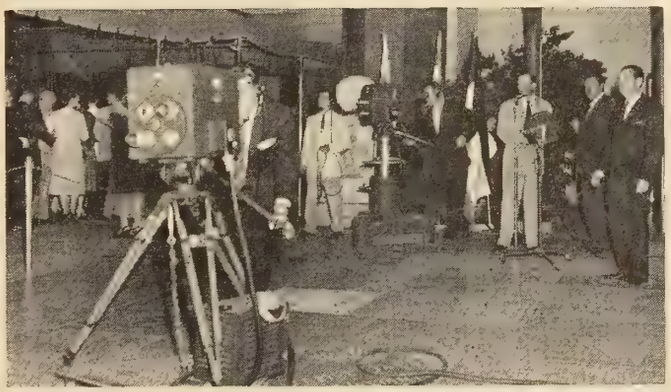
Situations Wanted

LIVE TV??

Husband Wife team escaping film! 5 years major TV markets. Personal interview.

Box 195B, B•T

EXAMPLE——PRACTICAL TV TRAINING



This is a typical example of the practicality of ALL Northwest training. These students are actually doing a live remote from a recent movie premiere.

All Northwest classes are trained using methods like these—letting students work in a practical manner with everyday Telecasting problems. For *top* TV people call John Birrel.



NORTHWEST

Television–Radio Division

SCHOOLS

HOME OFFICE:
1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA
1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS . . . . .
540 N. Michigan Avenue
DE 7-4504

FOR SALE

Stations

See HASKELL BLOOMBERG
Radio and Television Station
Business Broker
And Muriel Bloomberg, Assistant
NARTB REGION 1 CONFERENCE
VAN CURLER HOTEL
SCHENECTADY, NEW YORK

Equipment

FOR SALE

Two second hand guyed Stainless, Inc. AM towers.

One Truscon self-supporting AM tower.

ACE-HIGH TOWER COMPANY
BOX 55, GREENVILLE, N. C.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

INSTRUCTION

96% OF ALL GRADUATES OFFERED POSITIONS IN RADIO OR TV!
Courses in Announcing, Acting, Writing, Production. 1 year of intensive training. Founded in 1934. Professional teachers with national network background. Term starts September 26th.
NATIONAL ACADEMY OF BROADCASTING
3338 16th Street, N.W. Washington, D. C.
Dept. B

NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES



◄ **Daniel J. Korman,** vice president-treasurer, Cabell Eanes, Richmond, Va., elected president and treasurer, succeeding **Joseph C. Eanes,** founder of agency, who has sold his interest in company. Mr. Korman joined agency in 1947 and was elected vice president-treasurer in 1955.



◄ **F. Whitton Morse,** secretary of Cabell Eanes, named executive vice president and secretary of agency. Mr. Morse joined Cabell Eanes in 1951 as director of public relations and later became account executive and account supervisor. He was elected secretary in 1955.

Lawrence J. Jaffe, formerly vice president and director of research at Erwin, Wasey, N. Y., to Kastor, Farrell, Chesley & Clifford Inc., same city, as senior vice president and marketing-research director.

Lloyd E. Borg, vice president-account manager, Bozell & Jacobs, Minneapolis, named administrative vice president. **Orland Johnson,** account supervisor for B&J, named vice president.

Robert A. Haumesser, Honig-Cooper, San Francisco, named vice president and copy chief for all print and broadcast advertising. **Robert Akey** named account executive for Leslie salt and **Harold Ford,** assistant account executive for Avonset.



◄ **Hendrik Booraem Jr.,** vice president in charge of new business, C. J. LaRoche & Co., N. Y., has joined Ogilvy, Benson & Mather, same city, as vice president of radio and television. Formerly national program manager of MBS, Mr. Booraem joined McCann-Erickson as vice president of tv-radio programming in 1949, resigned in November 1955 to go with LaRoche as vice president of radio-tv.

Lester F. Lilliston, account supervisor at Earle Ludgin Co., Chicago, elected vice president.

Floyd E. Weidman, general executive, WEWS (TV) Cleveland, Ohio, to Hubbell Adv. Inc., same city, as vice president and account executive. He had been with WEWS for 10 years and with parent company, Scripps Howard, for 16 years.



◄ **Joe H. Langhammer,** marketing - merchandising executive, D'Arcy Adv., Detroit, to Powell Adv., same city, as vice president. Before joining D'Arcy, he was executive vice president and general manager for Ralph Sharp Adv., Detroit.

Charles Beacham elected vice president of Ford Motor Co., Detroit, and assistant general manager of Ford Div. He had been Ford Div. general manager since February 1956.

Peter J. Fluge, formerly advertising and promotion manager of Owens-Corning Fiberglas Corp., to Wentzel, Wainwright, Poister & Poore Inc., Chicago, as vice president.

Phelps H. Adams, director of public relations and assistant to the chairman of board, U. S. Steel Corp., named vice president of public relations.

Leslie E. Parkhurst, director of marketing, A.S.R. Products, and **Morton D. Weiner,** executive vice president of Com-Air Products Div., promoted to vice president and director of marketing and vice president and chief operating officer of Com-Air, respectively. **Thomas J. Sheehan** and **William P. Kerr,** both with A.S.R.'s manufacturing division, Staunton, Va., plant, named manager of operations for Com-Air and plant manager of Lightfoot Co., Hoboken, N. J. (A.S.R. subsidiary), respectively.

J. Lawrence Sherk, sales manager of Frank H. Lee Co. (manufacturer of Lee and Disney hats for men), Danbury, Conn., and **George M. Rickus,** manufacturing director, promoted to vice presidents. Mr. Sherk continues in sales and Mr. Rickus assumes production responsibilities.

Wilson Edwards, vice president and general manager, KSDO San Diego, to Breast-O'-Chicken Tuna Inc., San Francisco, executive staff.

Harold I. Seltzer, formerly vice president of White Frost Chemicals Inc., to Doyle Dane Bernbach, N. Y., as merchandising account representative.

Robert R. Burton, vice president and account supervisor at Needham, Louis & Brorby Inc., Chicago, for past four years, to Kenyon



AN engraved silver tray was given to B. I. Brownold, vice president and account supervisor, Grey Adv., New York, at an anniversary dinner held last month to celebrate his 35 years with the agency. Above, Mr. Brownold receives the tray from Lawrence Valenstein, Grey chairman of the board.

TIME FOR A CHANGE

Bernie Singer, timebuyer for Cohen & Aleshire, New York, reasons that if the agency business causes ulcers for many of its practitioners, he might be of greater help to mankind by curing them. So, he is leaving his profession to start medical studies at New York Medical College. A physics graduate from Tulane U., Mr. Singer also holds a masters degree in radio and tv from Syracuse U.

& Eckhardt, as manager of its Chicago office.

Sidney L. Gordon, formerly regional manager for portable appliances, Westinghouse Electric Corp., and sales promotion manager of Hyland Electrical Supply Co., to Erwin, Wasey, Chicago, as merchandising director.

H. A. (Ben) Eastman, advertising copy chief, Carrier Corp. (manufacturer of air conditioning, refrigeration and heating equipment), Syracuse, N. Y., to Sidney Clayton & Assoc., Chicago, as creative director.

Webb Thomas Jr., Winius-Brandon Adv., St. Louis, to Gardner Adv., same city, as assistant group supervisor in media department. **Edward J. Doney Jr.,** formerly in public relations and advertising with Illinois Bell Telephone Co., to Gardner as copy contact in agency's industrial creative group and **Ronald T. Levy,** formerly officer in U. S. Air Force, named research assistant in Gardner's research department.

Mary Ferriter, media manager, Botsford, Constantine & Gardner, S. F., to Guild Bascom & Bonfigli, same city, as media director. She will work on Breast-O'-Chicken, Max Factor and Heidelberg accounts.

Robert Witte, advertising director, American Latex Products Corp., to Carson-Roberts Inc., Los Angeles, as member of agency's industrial and electronics accounts group.

Robert E. Crihfield, service manager at Leo Burnett Co., Chicago, appointed field account executive. **Robert J. Rowe,** cartoonist at Burnett, moves to its tv staff.

Bill Erin, formerly with J. Walter Thompson Co., to Needham, Louis & Brorby Inc., Chicago, writing staff. **Helen Kane,** William Esty, same city, and **Joseph Benge Jr.,** M. M. Fisher Assoc. Adv., to NL&B copy staff.

Howard W. Rapport, 49, radio-tv commercial supervisor at Tatham-Laird Inc., Chicago, died at his home Aug. 31.

NETWORKS



◄ **Simon B. Siegel,** treasurer, American Broadcasting-Paramount Theatres Inc., elected financial vice president. Mr. Siegel has been treasurer of AB-PT since 1953.

John Pearson, formerly program consultant for Katz Agency, to American Broadcasting Network stations department, as program executive.

Eugene H. Alnwick, formerly with Burke-Stuart Co., N. Y., to Mutual as account executive.

Jule Styne, producer-composer, has signed to serve as executive producer for first four or five programs of hour-long *Eddie Fisher Show* premiering on NBC-TV Oct. 1. Mr. Styne will have to leave Fisher program later in fall to start work on "Say Darling," which he will produce on Broadway in January.

Ben Starr, writer of motion pictures, plays, pilot films and special material for night club entertainers, named head writer of ABC-TV's *Guy Mitchell Show.*

Art Linkletter, CBS-TV Hollywood, star, named Honorary Mayor of Hollywood by Hollywood Charitable Foundation, representing film capital's 10 top service clubs.

Alec S. Nyary, 42, column editor for NBC press department, died in New York Aug. 31 of hepatitus.

Jack Cusick, 54, former script writer at CBS and for leading radio comedians (Eddie Cantor, Jimmy Durante, etc.), died in Chicago Aug. 26.



TALENT HUNT

Robert S. Lawrence Productions Inc., New York, producer of tv filmed commercials, announced last week it is starting a search for new talent for the commercial field. Starting today (Monday), Audrey Sammons, casting director, will become a roving talent scout, seeking "new faces" in and around the New York metropolitan area. Miss Sammons will visit Broadway showplaces, off-Broadway theatres, dramatic and dancing schools and model agencies.

FILM

Glenn Fannin, formerly on executive sales staffs of Italian Film Export & Distributors Corp. of America, to NTA Pictures Inc. as south central division sales manager.

William R. Rosenberg, most recently with sales and promotion department of Greater Mississippi Investment Corp., Jackson, Miss., and former account executive and assistant manager of WFTW Ft. Walton Beach, Fla., to Magna Film Productions Inc., Watertown, Mass., as sales promotion director.

George Bilson, 20-year veteran in film production-direction, signed by National Telefilm Assoc. as producer-director for 39-program series *George Jessel's Show Business.*

George Carlso, MCA-TV, Boston, to Gross Krasne Inc., Chicago, sales staff.

Rosemary Ashton, former editor with *Better Living* magazine and freelance stylist and fashion consultant, to Transfilm Inc., N. Y., named to newly-created post of stylist, and will be available to advertising agencies in pre-production planning of tv commercials.

David V. Picker, United Artists Corp. sales promotion executive, father of girl, Caryn Anne, Aug. 31.

STATIONS



◄ **Jim Coyle,** commercial manager, KWKW Pasadena, Calif., to KALI, same city, as general manager. **Virginia O'Laughlin** promoted to assistant manager of KALI.

Bill Fox, general sales manager, KFMB-TV San Diego, promoted to station manager.



◄ **Kenneth Berryhill,** local sales, WMCT Memphis, Tenn., to WMOX Meridian, Miss., as manager. He also has been associated with WSM-TV Nashville and WCBI Columbus, Miss.

Gene Lewis, formerly station manager of KCEN-TV Temple, Tex., to KFDA-TV Amarillo, Tex., as sales manager. **George Davis,** formerly with Da-Cal Sales Co., Aurora, Ill., joins KFDA-TV local sales staff.

Lee Kennedy, announcer, WRRR Rockford, Ill., to WCDT Winchester, Tenn., as chief engineer-program director-announcer.

Bill Dean, announcer, WWL New Orleans, to WWL-TV as production supervisor.

Paul A. Hill, production supervisor, WWTV (TV) Cadillac, Mich., named program director.

John Babcock, newscaster, KLAC Los Angeles, to KDAY Santa Monica, Calif., as news director.

Harold (Red) Hageman, news editor, WCUE Akron, Ohio, named news director. **Bill Steffy,** WCUE news editor, transfers to WICE Providence, R. I., as assistant news director. WCUE is affiliated with WICE.

Allan Moll, veteran of 17 years in Salt Lake City, Utah, radio-tv news and special events, to KALL, same city, as news and special events director.

Lawrence Eisenberg, former publicity director and feature writer for WABD (TV) New York, to WABC-AM-TV, same city, as director of public relations.

Phyllis Seifer, CBS public affairs secretary, to WPIX (TV) New York as assistant to director of advertising research and sales promotion.

Jean Underwood, copy department, KWWL Waterloo, Iowa, to KICO Calexico, Calif., as office manager and "girl Friday."

Monty Montcrieff, KBIZ-TV Ottuma, Iowa, to WEW St. Louis, Mo., sales staff, succeeding **Dick Friend,** who transfers to sales department of WKYB Paducah, Ky. Both stations are owned and operated by Bruce Barrington.

Marvin H. Astrin, formerly with Tatham-Laird, Chicago, to WGN, same city, sales staff.

Bob Baker, program director, KFQD Anchorage, Alaska, to KXO El Centro, Calif., as announcer-salesman.

Bill Baker, announcing staff, WEAV Plattsburg, N. Y., to WHBI Newark, N. J., as announcer and co-producer of *U. S. A. Show.*

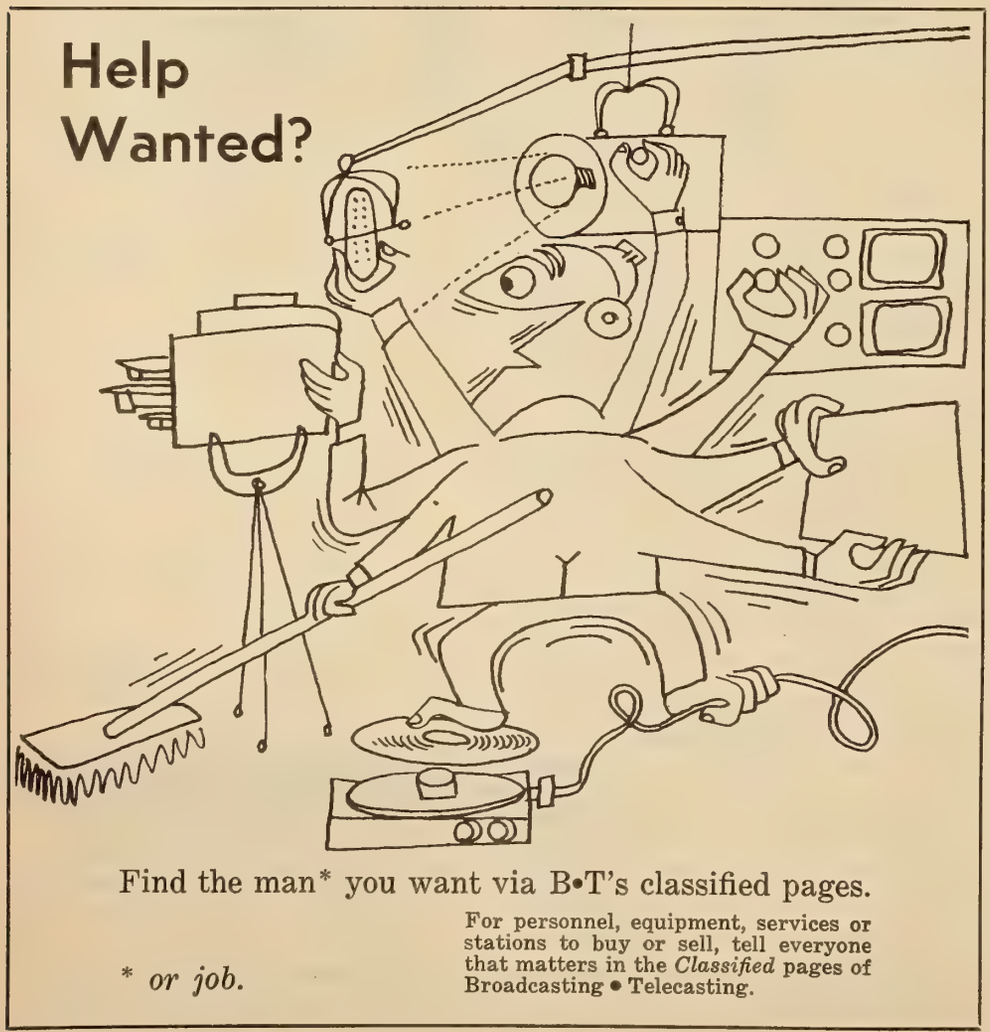
Herb Kenny, former member of "The Ink Spots" quartet, to WMAL-TV Washington for its *Saturday Show.*

George M. Martin Jr., director of newsfilm project and tv consultant, Fund for the Republic, to KRON-TV San Francisco as newscaster for *Chronicle News* program.

Red Blanchard, disc jockey, KCBS San Francisco and formerly with KFOX Long Beach, Calif., to KPOP Los Angeles as morning personality.

Danny Shaver, co-owner of WAGR Lumberton, N. C., father of boy, Michael Glenn.

Selig J. Seligman, general manager of



Find the man* you want via B•T's classified pages.

For personnel, equipment, services or stations to buy or sell, tell everyone that matters in the *Classified* pages of Broadcasting • Telecasting.

* *or job.*

KABC-TV Los Angeles, father of girl, Lucy Ann, Aug. 26.

REPRESENTATIVES



◄ **Austen G. Smithers,** formerly with Edward Petry Co. and before that radio sales manager for Headley-Reed, to John Blair & Co., N. Y., as account executive.

MANUFACTURING



◄ **Cecil J. Harrison,** sales manager, Allen B. DuMont Labs, mobile communications division, to Rixon Electronics Inc., Silver Spring, Md., as vice president.

O. H. Mackley, formerly technical service manager of military electronics division, Hycon Electronics, Pasadena, Calif., named vice president and general manager.

C. Graydon Lloyd, manager, technical products department, General Electric, Syracuse, N. Y., named general manager of company's specialty electronic components department.

H. R. Seelen, manager, color kinescope operations, Entertainment Tube Products, RCA, named manager of kinescope operations, covering both black-and-white and color picture tubes. **M. J. Carroll,** manager cathode ray and power tube marketing for same unit, appointed manager of marketing.

Dale O. Akridge, General Electric appliance and television receiver division, Louisville, Ky., appointed manager, advertising and sales promotion for GE's television receiver department, Syracuse, N. Y.

K. H. Coyner, formerly operating manager, Graybar Electric Co., Asheville, N. C., appointed operating manager, Norfolk, Va., plant; **E. H. Helms,** formerly office salesman, Charlotte, N. C., appointed operating manager at Asheville, and **F. D. Masten,** buyer and head of stock maintenance, Richmond, Va., appointed operating manager, Durham, N. C., effective immediately.

Bernard R. McCarthy, formerly signal engineer with New York Transit Authority, to Semiconductor Div., Sylvania Electric Products Inc., Woburn, Mass., as sales engineer.

Patrick A. Calobrisi promoted from assistant service director and training manager to national director of consumer products service at Motorola Inc., Chicago.

THE METROPOLITAN VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

Charles W. Breunig, with RCA since 1936 in various administrative capacities and recently administrator, wage, salary and compensation for RCA Service Co., Cherry Hill, N. J., appointed administrator of labor relations, RCA Electron Tube Div., Harrison, N. J.

PROGRAM SERVICES

Jack Bregman, Bregman, Vocco & Conn Inc., N. Y. music publishing firm, elected director of American Society of Composers, Authors & Publishers to fill unexpired term of **Bernard Goodwin,** resigned.

PROFESSIONAL SERVICES



◄ **H. W. (Dutch) Cassill,** 25-year veteran of broadcast and newspaper industries, to Blackburn & Co. (media brokers), Washington, as associate. He will headquarter in company's Chicago office and his primary area of operations will include midwestern and southwestern states west of Mississippi River. He is resigning as manager of KTRI Sioux City and will sell his interest in KQUE Albuquerque, N. M., where he has served as president and general manager.

Edward Bleier, formerly ABC-TV account executive and most recently principal in Commercials Performance Index Inc. (tv viewing research company), to Tex McCrary Inc., N. Y. public relations firm, as vice president. He also will continue as director of CPI.

GOVERNMENT

Mrs. Merrill Towne Glaser, associate radio-tv director of Crusade for Freedom's Public Information Dept., given additional assignment as radio-tv director of U. S. Committee for United Nations.

INTERNATIONAL

R. R. McIntosh, immediate past president, Assn. of Canadian Advertisers, and vice president of General Foods Ltd., Toronto, named vice president and assistant general manager of General Foods Ltd.

M. D. Dyck, sales manager of CHED Edmonton, Alta., named acting general manager.

EDUCATION

Prof. Charles E. Osgood, associate director of U. of Illinois Institute of Communications Research, named director.

Sid Cassyd, advertising manager and columnist of *Film World* magazine and founder and past president of Academy of Tv Arts & Sciences, will conduct class in "Television as a Communications Tool" at Los Angeles Junior College of Business this fall. Course will meet Thurs. 6:25-9 p.m., starting Sept. 19.

PERSONNEL RELATIONS

Nora Padway, television contracts administrator, Writers Guild of America, West, resigned.

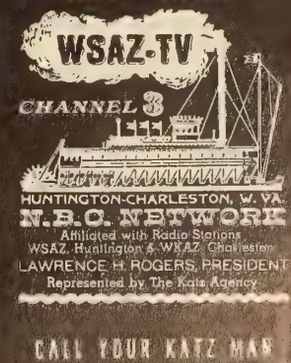
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WSAZ-TV
DELIVERS 1000 HOMES BETWEEN 7:30 and 10:30 P. M. FOR $1.30

The second station's cost per thousand homes is $2.39 84% Higher

The third station's cost per thousand homes is $5.42 317% Higher

AND ANYTIME WSAZ-TV delivers ONE THIRD more total homes than both other Huntington-Charleston Stations COMBINED

Source: June 1957 ARB
All figures based on 260-time frequency



HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations WSAZ, Huntington & WSAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

CALL YOUR KATZ MAN

STUDY DEFLATES TV BUGABOO

- **Foundation finds tv is helping to build child character**
- **But it suggests ways medium can be improved for children**

Television is doing a good job of child character building but there's room for improvement.

This appraisal of the electronic era's latest gift to parents comes from an independent organization, Foundation for Character Building, Boston.

Endowed as a social project to raise the behavior level of children, the foundation has come up with a set of suggestions designed to promote tv's role in developing child character. The 60-page report is titled "Television for Children."

After three years of study, the foundation has appraised television's achievements and its character-building potential. Parents worried needlessly in tv's early days, the report notes, explaining that experience with the medium has set many early fears at rest.

Here's what the foundation says:

"Parents and educators have discovered that much of the television fare offered to children is of truly excellent quality, by moral, intellectual and esthetic standards."

Recalling the gloomy prophesies about video optical hazards, the report continues:

"We know now that tv does not damage children's eyesight, and that it seems to have little or no measurable effect upon a child's performance in school."

As to the gloomy forecasts that tv would keep children away from books, the report states:

"The circulation of library books to children has not declined since the advent of television, a reasonable indication that our children are not becoming illiterate. In fact, there are instances in which specific books and plays are in greater demand at the library after they have been presented on television."

What do parents think? The foundation finds:

"Parents almost universally approve of television for keeping children amused and occupied; they feel it has produced more harmonious homes."

Children spend 20 to 30 hours a week watching tv programs, according to the report. This time comes from hours formerly spent listening to radio, reading adventure stories, going to movies, sleeping and playing.

Tv has kept some children off the streets and has cut down the amount of time spent with other children, though the latter isn't necessarily a favorable portent, the report suggests. It balances arousing of the child's aggressive impulses and possible stereotyping of moral judgments against stimulation from new knowledge of distant places and world events.

In its 60-page report the foundation details the findings of a three-year inquiry that involved leading educators as well as representatives of civic agencies and broadcasting. The idea developed at a conference held in 1954 by the Boston U. School of Education, under foundation auspices.

The foundation is financed in a bequest by Solomon Agoos, who stipulated that the funds be used in connection with popular education and moral values, particularly children. The Boston U. project included a planning session in which 34 representatives or organizations and business groups participated.

In general, the report says, broadcasters must be guided by common sense, a feeling of responsibility and a knowledge of children's problems when they program to those between the ages of 2 and 12. It suggests program producers can become too anxious to avoid conflict or criticism, fearing to experiment with new programs.

Basic purpose of the report is to provide guideposts to probable reactions and interests of child viewers. The foundation hopes the report "will aid station managers in making their decisions and selections with respect to programs they broadcast, and perhaps add to parents' understanding of children and of television for children."

Results of the study are summarized in a series of things "to have" and "to avoid" in connection with tv programs for children.

The master of ceremonies, the report specifies, should be someone who "can project warmth and sincerity; can be himself; has masculine or feminine appeal; appears low-pressure, moving at a slow pace within children's attention span, and has previous experience working with children."

The "to have" requirements specify child performers who are "at ease, natural, relaxed in appearance; average or above average in ability, but not markedly superior; child actors if they can still be children, or unsophisticated youngsters if the m. c. can relax them." Questions should be open-end, creating more depth in the child for the benefit of the audience.

Finally, the "to have" section advocates fan clubs that lead to constructive activity such as art or craft work and offer good amateur performers.

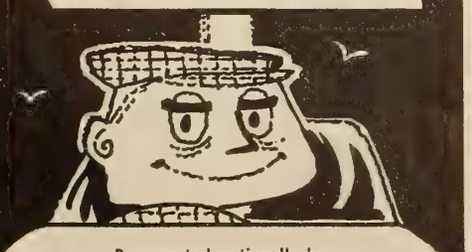
Next come the "to avoid" specifications. First to be avoided in the m. c. group are "effeminate men or masculine women; one who is sarcastic, patronizing or talks down to children; a sophisticated, high-pressure, rapid speaker; attempts role-taking that is



Only ONE is atop the *Continental Divide*
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This "office boy" travels 25 ft. per second

Here is a jet-propelled communication system that delivers messages and bulky paper work . . . sends samples, medicine, nuts and bolts . . . from desk to desk, office to plant—in seconds.

Airmatic Systems Corporation, an associate of International Telephone and Telegraph Corporation, has brought the magic of automatic dial telephone switching to the pneumatic tube carrier. You simply dial the destination on a standard telephone dial and the rugged, jumbo-size carrier is automatically routed to the right station.

For a bank, hospital, business or factory . . . the simplified "special delivery" services provided by an IT&T automatic selective pneumatic tube system will speed communication, move orders and materials faster, save miles of walking . . . for continuous, instant, dependable 24 hour unattended service.

IT&T

INTERNATIONAL TEL AND TEL

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York, N. Y.

For information about *automatic* selective pneumatic tube systems write to Airmatic Systems Corporation, an associate of IT&T, Fairview, N. J.

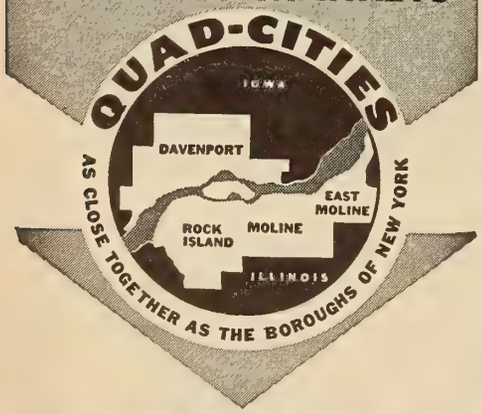
You're in good company on WGN-RADIO Chicago



Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! Consistent high program quality, at the lowest cost, makes WGN a good buy —your smartest buy today in Chicagoland!

ONE OF THE FIRST 100 MARKETS



WHBF
RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower

CBS
REPRESENTED BY AVERY-KNODEL, INC.

obviously false; sounds like the announcer of commercials."

Child performers should be avoided if they are "uncomfortable or afraid; geniuses or show-offs or too obviously coached by their parents; exploited by the m. c. to appear better than they are, made to look ridiculous, made the butt of jokes; inept amateurs; ask yes-or-no questions during introductions, failing to create any appeal or identification in the viewing audience."

Also to be avoided are fan clubs which "in the studio audience become the object of ridicule; provide for no participation by members, and present unskilled fans."

Taking a practical look at the broadcaster's problems, the foundation's report observes that live remotes are usually too expensive to be utilized for children's programming by the local station, explaining many studio programs can be produced for the cost of one remote. The networks and some larger stations, it is added, have produced "some particularly valuable programs from zoo, harbor, railroad yard and other interesting points about town."

The report says, "Violence, aggression, suspense, mystery, confusion, fear and even noise are not necessarily undesirable" since the present era is described as "a violent, confused, anxious time—and it is the business of art to reinterpret and give expression, perhaps meaning, to all aspects of experience." These should be used "not as ends in themselves but in counterpoint with other more affirmative moods, emotions and tensions, and always with restraint, good taste, simplicity, clarity, understatement—and, above all—to use them to make a point which underscores and develops the central or basic theme or idea of the program."

The report emphasizes that "it is the activity which appeals to children, not the violence."

AWARDS

N. C. AP Awards Presented To 29 at Annual Banquet

The North Carolina Associated Press Broadcasters presented 29 awards for excellence in news last Tuesday at its annual banquet. WGAI Elizabeth City took the WBT Cup for cooperation in news protection, presented by the Jefferson Standard Broadcasting Co. (WBT-WBTV [TV] Charlotte, WBIG Greensboro, WBTW [TV] Florence, S. C.) and held last year by WAIR Winston-Salem.

Stations and individuals were recognized for specialized types of news in metropolitan and non-metropolitan markets. They were:

Metropolitan Division

State and local news—Scotty Rhodarmer, WWNC Asheville, superior; Cal Rains, WIST Charlotte, excellent; Kelley E. Lee, WMSN Raleigh, meritorious.

Comprehensive—Phil Ellis, WPTF Raleigh, and Jack Knell, WBT-WBTV, superior (tie); Lex Diamond and Paul Mason, WSSB Durham, excellent; Kernan Wright, WFAI Fayetteville, meritorious.

Commentary—Sam Beard, WPTF, superior; Jim Patterson, WBT-WBTV, excellent; Gladys Lavitan, WIST, meritorious.

Farm news—Scotty Rhodarmer, WWNC, superior; Smokey Ward, WAIR, excellent.

Special events and documentary—J. B. Clark, WBT-WBTV, superior; Mike Lang, WFAI, excellent; Bill Anthony, WEED Rocky Mount, meritorious.

Sports—Jim Reid, WPTF, superior; Phil Agresta, WBT-WBTV, excellent; Larry Keith, WIST, and Jimmy Wynne, WAIR, meritorious (tie).

Non-Metropolitan Division

State and local news—C. E. Peacock, WBBB Burlington, superior; Jack Aulis, WGAI, excellent.

Comprehensive—C. E. Peacock and Ed Brooks, WBBB, superior; Howard McCurry, WEGO Concord, excellent.

Commentary—E. Z. Jones, WBBB, superior; Jack Aulis, WGAI, excellent.

Farm news—Swindell Lowery, WGAI, superior.

Sports—Morty Schaap, WBBB, superior; Jim Woods, WGAI, excellent.

AWARD SHORTS

Dean Allen Watkins, professor of electrical engineering at Stanford U. and associate director of Stanford Electronics Labs., named recipient of 1957 Electronic-Achievement Award of seventh region, Institute of Radio Engineers. Award was for his "basic contributions in reducing noise in microwave electron tubes."

KLZ-AM-TV Denver received U. S. Dept. of Defense award for cooperation in military reserves program.

Art King, news and public affairs director, WEEI Boston, received citation from American Cancer Society for his aid and interest in cancer.

Margaret Mary Kearney, education director, WCAU Philadelphia, received "Woman of Achievement Award" from Business & Professional Woman's Club of Philadelphia.

John Michaels, morning personality, WOKY Milwaukee, received "Millie" award for "outstanding public service" from Milwaukee Music Industry. Award is given to disc jockey judged to have performed unusual public service work both on and off air.

R. Jack Scott Inc., Chicago, received U. S. Treasury Dept.'s distinguished service award for "leadership in building security for the people and the nation through U. S. Savings Bonds." Agency has contributed local station announcements since 1941 and has mailed them to every radio station three or four times each year.

WAKE Atlanta, Ga., presented distinguished service plaque from Young Men's Christian Assn. in appreciation of "extensive promotion of YMCA services and its centennial development program."

Bill Sopher

The customer is always right—and frequently pampered

"Drive into any Union Oil station in the West and you'll get a sample of what we call Minute Man Service.

"In 4½ minutes your oil, water, battery and tires are checked, your windshield and rear window cleaned, your gasoline tank filled, and your receipt handed you.



"But that's routine. It's the Minute Man's service beyond the call of duty that we keep getting fan mail about.

"For instance, the dealer in the small town who located a tenant for his customer's vacant house.

"Or the dealer in the suburb who baby-sat so his customer could go to an important dinner meeting.

"Or the dealer who fixed his customer's washing machine when she couldn't get help on a Sunday.

"Or the dealer who shopped for his customer's groceries and delivered them to her house.



"YOU'RE IN BUSINESS NOT FOR YOURSELF, BUT FOR YOUR CUSTOMERS."

"Exceptions to the rule? Not at all. Our files are full of letters recounting incidents like these.

"I take special pride in them because I'm one of the men at Union Oil whose job it is to train these dealers. We help them in every way we can to get the Union Oil idea: The only way to stay in business for yourself is to be in business for your customers."

* * * *

No small part of our reputation for having America's finest service station system is the quality of the men who operate them.

They are all individual business men. Like us, they compete for a living. That's why it's very likely that their service will continue to be as good as their gasoline.

YOUR COMMENTS ARE INVITED. *Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.*

THIS CLASSROOM ON WHEELS KEEPS MINUTE MEN UP TO THE MINUTE



Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

HOW AND WHY NBC HAS CHARTED ITS

Network tv possesses more vitality than ever; network radio has moved into

What's ahead for NBC and its radio and tv affiliates? Some of it will be discussed starting this Wednesday when the affiliates open three days of meetings at New York's Waldorf-Astoria. In anticipation, the editors of B•T interviewed NBC President Robert W. Sarnoff on the network's planning and thinking. The transcript follows:

A B•T INTERVIEW

Q: There has been a lot of talk that next season will be a season of westerns. How does it look on NBC?

A: As far as NBC is concerned, we will have, I believe, four tv shows that you could broadly categorize as westerns. This is less than 15% of our schedule. It's easy, but not correct, to apply the word westerns to anything that has a western locale or has somebody wearing a 10-gallon hat. We have a series coming up this fall called *Wagon Train,* an hour Wednesday night, 7:30-8:30 p.m., which uses the device of a wagon train traveling across country. As it stops in different cities, each becomes the setting for a dramatic story with outstanding guest stars. To me, from what I've seen of it already, this is a series in which the wagon train and the West are incidental to the dramatic quality of the stories. You can call it a western but I think it's a fine dramatic series.

I don't know the percentage of westerns on the other networks, nor do I know how many westerns there will be if you take all the programming of all the stations of the United States and all the films that have been sold by individual producers—perhaps there will be a lot. As far as NBC is concerned, we think we are in program balance. We have three or four really crack western shows—and that's it.

Q: Would you put the programs you were just talking about in the category of so-called bread-and-butter shows?

A: In a sense, they are that. They are designed for popular appeal, yet they are of high-quality from the standpoint of production values and performance. They've designed to reach the broadest possible audience but that is certainly not incompatible with quality.

Q: Overall, what will the viewer be getting that is better—I don't mean specific shows but in terms of programming, type of programming next fall compared to the past?

A: He will get a larger schedule of specials than ever before, and he will benefit from a better placement of specials in the schedule. We've learned a lot in the last two or three years on how to use the special shows and the kind of special shows to produce. Next season's specials should give a great vitality and excitement to the overall schedule.

Q: What are some of the biggest lessons you have learned in your experience with the specials?

A: The primary lesson we've learned is not to allow the specials to interfere with normal viewing habits. This is the reason we've gone from the old one-out-of-four pattern to a system of preempting no more than twice during the season in any one time period, with a couple of exceptions. This gives the viewer assurance his favorite show will always be there when he wants to see it, with two exceptions. And then he'll have plenty of advance notice on what's coming up, whether it's "Annie Get Your Gun" or "Pied Piper" or "Project 20." Another important development is that these specials will be scheduled in the time period best suited to the show content. Those that appeal basically to children will go early, those with more adult appeal will go later.

Q: How many specials do you plan?

A: We have better than a hundred now.

Q: Are these of varying lengths or hours?

A: They are half-hour, hour, hour-and-a-half and two hours.

Q: About how many advertisers now are associated with these?

A: More than 25. There has been a tremendous demand for this type of programming. In fact, we really have more demand for them than we have time available for them. It's an interesting development.

Q: What has brought on that development?

A: The specials serve certain purposes for major advertisers that perhaps regular programming doesn't. For Standard Oil celebrating its 75th anniversary or General Motors its 50th, or for Ford bringing out a new car, or for somebody else wanting to promote a particular product during a particular time of the season, the specials have great merchandising values. They also have great public relations values, or talked-about qualities, as contrasted to the week-by-week selling of consumer products such as soap or toothpaste or food. They still sell products but on a different basis.

Yet I don't want to leave the impression that the whole strength of the coming season is in specials. Our regular schedule has power, too. We have a lot of new shows which will be improvements over the past. The type of show they will be is not the important thing because substance is more vital than form. While somebody may decry the passing of a particular dramatic hour, they should withhold judgment—maybe its replacement will be an even better dramatic series.

In this connection, I don't feel that a season should be judged in terms of the excitement generated by new forms as much as it should be judged by the substance of the shows offered and how much the public enjoys them. One proof of the success of the past season was the fact that average viewing per set in the first quarter of the year was up over any previous quarter. If you couple that increase with the increase of set circulation, then you have more viewing that any other time in the history of television. Now if the people

RADIO-TV COURSE

new, brighter cycle, Sarnoff says



didn't like what they were seeing, they obviously wouldn't watch. While you do get complaints, and obviously you should because this is one of your guides, the American tv public doesn't seem to be up in arms; rather, it seems to like what it's getting. And I think the viewers are going to like next season better than this season.

Q: Will your specials all be in color?

A: No, not all of them.

Q: You are going to increase the color substantially, though?

A: Yes, we are. Our color schedule for fall will represent a 67% increase over this past fall in terms of color.

Q: In terms of hours, what does that come to?

A: It averages two hours a day and some days as much as three and four hours, with heavy concentration on the weekends.

Q: Is that nighttime?

A: That's during the day and night. Our philosophy of color this coming season is to attempt to colorize the shows at night that will attract peak viewing audiences, mainly our live shows, for example, Steve Allen and the *Chevy Show* on Sunday night, Perry Como again on Saturday and the new *Hit Parade*.

Q: Are you getting more advertiser interest in color?

A: Yes, we're getting more interest on the part of the advertisers and we're getting considerably more interest on the part of advertising agencies, who are really beginning to come in. There are some very encouraging signs. J. Walter Thompson Co., for example, has installed a complete closed-circuit operation for color to show its clients their products as well as programs. I believe there are several other agencies that either have done it or are in the process of doing it.

Q: Does the advertiser ask for a figure on color circulation when he has a color buy?

A: Most advertisers going into color now are doing it to get experience with color generally and with color commercials particularly. Agencies want the same experience, and many also see in color right now a means of getting additional promotional and merchandising values.

Q: Does the network assist any agencies in developing color commercials or testing them?

A: Yes, we've been doing that the past few years and even now we have units that work with all color shows to give guidance in color quality and technical assistance in actually getting the color on the air—particularly in the area of the color commercials.

Q: Could you estimate what the percentage of network-produced television shows will be this fall on NBC?

A: It's not possible to give a meaningful figure because you get involved in definitions of what a network-produced show is. One area that is obviously strictly network is the news and special events area. In the entertainment area, you have producers on the network staff who help to produce a show although elements of the show are purchased on the outside. Then you've got shows obtained from the outside in which you assist in production or maintain creative control, and you have others where you don't. So there's no clear-cut picture.

Q: Would you say that there is a far more competitive picture in the supplying of program elements in television than there ever was in radio? In other words, more outside packages providing program units?

A: I would guess that there probably is, although if you go back to the days when the agencies were producing all the radio programs and figure out all the sources from which they got them, it's quite possible the picture hasn't changed. But there's no question as far as television is concerned; there has been an increase lately in the number of program sources.

Q: The network still has the majority control of the programs?

A: That depends on what you mean by control. The network still maintains control over the elements and composition of its total schedule—what goes into it and what doesn't. It must be the network because the only way you can provide a comprehensive, planned overall schedule—which, after all, is a function of a network program service—is through that kind of network control. Otherwise, we might end up with all westerns or all something else, which we don't and won't permit.

Q: Going back to color for just a moment, are you satisfied with the progress color has made in its acceptance among advertisers and by the public?

A: In this business you're never satisfied with progress. No, I would have been happier if it had been faster. But I'm becoming satisfied now with the recognition that color is getting from advertisers. I think there are very definite signs of strong interest and understanding on the part of agencies and advertisers of the function that color can perform. And I think it's going to snowball. We're going to wake up someday and there are going to be a lot of sets all over the place and a lot of color programs and a lot of advertisers for them. It's going to happen, there's no question.

Q: What is your experience with uhf?

A: So far, so good. It's a lot of work and a lot of expense. But conversions in Buffalo have gone along nicely. It's a little early to tell about New Britain, but that's a good area market and I expect both stations to be very satisfactory operations.

Q: How has the proportion of conversions in Buffalo grown since

you've taken over?

A: It's close to or slightly more than double.

Q: Lets change to radio for a minute. A couple of years ago you told us you were sure radio was going to start upward again and it has certainly been justified. How does it look for network radio now?

A: I think that 1957 will go down as the year in which network radio turned the bend. There has been a renewed interest in network radio by advertisers and this has translated itself into hard dollars in sponsorship. The new forms of network radio introduced in the last few years to adapt to changing circumstances are beginning to pay off.



ON SPECIALS & COLOR

". . . We've learned not to allow the specials to interfere with normal viewing habits."

". . . We really have more demand for [specials] than we have time available for them."

". . . Our color schedule for fall will represent a 67% increase over this past fall."

". . . I would have been happier if [color] had been faster. But I'm satisfied now with the recognition that color is getting from advertisers."

I think radio has really gone through a 10-year cycle. Going back to 1948, which was its peak year, network radio began a steady year-by-year decline. Then this year the decline was halted and network radio started back. This year, the NBC Radio Network has improved its sales position every quarter over the preceding quarter, and over the comparable quarter of 1956—and that hasn't happened for a long time.

I can see network radio surviving to perform an enduring service, but there is one big IF—that IF is whether the stations continue to have the patience to go along with the networks until we reach the final plateau of stable, no-loss operations, which I'm sure we're approaching. Without the stations, we won't have any network—there is no question about that.

Q: Stations have seemed to be more patient lately or at least less vocal about their impatience, haven't they?

A: Not only less vocal about their impatience, but actually more patient. In the cases of the NBC affiliates, they have seen definite signs of an improved situation. The basic problem, as far as stations are concerned, is compensation. I think that this can be resolved. As the business increases and more revenue comes in, the dollars which the affiliates receive from the network will become more and more significant. And, in addition, certain devices which we developed will make it possible for the stations to have the benefit of the network service and at the same time derive revenue from that same service by local sales.

An example is our "no waste" policy. I think, as we keep moving in the direction we are following, that there will eventually develop a rate level, plus additional revenue opportunities for stations from network programming so that the network will be able to maintain its service and the stations will derive enough total financial benefits from their radio network affiliation to make it an important asset to them. But the key that will keep the spiral moving upward is clearance, which gives the network full national circulation to fill in the network time periods. There's no doubt in my mind that if we continue to develop this pattern and the stations continue, as they are, to improve clearances—that once more the network will have a fine operating base and the values of network service will be so great that affiliated stations will stand out like beacons in their communities.

Q: What are these key things that a radio network will always be able to provide that the stations themselves cannot provide?

A: I don't think stations can provide on their own a *Monitor* service, for example. Stations on their own can't provide a "Hot Line" service, or "News on the Hour." While they may be able to provide the form that "Nighttime" takes. I don't believe they can provide the program content that the network can. And while stations, in many cases, are doing an excellent job of local programming to satisfy the needs of their community, the plus that the network is able to provide must give a station a position in the community superior to a local competitor who lacks the combination of network and local programming.

Q: At the present rate of improvement, would you venture an estimate on when the radio network would reach or pass the break-even point?

A: I'd rather not get specific on that point. But I can tell you that I see it. We have projections which indicate it's both possible and likely. But again, it depends primarily on the action of our affiliates. All the trends are favorable and with improved clearances, a break-even position is certainly in sight. I think our affiliates recognize the potential for them in an effective network service, and, also recognize that to realize this potential for themselves, they must enable the network to operate as a national medium.

Q: A couple of years ago you said that NBC was carrying the radio network at a substantial loss, a fact which I have seen in no congressional report.

A: The congressional inquiries never ask you about radio; they always ask about television.

Q: What is the situation now? Is it better?

A: It's improving. We're still operating in the red. I would hazard a guess that all the networks are operating in the red. The improvement in the NBC Radio Network in the last six months and the projected improvement for the next six months are quite dramatic.

Q: Does the owned and operated station revenue in radio cover the loss of the network operation in radio?

A: They operate as separate entities and we don't reveal the figures for either the radio network or the stations.

Q: I wonder if we could check on your new international subsidiary. I believe you announced the formation of that about the time you got back from Europe. What do you have in mind for the international operation?

A: We were getting a lot of inquiries from sources outside the United States. They came to various places in the company and it seemed the wise thing to centralize them. The first step in that direction was setting up the international department. As that department developed information on activities outside the United States, it became apparent that NBC could be usefully engaged in several of them. One of the first was in the area of station management. We now have a contract to manage a station in Wales and we recently concluded an agreement to assist in the setting up and the management of a station an oil company is building in Arabia. I think ultimately the two basic functions of the international operation will be to seek markets for our programs outside the

LOWEST RATES EVER ON WOAI

Today, as for the past 35 years, WOAI is the most powerful advertising influence in the great Southwest. Today you can reach more people for less money than at any time in our history — people who have more money to spend, more time to spend it.

BEST BUY EVER!

YOU CAN BUY 10 PRIME 1-MINUTE ANNOUNCEMENTS A WEEK FOR $170!

NCS No. 2 SHOWS WOAI HAS MORE LISTENERS: MONTHLY, WEEKLY, DAILY

WOAI HAS:

248% MORE RADIO LISTENING HOMES than San Antonio station #2

197% MORE *MONTHLY* LISTENING HOMES than San Antonio station #2

184% MORE *WEEKLY* LISTENING HOMES than San Antonio station #2

203% MORE *DAILY* LISTENING HOMES than San Antonio station #2

Count 50% counties — count all counties — count circulation in radio homes reached and, as usual, it takes BIG WOAI RADIO to cover BIG SOUTH TEXAS (and lots of bonus area, too)!

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

NBC AFFILIATE

Represented Nationally by

EDWARD PETRY and COMPANY, INC.

United States and to assist in foreign station management.

Q: Do you or RCA have any financial interest in the station in Wales?

A: No. We have a management contract—there is no investment.

Q: Will you consider having financial interest in any stations abroad?

A: That's under study.

Q: But you don't have any?

A: No.

Q: The Hollywood feature film producers are finding a big market overseas for their products. In television film sales there is also a big potential, is there not?

A: I think there is undoubtedly a potential for television films in the foreign markets. As to how big it is, I believe it will take some time to get a true evaluation. There is no question that television is at a take-off point in a number of countries in Europe and, possibly, in South America. I think there is a question as to how much programming will be provided locally and how much will come from outside sources. Surely some American network programs of universal appeal will be eagerly sought. For example, we made some of our NBC operas available in Europe and I think there will be other shows received as warmly as they were.

Q: How big do you foresee the international operation as a percentage of your overall NBC operation?

A: It's too early to tell.

Q: This will be a two-way street, I presume. On the scene in Wales and elsewhere in Europe you will be able to showcase talent properties available there?

A: I think that that is possible but actually I don't know how much talent is available in Wales, for example. I think you have to range the whole world to find it and I think the whole world, in a sense, is your stage when it comes to television—particularly as the day approaches when we have international television.

Q: How much closer are we to having international television?

A: Every day brings us closer. I judge we ought to have it in some from within the next five years—it's quite possible. I feel we'll get it first by an exchange of programs on film or kinescope or tape—the ultimate being, of course, live pickup by cable or directly from the air or through the scatter propagation principle. It's still a little in the future but it's certainly coming.

Q: Washington has been active lately and in the Cox report of the Senate Commerce Committee there was a staff recommendation. One was that must-buys should be expressed in terms of dollars rather than the stations. What do you think of that?

A: It's a little premature to discuss the specific recommendations of a staff report which has not yet been adopted by the Commerce Committee. It was encouraging to find that both the Cox report and the Celler report recognized the great value of the network service and the public importance of having this serivce maintained. However, I'm not sure the recommendations they made would achieve that end.

Q: In June, Congressman Celler introduced a bill that would amend the Clayton and Robinson-Patman Acts to cover services rendered by independent contractors as well as commodities and goods. If that became law, apparently it would make it illegal for quantity discounts to advertisers. I think Rep. Celler mentioned in a speech in June that he was aiming this at the television network practice of giving discounts of up to 25% and over. Do you care to comment about that?

A: That question came up at the Celler hearings, where I testified. Our counsel actually summed up that point on a legal basis, but I think that in essence our answer is: We don't see how you can make services subject to the same kind of rules and regulations that apply to commodities. A network provides a service, not a product, and it's a service that depends on the performance of talent and creative people. Each program and each advertising operation is unique and has different values, whereas products are uniform. There's no comparison between them, and the law recognizes that fact.

Q: How would it affect advertiser plans if a bill like this should ever become law?

A: It would have a very fundamental effect on the whole advertising picture. I doubt whether you could pass a law that would eliminate the discount structure in broadcasting and not also eliminate it in magazines and newspapers and all other media. As a matter of fact, the proposed change in the law to cover services could affect the whole range of personal services, and not only advertising in all media.

Q: Do you think advertisers would fight such a bill?

A: I haven't discussed it with any of them so I don't know what their views are, but I assume they would.

Q: Some time ago you expressed an opinion on the value or the lack of value in Top 10 in the rating service in programming. Has there been any change in your thinking on rating services since that time?

A: The services—Nielsen, ARB and Trendex—when used for what they are meant to be used for, provide a very definite and most important service, which is to indicate trends over a period of time. I don't think it means anything to have a Top 10 Trendex or a Top 10 Nielsen. The important thing to me, for example, is the overall rating progress that NBC made this season—which all the services confirmed. It made no difference whether figures or percentages of change in the various services were precisely the same. All showed the tremendous improvement in NBC daytime



ON NETWORK RADIO:

". . . 1957 will go down as the year in which network radio turned the bend."

". . . This year, the NBC Radio Network has improved its sales position each quarter over the preceding quarter, and over the comparable quarter of 1956."

". . . All the trends are favorable and with improved clearances, a break-even position is in sight."


WSJS
television
WINSTON-SALEM
SELLS ON SIGHT
CHANNEL 12
VIRGINIA
NORTH CAROLINA
NBC AFFILIATE
for
WINSTON-SALEM
GREENSBORO
HIGH POINT
3,198,000 PEOPLE
IN THE BIG 75-COUNTY PIEDMONT
NORTH CAROLINA AND VIRGINIA MARKET
SERVED BY WSJS-TELEVISION
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program ratings. All confirmed the improvement of NBC nighttime as compared to both CBS and ABC over the past season. They showed, in fact, that NBC was the only network whose national nighttime average had increased April to June as against October to December. Here there were no Top 10 fractions of points, just broad audience trends which were both useful and encouraging to us.

Q: Won't the fact that you're having so many specials tend to drive program payment onto more of a cost-per-thousand basis, circulation delivered?

A: I don't believe so. There'll always be some advertisers who must buy on the basis of cost-per-thousand. I don't think the specials are being bought that way, they're being bought for other values.

Q: In other words, the specials are being bought on their merchandising value and all of the many subsidiary values in addition to just plain circulation?

A: That is right. Obviously, they have to deliver enough circulation to justify the cost after you add in other values—such as merchandising, promotion, public relations and everything else. Their cost-per thousand might be higher than normal programming and still pay off for the sponsor. On the other hand, in some cases it could even be conceivably less, depending on how much audience that particular show attracts.

Q: From an operational standpoint, how is video tape working out and what are your prospects for it?

A: It's working extremely well and, depending upon delivery of additional units (we have three now), we would hope to be in position to use it to solve some of the problems of the six months daylight saving.

Q: What proportion of the schedule is now handled by tape?

A: It's on an individual show basis and I don't think there's any significant proportion on a permanent basis.

Q: As far as tape and color, you are using a lenticular film on the West Coast for playback of color programs. Initially there have been some bugs in the operation in difficulty of operation. Have there been improvements in that operation recently?

A: Yes, there have been considerable improvements. There have been some new optical devices developed and we're working with Eastman Kodak on different emulsions of the film.

Q: Have you had any reports on just how satisfactory these new developments you mention have been?

A: Each report that I get shows a considerable improvement both in the color and in the black-and-white quality to the point where it's quite an acceptable, satisfactory picture now.

Q: Of course, lenticular film has been considered a stop-gap until such time as full electronic tape with color has been developed.

A: Well, I think that is the ultimate answer, yes.

Q: Scraping up another point here which we had passed over earlier, the talent problem, the scarcity of top talent for guest appearances—it brings to mind the fact that the network now has outstanding quite a few contracts for talent which are actually producing now. What is the status of many of those contracts? Any chance that this talent will come back and produce?

A B•T INTERVIEW CONTINUED

A: Well, first I'd like to say we do not have many contracts with talent that is not performing. In a business such as this, you're always bound to have a certain number that at one time or another cease to perform either permanently or on a temporary basis. Actually, I think our record is quite good. Most of our major contract talent is performing this season.

Q: I thought there were possibly some hangovers from previous seasons with the contracts still in effect.

A: We have some. Where they don't perform regularly, they'll be performing guest shots.

Q: How are television sales going?

A: I'll be glad when the selling season is over. It has been a hard season.

Q: Can you tell us about that?

A: The selling season started a little bit earlier than usual in terms of programming requirements and programming information. And some of the bellwether sponsors moved fast in signing up. But later a general softening up seemed to develop which I'm sure was not unique to television. It reflected general economic conditions, I believe. I would say that the market has shown a softness which required some hard sell. But I think that's good for the industry to have to sell. I'm not worried about the general economic health of television.

Q: What percentage of your nighttime schedule is sold now?

A: We have a few periods still available but I certainly expect to be sold out in the near future.

Q: Are program costs still going up?

A: Some costs are going up. Overall, I don't see a substantial increase compared to a year ago. But we are like every other business in an inflationary economy and we have to face up to increased labor and material costs I think the special cost increase likely to affect us is in the area of guest stars and individual talent arrangements.

Q: In connection with your remark on guest stars and individual talent arrangements, may we presume that competitive bidding has forced up the price of your guest stars?

A: Yes. It follows the law of supply and demand that whenever a commodity is in shortage, the price rises.



ABOUT WASHINGTON:

". . . It was encouraging to find that both the Cox report and the Celler report recognized the great value of the network service and the public importance of having this service maintained.

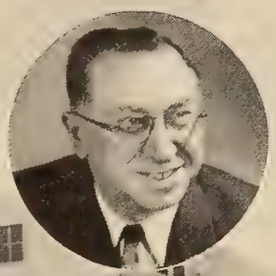
". . . We don't see how you can make services subject to the same kind of rules and regulations that apply to commodities."

". . . I doubt whether you could pass a law that would eliminate the discount structure in broadcasting and not eliminate it in magazines and newspapers and all other media."

DETROIT and WWJ-TV

both built by..

BELIEVABILITY



Mayor Albert E. Cobo, "sparkplug" of today's Detroit.

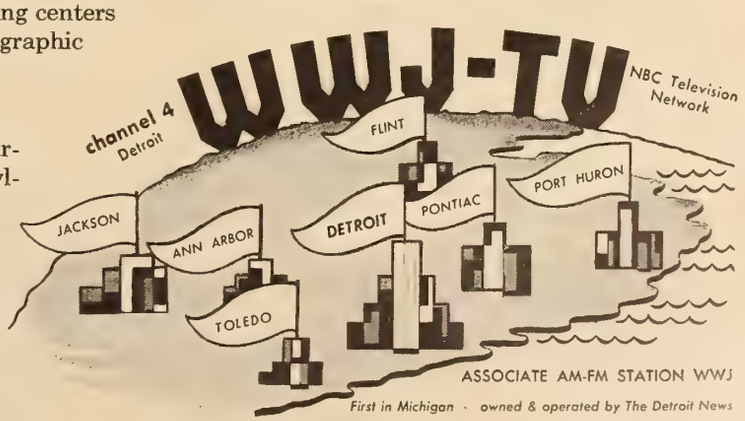


The beautiful City-County Building in Detroit's new Civic Center. Nearby are the Veterans Memorial Building, the Henry and Edsel Ford Auditorium, and the huge Exhibits Building—Convention Hall, under construction.

Always dynamic Detroit is busier than ever. Great new buildings are rising. Extensive expressways, shopping centers and other vast projects are under way. All provide graphic evidence of the unlimited faith Detroiters have in their city.

Faith in WWJ-TV is another notable Detroit characteristic—faith engendered by WWJ-TV's acknowledged leadership and emphasis on quality in every phase of television.

That's why seeing *is* believing to the great WWJ-TV audience—a priceless advantage to every advertiser.



ASSOCIATE AM-FM STATION WWJ

First in Michigan - owned & operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc

RADIO, LIKE THAT GLASS OF WATER, IS TAKEN FOR GRANTED

During the recent newspaper strike in Boston, readers of some small time dailies were subjected to a barrage of propaganda belittling radio's ability to present news and advertising, according to Joseph G. Quill, station manager of WPEP Taunton, Mass. Mr. Quill, feeling it is radio's duty to counteract such tactics, broadcast an editorial Aug. 22 on radio news and service. Favorable comment was quick and plentiful from Boston agency and radio executives, who suggested that it be passed on to others. A condensed version of the air editorial follows:

Radio is the world's fastest purveyor of information. By its very nature it does a job peculiar to itself—because it *is radio*. It's not a magazine, it's not a newspaper—it's an electronic instrument that has access to every nook and cranny of this land—in the home, the automobile, at the beach or in the mountains—and it's outstanding ability is to present the sounds and happenings of our world *instantly*. It is geared to a world of speed, activity. Therefore its form is concise, to the point, uncluttered with extraneous details.

Radio's information is presented to the listener when it's most important to him. Think back to the attack on Pearl Harbor. The entire country knew of it within minutes —noontime on Sunday—not the next morning. Think back to the Fairbanks drownings, the serious forest fires and other local events. WPEP gave listeners an instantaneous word picture right from the scene. That is the nature of radio—immediacy!

People are hungry for information and entertainment. When they are deprived of any form of media they are quite naturally indignant or disappointed. However, no media enjoys an exalted or exclusive position. None can claim it is first in the hearts of Americans. One medium should not cast aspersions on another medium for not being able to imitate it exactly.

We repeat: Radio stations are not newspapers, television stations are not magazines, nor do they try to be. Why then the occasional sour grapes criticism by newspapers against radio and tv? Just human nature, a healthy competitive jealousy, and here and there perhaps even a secret wish that radio wasn't here at all.

We in radio like to scan the newspapers. By large they are a credit to the country. They do fulfill a need. But just think what it would be like if someday you turn on the radio in your kitchen, comb the dial and find nothing but silence. You hurry into the bedroom, try that set—and again silence, grab the portable out of the den—turn it on with the same result. In desperation you go to your automobile radio—it, too, is silent. Suddenly you realize no radio or tv stations are operating. You'd miss radio. For radio is like a glass of water you take for granted. . . . When radio is gone your thirst for it would be great. Miss it? You bet you would! For radio is a way of life, it serves ! ! At WPEP we're dedicated to serve *you* in the way our great medium is best fitted. With the liveness of sound in music, news, sports and local events—now. For radio is *now!*

PLAYBACK

QUOTES WORTH REPEATING

ETV PROGRESS IN THE SOUTH

Florida Gov. LeRoy Collins, chairman of the Southern Regional Education Board, reported this progress in educational tv to the SREB's annual Legislative Work Conference Aug. 29 in Williamsburg, Va.

I think it is indicative of the willingness of the southern states to carry out their responsibilities in the challenging new fields of technological change that they have taken the regional cooperation concept and applied it recently to educational television and nuclear development.

I cannot express too strongly my enthusiasm for these two projects. On a state level, Florida is thoroughly sold on the advantages to be gained by pioneering now. We have appropriated $600,000 to construct a microwave educational television network for instructional purposes connecting our several community colleges with state universities. We are convinced of the soundness of these investments.

. . . Under the Southern Regional Education Board's proposed 16-state educational television microwave network linking the region's institutions of higher learning, we estimate we can bring the finest instruction to additional thousands of students at a cost of $2.80 per student semester hour, compared with the current instruction cost of between $12 and $18.

RADIO-TV 'CONFUSED' BOSTON

Vincent X. Flaherty, Los Angeles Examiner *columnist, on Aug. 14 charged these inadequacies in radio-tv news coverage.*

Because of the Boston newspaper strike, which closed down six newspapers, Bostonians had to depend on tv and radio. The frantically combined forces of both proved grossly inadequate. Those who wanted local news were deluged with oddments from Washington. Those who wanted spot news photographs with stories didn't get them. Or else, if they wanted baseball scores, they missed them.

In other words, they were lost because they couldn't turn a page to get precisely and absorb accurately just what they wanted.

. . . Nope, the spoken word will never do. The world would have lost and forgotten Lincoln's Gettysburg Address had it not been printed word for word for the perusal of present and future generations. The same goes for the Declaration of Independence and the Bill of Rights, or the Magna Charta—or the Holy Bible, for that matter.

. . . The fast-talking commentator rattles it [news] off and it is over and done with. Four people listening simultaneously produce four different versions of what the man said and everything is misinterpreted and confused.

. . . The fast-talking commercial announcer comes on and tries to sell you a new stove or a miracle hairgrower and often succeeds mainly in arousing your irritabilities to a fuse-blowing point.

If you are in the market for a new ice box, or furniture, or rugs and, yep!—even tv sets and radios—you can find what you want in a jiffy just by consulting the *Examiner*. Best of all, you don't have to listen to it.

Moreover, you do not have to tax your memory. You can tear out an ad or a story for later study. You can slip it into your pocket and it will be there the next day or as long as you want to keep it.

PIONEERING AMERICAN ART

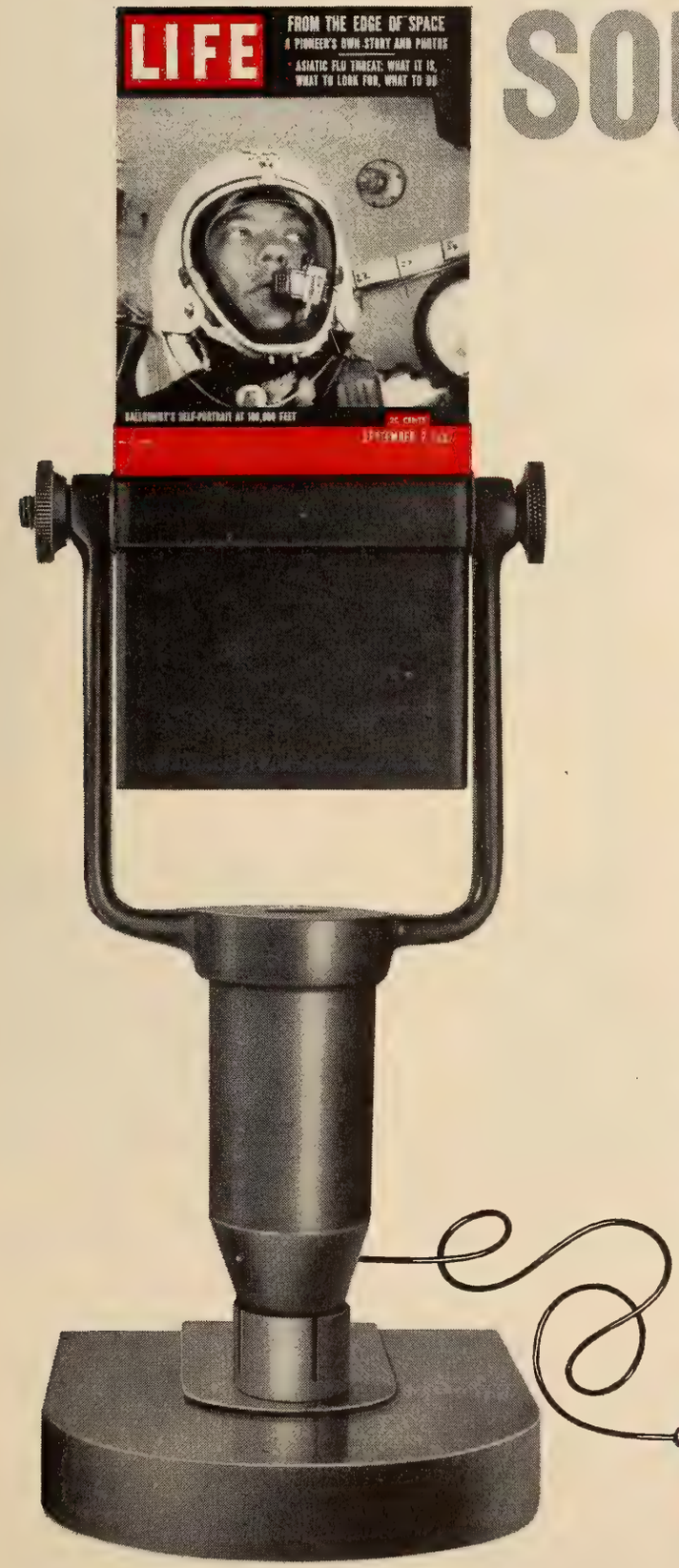
Albert McCleery, executive producer of NBC-TV's Matinee Theatre, *speaking last month at the seventh annual Summer Television Workshop at Michigan State U., declared that American theatre of the pre-tv era was really New York theatre, an overflow and outgrowth of European theatre and said:*

It was not until about seven years ago, with the opening of *Kraft Theatre, Studio One* and some of the other pioneer dramatic tv shows that we could begin to use American writers on American themes with an instant audience of 10 million people.

What television has to decide now is

Continues

WIRED FOR SOUND



NBC Radio Presents An Outstanding New Advertising Opportunity—LIFE AND THE WORLD

Two great leaders in the news-gathering field, the National Broadcasting Company and LIFE Magazine, have combined forces to bring the American public an exciting new brand of radio journalism.

NBC Radio takes LIFE's superb news and picture stories, and adds the dimension of sound. LIFE may cover the stratosphere ascent; on LIFE AND THE WORLD you hear the man's personal experience from his own lips. LIFE may picture a parrot; on LIFE AND THE WORLD you hear the parrot being interviewed. Here are the actual voices of men who make the news or react to it. Here are the sounds of hurricanes, of debates, of space rockets, and of momentous decisions—bringing listeners close to the very heart of our time.

Increasing numbers of LIFE readers are discovering this fascinating NBC Radio program. Millions more will be introduced to LIFE AND THE WORLD through an extensive audience promotion campaign, on the air and in print media.

LIFE AND THE WORLD has a choice position, 7:45 to 8:00 nightly, immediately following NBC's 7:30 pm News of the World, radio's highest-rated news program.

Tune in tonight! And let your NBC Radio representative give you the interesting advertising details tomorrow.

NBC RADIO

what kind of cultural force it intends to be, how it intends to deal with man's leisure time.

. . . [Great cultures of the past] are judged not by the battles won, but by the artists who painted, the architects who built and the writers who wrote—the creators of all works of arts.

THE DISC JOCKEY'S MUSIC

Bernard Asbell, writing in the July Harper's *magazine, asks if radio is robbing its advertisers by permitting disc jockeys to play music which appeals mostly to teenage school girls instead of adults.*

. . . He (the disc jockey) imposes the ditties of a baby-sitter culture on the baby sitter's parent, the parents who employ her and even the baby she sits for.

. . . The fact is that the baby sitter has seized control of radio—not to mention music on television—and has obstructed the development of a truly popular music culture which America might have. Or rather, commercial radio has voluntarily surrendered itself to the baby sitter.

By so doing, radio appears to be committing grand larceny upon its advertisers. By what logic can the used car dealer, the loan company, the storm window installer or the tomato paste canner hope to collect the maximum audience of breadwinners and housewives by sponsoring the music chosen by schoolchildren? In fact, why does the sponsor stand for it?

. . . The economic incentives of radio being what they are, the radio sponsor, just by pursuing his self-interest, can do the most to return am radio—and popular music—to the public at large. All he had to do is to tell the disk jockey to stop reading the sales charts of hit records—in fact, to avoid them—and start playing songs which assume the listener is an adult and wants expression of his adult experience.

THAT MISNOMER FOR RADIO

Ben Strouse, president of WWDC-AM-FM Washington, speaking Aug. 22 to the Washington Junior Chamber of Commerce, answered the charge that radio has become a variation of the jukebox.

Jukebox or personal service? You don't find a lost dog or child with a jukebox. You don't get the weather, time, temperature. It won't tell you what's new in the stores or who's on first in the Yankee-Senator ball game. You don't turn one on for companionship 24 hours a day, right in your own home.

If you want music, radio doesn't cost you a cent. It's the greatest *personal* service, designed for each of you, that America has today.

KIBITZING ON RADIO-TV

Eddie Cantor, interviewed on Bob Crane's KNX Los Angeles morning show Aug. 24, had these comments on radio-tv and its people.

About radio today:

Dollar for dollar it's the best buy for advertisers. I think radio has always been here. Sponsors and networks had a very lovely child, grown up, smart. Then along came a new baby and first thing you know they shoved this other kid in the corner and kept building up this new baby, to the neglect of the one that's been around so long. All of a sudden, in the last 18 months, I'd say, they discovered it and said, "Say, that's a very nice child we've left there in the corner." And they started to romance the kid again.

The comedians on tv:

Nothing has actually happened to the comedians. We make a big fuss over what? Jackie Gleason won't be on next season and its unfortunate because here's a man with great talent. Nat Hiken, to me, is one of the most creative minds in this business. He said to Phil Silvers, "We'll bring in something, just sit back and trust us." Phil did and Phil became one of the big comics in America. Now that's what Jackie Gleason should do. Jackie wanted to be everything. He wanted to produce, direct and write. This is too much for any one man, even a genius like Jackie Gleason.

Groucho Marx and Jack Benny's longevity:

Groucho Marx is not dependent on any writers. Groucho Marx is a business unto himself. . . . It's amazing the people who want to come on his show and get insulted. Jack Benny is something different than all other comedians. He has no hesitancy in giving the laughs to other people. Now this guy will be with us forever. He'll be with us until he's 40! Incidentally, as a matter of record: I got off the air in 1939 because of a speech that I made at the Temple of Religion at the World's Fair. I got kicked off the air the next day. I spoke about the Enemy Within. I mentioned names, I had facts. Well, anyway, I was off the air for a year—could not get a job anywhere. Jack Benny, who is a very good friend of mine, wouldn't stand for it and told Young & Rubicam, the advertisers, that if Cantor's not on the air we're making a big mistake—America loses something. Jack sent me on to New York and I spoke to this agency and a month later I took Fred Allen's place and stayed with Bristol-Myers five years.

About Sid Caesar:

Sid Caesar is a little bit ahead of his time. We have a mistaken idea about what constitutes an audience in America. There is a great big America between Lindy's on Broadway and the Brown Derby in Hollywood. And if I were Mr. Caesar I would get somebody like Lawrence Welk on my show every week.

Lawrence Welk's popularity:

Lawrence Welk is a very homey piece of Americana. Welk is roast beef, he's apple pie and coffee, he's "I love you, mother," "Hurray for the flag"—all the fundamentals that make for a big viewing, listening audience.

Frank Sinatra's talent:

Frank Sinatra has much more than talent. Frank Sinatra has that believability. You know he's sincere, he's likable. Older women want to mother him, younger girls want to smother him. The fellow's a good actor, a good singer, intelligent—he's a nice, nice guy. The public is sympathetic with Frank. They don't believe all that adverse publicity they read about him.

Rating Systems:

I think rating systems are very silly. How can a man tell from a sample of 300 people who is listening to a show in all of America? You can't tell—nobody knows. Now what the networks should do is have their own rating system and be honest. If I were CBS, I'd ask all of the stations affiliated with CBS to take one man on one given day and let him make 20 calls in his city. Get all the cities. Then you can tell. I think rating systems are the bunk.

Pay tv:

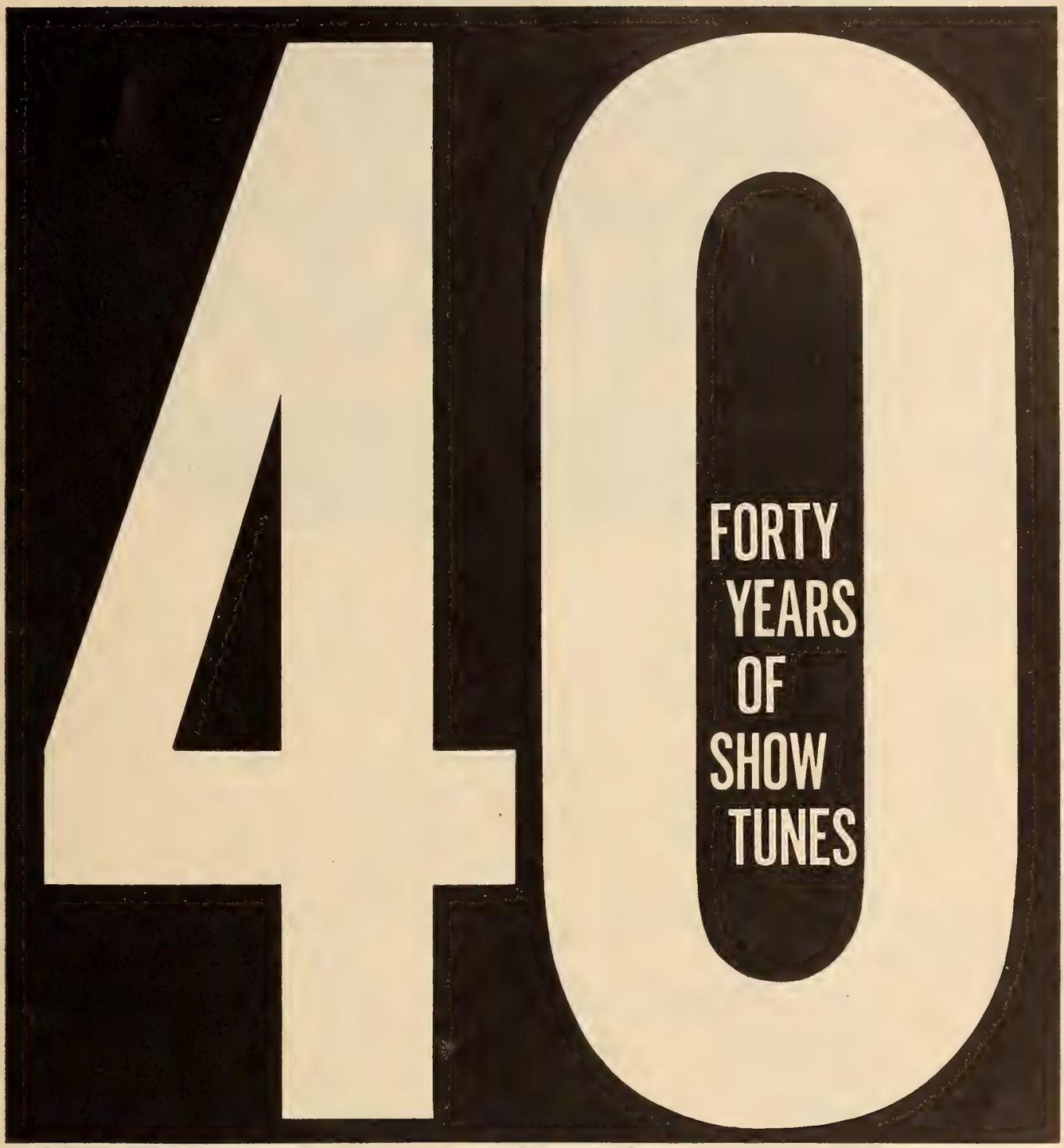
I don't like pay tv. I think it's a very snobbish thing. It's definitely anti-democratic. I don't think that you have a right to see a show because you can pay a buck, when I can't afford it. I'm a poor fellow and I buy a tv set to save money on entertainment, and I'm paying $25 a month to pay off the set, and all of a sudden I can't see a certain show because you can. I think I'm gypped. There's nothing that pay tv can give you that we're not getting right now.

FREEDOM OF THOUGHT

George E. Sokolsky, syndicated columnist and ABN commentator, in his column, offered these views on a magazine article about freedom on the air.

According to this article there is no freedom of speech on tv which, according to my notions, means there is no freedom of thought.

. . . The assumption that any intelligent person can analyze news without expressing an opinion, without a particular point of view or even bias, is without psychological or factual foundation and its statement . . . is surely untruthful.



ASCAP MUSIC...THE MUSIC OF SHOW BUSINESS!

The American Society of Composers, Authors and Publishers proudly presents a special issue of the ASCAP Program Guide entitled "40 Years of Show Tunes." Among the ASCAP membership are the men and women who have created top musicals for more than four decades. The compilation of songs in this latest Program Guide runs all the way from "Princess Pat" to "My Fair Lady." The listing includes not only the song titles with the composers, authors and publishers, but also names the performing artists and the available recordings of the hit songs of Broadway musicals from 1917 to 1957. Television and radio broadcasters, advertising agencies and all those engaged in entertaining the American public will find this Program Guide an invaluable source of program material.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 Madison Avenue, New York 22, New York



ABC AFFILIATE CHANNEL 2

Peters, Griffin, Woodward, Inc.

Representatives

from **RANSON P. DUNNELL,** *v. p. in charge of television & radio, H. B. Humphrey, Alley & Richards*

DOES THE AGENCY MERELY RUBBERSTAMP THE PACKAGE SHOW?

Are agency commissions justified on package shows?

I can hear the quick and loud choruses of affirmation from dozens of agencies! But at the same time I can hear many prominent television advertisers knowingly agreeing (and with almost equal fervor) that at the very least "it's a good question."

The question, though certainly not a new one, was brought home recently to me by a client who asked just how we do earn 15% when, presumably, the packager does all the work. This particular advertising manager was not being facetious, I might add, but was posing what he considered a legitimate question. Many fine agencies would have no trouble in satisfying a client on the merits of such a question, but the fact remains that many others would be hard put to cite chapter and verse in justifying their bread and butter 15%.

Having spent several years on the agency side of both network radio and television programming, I have seen it justified a hundredfold . . . and yet I also have witnessed conscienceless operations in which the packager did literally all the work and the agency merely rubberstamped the former's responsible moves. The most typical operation today is one in which the agency, after careful research, checking of availabilities, etc., recommends a basic concept to his client and then follows this with a specific programming recommendation.

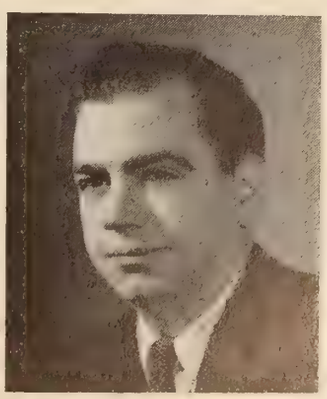
Once the show is sold, the agency vice president of broadcasting, who has been knee deep in the research and selling phases, often relegates operation of the show to one of his production men and turns to another client for the same kind of research and selling. In other words, he has sold the show and it's now the package producer's responsibility to create a good property week in and week out. Not infrequently, the production man assigned is capable on both the commercial and show sides and he proceeds to live with the production fulltime, more than justifying the agency's remuneration.

But often the production man is strictly "junior" with little or no knowledge of showmanship and programming and, therefore, concerns himself only with the placement and rehearsal of commercials. If a show packager happens to be competent and has a real interest (and knowledge of) the sales problems of the product involved, chances are the program will be a success. Unfortunately, the pattern today is for the average packager to be expert in his end but with little, if any, knowledge of the client's marketing and commercial problems. It's often a hit or miss proposition when it comes to commercial integration, public relations aspects, etc.

The other side of the coin is, of course, the agency that assigns a top-notch show-commercial production man to ride herd on every phase of the package program. This is a man who, for a musical show for example, will sit in on all production conferences with the packager. He will know before a commitment is made just what tunes are being considered for performance and why, what guest artists, their tentative prices and commercial tie-ins, past and current, their record sales, and so on: In other words, everything from A to Z concerning the program before firm commitments are made. He will act not as an executive producer nor as a yes man, but as one whose comprehensive knowledge of musical shows is recognized by the packager and whose sales knowledge of the client's products makes him an essential co-worker toward the continuing success of the program.

The same basic operation is true for any show. For example, in the case of a quiz program our ideal production man will know exactly how and why the contestants are to be screened, briefed and the type of questions they will be asked. He also will know exactly why and how entrants are turned down, whether by mail or in person, following a preliminary interview. And, of course, he will be sure to see that the m.c. or star is kept sufficiently informed so as to avoid accepting wrong answers or asking questions potentially distasteful to viewers because he didn't see the question until "10 minutes before air time."

To most of us these actions on the part of the agency man are basic and taken for granted. But I have cited a few by way of saying that to almost any client they are not taken for granted—and in some cases not even known about! With the right type of operation I don't believe there can or should be any question of the agency's commission on package shows, for if a talented agency man literally lives with a show packager he not only will justify the agency's commission but may well be asked ultimately by the client, "How can you make a profit on this program when you devote so much time and manpower to it?"



Ranson P. Dunnell; b. Oct. 31, 1921, South Orange, N. J. Started in research at Cunningham & Walsh (formerly Newell-Emmett Co.) in May 1939 and was with firm for over 13 years. Took time out for seven months active duty with Naval Reserve, leaving service with medical discharge in February 1942. Same year switched to C&W's general radio department as writer and then joined the Liggett & Myers division as radio production man. Produced and directed eight experimental tv shows (first for agency) in 1943. On Jan 1, 1949, became co-manager of radio and tv for L&M division. On Jan. 1, 1953, became manager of radio-tv production at Ward Wheelock Co. Joined Chicago office of D'Arcy Adv. Co. June 16, 1954, and took over the setting up of a completely autonomous radio-tv department for newly-acquired Standard Oil Co. of Indiana account. Resigned Jan. 1 to return to New York as executive assistant to Walter Craig, manager of radio-tv department of Norman, Craig & Kummel. Joined Humphrey, Alley & Richards Inc. in August 1956 as head of radio and television. Seven months later was elected a vice president. HA&R billed around $400,000 last year in radio-tv and expects to top the million mark this year.

Only the Beginning?

THE SHOWING of a new movie, "Pajama Game," on a closed-circuit television system in Bartlesville, Okla., Sept. 3 was an historic event.

To be sure, one cannot know now what kind of history was written. It may be months, or more probably years, before it is definite whether the premiere of the Video Independent Theatres home box office in Bartlesville marked the beginning of a success or failure in communications development.

But whatever ensues, the fact must be accepted that as of now subscription television has been established. This fact alone will lend encouragement to plans for other closed-circuit toll tv systems. Despite its present confinement to one small market, closed-circuit toll tv has passed the blueprint stage. It exists, and unless the Bartlesville venture proves an immediate failure, its existence is bound to accelerate the efforts of subscription tv interests to begin operations elsewhere.

Of all the other closed-circuit projects so far announced, the most ambitious are those of Skiatron which has at least a tentative agreement with the New York Giants for exclusive television rights to games when the team moves to San Francisco next season. Skiatron's introduction of toll tv to San Francisco would be considerably eased if the principle of subscription television were by then working well in Bartlesville. The Bartlesville example could be pointed to in discussions with prospective investors and in advertising to prospective customers.

On the other hand, a failure of the system in Bartlesville would not necessarily work to the serious disadvantage of Skiatron or such other companies as International Telemeter which are promoting closed-circuit subscription television. They could claim, with some justification, that the experience in a market as small as Bartlesville was not applicable to a bigger city.

In short, it seems to us that for all those who seek to develop closed-circuit toll tv there is much to be gained from a Bartlesville success and little to be lost from a Bartlesville failure. In the months to come, B•T intends to continue regular reports from Bartlesville, of the depth of the one appearing in this issue. It is this publication's belief that if the Video Independent Theatres' venture grows into a sound business, its effects will be felt throughout the U. S.

Loose Talk

ALTHOUGH Congress has quit until next January, there's no moratorium on talk about what's wrong with the FCC and the "scandal" in tv licensing.

Not long ago, Chairman Emanuel Celler (D.-N. Y.) of the House Judiciary Committee charged that FCC members improperly discussed pending cases with representatives of licensees and licensees themselves and that there was fraternizing of the regulators and the regulated. The House Moulder Committee on Legislative Oversight is quietly investigating purported favoritism and political interference with FCC actions. And now Harvard Law Prof. Louis L. Jaffe, in an article in this month's *Harper's,* chastises the FCC for yielding to pressures and for being unjudicial, although he didn't get all his facts straight.

Anyone with half an eye knows that pressures are exerted on the FCC (and on other administrative agencies) and that most of them emanate from Congress. A licensee or an applicant rarely has direct influence. He goes to his senator or congressman or someone else of supposed importance to make the overtures. These pressures come from all directions. In contested cases, somebody wins. Inevitably the others lose. This is so now; it was so during a Democratic administration. And it is by no means certain that he who musters the most outside support wins.

Those who seek an entirely judicial administrative agency talk Utopia. The FCC isn't a judicial body. Of its seven members only three are lawyers. Its proceedings are informal. Court rules do not apply.

If Congress wants the FCC to function like a court, it is within congressional power to make it one. Let it change the law so that appointments to the FCC shall be for life, as are federal judgeships. Pay should be sufficient to attract highly qualified individuals willing to dedicate themselves to this "Communications Court of Appeals" as their life work.

There is no other way to accomplish this desired end.



Drawn for BROADCASTING•TELECASTING by Sid Hix

"It's a new development. If you use one of those gun devices to cut off commercials, it shoots back!"

Decision Time

DEMOCRATIC processes—business, not political—will govern NARTB's eight regional meetings starting Sept. 16 in Schenectady, N. Y. A foresighted decision of the association's board once again opens this annual series of broadcaster meetings to non-member stations, giving them a chance to listen and to talk in basic sessions dealing with operating problems. They will have an opportunity, too, to participate in discussion of basic matters dealing with government regulation and relations with the public.

Non-member delegates will be able to sit in and to voice their thoughts at discussions on a progressive association project—changing of the name back to National Assn. of Broadcasters. This practical approach to the general acceptance given the word "broadcasting" as a term covering both aural radio and television faces a referendum vote after the meeting series has ended. Fortunately the final decision will be influenced by the open debate. Members will recall that similar discussions last autumn led to the upsetting of an original decision to eliminate the at-large board members for large, medium, small and fm stations.

Television delegates, members and non-members alike, will debate the Tv Board-approved plan to develop a television audit circulation study. NARTB will conduct a questionnaire survey after the series is over, with the results certain to influence the board's final decision on this important competitive project.

A list of prominent speakers will support President Harold E. Fellows and his staff as they develop the "Time for Decisions" theme of the meetings. The association believes its autumn schedule will provide major help to broadcasters in solving their individual and collective problems.

Priority Project

BROADCASTERS have devoted many hours of time in recent weeks to news of the Asiatic, or Asian (your choice), Flu. It's possible that being so busy reporting it has kept many from considering what the bug could do to their own shops.

It could do plenty. At the least, assuming advance reports of the probable incidence of the flu to be correct, it could seriously inconvenience a station's operations by taking out key personnel.

Several stations already have taken action to forestall this possibility and have arranged to have all employees inoculated with the flu vaccine.

The Public Health Service announced last week that it has arranged for voluntary rationing of the vaccine among the various states. It is likely that individual communities and states will, in turn, ration the supplies they receive on a priority basis. Broadcasters should put in their bids now, not from a desire to avoid personal discomfort, but in the realization that the continued operation of radio and tv are essential to the community welfare.

KPRC-TV



Here's old-fashioned popularity in the new way to sell. The man-sized power gets clear through. The smooth operation performs without a hitch. Works fine but doesn't get in the way. The modern viewpoint produces flip-top sales everytime you use it.



JACK HARRIS
Vice President and General Manager

JACK McGREW
Station Manager

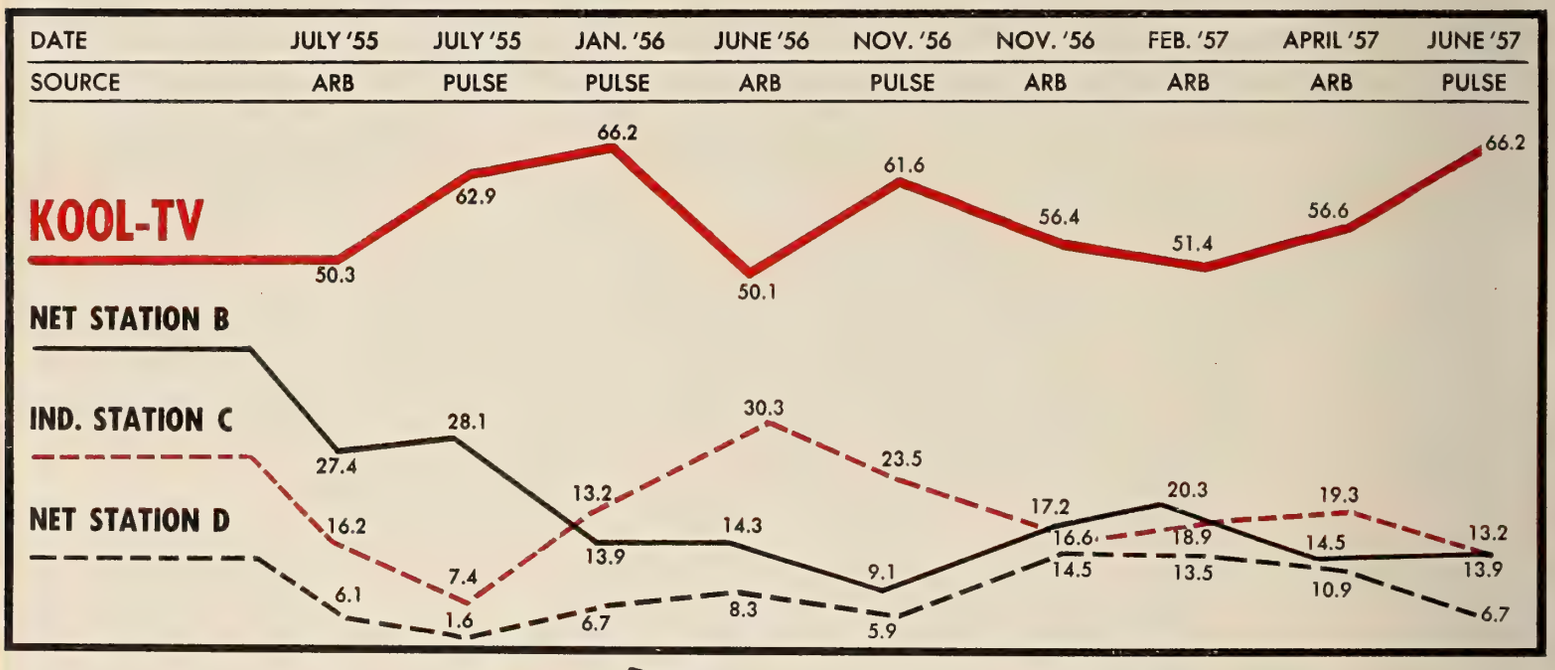
EDWARD PETRY & CO.
National Representatives

IT'S A FACT!

CBS AND KOOL-TV

GIVE YOU CONSISTENT DOMINANCE OF THE RICH PHOENIX-ARIZONA MARKET

PER-CENT OF QUARTER-HOUR FIRSTS Sign On to Sign Off.



HERE'S PROOF!

The June Phoenix ARB was a LOADED RATING

	% OF ½ HOUR FIRSTS	
	RATING WEEK ARB JUNE 13, 1957 6:30-10:30 PM	NON-RATING WEEK ARB COINCIDENTAL JULY 18, 1957 6:30-10:30 PM
KOOL-TV	50%	100%
NET STATION B	0%	12%
IND. STATION C	50%	0%
NET STATION D	0%	0%

Figures may total more than 100% since all ties counted as a first for tied stations.

HIGHEST POWER & HIGHEST TOWER – GREATEST COVERAGE

CBS

CHANNEL

KOOL-TV 10

PHOENIX ARIZONA

National Representative, GEORGE P. HOLLINGBERY

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION SEPTEMBER 16, 1957 35¢ PER COPY

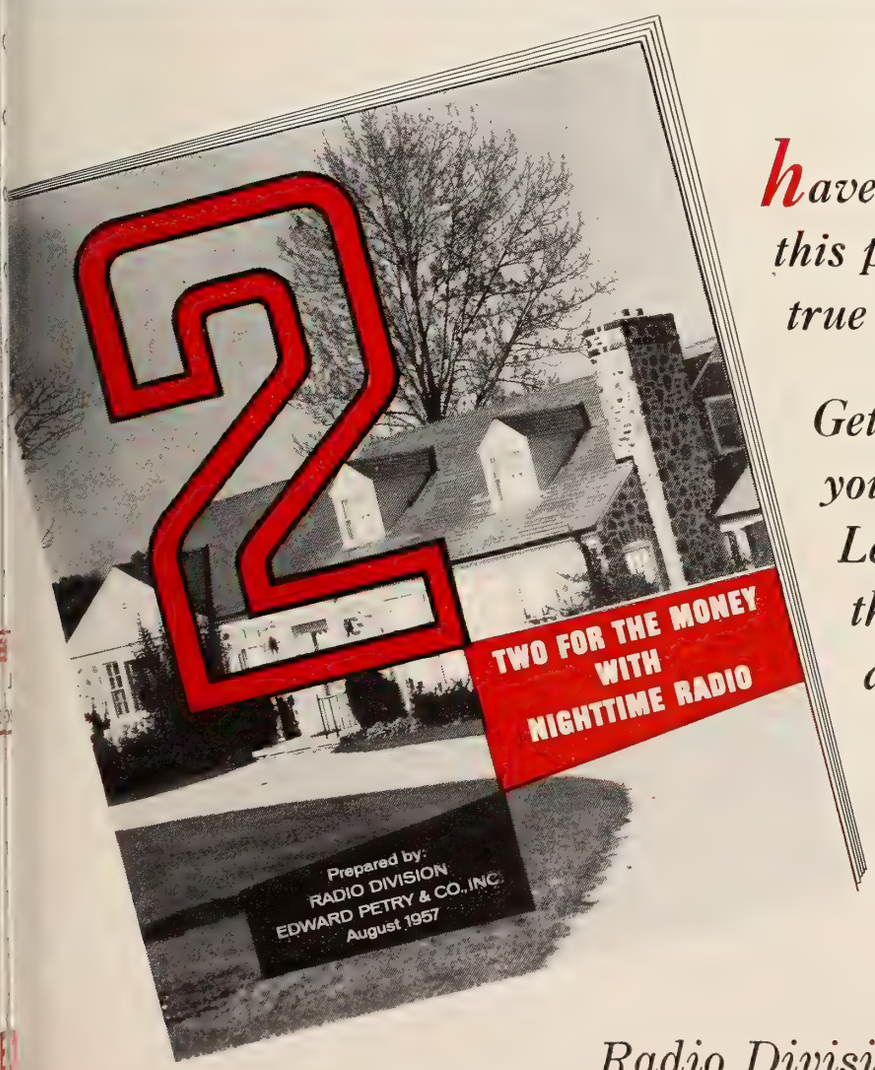
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What's with the spectrum?

The chairman and toll tv

What they're doing at ABN



have you seen behind the cover of this presentation? It paints the true picture of **NIGHTTIME RADIO** *today.*

Get the presentation from your Petry representative. Learn all the details about the huge audiences available at low cost to the shrewd advertiser who uses **NIGHTTIME RADIO** *now.*

Radio Division

EDWARD PETRY & CO., INC.

The Original Station Representative

YORK · CHICAGO · ATLANTA · BOSTON · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

WTVR

CHANNEL 6

RICHMOND, VIRGINIA

DOMINATES

FOR 10 STRAIGHT MONTHS

THE LATEST MAY-JUNE PULSE PROVES IT AGAIN!

STATION		SHARE OF AUDIENCE
WTVR Mon.-Fri.: 6 PM-12 Mid.	=	**37**
STATION "B" Mon.-Fri.: 6 PM-12 Mid.	=	33
STATION "C" Mon.-Fri.: 6 PM-12 Mid.	=	30

AND WTVR HAS 5 OUT OF THE 15 TOP WEEKLY PROGRAMS
PLUS 4 OUT OF THE 10 MULTI-WEEKLY PROGRAMS

DOMINANT IN HOMES REACHED

MONTHLY, WEEKLY AND DAILY—DAY AND NIGHT
SEE NIELSEN COVERAGE SURVEY #2

DOMINATE IN RESULTS

BY CALLING ANY BLAIR TV OFFICE
OR WILBUR M. HAVENS 5-8611
WTVR—RICHMOND, VA.



WE'RE TOPS IN FLINT

Photo by Henry Ries

WJIM-TV

Michigan's Area Station . Proudly announces the inauguration of the First Local Live TV Service for the FLINT area . . . from its new FLINT studios Opening Sept. 15.

WJIM-TV now serves Lansing, FLINT and Jackson with a Dominant 100,000 watt signal from its new 1023' tower located between Lansing and FLINT.

Represented by Peters, Griffin, Woodward, Inc.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

LaSalle covered a vast territory . . .

Rene Robert Cavelier, the Sieur de LaSalle, explored the entire Mississippi Valley, from Canada to the Gulf of Mexico, in the 17th century—establishing forts for France, planting colonies, developing trade.



today

WGAL-TV covers

a vast MARKET territory

- 3½ million people
- in 1,015,655 families
- owning 917,320 TV sets
- earning $6¼ billion annually
- buying consumer goods that add up to $3¾ billion annually in retail sales

It's the coverage that makes WGAL-TV America's 10th TV Market!

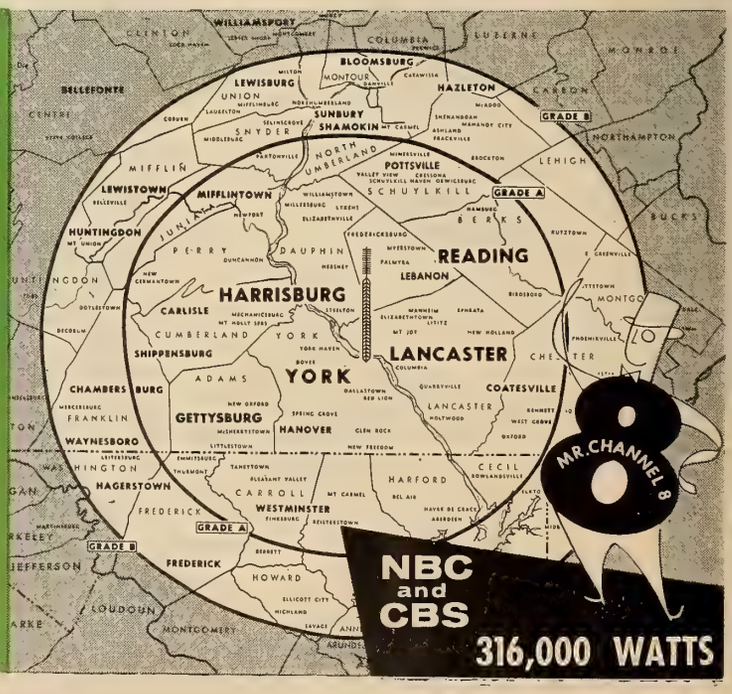
CHANNEL 8 MULTI-CITY MARKET

WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

closed circuit

STAYING GUESTS • Two Moulder committee staff men—investigator Joseph (Pat) O'Hara and attorney Stephen J. Angland—quietly have started working at FCC. They have been ensconced in Commission Room 7408 full time, with telephones, secretary, etc. Serving as FCC liaison with probers is Charles Smoot, assistant general counsel. And, as might be expected, first FCC files asked for included these highly controversial tv cases: Miami grants to National Airlines and Cox-Knight-Trammell interests; Indianapolis grant to Crosley; Boston grant to WHDH-Herald-Traveler; St. Louis grant to CBS.

B•T

Rep. Moulder reported last week that committee members will be called back to Washington for executive meeting "in about four weeks" to appraise staff's findings and plan future courses of action. He also indicated that other meetings are likely before Congress reconvenes Jan. 7 and expressed "satisfaction" with investigation's progress, which he feels is on schedule.

B•T

DOUBLE MEANING • Settlement of RCA-Zenith $61.5 million triple damage suit (reportedly for $10-11 million) may be harbinger of approach of new philosophy in that giant enterprise's high command. It is first important corporate event since John L. Burns assumed presidency last March 1. It also comes on heels of election of two banking house representatives to board—Andre Meyer, senior partner, Lazard Freres & Co., and Paul M. Mazur, partner, Lehman Bros., both New York, along with NBC President Robert W. Sarnoff.

B•T

It's no secret that Brig. Gen. David Sarnoff, chairman of RCA and dominant figure in that corporation's development since its formation in 1919, has been engaged in running battle with Zenith's Comdr. E. F. McDonald for years. It's felt General Sarnoff never would have capitulated to out-of-court settlement in this gigantic patent case if there had been any chance of winning it. Terms of settlement won't be announced until Sept. 30 and other RCA licensees obviously are watching outcome with intense interest to determine their courses of action (story page 58).

B•T

ZIP IN ZIV • Expansion plans reported to have been approved at Ziv Television Programs, New York, with company adding sales and administrative personnel in various key markets throughout country. Thinking at Ziv tv said to be that increase in properties for current season and need to provide agencies and advertisers with more required information dictates staff enlargement in both national sales and syndication departments.

B•T

National Audience Board, which has been active for some years as critics of radio-tv programming and commercial announcements in effort to upgrade their quality, reported to be in "quiescent" stage at present. Its national president, Peter Goelet of New York, plans to visit Europe for several months and upon his return, National Audience Board may embark on "revitalization" program.

B•T

STOCK ON BLOCK? • Will networks eventually sell their stock in BMI (which cost them $72,000 and amounts to 19.2% of shares outstanding) to outside interests and in that way eliminate themselves from involvement in current ASCAP-BMI controversy? It's presumed they would, but rub is that BMI contract requires that first refusal on stock reposes in BMI.

B•T

If single entity other than BMI acquired network holdings, it probably would amount to operating control since balance of shares are held by 624 stations. BMI then would be more on order of independent copyright licensor, as private corporate entity with station members merely in capacity of individual stockholders.

B•T

ONLY ON ICE • Dismissal of so-called "Craven Plan" to drop table of assignments on tv allocations does not mean abandonment of plan by its author (story page 80). Comr. T. A. M. Craven advised FCC that he did not think it was timely to pursue plan now in light of coverage and other studies being made by TASO, organization set up cooperatively by broadcaster-manufacturer groups, and that he would propose that entire allocations policy be reconsidered when TASO reports are submitted, expected by June 30, 1958.

B•T

Craven Plan, which had been vigorously opposed by Assn. of Maximum Service Telecasters on ground it could result in degrading of tv service, would have returned allocations procedures to case-by-case rather than fixed channel location basis. Action taken is in general agreement with AMST proposal.

B•T

WHIZ KIDS • New Westinghouse team at ch. 13 WJZ-TV Baltimore (formerly WAAM [TV]) is setting staid Baltimore on its ear. Examples: Last week bakeries offered "WJZ's Baker's Dozen" to promote ch. 13, and 13 doughnuts were sent to every business establishment in town; man-on-street remotes were made daily; ch. 13 balloons and banners were afloat throughout town, with lucky balloons containing coupons entitling finder to free ice cream soda at any fountain. Station claims youngest major market staff, with average age of 33. General Manager Larry Israel is 37 and Don McGannon, president of WBC, is 36. Employes were paid off last week in silver dollars symbolizing "big change" from WAAM to WJZ-TV.

B•T

Consideration by FCC of new license renewal form, which would eliminate counting of spots and breakdown of programming by types, has been postponed once again from Sept. 19 to Oct. 1. General Counsel Warren Baker last week asked for additional time to prepare his recommendations. One proposal before FCC is that it keep hands off programming questions on ground that it would constitute censorship, and that it withdraw recognition from so-called Blue Book of 1946 which sought to establish programming as basis for issuance of licenses and renewals.

B•T

TIMES CHANGE • One of journalism's fiercest figures, late H. L. Mencken of Baltimore Sunpapers, had often berated newspapermen who went into radio and television. Last Thursday, Sigma Delta Chi professional journalism fraternity, paid him tribute by marking historic site in Baltimore. WMAR-TV, Sunpapers' station, carried half-hour live show, featuring Alistair Cooke, moderator of *Omnibus*. Chairman of SDX Committee was Marquis Childs, nationally syndicated columnist and freelance commentator, and among those on committee was Don Martin, NARTB public relations head. All three are newspapermen "in radio and television", so fervently assailed by late "sage of Baltimore."

B•T

Three-day meeting of NBC affiliates in New York last week (see stories page 44) was so pacific that observers had to look twice to discern even a ripple. If anything could be said to represent "issue" on part of tv affiliates, it was their desire for more station-break time for local sale. There also was some complaint about too many free plugs to airlines, which NBC officials promised to try to remedy.

B•T

NEW STAND • No signatures are on contract, but deliberations reportedly underway to place Sid Caesar-Imogene Coca half-hour weekly show on ABC-TV, probably in Sunday night period at 9 p.m. Comedian had failed to obtain prime time spot on NBC-TV and similar situation exists at CBS-TV. ABC-TV, which has open Sunday night periods, feels Caesar-Coca team would be welcome addition to its schedule if suitable terms can be reached.



WHEN-TV

MEREDITH
SYRACUSE
TELEVISION CORP.

Now Operating at Maximum Power of 316,000 Watts.

101 COURT STREET, SYRACUSE 8, NEW YORK

Last month our commercial manager was caught in a mid-afternoon traffic jam and this month we start a new film series.

We think it makes sense. The traffic jam that trapped Fred Menzies was caused by the tens of thousands of workers who start for their Central New York homes at 3:30 p.m.

In fact we discovered that nearly 94% of the daily employees of General Electric, Carrier, Crucible Steel and the scores of other local industrial giants start home by 4:30 p.m.

Our new film series, "The Early Show", will be viewed from 5 until 6:30 p.m. weekdays and will present the finest feature films available. It should play to capacity adult houses.

If our viewers should be your customers call either Menzies or the Katz Agency for more details -- and you can call either one late in the afternoon. We are sure of the former and fairly certain that the latter is the exception to the 94% rule.

Cordially,

Paul Adanti

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

Basic CBS

MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

THE WEEK IN BRIEF

LEAD STORY

Why the Spectrum Congestion?—That's what one west coast electronics trade group wants to know as it urges a sweeping study of frequency use. Simultaneously, Assn. of Maximum Service Telecasters' board votes support to probe of government use of spectrum. Page **27.**

ADVERTISERS & AGENCIES

What's on in Daytime?—Advertisers and network will spend nearly $750,000 a week on production in daytime television, a B•T study reveals. Page **30.**

From Seeds Has Grown a New Agency—Keyes, Madden & Jones Inc., New York, Chicago and Hollywood, is the greatly-expanded organization that takes over from Russell M. Seeds Co. on Oct. 1. Page **29.**

Prestone Is Pro Radio-Tv—The anti-freeze advertiser, after a broadcast buying "spree," is squeezing spot saturation in radio and a lineup of participations in network tv in a very short period of time this fall. Page **32.**

Spot Radio's Best Customers—According to SRA report on first half of '57, are food-grocery products. Page **36.**

Tv Has Automakers' Affection—But, reports Advertest in special survey for NBC-TV, the amount of money budgeted for tv is disproportionate to results. Page **28.**

NETWORKS

NBC Radio Affiliates Meet—Network officials say station clearances are main drawback to progress. Affiliates ask network to consider increasing compensation and abandoning six-second participations, among other changes, but commend NBC Radio on past year's progress. Procter & Gamble signing for return to network radio via NBC is reported. Page **44.**

NBC-TV Looks Ahead—Network plans to solve hot-weather programming dilemma by making summer a "training camp" for tryouts. Officials also report strides in past year, give plans, say they're overtaking CBS-TV lead. Page **46.**

A B•T INTERVIEW

ABN's Accent on Live Programming—Network President Robert Eastman, in an exclusive interview with B•T editors, explains how and why the revised program concepts are being introduced. Page **124.**



MR. EASTMAN

MANUFACTURING

Zenith Wins Patent Fight—Eleven-year-long treble damage suit winds up with defendants RCA, GE and Western Electric as losers. Page **58.**

TRADE ASSNS.

On the First Lap—Nation's broadcasters, NARTB members and non-members alike, meet in Schenectady, N. Y., and Cleveland as autumn series of regional meetings gets under way. Things they're worried about—pay tv, a rash of Congressional troubles, spectrum assignments, how to make another dollar. Page **86.**

OPINION

How Smaller-Budget Clients Can Use Network Tv—Lee Randon tells how Henri, Hurst & McDonald uses integrated promotion to pre-sell distributors before applying the final sell with tv. He writes in B•T's weekly MONDAY MEMO series. Page **137.**



MR. RANDON

GOVERNMENT

Toll Tv Up For FCC Action Tomorrow—And there's a virtual mandate from Chairman Doerfer to take some action "within a few weeks." Subject at tomorrow's meeting is whether Commission should issue experimental test authority on a national scale. Page **70.**

Congressional Adjournment No Comfort to FCC—Senate Small Business Committee report blasts Commission for its inactivity on daytimers' petition for longer broadcast hours and strongly recommends that request be considered immediately. Page **74.**

Craven Plan Shelved—Plan, which would have abolished tv table of allocations withdrawn by FCC pending outcome of TASO report. Comdr. Craven will renew recommendations after study is submitted, it is understood. Page **80.**

Flint Ch. 12 Proposed For WJR—FCC hearing examiner recommends grant of ch. 12 Flint, Mich., be affirmed to WJR Detroit. Page **80.**

PROGRAMMING

Radio-Tv Decency Standards Urged by Vatican—Encyclical by Pope Pius XII advocates active opposition to undesirable films and radio-tv programs. Page **52.**

FILM

Tv Games and Toys For Kids—California National Productions reveals plans to step up its merchandising activity on behalf of NBC and its syndicated film personalities and/or programs. Named: a new "products development board." Page **42.**

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPERS LEADERSHIP ABP

Only 22 quarter hours don't belong to WTIX.

The other 266 do.



The latest Pulse gives WTIX a virtual clean-sweep of the New Orleans radio day. Of 288 quarter hours from Monday through Saturday. . . WTIX is first in 266.

Thus a new dimension of dominance is added to WTIX's continuing—and widening leadership among New Orleans' 11 radio stations.

The most recent (July-August) Hooper shows WTIX in first place with 23.3%—over twice the runner-up station's 11.1%.

Storz Station round-the-clock excitement and ideas have created a new New Orleans listening habit, with new time-buying habits to match. Spare the Adam Young man a little time out of your day to tell you why you get nothing but good times out of WTIX's day. Or, talk to WTIX general manager Fred Berthelson.

WTIX *first in 11-station* **NEW ORLEANS**



STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

Affiliates Commend NBC-TV For Program Plans, Cooperation

Resolution endorsing NBC-TV's program plans, commending its "extensive and effective promotion plans" and pledging "full support to NBC in accomplishing its plans and objectives to make and keep the NBC Television Network the No. 1 network in its service to the public, to advertisers, and to affiliates" was issued Friday as NBC-TV affiliates wound up three-day meeting in New York (earlier stories, page 44). Resolution, adopted "unanimously," also voiced appreciation to NBC for its "spirit of cooperation" in considering affiliate suggestions.

Affiliates also re-elected Walter Damm, WTMJ-TV Milwaukee, to chairmanship of NBC-TV affiliates executive committee, at same time re-electing three other incumbents and naming two new committeemen. Jack Harris, KPRC-TV Houston, was named vice chairman representing basic affiliates, and Harold Essex, WSJS-TV Winston-Salem, vice chairman representing optionals. Harold Stuart, KVOO-TV Tulsa, was named secretary-treasurer, and others elected were Richard O. Dunning, KHQ-TV Spokane, and Robert Ferguson, WTRF-TV Wheeling, W. Va. Newly-elected committeemen are Messrs. Harris and Stuart. Other committeemen, whose terms have another year to run, are Ewing C. Kelly, KCRA-TV Sacramento; Ralph Evans, WOC-TV Davenport, Iowa; John H. DeWitt, WSM-TV Nashville, and Joseph H. Bryant, KCBD-TV Lubbock, Tex.

Three-day meeting ended after final closed session of tv affiliates and then of executive committee, following morning session in which station officials—and agency guests—heard addresses by President Robert W. Sarnoff and Executive Vice President Robert E. Kintner, and hour-long Cellomatic presentation on NBC-TV's growth, fall programming, and outlook. Mr. Kintner explained concepts behind realignment of this year's programming, new method of scheduling special shows, and improvement in daytime programming.

Intl. Latex Not Shifting Account

Madison Ave. scuttlebutt to contrary, International Latex Corp. will not switch agencies as reiterated last Friday by departing Latex Vice President Edward D. Madden. International Latex account has been reportedly solicited by number of agencies, including one major shop formerly assigned to service part of Latex prior to realignment of accounts within Reach, McClinton Co. Agency services print media only, with Latex internally handling time-buying and production activities for firm's $20 million barter deal involving RKO Library (through C & C Television Corp.) via 100 stations.

MARTB May Protest Ban On WWJ-TV Court Shows

Protest against rejection of WWJ-TV Detroit's appeal from Michigan Bar Assn. ban on two court programs was proposed Friday at meeting of Michigan Assn. of Radio & Television Broadcasters, at Hidden Valley Lodge, Gaylord (early story, page 86). WWJ-TV appealed from opinion holding that *Traffic Court* and *Juvenile Court* violated bar's code of ethics. Station said it had requests from 3,800 viewers for continuance of programs.

Martin Giamo, WJEF Grand Rapids, was elected president of association for coming year. Other new officers: George Millar, Knorr Broadcasting Co., Dearborn, vice president; Gene Cahill, KBCK Battle Creek, secretary-treasurer and director; James Quello, WJR Detroit, and Willard Schroeder, WOOD-AM-TV Grand Rapids, both directors.

Panel on radio-tv sales problems Friday was moderated by Jack Sitta, of Michigan Spot Sales. Sterling Beeson, of Headley-Reed Co., said advent of tv has helped radio by bringing broadcast media to front in top-management thinking. Adam Young, of Adam Young Inc., suggested representatives should contribute to every phase of station thinking.

Wash. U. to Preserve CBS History

Grant of $10,000 to School of Communications, U. of Washington, for preservation of collection of historic CBS Radio broadcasts announced by CBS Foundation Inc., agency which makes educational and charitable grants on behalf of CBS Inc. and its divisions. Money will be used to transfer to tape and then to catalog some 3,452 out of 4,800 15-minute disc sides given to school by KIRO Seattle, CBS Radio affiliate.

ZENITH STOCK SURGES

Zenith Radio Corp. stock closed at 121 on New York Stock Exchange Friday, picking up 12 points since Sept. 6 (Friday) and six points since last Monday when announcement was made that Zenith had obtained out-of-court settlement of its $61.7 million suit against RCA (story, page 58). Stock opened at 109 and closed at 115 on Monday, climbed to 113¾ Tuesday, 117 Wednesday and 120 Thursday. Zenith stock has fluctuated from in 90's in early part of year, rose to 124 in mid-July when reports of imminent pay television circulated and hovered around 106-110 in recent weeks.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 28.

NEW PLYMOUTH SPOTS • Chrysler Corp. (Plymouth Div.), which maintains steady 52-week spot radio effort in metropolitan markets, understood to be expanding its lineup to 50-60 stations in mid-October to introduce new car models and continue campaign through end of year in added cities. Agency: N. W. Ayer & Son, N. Y.

HITS 100 MARKETS • Whitehall Pharmacal Co. (Anacin), N. Y., placing heavy radio and television spot schedule starting this month in over 100 markets. Radio is for 26 weeks and placed through John F. Murray Adv., while tv schedule runs for 52 weeks, placed by Ted Bates Inc., N. Y.

PHARMACO PLANS • Pharmaco Inc. (Feen-A-Mint, Chooz), Newark, N. J., reported to be beginning 13-week spot tv campaign in late September in about 20 markets, using both daytime and nighttime periods and one-minute announcements and station breaks. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

RADIO FOR RADIO • General Electric, Schenectady, N. Y., for its radio sets, through Maxon Inc., N. Y., planning radio spot schedule to start sometime in November in seven major markets.

K&E LIKELY FOR NOD • A. S. R. Products Corp. (razors, blades) N. Y., with advertising budget approximately $2.5 million, expected to appoint Kenyon & Eckhardt, N. Y., as agency shortly. McCann-Erickson had agreed to end its relationship with firm last month, and BBDO, which handles another portion of account, reportedly had been notified that they had lost it. Neither K&E or A. S. R. Products would confirm or deny approaching appointment.

'Jury Is Still Out'—Treyz

Answering NBC-TV presentation showing ABC-TV to rank well below other tv networks at close of 1956-57 season in June (story page 46), Oliver Treyz, ABC vice president in charge of tv, issued this statement late Friday:

"We're not interested in arguing with NBC whether they or we rank No. 2 in June of 1957. The same analysis that NBC applied to June shows ABC even with NBC as of August. The key fact is that the public is the jury and the 1957-58 jury is still out."

at deadline

WLWI (TV) Start Stymied By FCC Inaction on Petition

Scheduled Sept. 15 start of ch. 13 WLWI (TV) Indianapolis, Ind., was postponed suddenly when owner Crosley Broadcasting Corp. announced that FCC has not yet approved petition for modification of grant to specify new equipment. Announcement, issued Thursday, stated station would go on air as soon as approval is given.

Back of Crosley's inability to begin Indianapolis operation was FCC 3-3 split at last Wednesday's meeting on what is usually routine approval of changes in antenna and transmitter types, requested by Crosley because former types no longer are available. Voting against approval of new equipment types were Comrs. Hyde, Bartley and Lee. Grant last March to Crosley in hard-fought ch. 13 battle was by 4 to 3 vote, but that was when George C. McConnaughey was chairman. New Comr. Ford may or may not qualify to participate since he was chief of FCC Hearing Division when highly controversial case was heard.

Comr. Craven's participation is problematic also since he was not FCC member when case was heard and previously had represented one of applicants. In past fortnight U. S. Court of Appeals declined to stay authorization to Crosley, but has yet to decide case on merits. Unsuccessful applicants are WIRE and WIBC, both Indianapolis, and Mid-West Tv Corp.

CBS Radio Sets Record In Aug. 12-Sept. 8 Period

Record "monthly" sales high of $8.8 million reported Friday by CBS Radio for period Aug. 12-Sept. 8, setting second consecutive new mark in decade of radio network's history. Previous month-period high was $6.5 million. John Karol, vice president in charge of network sales for CBS Radio, said Monday-through-Friday daytime availabilities are 80% sold out. He said "Impact" segments on evenings and weekends have grossed more than $2.5 million since introduction March 10.

Mr. Karol noted new record "clearly shows network radio's growing role in the economy of advertising." Upswing, he said, "reflects the adjusted thinking of advertisers during a year of business in transition."

Nixon Cites Tv's Growth

Incredible growth of tv industry and its influence on daily living "is irrefutable proof of its wholehearted acceptance by the American people," Vice President Richard M. Nixon said Friday in National Television Week message to President Harold E. Fellows of NARTB. He predicted next 10 years will bring international telecasting on wide scale "and should contribute in a very positive way to world peace."

Three Am Stations Sold: WROM-TV Receives Overtures

Three sales reported Friday, and another acknowledged to be in negotiation:

• WVDA Boston, Mass., sold by Vic Diehm and associates to Charles Sawyer, former Secretary of Commerce under President Truman, for $252,500 in cash and $206,000 in payment of stockholders' notes and assumption of other obligations [CLOSED CIRCUIT, Sept. 2]. Mr. Sawyer owns WING Dayton, WCOL Columbus, and WIZE Springfield, all Ohio, and WKLO-AM-TV Louisville, Ky. WVDA is ABC, 5 kw outlet on 1260 kc. R. C. Crisler Co. handled sale.

• WCHI Chillicothe, Ohio, sold by Norman Glenn to Joseph H. McGillvra, retired head of station representative firm bearing his name, for $78,450, including assumption of obligations. Mr. McGillvra owns WBIW Bedford, Ind. WCHI is 500 w daytimer on 1350 kc. Transaction handled by Allen Kander & Co.

• WRKE Roanoke, Va., sold by Elmore and Reba Heins to Sherwood J. Tarlow, Allan W. Roberts, Dr. Bertram Roberts and Joseph Kruger for $75,000. Buyers own WARE Ware, Mass. Mr. Tarlow also has major interests in WHIL Medford, Mass., and WLOB Portland and WGUY Bangor, both Maine. WRKE is 1 kw daytimer on 910 kc. Blackburn & Co. handled sale.

• Negotiations acknowledged underway between owners of ch. 9 WROM-TV Chattanooga, Tenn.-Rome, Ga., and Martin Theatres of Georgia. C. L. Patrick, secretary-treasurer of theatre company, said talks are underway but had not been closed. WROM-TV owned by Dean Covington and associates. Martin Theatres owns ch. 28 WTVM (TV) Columbus, Ga.

FINDS TOO MUCH BIND

Complaint of the week from a top Chicago agency media executive: "Network television policies, practices and rates have simply made the initiation fee and monthly dues a little too inflexible and a little too steep for the hundreds of product budgets and objectives which network television must attract before growing pains (of many clients) become unbearable." One of his major proposals: "Make network television more practical for single product use instead of forcing advertisers and agencies to stretch the marketing and advertising strategies to include two or three products in order to use network tv. Other suggestion: increase annual discounts for 52-week advertisers, decrease them for single commercial sponsors; install new category for every third week berth.

FCC Won't Stay Tv Grants In Miami, Seattle, Ephrata

FCC turned down petitions in three cases all seeking to upset tv grants. Announced Friday were following actions:

• Denied request by KVI Seattle, Wash., to stay and reopen July 25 grant of Seattle ch. 7 to KIRO, same city. Commission granted portion of pleading requesting incorporation in grant order of specific rulings on exceptions filed. Comr. Hyde dissented; Comr. Lee dissented and voted to grant stay and reopen record. Similar attack on grant by KXA Seattle is pending.

• Denied petitions by WKAT Miami Beach, Fla.; L. B. Wilson Co. (WCKY Cincinnati, Ohio) and North Dade Video Inc., all unsuccessful applicants in fight for Miami ch. 7, and by ch. 17 WITV (TV) Fort Lauderdale, Fla., against Feb. 7 grant of Miami ch. 7 to Public Service Television Inc. (now WPST-TV). Comrs. Hyde and Bartley dissented; Comr. Craven abstained.

• Denied petition for reconsideration of Oct. 17, 1956, decision affirming 1955 grant of ch. 43 Ephrata, Wash., to Basin Tv Co. (now KBAS-TV) filed by KSEM Moses Lake, Wash. Comr. Bartley abstained.

FCC Takes Back Two V Permits; Third V Deleted at Own Request

In what may be an FCC "get tough" policy on tv construction permit holders who fail to build, Commission Friday deleted vhf permits of O. L. Nelms in Flagstaff, Ariz., and Alpine, Tex. Last July Commission told Mr. Nelms to inform it within 20 days of plans to construct ch. 9 KLOF-TV Flagstaff and ch. 12 KAMT-TV Alpine. Inasmuch as ultimatum went unanswered, cp's of two stations were canceled, Commission said.

Third vhf, ch. 6 KSEI-TV Pocatello, Idaho, was deleted Friday at request of permittee. Henry H. Fletcher, minority stockholder of KSEI-AM-TV, who is seeking FCC approval to purchase majority interest held by Florence M. Gardner, said new corporation would be financially unable to construct and operate tv station. Transfer of control of am outlet remains pending.

With Friday actions, there now have been 38 vhfs deleted since 1952, 151 u's.

Sunshine Makes Network Tv Entry

Sunshine Biscuits Inc. (Krispy, Hi-Ho and Hydrox crackers), Long Island City, N. Y., heavy spot tv advertiser, is shifting some of its weight (an estimated $400,000) into network tv. Advertiser is announcing today (Mon.) it is entering network tv for first time as alternating sponsor of two CBS-TV daytime programs, *Beat The Clock* (sponsorship to start Sept. 19) and *Garry Moore Show* (effective Sept. 20). Buys are for 13 weeks and will be supplemented with some spot and program activity. Among half-hour syndicated programs Sunshine will retain in selected markets are *Highway Patrol* and *Code 3*.

Cunningham & Walsh, New York, placed Sunshine business, making this second C&W client to enter network tv this season (other advertiser is The Texas Co., N. Y., which is buying specials on NBC-TV).



Products advertised on WJR appeal to the "carriage trade"

It figures. The people with the most money buy the most things. And they're the best kind to reach if you're selling something. If you're selling in the rich Detroit-Great Lakes area, it figures that you'll use WJR as your advertising medium.

According to the Bureau of Census the 30-and-over age group controls 81% of the buying power. According to a survey by Alfred Politz, Inc., WJR has more listeners in this select group than the next six Detroit stations combined. This group not only listens to WJR regularly, but they buy the products advertised on WJR regularly.

In case you're wondering, WJR also has more listeners in the 29-and-under age group than the next two Detroit stations combined. So whether your client sells food, automobiles, cigarettes, soft drinks, or bubble gum—he'll do a better job on WJR.

Contact your nearest Henry I. Christal representative. He's got all the facts on how much more WJR can do for you and your client's product.

The Great Voice of the Great Lakes

WJR *Detroit*
50,000 Watts *CBS Radio Network*
35 years of service



WJR's primary coverage area —over 17,000,000 people

DOMI

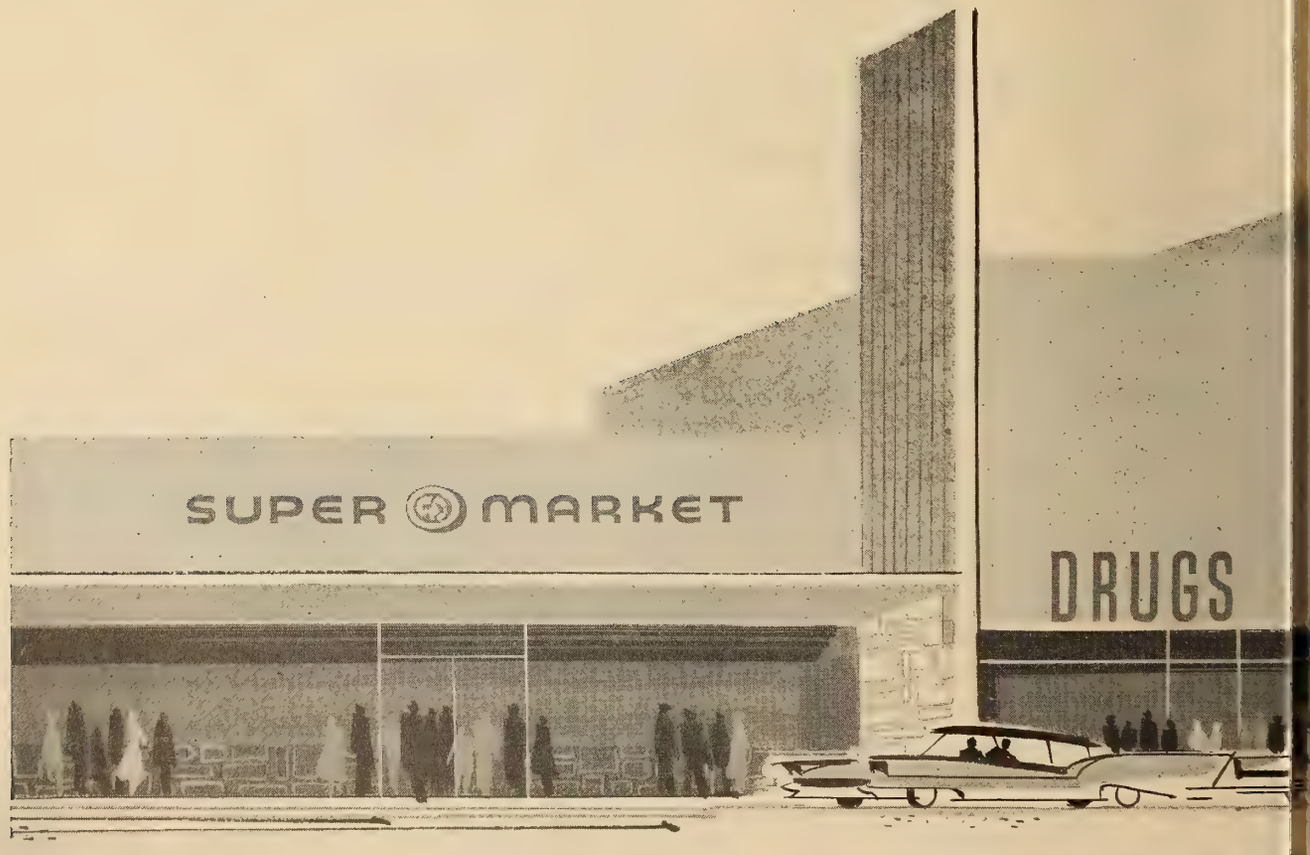
Tampa - St. Petersburg

Now 10th in retail sales per capita

—as stated by U.S. Department of Commerce!

Dominated by WTVT

—ask your Katz representative for the latest ARB!



34th in Total Retail Sales
(Up from 36th previous year)

39th in Food Store Sales
(Up from 44th previous year)

31st in Drug Store Sales
(Up from 33rd previous year)

NATE

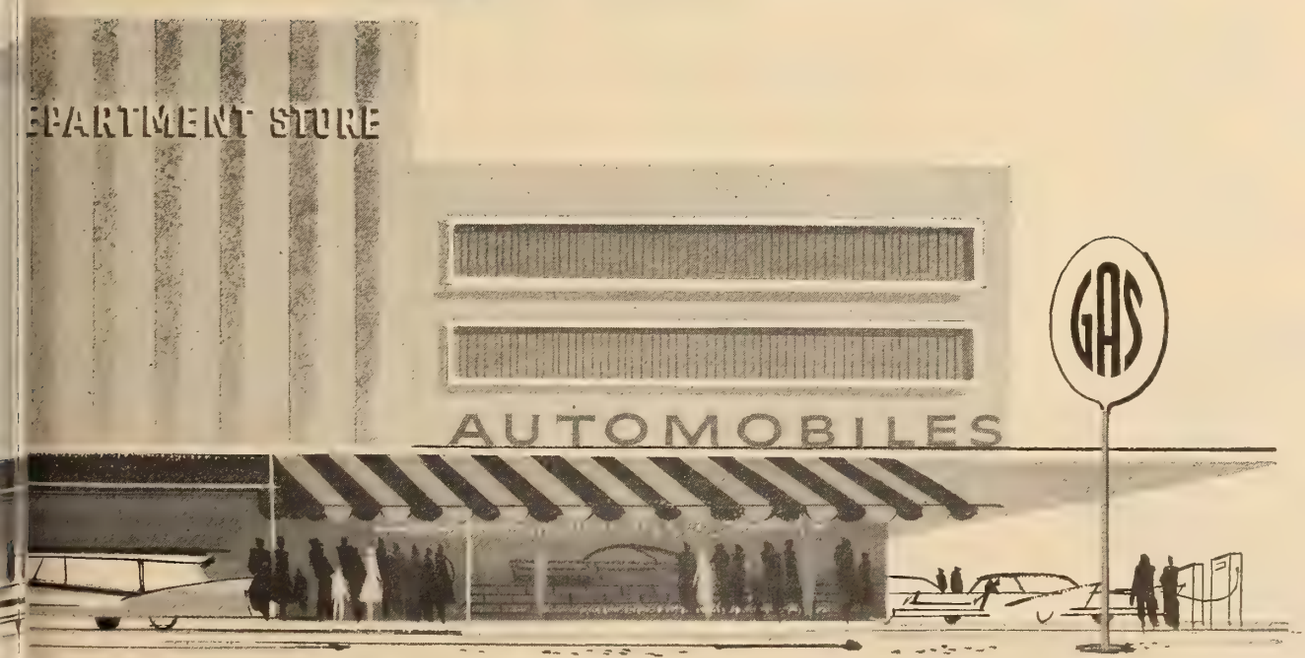
..twin cities of the South

WTVT

TAMPA - ST. PETERSBURG

CBS Channel 13

The WKY Television System, Inc.
WKY and WKY-TV Oklahoma City
WSFA-TV Montgomery
Represented by the Katz Agency



3rd in General Merchandise Sales (Up from 37th previous year)

29th in Automotive Sales (Up from 34th previous year)

35th in Service Station Sales (Up from 39th previous year)

(Source: Sales Management Survey of Buying Power, 1956 & 1957)



78 markets snapped up in first six weeks! Coca-Cola in Atlanta! NBC O-&-O in Los Angeles! Dixie Beer! Bowman Biscuit! Prescription 1500 in 10 markets! J. Carrol Naish, the NEW Charlie Chan, "the best ever to do the role." See it today, and you'll have to agree the new CHARLIE CHAN sells!

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

MISS AMERICA PAGEANT

CBS-TV's telecast of the 36th Miss America finals well could have been the envy of amateur impressario Ted Mack. In the spectacle from Atlantic City's Convention Hall, talent triumphed, for a change, over mere glamor. The show was a technical and programming success.

Turns by the ten semifinalists (instrument playing, singing, dancing, monologues) provided good camera fare. When the ten had been narrowed to five, they were subjected to questions on such topics as Bermuda shorts, man's role in the home, the folks back home and the world's greatest invention. Their answers — sometimes vague, sometimes calculating—were not the least appealing part of the 90-minute show. Commenting on male prerogatives in proposing marriage and running a home, the triumphant Miss Colorado (Marilyn Elaine Derbur) gave an answer obviously not lost on male judges.

Except for a brief picture loss in the opening half-hour, the show was technically flawless. Commercials were catchy and effective, both the jingle presentations and those handled by former Miss America queens. Only one hitch developed, when a stagehand wandered in front of a slickly displayed Philco console tv set.

Viewers might — and inevitably do — quibble with the judges' choice for the Miss America crown. But they would be hard put to find fault with CBS-TV's coverage of the event. The network, by doing a workmanlike, un-gimmicked job, avoided the pitfalls of many Emmys and Academy Awards fiascos.

Production costs: $80,000.

Sponsored by the Philco Corp., through BBDO Inc., on CBS-TV, Sat., Sept. 7, 10:30 p.m.-midnight, EDT, from Convention Hall in Atlantic City, N. J.
Producer: Paul Levitan, CBS Television special events director.
Director: Vern Diamond.
Special material by Harve Fischman.
Hosts: Doug Edwards and Bess Myerson, with Bert Parks as on-stage emcee.
Pageant stage director: George Buzby.
Newsfilm producer-supervisor: Harrison Starr.
Technical directors: Vern Cheesman, Lou Tedesco.
Lighting director: Gil De'Stefano.

THE NIGHT AMERICA TREMBLED

Next to an old joke, there is nothing quite so dull as a twice-played hoax. This is especially so if the hoax initially was executed with finesse, subtlety and brilliancy and is repeated before a pre-conditioned audience that is never called on to use its imagination. This, in short, is the case against CBS-TV's attempt last Monday night to ressurect on television the story of that memorable Halloween prank by Orson Welles and his Mercury Players 19 years ago.

The "joke" was on Mr. Welles. He and associates had played a shocking score on the nerves of the American public and since then, the CBS Radio version of H. G. Wells' *War of The Worlds* has not been a fit topic for discussion at CBS headquarters.

Inside an hour, the Mercury Theatre of the Air, using the provocative facilities of CBS, triggered a national wave of mass hysteria and precipitated a lot of New Jersey-

COLORCASTING

The Next 10 Days
Of Network Color Shows
(All Times EDT)

CBS-TV

Sept. 18, 25 (8-9 p.m.) *The Big Record,* Pillsbury through Leo Burnett, Kellogg through Leo Burnett, Armour through Foote, Cone & Belding and Oldsmobile through D. P. Brother.

NBC-TV

Sept. 16-20, 23-25 (1:30-2:30 p.m.) *Club 60,* participating sponsors.

Sept. 16-20, 23-25 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

Sept. 16 (7:30-8 p.m.) *Adventures of Sir Lancelot,* sustaining.

Sept. 16 (9:30-10 p.m.) *Arthur Murray Party,* Bristol-Myers through Young & Rubicam.

Sept. 18, 25 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

Sept. 19 (7:30-8 p.m.) *Tic Tac Dough,* Warner-Lambert through Sullivan, Stauffer, Colwell & Bayles.

Sept. 19 (10-11 p.m.) *Texaco Command Performance,* Texas Co. through Kudner.

Sept. 21 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Sept. 21 (10:30-11 p.m.) *Your Hit Parade,* American Tobacco through BBDO.

Sept. 22 (4-5 p.m.) *Maurice Chevalier's Paris,* sustaining.

Sept. 22 (5-5:30 p.m.) *Navy Men,* sustaining.

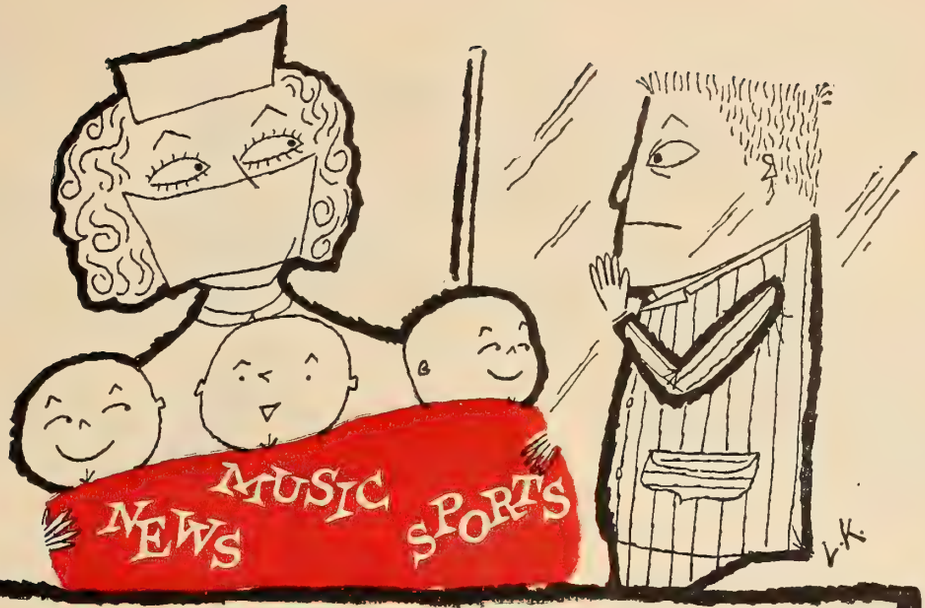
Sept. 22 (6:30-7 p.m.) *My Friend Flicka,* sustaining.

Sept. 22 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America through Fuller & Smith & Ross.

Sept. 23 (7:30-8 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel.

Sept. 23 (9:30-10:30 p.m.) *Eleven Against the Ice,* sustaining.

Sept. 24 (8-9 p.m.) *George Gobel Show,* RCA-Whirlpool through Kenyon & Eckhardt.



memo the new

FROM: MUTUAL BROADCASTING SYSTEM, INC.

TO: Advertisers and their Agencies

...we've got news for you

In fact, we've got it every half hour on 400 MUTUAL stations that blanket the nation, bringing the up-to-the-minute news, sports and music to millions of Americans everywhere.

This "news" pattern for action at MUTUAL—the greatest advertising buy in the history of radio—is available to you.

Yes, for as little as $500 per news program, your sales message reaches millions of listeners in more than 400 markets from New York to Los Angeles—from Detroit to New Orleans. This nationwide network audience is now yours—at home and on the road—at the lowest cost ever.

This is the "news" look at MUTUAL—giving America more news and giving you a bigger market for your products.

Some of the nation's top newscasters are ready to help you reach this audience and sell your goods.

HERE ARE SOME OF THE TOP NEWSCASTERS READY TO "SELL" FOR YOU:

Fulton Lewis Jr.
Robert F. Hurleigh
Westbrook Van Voorhis
Bill Cunningham
Gabriel Heatter
John B. Kennedy
Cedric Foster
John Wingate

SPORTSCASTERS

Bill Stern
Frankie Frisch
Harry Wismer
Art Gleeson

TO THE BIG THREE— NEWS, SPORTS and MUSIC—add flexibility of advertising, saturation impact and unmatched low cost.

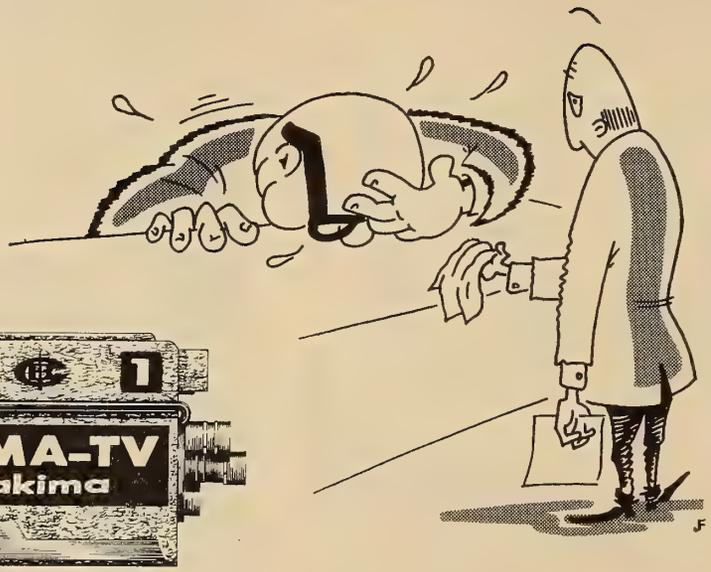
TRY US—YOU'LL SAY THE PLEASURE IS MUTUAL!

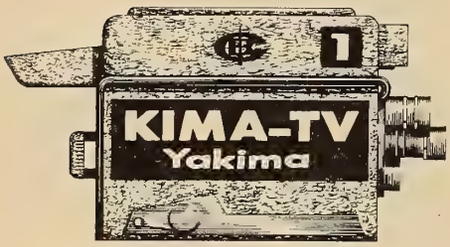
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GENERAL MOTORS • R. J. REYNOLDS TOBACCO CO. • KRAFT • CHRYSLER LIGGETT & MEYERS • EX-LAX • READERS DIGEST • QUAKER STATE MOTOR OIL PONTIAC • EQUITABLE LIFE ASSURANCE SOCIETY • HUDSON VITAMIN CORP. SLEEP-EZE CO. • RHODES PHARMACAL CO. • BELTONE HEARING AID CO. • PHARMACRAFT • CONSUMER DRUG CORP.

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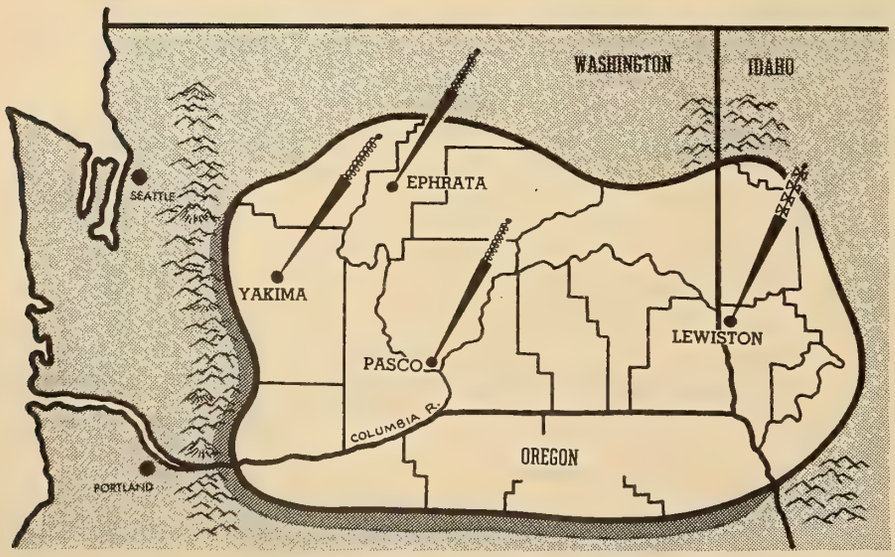
Why, Oh Why, Smidley!







I've searched high and low and still no Cascade order here. Just don't feel we could use one of the nation's largest television markets, eh, Smidley? Why in 20 years, this Cascade market has gained *millions* of acres of new farms, *billions* of dollars in new industry and *thousands* of new families. And still, Cascade Television alone serves the entire region. The biggest single buy in the West and you missed it again, Smidley. For shame, Smidley!



CASCADE
BROADCASTING COMPANY

abc CBS NBC

NATIONAL REP.: WEED TELEVISION

PACIFIC NORTHWEST: MOORE & ASSOCIATES

ites into behaving like freightened sheep. It consequently brought down on CBS $750,000 worth of damage suits [B•T, Nov. 17, 1938], but had one beneficial effect: it made broadcasters more aware of their responsibilities in the field of news and gave birth to some set policies.

Mr. Welles and friends in 1938 played to a less sophisticated America, steeped in isolationism. His listeners were, as Mr. Welles later told reporters, "ripe for the plucking." The 1957 viewer, on the other hand, as narrator Ed Murrow pointed out, is much more blase.

This is not to say last week's presentation was boring. Nelson Bond's script was well put together and the overall execution was creditable. The obvious flaw was in taking a radio story—a classic of its time—and setting it to sight.

Persons familiar with CBS sensitivity on the subject must have been impressed that the network reopened the case of Orson Welles v. The People of the U. S. For almost two decades, the network chose to quietly forget that this nightmare ever happened. And while last Monday's *Studio One* premiere failed to "rehabilitate" Mr. Welles himself (see box below) the persons connected with this enterprise are to be saluted for getting the new season underway with some unique, thought-provoking material.

Production costs: $60,000.
Sponsored by Westinghouse Electric Corp. through McCann-Erickson, CBS-TV, Mon., Sept. 9, 10-11 p.m. EDT.
Writer: Nelson Bond
Stars: Edward R. Murrow, Alexander Scourby
Producer: Gordon Duff
Director: Tom Donovan

WHERE WAS ORSON

At mid-week an explanation was issued by CBS on Orson. Mr. Welles' absence from *Studio One* last Monday: It was of his own volition. Last July when CBS Producer Gordon Duff first got the script of "The Night America Trembled," his office approached Mr. Welles and asked him to (a) portray himself as "the producer," (b) appear on the show as a guest to recall his own experiences that famous Hallowe'en. Mr. Welles, noted CBS, "was mildly interested . . . and asked to see the script." After receiving the script, Mr. Welles reportedly "lapsed into total silence." Somewhat later, a concerned CBS tried to contact Mr. Welles through his attorneys, and again, "the answer was silence." (By this time, a *Studio One* official recalled last week, the actor-producer—"A peripatetic type"—had "vanished into thin air." Thereupon, CBS legal department sought from his attorneys a clearance to use the name of Orson Welles, since the name could not be used without the owner's permission. Thus, when Mr. Welles' counsel again failed to communicate with the network, CBS dropped his name altogether.

if you buy.....



you should buy

WPEN

in philadelphia

most radio advertisers do!

PHILADELPHIA'S GREAT STATION WPEN

REPRESENTED NATIONALLY BY GILL PERNA, INC. *New York, Chicago, Los Angeles, San Francisco, Boston*



1957 PULSE PROVES WPTF is

A Better Buy Than Ever!

1. First in every period measured

2. Over six times the night audience and almost six times the audience during most of the day than next nearest station.

3. Two and one-half times the morning audience and over three times the afternoon and night audience than a 10-station local network.

Share of Audience
Monday through Friday

	6 a.m.-6 p.m.	6 p.m.-Midnight
WPTF	35.4	39
Station B	6.1	6
Station C	5.2	5
Local Net	12.6	11
All Others*	40.7	39

*None of which has more than 4% share

Tune-in: Morning, 25.2; Afternoon, 26.5; Night, 25.7

*Source: Standard Rate and Data



WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. Mason, General Manager

Gus Youngsteadt, Sales Manager

PETERS, GRIFFIN, WOODWARD, INC.

National Representatives

You Can Expect That Old Refrain

EDITOR:

There'll be a lot of hedging in Boston in the near future regarding the ability of the broadcast media to keep the customers coming during a newspaper strike.

B•T's coverage of the Boston newspaper strike situation [B•T, Sept. 2] was, as usual, excellent. Reading between the lines you can see what's coming next.

When the "heavy newspaper space users" can't buy space, they're more than happy to buy up all the radio and television in sight. After it's all over we get quotes like this:

"Business was better than ever, but probably not as good as it would have been with newspapers" or "Of course, radio helped, but possibly it was more word of mouth that did the trick."

The next time a newspaper strike hits a town, let every station in the area offer increased schedules to their present advertisers only. The stores who are normally newspaper-only advertisers would thus have no outlet for their sales promotion.

Then measure the sales results.

Lloyd B. Gibson
Rochester, N. Y.

He Liked The Tune

EDITOR:

Congratulations on your outstanding editorial on the BMI-ASCAP fracas [B•T, Sept. 9]. You have done the industry a tremendous service. For the first time people in our industry have an opportunity to learn what the shooting is all about. With these facts at long last BMI is presented in the proper focus as a most essential part of our industry.

J. Leonard Reinsch
Managing Director
WSB-AM-TV Atlanta, Ga.

More Copies, Please

EDITOR:

REQUEST 35 COPIES OF ISSUE WITH BARTLESVILLE TELEMOVIE STORY [B•T, Sept. 9]. THERE ARE MANY INTERESTED LOCAL PARTIES. OUR VERY SPECIAL COMPLIMENTS FOR A VERY EXCELLENT JOB.

Phil Hays
Bartlesville Manager, Video Independent Theatres Inc.
Bartlesville, Okla.

[EDITOR'S NOTE—Copies are enroute.]

Another Against Automation

EDITOR:

"Robots Won't Replace Engineers" [OPEN MIKE, Sept. 2] is the first that I have seen in defense of the engineer and has my full endorsement.

I have been in the broadcasting business as an engineer for 23 years and have seen the position of the engineer gradually decline to what it is today. I think the majority of broadcast station owners feel that the engineer is a "necessary evil" to be eliminated entirely just as soon as they can gang up on the FCC to release them from such responsibility.

Since radio is on its way back up the financial ladder, remote control of all grades of stations should be discontinued in favor of human beings who pay taxes and contribute something to the betterment of their communities. I have never seen a "robot" device that would do this.

George Leigh
Omaha, Neb.

Promises No Congestion

EDITOR:

You never know how far the ripples go; the attached illustration, a rubber stamp, will go on all of our availabilities and be the

GUARANTEED SEPARATION

All Announcements Will Be Separated From . . .

1. All other commercial announcements by time for one complete musical selection.*
2. All competitive announcements by at least 15 minutes.

*Except 10 second, quarter-hourly time signals.

theme of a trade journal series starting in a week or so.

It was your editorial on overcrowding [B•T, May 27] which inspired this move. It was certainly timely, though it indicated that the writer didn't realize the extent to which broadcasters are grabbing for one more buck. In most cities . . . you can hear 15 to 20 commercials in any popular half hour on most stations . . . double, triple, or quadruple spotting seem to be the rule rather than the exception.

I don't know how many advertisers will "put their money where their mouths are," but since we never had it so good (and without double, triple or quadruple spotting) we decided that in our small way, we'd volunteer as whipping boy.

T. S. Marshall
President
WOLF Syracuse, N. Y.

Keeps an Information File

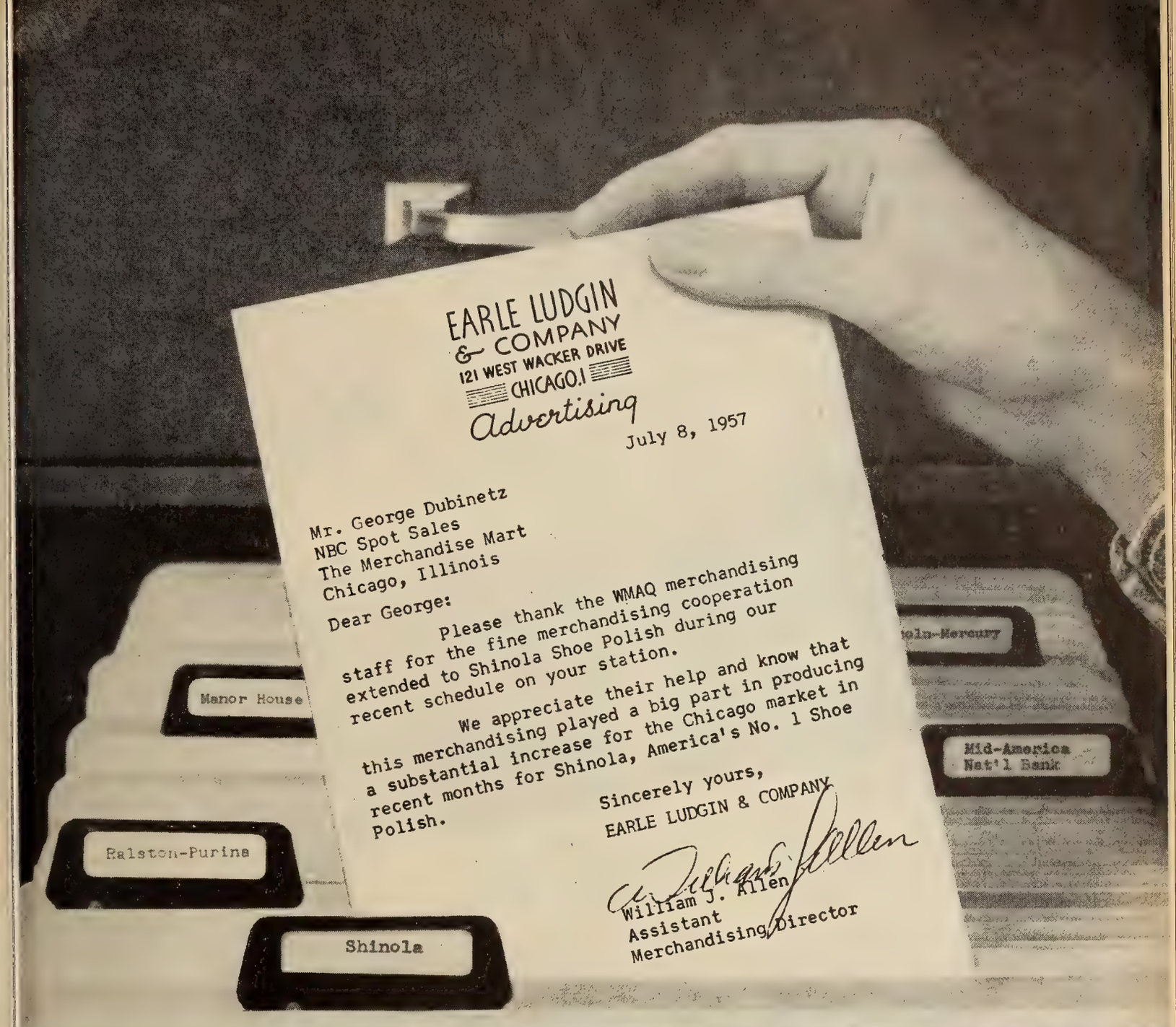
EDITOR:

I am not a veteran of radio, but my five years in television have made me a veteran of that young industry. And, for those years I have managed to keep abreast of my profession, not only on the national scene but the international scene as well, by your fine magazine.

Usually there are several articles of importance in each issue that I save—these go into a file. You would be amazed at the practical value of these files as they have grown.

I would appreciate a reprint of the article, "How to Start a Radio Station" [B•T, May 14, 1956].

Elvin Feltner
Production Manager
WHIS-TV Bluefield, W. Va.



SUCCESS STORIES

WMAQ

RADIO · CHICAGO



WEST VIRGINIA DAIRY INCREASES SALES 500%!

LEATHERWOOD DAIRY, Bluefield, W. Va., conducted a two-day promotion using THE CISCO KID plastic tumbler as a premium with a half-gallon of milk. They write:

"Results were tremendous . . . in a two-day period, 15,000 Bluefield families bought the special half-gallon carton. This means Leatherwood Milk was sold to 74% of the families in our area thanks to THE CISCO KID. We're looking forward to many more profitable promotions with this powerful show."

Ask to see more success stories of

THE WORLD'S GREATEST SALESMAN!

"THE CISCO KID"

Write, Phone or Wire Collect Today

ZIV Television

New York Chicago Cincinnati Hollywood

Broadcasting Publications Inc.

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H. H. Tash, Secretary · B. T. Taishoff, Treasurer · Irving C. Miller, Comptroller

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*Reg. U. S. Patent Office
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IN PUBLIC INTEREST

Five-State Safety Campaign Starts on Triangle Stations

Governors of five states were scheduled to appear last evening (Sunday) on WFIL-AM-FM-TV Philadelphia to help launch a traffic safety campaign on stations in the Radio and Tv Division of Triangle Publications (WFIL-AM-FM-TV, WFBG-AM-TV Altoona, Pa.; WNBF-AM-FM-TV Binghamton, N. Y., and WNHC-AM-FM-TV New Haven, Conn.).

Govs. George M. Leader of Pennsylvania, Robert B. Meyner of New Jersey, J. Caleb Boggs of Delaware, Abraham A. Ribicoff of Connecticut and Foster Furcolo of Massachusetts were to take part in the 7:30-8 p.m. show, along with Philadelphia Mayor Richardson Dilworth and Roger W. Clipp, vice president, Triangle radio-tv. Triangle has enlisted public safety, police and other local and state government agencies in the public service campaign, which has been in preparation some months.

Stations Carry Special Flu Shows

WIP Philadelphia and KCRG-TV Cedar Rapids, Iowa, report they have made special broadcasts to acquaint the public with Asiatic flu. WIP held an interview with the President of the American Medical Assn., David B. Allman, on the nationwide effects of the flu. He discussed preparations taken by the AMA to meet the expected epidemic, explained the symptoms and what people should do if they get it.

KCRG-TV, featured one of the nation's top bacteriologists, Dr. Albert McKee of Iowa City, the doctor who isolated the Asian flu virus after the first large outbreak of the disease in the U. S. at Grinnell, Iowa.

D. J. Loses Bet, Goes to Jail

When KVOA Tucson, Ariz., disc jockey Bill Rudd bet the Pima County sheriff that he could raise $4,000 for that county's Children's Milk Fund within 72 hours, he lost. As a result, he was placed under "protective custody" and was held until he raised the money, which took three additional days. If the sheriff had lost, he would have taken over the morning shift for Mr. Rudd.

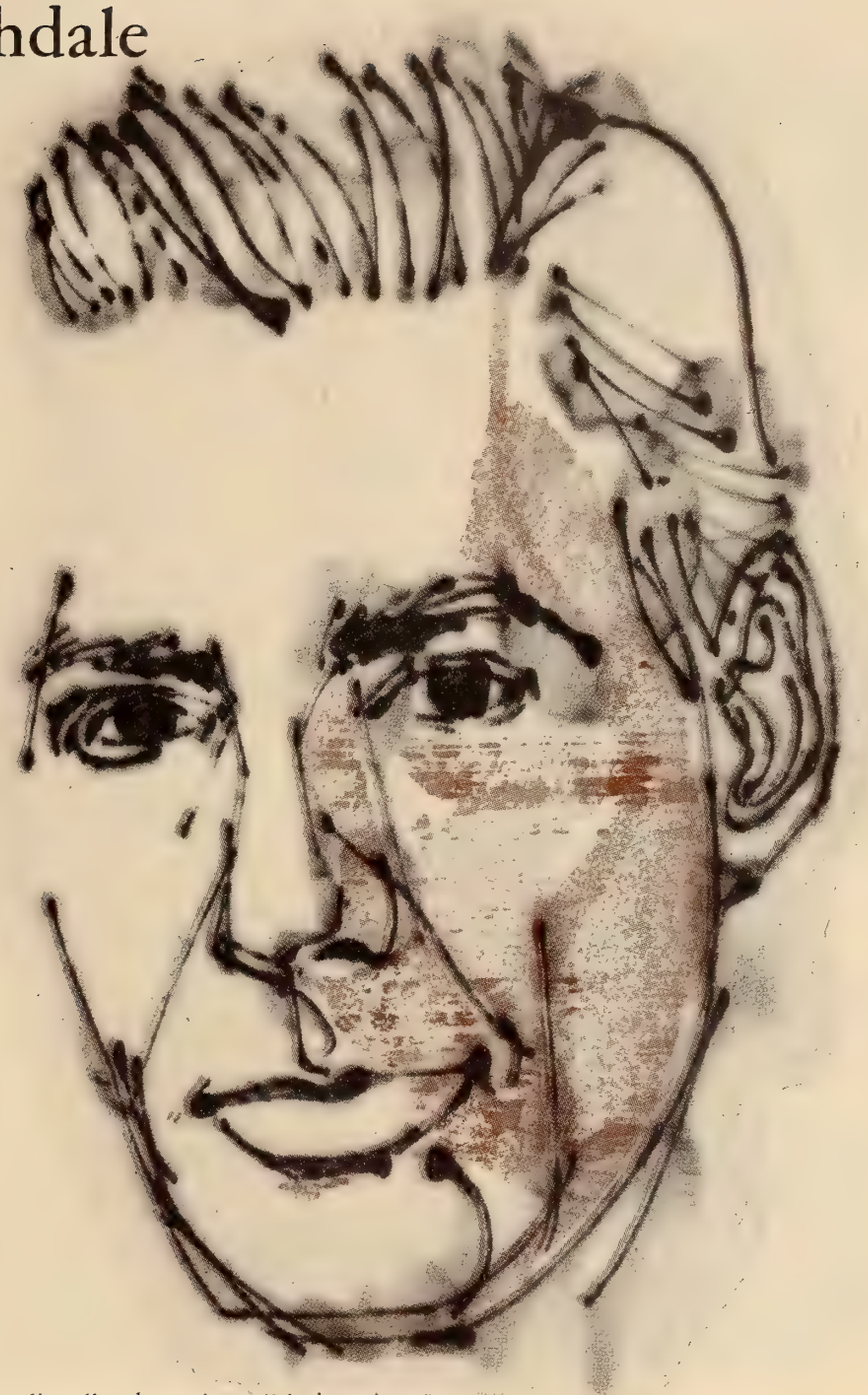
WEJL Staffers Aid In Pageant

Members of the staff of WEJL Scranton, Pa., again donated their time and talent to the presentation of the annual Playground Pageant in Scranton last month. The event, sponsored by the Scranton School District and the Scranton Bureau of Recreation and featuring some 500 boys and girls from the area, was a "show business" history, from minstreal shows to the present.

KYW-TV Film Promotes Safety

Special traffic safety film announcements have been prepared by KYW-TV Cleveland, Ohio, and are being used in a back-to-school public service campaign. The station reports that it used 1,200 feet of film to show real people in actual locales and the traffic problems confronting children as they go to school.

Meet Jim Richdale



Experienced . . . Jim was literally "brought up" in broadcasting . . . first in radio and for the past ten years in television . . . salesman, commercial manager, general manager.

Friendly . . . popular . . . a civic leader . . . Jim, like KOTV is in close touch with Tulsans. He knows what they want . . . their likes and dislikes . . . and how best to serve them.

Jim is one of the important reasons why KOTV dominates the rich Tulsa market and consistently has more viewers in that market than all other stations *combined*.* Represented by Petry.

*Total week (ARB 5/57 & NCS #2)

KOTV
TULSA

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa• KGUL-TV Galveston, serving Houston• WANE & WANE-TV Fort Wayne• WISH & WISH-TV Indianapolis

114% MORE audience
than Station B ALL DAY!*

WILS

Mar.-Apr. '57 Hooper In Lansing Shows
MONDAY THRU FRIDAY

	WILS	Station B
7:00 a.m.-12 noon	61.4	23.5
12 noon-6:00 p.m.	53.7	30.1

5000
LIVELY WATTS

MORE listeners than
all other stations
heard in Lansing
combined.*

* Mar. thru Apr. average
C. E. Hooper, Inc.

LANSING

Represented
Nationally by
Venard, Rintoul
& McConnell, Inc.



WILS
music news sports

OUR RESPECTS

to John Hutchins Reber



JOHN HUTCHINS REBER, director of NBC Spot Sales, is an intensely fast thinking, high-spirited and voluble man of 38 with a flair for the direct phrase. His secretary is not surprised when he tells her to "get that man on the 'phone" without giving her any clue to the man's identity, and any lengthy discussion with his colleagues is apt to leave them tripping over analogies, epigrams and metaphors, and, as likely as not, gasping for air. But his secretary, having been with him for eight years, knows almost instinctively who "that man" is, and the 50-odd salesmen who report to him invariably grasp his meaning in conversation, no matter how staccato-like.

A story he likes to tell on himself concerns a meeting in which he addressed some of his colleagues on the gentle art of persuasion ("salesmanship is seduction without regrets on either side"). His associates "got the message," but the stenotypist assigned to cover the session was not so lucky. Two days later she approached him gingerly, "Mr. Reber," she wailed, "I got the message all right, but on paper this just doesn't make sense." He looked at the transcript, shuddered, then reassured her. "Honey," he said, "you've got it all." Recalling this incident last week, Mr. Reber noted, "I don't talk to be read. I don't believe in boring my audience."

Neither does he believe in wasting time, including his own. Since 1948, when he graduated as a $75-a-week assistant at the then-fledgling NBC Television Network into the program managership of WNBT (TV) (now WRCA-TV New York), Mr. Reber has been fighting a one-man campaign against "desk-ocracy" and its manifestations. He feels that "in" and "out" boxes contribute materially to television's executive mortality tables, and at one point during his struggle even managed bodily to heave his desk out of the office, operating for a short spell from behind a small, round coffee table. Now with his secretary's desk taking the brunt of the daily paper onslaught, Mr. Reber's executive desk is completely bare, save for two items. The first is a box of toothpicks ("I gave up the habit two years ago . . . now reach for a splinter instead of a smoke") and the second is a woodcarving of a mother sow nursing her young. He won't discuss the significance this item holds for him, but hints it has some direct bearing on the business of station representation.

BORN in New Rochelle, N. Y., in September 1919, Jack Reber prepped his way through Phillips Exeter into Amherst College, graduated from there in 1942 with a BA in philosophy, a Phi Beta Kappa key and a wife, a former Smith student named Helen Vogt whom he courted in between acts of college plays. The Rebers—there are now three children, aged 14, 11 and 4—live in Westport, Conn. Immediately following graduation, he enlisted in the service, hit "Utah Beach" in Normandy on D-Day with the 4th Infantry Div., fought his way into Aachen, won himself a Bronze Star, a battlefield commission and enough points to rotate home after V-E Day. He spent the first year on a farm working the war out of his system.

The extra-curricular drama bug that had bitten him years before kept nagging his conscience, so in 1946 he headed for New York and "a possibly disastrous Broadway career." He was cut short by the Theatre Guild's Theresa Helburn, who advised him to forget about the legitimate stage and concentrate instead on "this new thing," television. He joined NBC that year and has been there ever since.

Of early television, Jack Reber sighs nostalgically. "Those were the days," he recalls, "when absolutely nothing went right . . . but we had fun." Mr. Reber looks back with fondness on such distinctly commercial tv phenomena as the 41-minute show ("nothing went on . . . or off on time").

As NBC-TV grew from a three-station hookup to a 178-station network, so did Mr. Reber's responsibilities. Two years after becoming WNBT program manager, he was named sales manager, and in 1952 moved into tv spot sales. In February 1955 he became director of tv spot sales and in April 1956 took up his present job.

Though professing to be anything *but* a salesman, his co-workers disagree. Says one: "Every idea of Jack's is a proposal." Notes another: "He can organize and delegate responsibility so well that the hands are free to operate without first having to check with the brain."

Although worldly in the sense that television is a worldly medium, Jack Reber occasionally seeks escape in satisfying his intense curiosity about history by reading extensively such weighty tomes as *Tiberius, The Resentful Caesar* by Gregorio Maranon. To Mr. Reber, this is no mere "hobby" but a "chronic necessity." Not only does the world seem bigger, says he, "but the only way to keep today's 'insoluble' problems in perspective is to realize that they've all cropped up before . . . and to men who dwarf us."

Now...Improved VIDICONS



RCA-6326
*and RCA-6326-A**

with MICRO-MESH
...the RCA
750-Mesh Screen

**New version, constructed without side tip.*

RCA-6326 and RCA-6326-A, designed for use in TV film and slide cameras—both color and black-and-white—now feature MICRO-MESH.

Micro-Mesh substantially improves the picture quality of TV film cameras—even beyond present-day high-quality performance standards. Under continuous development for more than five years at RCA, Micro-Mesh eliminates mesh pattern in black-and-white or color TV *without any need for defocusing.*

Examples of RCA's leadership in the design and manufacture of superior-quality tubes for telecasting, these vidicons are available through your RCA Tube Distributor.

For technical information on these and other RCA camera tubes, write:
RCA Commercial Engineering, Harrison, N. J.

PICK-UP TUBES FOR TELECASTING

RADIO CORPORATION OF AMERICA

Tube Division Harrison, N. J.

Hitch your wagon to these stars!

There's been a big change in Baltimore! Channel 13 (formerly WAAM) now is WJZ-TV. And it's the newest, brightest star in the television skies!

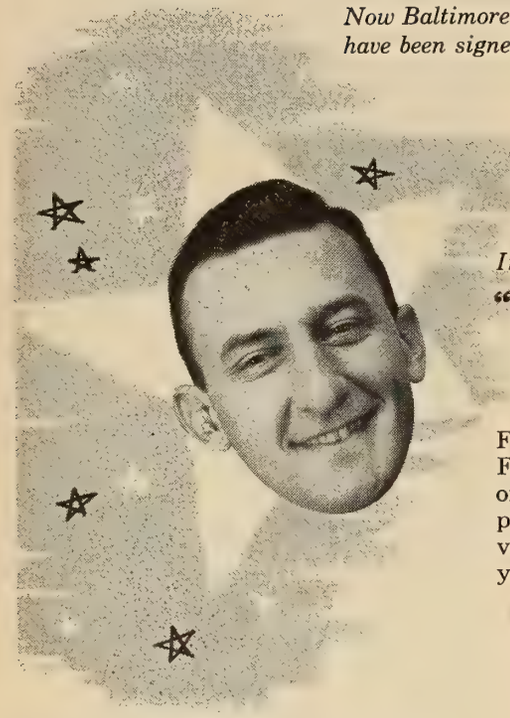
Big things are happening at WJZ-TV! Exciting new shows, great local personalities, the first Baltimore release of hundreds of great MGM and RKO feature films!

The result! Baltimore's changing its viewing habits . . . tuning to Channel 13 for exciting, star*studded entertainment!

Are you with it? Now's the time to hitch your wagon to these selling stars on WJZ 13 TV.

For star*bright availabilities, call Joe Dougherty, WJZ-TV Sales Manager (MOhawk 4-7600, Baltimore), or the man from Blair-TV.

Now Baltimore can see two of its top broadcasting personalities . . . Jack Wells and Buddy Deane have been signed to exclusive contracts with WJZ-TV.



In the morning . . .

"BALTIMORE CLOSE*UP"

starring Jack Wells

From 7 to 9:30 A.M., Monday through Friday, Jack Wells' "Close*Up" focuses on weather, news, time signals, traffic reports, music, interviews with local and visiting celebrities, and cartoons for the youngsters.

In the afternoon . . .

"THE BUDDY DEANE BANDSTAND"

3 to 5 P.M., Monday through Friday, the latest and most popular recorded music. Teenage dance parties, guest stars, dance contests, quiz contests!



NEVER BEFORE has Baltimore had such an opportunity to see Hollywood's greatest stars in their greatest films! Magnificent MGM and RKO releases are attracting audiences all day long, every day of the week on THE EARLY SHOW, THE LATE SHOW, BALTIMORE MOVIETIME, SATURDAY MOVIE-GO-ROUND, ANDY HARDY THEATRE, MGM ALL-STAR THEATRE, POPEYE AND HIS PALS.

FIRST RATINGS AVAILABLE!

Sets-In-Use Doubled! WJZ-TV Ratings Tripled!

(ARB Telephone Coincidental—Mon., Sept. 9, 1957)

3:00-5:00 PM

	New	Aug. '57 (M-F, Av.)
The Buddy Deane Bandstand— WJZ-TV	**11.1**	**3.2**
Station A	**7.1**	**4.3**
Station B	**7.1**	**5.2**
SETS-IN-USE	**25.6**	**12.8**

6:00-7:30 PM

	New	Aug. '57 (M-F, Av.)
The Early Show—WJZ-TV	**14.9**	**5.2**
Station A	**16.0**	**8.6**
Station B	**7.6**	**4.2**
SETS-IN-USE	**39.4**	**18.4**


WJZ 13 TV
YOUR STAR★BRIGHT STATION
BALTIMORE, MARYLAND
represented by Blair-TV
WESTINGHOUSE BROADCASTING COMPANY, INC.
RADIO
BOSTON, WBZ+WBZA
PITTSBURGH, KDKA
CLEVELAND, KYW
FORT WAYNE, WOWO
CHICAGO, WIND
PORTLAND, KEX
TELEVISION
BOSTON, WBZ-TV
BALTIMORE, WJZ-TV
PITTSBURGH, KDKA-TV
CLEVELAND, KYW-TV
SAN FRANCISCO, KPIX
WIND represented by AM Radio Sales
WJZ-TV represented by Blair-TV
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by
Peters, Griffin, Woodward, Inc.

ACID TEST!

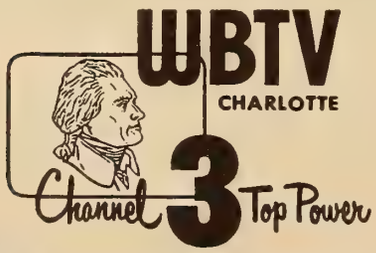
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ARB—June 25—July 1, 1957



JEFFERSON STANDARD BROADCASTING COMPANY

BROADCASTING
TELECASTING

Vol. 53, No. 12 SEPTEMBER 16, 1957

WHO'S USING WHAT ON THE AIRWAYS?

- **Manufacturers, telecasters urge sweeping spectrum study**
- **Is military wasting what it has, intending to grab more?**

A move to find out whether the military intends to expand its spectrum use—perhaps in the vhf television range—gathered powerful momentum last week.

At its quarterly meeting in Los Angeles, the Electronic Industries Assn., whose membership includes almost all major manufacturers of broadcasting and communications equipment, urged a sweeping study of frequency use—including that of the military.

In Rye, N. Y., the board of the Assn. of Maximum Service Telecasters, an organization of 122 high power tv stations, went on record in support of an investigation of government use of the spectrum.

The AMST resolution was in support of pending Congressional bills for an independent investigation of frequency utilization (for details, see page 29). The manufacturers' proposal was broader. The EIA urged a full-scale investigation, whether conducted under the orders of Congress or not and announced it was prepared to contribute its share of manpower and money to find out how the radio spectrum is now being used and whether reallocations are needed.

"The trouble is," an EIA spokesman said, "that we just don't know what use is being made of about half of the frequencies."

At present, roughly half the space in the radio spectrum is under FCC control and being used by broadcasting and communications services. The other half is assigned to government, and much of that in turn is assigned to the military.

What the users of the FCC-controlled frequencies are doing is a matter of public record. What the military is doing with its lion's share of the spectrum is mostly classified. "I must emphasize," the EIA spokesman said, "that we are not saying that the military is wasting channels. We are saying only that we don't know whether it is or isn't."

The EIA's decision to urge a study of spectrum use was announced last Thursday by H. Leslie Hoffman, president of Hoffman Electronics Corp. and a past president of EIA (when it was called the Radio-Electronic-Television Manufacturers Assn.). Mr. Hoffman presided in the absence of Dr. W. R. G. Baker, EIA president, who was ill.

Mr. Hoffman said that the manufacturers had realized that "we have reached a stage in which some sections of the spectrum are seriously overcrowded, with the various services assigned to those frequencies getting in one another's way like rush-hour motorists on an inadequate highway."

At the same time, he said, there are some blocks of frequencies that might be able to carry considerably more traffic than is now assigned to them.

Mr. Hoffman announced that an EIA committee would be appointed to recommend how the study should be conducted. This committee will report to the EIA board at its next meeting Nov. 21 in New York.

Another EIA official, James D. Secrest, executive vice president and secretary, pointed out that there were several ways the project could be organized, including the creation of a government-sponsored investigative board by Congressional action.

Identical bills have been introduced in House and Senate to create an independent three-man commission to investigate spectrum use. Mr. Secrest said that the EIA was in sympathy with the objectives of these bills, but he agreed that the study might be inordinately delayed if it first had to receive legislative approval.

Mr. Secrest said he did not wish to anticipate the yet-to-be-appointed committee's recommendations, but he pointed out the general feeling of EIA officials and board members that a spectrum study group should include representatives of all important spectrum users, including government.

It should be especially important, he said, to obtain the cooperation of the military.

Asked whether EIA had any indications whether or not the military would participate, Mr. Secrest said that preliminary discussions had been held.

It was learned that Paul L. Chamberlain, General Electric manager of marketing of broadcast and military equipment, had conferred, as a representative of both EIA and GE, with numerous government officials.

In his conversations with representatives of the FCC, the Office of Defense Mobilization, the military and other government agencies, Mr. Chamberlain was understood to have sounded out their views on a proposed investigation of spectrum use. He reportedly received no commitments of cooperation, but neither did he encounter opposition to the plan.

EIA officials have been actively exploring the possibilities of an organized spectrum study for about three months, Mr. Secrest said. This exploration had convinced them of the necessity of such a study and of the reasonable possiblity that it could be done.

Mr. Secrest was asked whether the EIA was prepared to undertake the study on its own accord if other industry groups failed to join it.

"It is possible," he said, "but we would prefer to participate in a cooperative effort. We'd like to see the broadcasters in this as

SMOKING OUT THE MILITARY'S SECRET

B•T APRIL 1 ... *Military is reported seeking vhf tv channels*

B•T APRIL 8 ... *Mobilization chief says military spectrum cramped*

B•T APRIL 15 .. *FCC chairman denies military wants vhf channels*

B•T JUNE 24 .. *Sen. Potter, Rep. Bray call for big investigation*

B•T AUG. 12 .. *Mobilization chief opposes spectrum study*

B•T SEPT. 16 .. *Major industry forces say study is imperative*

well as other important users of frequencies."

He was asked if the cooperation of the military was absolutely essential. Much of the military production and the design of future military gear is being done by EIA members. Couldn't a reasonably clear idea of the military's present operations and future plans be gained from a survey of these projects in EIA-member plants and laboratories?

Mr. Secrest pointed out that all such work is under strict security wraps and that no manufacturer could talk about it without specific clearance from the military.

If, as was reported last week, the EIA has received from the military at least an expression of interest in a spectrum study, the manufacturers have made a deeper impression on the military than some senators have.

Last month Gordon Gray, director of the Office of Defense Mobilization, openly opposed an investigation of the military's use of spectrum space.

Mr. Gray made his views known in a letter to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. Sen. Magnuson had asked Mr. Gray to comment on the bill, introduced by Sen. Charles Potter (R-Mich.), to create an independent commission to study use of the spectrum by government departments.

In his letter Mr. Gray raised several objections to the study. Among them: it would duplicate "the continuing studies of the executive branch on the government use of radio frequencies" and would be too big and complicated.

Sen. Potter characterized Mr. Gray's objections as being "as phony as a $3 bill" [B•T, Aug. 12.].

In the same letter, Mr. Gray said that the military was now finding it difficult to accommodate its communications in the spectrum space it had and that "this situation will become more critical as new technology now under development reaches the

ADVERTISERS & AGENCIES

AUTO DEALERS, BUYERS FAVOR TV

- **NBC-backed Advertest survey finds tv is dominant in car sales**
- **But the automotive industry is using proportionately less tv**

Television is the "overwhelmingly dominant" advertising medium for selling automobiles—but the automotive industry is allocating a disproportionately lower percentage of its budget to the medium.

These conclusions emerged from a special NBC survey, "Advertising's Role in Automotive Selling," which was announced last week by Hugh M. Beville Jr., vice president, planning and research. The survey, conducted for NBC by Advertest Research Inc., New Brunswick, N. J., during the period March 5-25, 1957, is based on approximately 4,500 personal interviews—1,000 with automobile dealers, 1,500 with shoppers in the showrooms of these same dealers and 2,000 with individuals who recently had purchased automobiles from them. Interviews were distributed throughout 39 states and the District of Columbia in large and small cities and tv and non-tv areas.

The outstanding findings of the study, according to Mr. Beville, are:

• With automobile shoppers, dealers and buyers, television is "consistently" named as the most important medium in reaching prospects, informing them and interesting them in coming to dealers' showrooms.

• Television's impact is "disproportionately higher" as a source of car information, interest and purchases than its allocated share of the automotive industry's advertising dollar budget. Only slightly more than one-third of the advertising dollar spent by the automotive industry in the three media of television, newspapers and magazines is for tv; yet it was found that tv's media-preference share among the sample tested runs from 56% to 60%. Nearly all the dealers think their companies should increase their tv advertising or maintain it at the same level; a scant 3% think the tv advertising should be reduced.

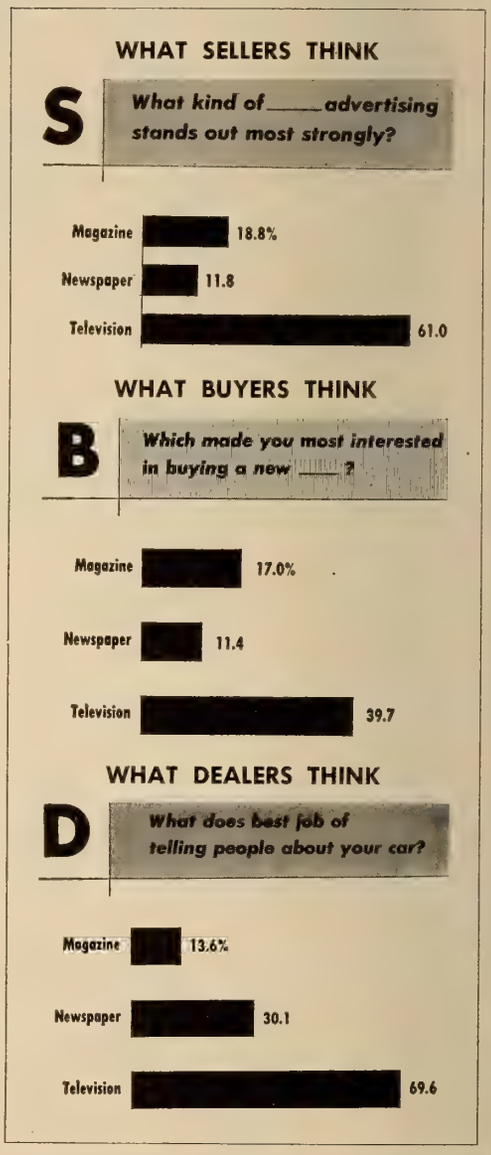
• There seems to be a definite relationship between exposure to a sponsor's television programs and shopping for and buying his make. The percentage shopping for the sponsor's car was found to be higher among viewers of his program than among non-viewers, and was highest of all among frequent viewers. In the case of advertisers with multiple tv programs, the more of these programs a person watched the more likely he was to shop for and buy by brand.

Mr. Beville reported that the study was designed in cooperation with representatives of the automotive industry. He listed its objectives as follows: to trace a pattern customers follow in buying cars, such as the steps they take in exploring the market and the points they cite as factors in their final decisions; to initiate some inquiry into the role of the salesman today in the actual selling process and the relationship of the selling function to the advertising function in today's market; to obtain indications as to relative effectiveness of various national media for automotive advertising, and, within the television medium itself, to explore more effective uses of the medium.

Among the important questions asked of shoppers and their responses: "What kind of advertising for (make sold) have you recently seen or heard?" Television led with 69% of the sample, followed by magazines, 31.9% and newspapers 30.7%. "Which kind of (make sold) advertising stands out most strongly in your mind?" Tv was first with 61%, magazines 18.8% and newspapers 11.8%. "Which kind of advertising did the most to get you interested in looking at a (make sold)?" Television was the number one choice again with 45.3%, followed by magazines 16.4%, and newspapers 10.8%.

Purchasers of automobiles were asked what kind of advertising made them most interested in buying the car. Television led with 39.7%, trailed by magazines with 17% and newspaper 11.4%. The remainder of the sample was uncertain.

Questions to dealers elicited the response that 69.9% of them thought tv does "the best job of telling people about their cars." Newspapers were second with 30.1% and magazines 13.6%. On the type of national advertising that is "most effective in getting people to showrooms," 58.7% of the dealers specified tv; 33% newspapers and 5.2% magazines. To a query on what single medium should be used by a particular brand if the manufacturer wants to place its budget in only one medium, 64.3% of the dealers favored tv; 27.1% newspapers and 6.2% magazines. More than 55% of the dealers felt that the tv budget for automobiles should be increased, 2.7% believed it should



operational stage." This reference was interpreted by Sen. Potter and by Rep. William Bray (R-Ind.), who introduced a companion bill in the House, to mean that the military was definitely intending to seek even more frequencies than it now has.

AMST Backs Potter Bid to Probe Use by Government of Spectrum

The Assn. of Maximum Service Telecasters last week officially went on record in support of an investigation of the government's use of the radio spectrum.

The resolution was adopted by the AMST board at a two-day meeting at the Westchester Country Club, Rye, N. Y.

The position taken by AMST is in support of a resolution introduced in the last session of Congress by Sen. Charles Potter (R-Mich.) urging the establishment of a three-man presidential commission to investigate the use of the whole radio spectrum with special emphasis on whether the government's portion is being used efficiently.

In other actions, the AMST board heard its technical committee report on the progress of field studies being conducted throughout the U. S. The studies—a comparison of uhf and vhf propagation—have been conducted in Wilkes-Barre, Pa.; are underway in Baton Rouge, La., and are scheduled to take place shortly in Madison, Wis.

Elected to the AMST board were Roger W. Clipp, Triangle Publications, and Joseph B. Epperson, Scripps-Howard Radio engineering vice president. Mr. Epperson was named chairman of the technical committee, succeeding John H. DeWitt, WSM-TV Nashville. Mr. DeWitt also resigned as one of AMST's two members on the TASO board, the pressure of station work being the cause, it was understood.

It also was voted to participate in the proposed FCC hearings involving the use of the spectrum between 25 mc and 890 mc.

be cut back and the remainder thought it should remain the same.

Mr. Beville said that television, newspapers and magazines were included in the survey because they represented the "overwhelming portion" of the automotive industry's advertising budget. Radio was not covered specifically in the study, he pointed out, because the medium accounts for about only 2% of the industry's allocation.

Mr. Beville noted that figures in the study represented composite answers. NBC, he said, has figures for specific brands. These will not be disclosed but will be used when the network makes presentations shortly to industry representatives and their agencies.

One month after the study was completed, researchers re-interviewed shoppers. Of those who purchased cars, 75% said they had seen television advertising for the bought car on tv; 28.9% had read about it in newspapers and 28.9% had seen such advertisements in magazines. Car buyers also responded that tv stood out "most strongly" in their minds for advertising of the car they had bought, with 65.4% of this group specifying tv; 17.2% magazines and 11.7% newspapers.

In addition to Mr. Beville, NBC executives who participated in the study were Dr. Thomas E. Coffin, director of research, and Dean Shaffner, director of sales planning.

WHAZZAT?

Subliminal perception, the faculty of absorbing fleeting visual information without being consciously aware of it, was demonstrated Thursday in New York by Subliminal Projection Co. and motivation researcher James M. Vicary. But the advertising industry audience appeared skeptical of any immediate practical application for the "invisible television commercial." Coca-Cola symbols were flashed for 1/3,000th of a second once every five seconds during a dramatic film presentation. Mr. Vicary said in an earlier public test for six months in a New Jersey theatre ("eat popcorn" was flashed during the show), lobby popcorn sales jumped 57.5%.

SEEDS ENLARGED INTO NEW KM&J

- **Madden, Howard Jones, Halpern team up with Freeman Keyes**
- **New concept planned for N. Y., Chicago, Hollywood offices**

Planning was underway last week toward the enlargement of Russel M. Seeds Co., Chicago, into a new agency—Keyes, Madden & Jones Inc., Chicago, New York and Hollywood—with new executive blood and a target date of Oct. 1.

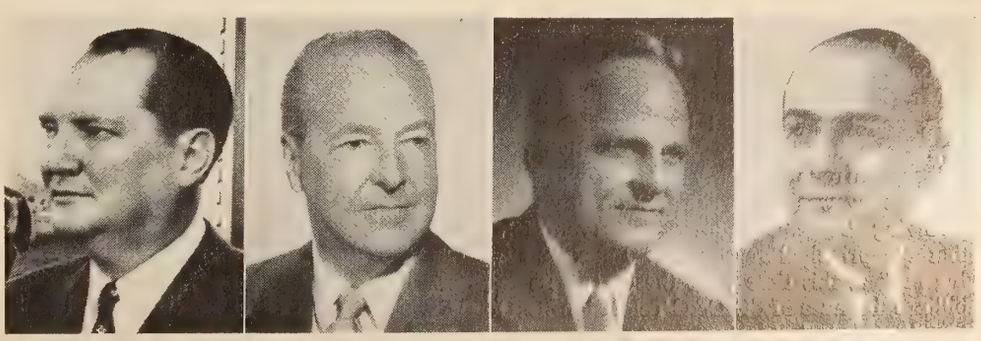
Aside from Freeman Keyes, board chairman of Seeds who continues in a similar capacity at KM&J, new principals are Edward D. Madden, vice president and director of International Latex Corp., who becomes president; Howard A. Jones, executive vice president of Grant Adv., who will assume that title in charge of all creative activity for the new agency, and David Hale Halpern, until recently senior vice president and general manager of Joseph Katz Co., New York and Baltimore, who will hold a similar title with KM&J in charge of its New York office.

The new agency will absorb Seeds' present accounts—an estimated $15 million in billings, with about 43% in broadcast media—and is expected to announce new clients before it opens shop Oct. 1. It will attempt to do away with the "traditional agency concept" of autonomous offices. Instead, KM&J will maintain its various offices as complete agency units in Chicago's Palmolive Bldg., at 4 W. 58th St., New York (where it has taken over "lock, stock and pencil sharpeners" the two floors occupied up to last month by Robert W. Orr & Assoc.—now absorbed by Fuller & Smith & Ross), and at Seeds' present Hollywood location at 418 Robertson Blvd. Messrs. Keyes, Madden and Jones will maintain offices both in New York and Chicago, shuttling to the West Coast as the occasion warrants.

Mr. Jones said the new agency will stress creativity and sound marketing principles and felt it would maintain a substantial share of broadcast business, probably above the present 43% for Seeds. Shooting at a $20 million billings mark by year's end, an $8-$10 million figure for radio and tv was not felt to be unreasonable. Mr. Madden stated that "we don't believe in bigness for the sake of bigness," and claims the agency will reject business if it feels such accounts would "overshadow" the other advertisers or if the agency felt incapable of handling such accounts. Envisioned in the overall scheme of things: a $50 million agency with over 60% in broadcast billing.

Among more active broadcast advertisers now in the Seeds shop are Brown & Williamson Tobacco Co. (Sir Walter Raleigh cigarettes and other tobacco products), Pinex Co. (cough syrups) and the W. A. Sheaffer Pen Co. The latter last week succeeded in dropping out of its commitment this fall for the CBS-TV *Lucy* reruns. No new tv plans have yet been announced.

Employing approximately 95 people now in three offices—Chicago, Hollywood and Indianapolis, where the Seeds firm was founded 56 years ago—the enlarged operation expects to hire perhaps 60 employes in



KEYES MADDEN JONES HALPERN

New York alone to service clients in the months ahead, which would give it more than 150 people by early next year. Some already have been hired and are in the process of submitting resignations to present employers. As to new accounts, officials of the agency would not comment, but noted that "initial detailed announcements would be forthcoming in ten days." It is understood, however, that some accounts will be brought over by the new principals, some billing considerably in the broadcast media.

In Chicago, Russel B. Young will continue as vice president and radio-tv director, with the nucleus of Seeds' present alignment remaining intact. However, it is understood that under the new system, a considerable part—if not most—of the radio-tv contact work will be handled out of New York.

Mr. Madden stated last week that one reason for selecting Mr. Halpern to head the New York operations was his broadcasting background.

Originally a station executive and later vice president and general manager of Henry Souvaine Inc., producers of the old *Texaco Star Theatre*, Mr. Halpern is known as something of an expert on tv advertising. At Owen & Chappell as radio-tv vice president, Mr. Halpern took National Brewing Co.'s total billing from $250,000 to $3 million between 1947 and 1952. At the Biow agency, which he joined in 1952 (leaving there a year ago last June to join Katz) Mr. Halpern was vice president and account supervisor on Jacob Ruppert Brewery, placed that account in heavy sportscasting and regional spot. His experience in having handled beer accounts over a 10-year period may presage KM&J's intention to look for that type of business.

Wallace Capel will leave Grant Adv. as Mr. Jones did to become copy chief, and KM&J will retain the plans board and executive committee structure of the Seeds agency. A research director will be appointed "momentarily."

Aside from his post at International Latex, Mr. Madden previously was with Matthew M. Fox' C&C Television Corp., before that vice president of tv operations and sales, assistant to the president and vice president of public relations at NBC from 1950 to 1954. He has also been a vice president and director of McCann-Erickson Inc. from 1935 to 1947. Since joining Latex in 1954 he has headed new product development and coordinated advertising and sales. While with Mr. Fox, he was instrumental in effecting the $20 million Latex barter deal. Still a proponent of the barter system, Mr. Madden declined comment when asked whether the new agency would take up barter for time.

Mr. Madden was quite emphatic, however, about reports that he take along the lush Latex account by "categorically" denying such reports. "My position with the new agency was not predicated on any deal involving Latex." Industry observers felt that the principal reasons for Latex "staying put" at this time were these: (a) Its tv billings, because of the C&C Television-RKO film barter deal structure, are non-commissionable, would gain the agency nothing in way of revenue; (b) Were the agency to acquire the Latex account, it could conceivably be put in the uncomfortable position of having eventually to forego some $7 million worth of new business. Reason: Latex as an account embraces not only bras and girdles, but other products such as gloves, baby pants, antiseptics and other new items now in the testing stage. With all these products at KM&J, the reasoning goes, there would be "an across-the-board product conflict." No successor has yet been picked at Latex.

Mr. Jones is an alumnus of Lord & Thomas (now Foote, Cone & Belding) and Blackett-Sample-Hummert (now Dancer-Fitzgerald-Sample) where he was a vice president and account man on such food products as Folger's coffee, and has been with Grant for 15 years as executive vice president in charge of creativity.

Mr. Keyes bought the Seeds agency in 1937, three years after founder Russel M. Seeds died, and through the years has been identified with several established radio and television shows, including *People Are Funny* and *The Red Skelton Show*. Before purchasing Seeds, Mr. Keyes, a former J. Walter Thompson Co. official, pioneered sponsorship of local transcribed shows by national advertisers.

Mr. Halpern will principally operate out of the New York office though he maintains that the shuttling policy will apply to him as well as to the three top principals. He said he would be ready to detail the plan and personnel roster for New York "early next week."

DAYTIME NETWORK TV BUILDS UP

- **Total tv network daytime production costs: nearly $750,000**
- **138 day sponsors ready, four considering, others increasing**

Daytime network television is building to a record fall season, with networks and advertisers primed to spend nearly $750,000 a week on weekday production costs alone, according to the results of a B•T study. (see tables, page 31).

In all, 138 advertisers will have enlisted in daytime network television by the start of the fall campaign, many of them already reviewing their budgets with a view toward expansion and at least four new sponsors planning seriously to enter the field.

Among the regulars contemplating an increase in daytime outlay are General Foods, Lever Brothers, Armour and Standard Brands.

Advertisers considering new-business sorties into daytime network include Chlorox, (Honig-Cooper agency); Duffy-Mott (Sullivan, Stauffer, Colwell & Bayles); Carnation Milk (Erwin, Wasey, Ruthrauff & Ryan); and Kroger Foods (Campbell-Mithun), the latter interested mainly on a regional basis.

For Chlorox, purchased recently by Procter & Gamble, this will mark a significant change in an advertising policy which previously had run to "print" and some spot.

According to a tabulation by TvB, 62% of all network tv advertisers now are represented on daytime.

NBC-TV, with more than 100% increase in daylight sponsorship over last year, will check in with 72% of its daytime sold and a total production expenditure of $342,500, weekly.

CBS-TV, with 83% of its pre-night time sponsored, will register a production figure of $301,500 a week.

ABC-TV, which this year plans to launch its push in daytime, currently does not begin network service until 3 p.m. and is represented most significantly by its *Mickey Mouse Club* program, the only regular weekday children's show on the networks.

Most expensive of the daytime network offerings is NBC's *Matinee Theatre* with a production tag estimated at $89,000 a week for its five hour-long live dramas.

Lowest budgeted of the daytimers, excluding news, is *Modern Romances* on NBC-TV, ticketed at $12,500 a week.

Top-priced daytime program on CBS-TV is *The Garry Moore Show*, which lays out $35,000 a week in production costs.

Foremost advertiser on daytime network still is Procter & Gamble, represented on six of the 29 shows included in this survey.

In the slowly emerging daytime programming pattern the "soap opera" shows a persistent hardiness and a bias toward CBS-TV. That network houses nearly all the daily dramatic serials on tv and its seven "soaps" account for about half of Columbia's daytime output. The rest split about evenly between "personality" and audience participation shows.

NBC-TV, aside from a certain tendency toward drama in the late afternoon, relies chiefly on personalities and audience participations. Both networks adhere, with negligible exception, to the "across-the-board" or Monday through Friday policy of daytime programming.

[CHART ON THE FACING PAGE SHOWS THE FULL DAYTIME TV SCHEDULE. SHOWS WITH ASTERISKS HAVE PARTICIPATING SPONSORSHIPS (DETAILS BELOW).]

ABC-TV

Various strips: Kellogg (Burnett), Sweets Co. (Harry Eisen), Wander (Tatham-Laird).

Mickey Mouse Club: Mars Inc. (Knox Reeves), Armour (Tatham-Laird), Mattel (Carson Roberts), Miles (Wade), General Mills (D-F-S), Bristol-Myers (DCS&S), General Foods (Y&R), Pillsbury (Burnett).

CBS-TV

Garry Moore Show: Hoover (Burnett), Campbell Soup (BBDO), Gerber (D'Arcy), General Foods (Y&R), Vicks (Morse Int.), Florida Citrus (B&B), Dow Chemical (MJ&A), Lever Bros. (JWT), Libby (McC-E), Nestle (McC-E), General Mills (D-F-S), Sunshine (C&W), Johnson & Johnson (Y&R), Yardley (Ayer).

Arthur Godfrey: Standard Brands (Bates), Bristol-Myers (Y&R), Singer (Y&R), General Foods (Y&R), Peter Paul (D-F-S), Libby (McC-

DAYTIME 1957-58 ON THE TV NETWORKS

MONDAY - FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:00		*Jimmy Dean Show* ($20,000)	*Today** ($35,000)
8:00		*Capt. Kangaroo* ($25,000) Gerber (Fri.) (D'Arcy)	
10:00		*Garry Moore Show** ($35,000) (Fri. only till 11:30)	*Arlene Francis Show** ($22,000)
10:30	NO SERVICE	*Arthur Godfrey** ($30,000)	*Treasure Hunt* ($22,000) Sterling Drug (Fri.) (D-F-S)
11:00			*The Price Is Right** ($22,000)
11:30		*Strike It Rich* ($22,000) Colgate (Bates)	*Truth or Consequences** ($22,500)
12:00		*Hotel Cosmopolitan* ($14,000)	*Tic Tac Dough** ($22,500)
12:15		*Love of Life* ($13,500) American Home (Bates)	
12:30		*Search for Tomorrow* ($15,000) Procter & Gamble (Burnett)	*It Could Be You** ($23,000)
12:45		*Guiding Light* ($14,000) Procter & Gamble (Compton)	

	ABC-TV	CBS-TV	NBC-TV
1:00		NO SERVICE	
1:30		*Walter Cronkite* ($2,500)	
2:00		*As the World Turns* ($28,000) Procter & Gamble (M.-F.) (B&B) Vicks (Tues.) (Morse Int.) Pillsbury (Thurs.) (Burnett) Swift (Fri.) (McC-E)	NO SERVICE
2:30		*Beat the Clock** ($30,000)	*Bride & Groom** ($24,000)
3:00	*American Bandstand* ($10,000)	*Big Payoff* ($30,000) Colgate (M.-W.-F.) (Houston)	*Matinee Theatre** ($89,000)
3:30		*The Verdict Is Yours* ($30,000) Libby (Tu.) (JWT) Toni (Tu.) (North) Swift (Tu.) (McC-E) French (W.) (JWT) G.Mills(F.) (D-F-S)	
4:00		*Brighter Day* ($15,000) Procter & Gamble (Y&R)	*Queen for a Day** ($30,000)
4:15		*Secret Storm* ($13,500) American Home (Bates)	
4:30	*Do You Trust Your Wife?* ($20,000) Firestone (Grey)	*The Edge of Night** ($28,000)	
4:45			*Modern Romances** ($12,500)
5:00	Various strips* ($28,000)	NO SERVICE	*Comedy Time** ($25,000)
5:30	*Mickey Mouse Club** ($55,000)		NO SERVICE

E), Mutual of Omaha (Bozell & Jacobs), Simoniz (SSC&B), Armour (Ayer).

Beat the Clock: Nestle (D-F-S), Gerber (D'Arcy), French (JWT), Eastman Kodak (JWT), Libby (McC-E), Sunshine Biscuit (C&W), Purex (FC&B), General Mills (D-F-S), Johnson & Johnson (Y&R), Vicks (Morse Int.).

Edge of Night: Procter & Gamble (B&B), Standard Brands (Bates), Florida Citrus (B&B), Vicks (BBDO), French (JWT), Pet Milk (Gardner), Pillsbury (Burnett).

NBC-TV

Today: Amity Leather (Best), Asco Electrono (O'Leary), Beltone (Olian & Bronner), Ben-Mont Papers (Remington), Drackett (Y&R), Florida Citrus (B&B), General Time (BBDO), Grove Labs (Cohen), Hanes Knitting (Ayer), Knapps-Monarch (Block), Olian Mathieson (Dougdale), Paulard Co. (F&S&R), Rock of Ages (Cabot), Washington State Potatoes (Ryan).

Arlene Francis Show: Sterling Drug (D-F-S), Coopers Inc. (Henri, Hurst & McDonald), Owen-Corning (McC-E), Westmore (Erlich, Neuwirth & Sobo).

The Price Is Right: Lanolin Plus (Kastor, Farrell, Chesley & Clifford), Mentholatum (JWT), Ponds (JWT), Minnesota Mining (BBDO), Drackett (Y&R).

Truth or Consequences: Sterling Drug (D-F-S), Lever (BBDO), Lysol (Mc-E), Alberto Culver (Wade), Miles (Wade), General Foods (Y&R).

Tic Tac Dough: Toni (North), Procter & Gamble (D-F-S), Standard Brands (Bates), American Home (Geyer), Drackett (Y&R), Kraft (JWT), Minnesota Mining (BBDO), SOS (JWT), Star-Kist Tuna (Honig-Cooper).

It Could Be You: Pharmaco (DCS&S), Ponds (JWT), General Foods (Y&R), Armour (Ayer), Brillo (JWT), Corn Products (C. L. Miller), Brown & Williamson (Bates), American Home (Geyer).

Bride & Groom: Brillo (JWT), Lanolin Plus (Kastor, Farrell, Chesley & Clifford), Drackett (Y&R), Miles (Wade), Lysol (McC-E), Alberto Culver (Wade), Mentholatum (JWT).

NBC Matinee Theatre: Procter & Gamble (B&B), Ponds (JWT), Whirlpool (K&E), Corn Products (C. L. Miller), Breck (Humphrey, Alley & Richards).

Queen for a Day: Lanolin Plus (Kastor, Farrell, Chesley & Clifford), Procter & Gamble (Compton), Standard Brands (Bates), Park & Tilford (Mogul), Sandura (Hicks & Greist), Gossard (Ed. Weiss), Welch (Manoff), Corn Products (C. L. Miller), American Home (Geyer).

Modern Romances: Sterling Drug (D-F-S), Brillo (JWT), Corn Products (C. L. Miller), Kraft (JWT).

Comedy Time: Pharmaco (DCS&S), Ponds (JWT), Lever (BBDO), SOS (JWT), Kraft (JWT), Welch (Manoff), Mentholatum (JWT), General Foods (Y&R), Miles (Wade).

PRESTONE IN FALL RADIO-TV PUSH

- **Spot radio gets 25% of budget, network tv 50%, both big boosts**
- **Short, concentrated campaign calculated by regional weather**

What's been put behind the broadcast buying "spree" that Prestone anti-freeze has been engaging in this past summer [AT DEADLINE, Sept. 9]?

As some of the campaigns begin or continue to run in the colder, northern regions of the U. S. this week, B•T finds these immediate answers:

• Foremost is money. Prestone is spending "well over $1 million" for this radio-tv splurge, and considering that at least $1 million is going to network tv alone, the "well over" is substantial.

• Fatter radio spot schedules and more network tv use. In percentages, this boils down to (1) 25% of its entire ad budget to spot radio or about triple the investment of last year and (2) approximately 50% of the whole budget to network tv, more than double its network tv expenditure for last year's pre-cold weather season. (Some of the money allocated to network tv will cover supplemental buying of spot tv on a limited basis.)

• Improvement of its commercials, both radio and tv. For radio, Prestone marshaled Bob and Ray (Bob Elliot and Ray Goulding) and WOR New York newscaster Henry Gladstone among others to tell the Prestone anti-freeze story (an exclusive "magnetic film" that acts as a rust inhibitor). For tv, Prestone is using two types of commercials: one employs the Joop Geesink puppets and the other is "straight sell."

Why the big increases in radio and tv?

Prestone is a product of the National Carbon Co., a division of Union Carbide Corp., New York. National Carbon is the advertiser that devotes *all* of its advertising budget on behalf of Eveready Flashlight batteries to spot radio. It does so because the company feels spot radio can reach the right people at the right time of day at a reasonable cost. This reason holds for anti-freeze, too. Network tv plays its role in Prestone's ad plans because the advertiser is convinced the medium has impact.

Prestone's spot radio pattern is impressive. Buying was accomplished in each market some 30 days or more before the campaign was set to begin in that area. Since Jack Frost initially paints with his icy brush at different times of the year in various sections of the country, starting dates correspond with the advance of freezing weather. The spot drive in Montana, for example, kicked off in late August, but will not get underway in some regions in the South until the middle of November.

Each of the radio spot campaigns is of four weeks' duration but with saturation schedules during that time. The number of spots run per week on a single station varies from about 15 in small markets to more than 100 in larger markets.

At the end of its season this fall, Prestone will have been on a minimum of 525 radio stations covering 346 market areas. (Total U. S. am stations roughly number about 3,000.) The company sought early morning (between 7:30-8:30 a. m.) availabilities and some in the early evening hours.

By exercising particular care in buying into network shows, Prestone this year for the first time will have its commercials on tv at time periods that cut into various prime hours in a viewing week in a single month (October). To achieve this, the advertiser selected shows on all three tv networks, hitting at different time periods and days of the week and participating in enough shows which can offer wide audience appeal.

'SERIES SPECIAL'

National Carbon Co. (Prestone and Eveready products), New York, late last week signed to sponsor the one-time only *World Series Special* program on ABC-TV (10-10:30 p.m.) on Oct.1. The agency is William Esty Co., New York. The program, which will be presented on the eve of the World Series, will include filmed and live reports from various cities on the annual fall classic.

This is the breakdown of its network tv sponsorship which includes a western, a semi-documentary, a special featuring a vocalist, a football preview, a mystery series and a news show, all squeezed into a single month:

On Oct. 5, a Sunday, Prestone will sponsor the 10-11 p. m. *Dean Martin Show*, a special, on NBC-TV; on Mondays, Wednesdays and Fridays for the month of October, it will sponsor 10 minutes of *John Daly and the News* (7:15-7:30 p.m.) on ABC-TV; on Tuesdays (Oct. 1, 15 and 29), Prestone will participate via one-half hour sponsorship of the *Sugarfoot* series on ABC-TV (7:30-8:30 p. m.); on a Thursday, Oct. 24, the advertiser will back *Navy Log* on ABC-TV for that date only (10-10:30 p. m.); on Saturdays (Sept. 28, Oct. 12 and 26), Prestone will have a half-hour participation in each of an hour-long (7:30-8:30 p. m.) Perry Mason series on CBS-TV for those dates, and again on Sundays, Oct. 6 and 20 and Nov. 3, it will sponsor the 15-minute *Football Preview* to precede pro football on CBS-TV. Prestone plans to buy still another network show for this season.

As explained by Prestone's agency, William Esty & Co., New York, the network buys are set up to appeal to a wide segment of viewers with the emphasis weighted toward the man of the house but also including the woman via the shows of family interest (more women drive automobiles today than ever, though the men usually take responsibility for winterizing the family car or cars).

Spot tv by Prestone is supplementary to network and in selected areas—those markets not reached or in which there is a station clearance problem for the network show.

In the anti-freeze market, Prestone claims to be No. 1 in the country. But with an additional push this year, both to increase sales and to meet the competitive factor, Prestone is more active than at any time in its history.

Prestone's total budget this year is the biggest ever set by the advertiser. Thus, it stands to reason that radio and tv would go up, too. But three times the radio allocation and more than double for tv all but dwarf the 25% of total budget being placed in all other media (chiefly newspapers).

Later this year, Prestone will be planning its media strategy for the 1958 pre-cold weather season. A question then to be answered: will radio and tv get even more?



PRODUCT AND PLANNERS: *The miniature set used in Prestone tv commercials is checked by James Stewart (1), account executive, and Joe Forrest, tv commercial head, of William Esty & Co., N.Y. In addition to the miniature service station, Prestone will have commercials using "Martians" who rocket to Earth to inspect the "amazing cooling system" of an automobile engine, learning in the process how the anti-freeze product affects it.*

"Community Club Awards" gives you

GUARANTEED RESULTS

...big, profitable sales results that you can see in black and white!

- *Community Club Awards* now in 8th cycle on WITH. Cycle No. 9 begins December 2.
- *Community Club Awards* has run longer and more often on WITH than any station in the country.
- *Community Club Awards* has grown eight-fold in results—1st through 7th cycle.
- *Community Club Awards* boasts long list of blue chip advertisers. Many on radio exclusively on WITH.
- *Community Club Awards* has already given over $80,000 to Baltimore clubs.
- *Community Club Awards* has its own staff and full time director on WITH.

Buy

Tom Tinsley
President

R. C. Embry
Vice Pres.

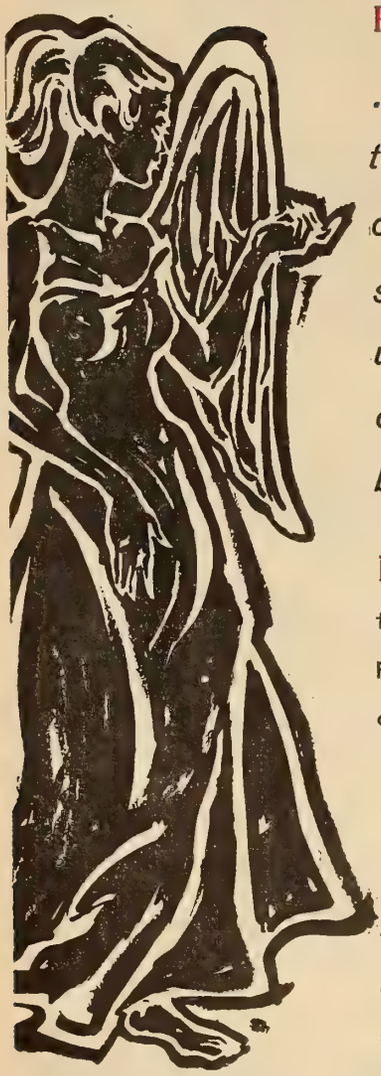
W-I-T-H

CONFIDENCE

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Forjoe & Co.** in Seattle, San Francisco, Los Angeles; **Simmons Associates** in Chicago and Boston; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans.

ninth in a series of 12 ads based on the signs of the zodiac

VIRGO



PROGRESSIVE

...and
twelve months
out of every year
stations
under the sign
of MEEKER
benefit by:



PROGRESSIVE planning
for the long term...
Realistic
commission plan
for stations;
profit-sharing plan
for staff.

This insures
cooperative selling,
stability of personnel
and equal sales
effort
per station.



the meeker company, inc.

radio and television station representatives

new york chicago san francisco los angeles philadelphia

Union Oil Co. to Sponsor '76 Sports Club' on Regional

The Union Oil Co. of California reports that it is allocating a sizeable chunk of its advertising budget, over $500,000, for a new tv show, *76 Sports Club*. It is scheduled to start on a western ABC-TV network Oct. 3 and will be broadcast on Thursday at 6:30-7 p.m. on 20 stations, if the time can be cleared.

Bob Richards, twice Olympic Games pole vault champion and three-time holder of the national AAU decathlon title, will be master of ceremonies of the series. He will interview a top ranking sports star on each program and conduct a junior press conference with a group of youngsters after they have watched the guest demonstrate his particular skill. In addition, the show will feature a sports tip; advice to viewers on the top sports of the week; a game time segment with youngsters viewing for sports prizes, and a local sports news report cut in locally by each station carrying the new network series.

Mr. Richards also has been appointed sports director of the Union Oil Co., in charge of the company's extensive youth supervision program aimed at the 8-18 age group. This group also is the principal target of the show, but the sponsor and its agency, Young & Rubicam, feel that it has a strong family appeal as well.

Bart Ross and Frank K. Danzig, Ross-Danzig Productions, will produce *76 Sports Club,* with Fred Hessler, formerly sports director for the Armed Forces Radio Service, as associate producer, and Al Burton as the writer.

'Times' Plans Television Test, Buys Pro Football in New York

The *New York Times,* which slowly has been increasing its use of radio advertising, last week made known its intention to enter television. Effective Sept. 29, the *Times,* will partially sponsor a series of professional football games on WCBS-TV New York.

The purchase—calling for three minutes of commercial time for each of nine National Football League games and seven and a half minutes of time during a tenth—will represent a "test campaign" for the *Times,* its agency, BBDO, said last week.

Barry McCarthy, a BBDO vice president and *Times* account executive, explained this will represent a "considerable investment" on behalf of his client. Paying a reported $37,500 for the contract, the *Times* will join Chesebrough-Pond's (Vaseline hair tonic) in picking up 40% of the games' sponsorship in New York, with the other 60% signed nationally (CBS-TV) by Philip Morris Inc. (Marlboro) and P. Ballantine & Sons.

Last year, the *Times* picked up for a reported $25,000 the full sponsorship on radio of the New York (football) Giants via WINS New York.

Mr. McCarthy noted that the *Times* will be selling "all facets of the paper, with some emphasis, naturally, on our sports coverage." He said the tv sponsorship is "ideal" in the sense that it could do a "terrific" pre-selling job on the Sunday edition of the paper, when there were Saturday telecasts, and would also stress the paper's home delivery service plan.

The *Times* is a heavy radio spot user and currently has a number of one-minute spots on practically all New York stations. Additionally, it spends $25,000 annually on news capsules via its owned-and-operated WQXR New York [B•T, Sept. 9].

Kaufman Named L&N Senior V.P., Supervisor of Old Gold Account

Elkin Kaufman, a 16-year veteran of the William H. Weintraub and Norman, Craig & Kummel (successor) agencies, has been appointed senior vice president and management account supervisor on Old Gold brand cigarettes at Lennen & Newell, New York. Announcement of Mr. Kaufman's assignment was made Tuesday by L&N President Adolph J. Toigo.



MR. KAUFMAN

Mr. Kaufman was one of the founders of the Weintraub agency and served there 14 years as executive vice president. When the Weintraub agency became Norman, Craig & Kummel in January 1955, Mr. Kaufman became president of NC&K and remained in this post until July 1 when Norman B. Norman assumed the presidency [B•T, July 1].

Dale Anderson will continue as account executive on Old Gold. No account man has yet been designated by L&N to service the newly-acquired Kent and Newport brand cigarettes [B•T, Sept. 2].

Meanwhile, the agency has announced what it intends to do with the Tuesday, 10:30-11 p.m. CBS-TV slot which Young & Rubicam, the former agency, initially ordered this summer. It has decided to place Kent as the brand sponsor of *Assignment Foreign Legion* with Merle Oberon, a British-made film series which CBS Television Film Sales sold to CBS-TV. *Foreign Legion* already has run on the British Independent Television Authority (ITA) commercial network and will premiere in the U. S. Oct. 1. It replaces Liggett & Myers Tobacco Co's *Spike Jones Show,* seen in the Tuesday time period for L&M brand cigarettes through Aug. 27. Since that time, the network has slotted *Playhouse of Mystery* on a sustaining basis.

The Merle Oberon film series originally had been scheduled for Saturday, 10:30-11 p.m., effective Sept. 21. This time slot instead will be filled with the *Playhouse* film series after Oct. 1.

Atlantic Likes Weather on Tv, Signs in 32 Markets for Fall

Five years ago Atlantic Refining Co., Philadelphia, decided to experiment with a tv weather show in Baltimore in an effort to reach a primarily male audience at a comparatively low cost per thousand. The apparent success of this experiment was pointed up last week when Atlantic Refining announced that this season the company will be sponsoring tv weather programs in 32 of its 34 key markets in the eastern United States.

A spokesman for N. W. Ayer & Son, Philadelphia, agency for Atlantic, said the company is "highly pleased" with the results obtained by weather shows. He pointed out that programs are slotted generally within the 11-11:15 p.m. period because this is the time that the largest number of adult males (the best customers for gasoline) can be reached at the most reasonable cost. Nearly all the programs, he said, run for five minutes on a Monday through Friday basis, originate live and are tailored to local interests.

The cost of its weather programs to At-

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 123,262,000 people in the U. S. over 12 years of age during the week Sept. 1-7. This is how they spent their time: *

60.4%	(74,450,000)	spent	1,417.5 million hours	WATCHING TELEVISION
55.8%	(68,780,000)	spent	978.8 million hours	LISTENING TO RADIO
81.3%	(100,212,000)	spent	401.4 million hours	READING NEWSPAPERS
30.1%	(37,102,000)	spent	168.8 million hours	READING MAGAZINES
24.4%	(30,076,000)	spent	386.0 million hours	WATCHING MOVIES ON TV
49.2%	(60,686,000)	spent	254.9 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

lantic could not be divulged by Ayer, but the spokesman noted the cost per thousand is "highly favorable." He said that in one area, for example, it costs Atlantic only 60 cents to reach 1,000 viewers with its commercial messages. He added that the programs have "an excellent record" for drawing large audiences and each show has increased its ratings steadily.

From its small beginning in Baltimore, Atlantic expanded to 10 tv weather shows by September 1956. Satisfied that this format provided a satisfactory showcase for its commercial messages, Atlantic instructed Ayer to set up shows in additional markets. This past spring 20 new programs were added. Atlantic began its fall schedule with a total of 32 weather programs. With its all-out effort on behalf of weather programs, Atlantic has dropped its sponsorship of National Football League games on tv, although it will continue with its major league baseball schedule on radio and tv.

Services Held for Robert Orr, 60

Funeral services for Robert W. Orr, 60, president of Robert W. Orr Assoc., New York, were held Sept. 7 in Southampton, L. I., Mr. Orr, who died Sept. 3 at his summer home in Southampton, organized his own advertising agency in 1946 after serving as a vice president of Lennen & Mitchell, New York (now Lennen & Newell).

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

ROYAL HALF-DOZEN • Six advertisers have signed for NBC-TV's *Nat "King" Cole Show* (Tues. 7:30-8 p.m.) on a cooperative basis. Advertisers, and stations on which they will present the show, include: Gallo Wines and Colgate-Palmolive Co., KRCA-TV Hollywood; Italian Swiss Colony, KRON-TV San Francisco; Gunther Brewing Co., WRC-TV Washington, D. C.; Pittsburgh Wine, WIIC (TV) Pittsburgh and Rheingold Beer, WRCA-TV New York and WNBC (TV) New Britain, Conn.

REAL McCOY • Pharmaco Inc. (Feenament, Chooz, Medigum), N. Y., today (Mon.) begins sponsorship of *Hugh McCoy News* (11-11:05 a.m. PDT) on KNX Los Angeles, 21 other stations of CBS Radio Pacific Network. Buy, for 14 weeks, was placed through Doherty, Clifford, Steers & Shenfield, N. Y.

LOVE THAT DAYTIME • Sterling Drug Inc. (Bayer aspirin tablets, Phillip's Milk of Magnesia and other products), N. Y., has ordered 52-week schedules on four daytime programs on NBC-TV, representing $2 million in gross billings. Sterling currently sponsors or participates in three daytimers on the network. New orders include participations in *The Arlene Francis Show* (Mon.-Fri. 10-10:30 a.m.), *Treasure Hunt* (Mon.-Fri. 10:30-11 a.m.), (first sponsor for that program), *The Price is Right* (Mon.-Fri. 11-11:30 a.m.), and *Truth or Consequences* (Mon.-Fri. 11:30-12). Agency: Dancer-Fitzgerald-Sample, N. Y.

ENLARGEMENT • Polaroid Corp., Cambridge, Mass., in a special pre-Christmas campaign for its land cameras, has ordered part sponsorship of NBC-TV's *Steve Allen Show* (Sun. 8-9 p.m.) and *Perry Como Show* (Sat. 8-9 p.m.) Polaroid will sponsor one-half of *Allen* on Nov 17, 24 and Dec. 8 and one-third of *Como* on Nov. 23, Dec. 7 and 14. Agency: Doyle Dane Bernbach, N. Y.

TIP-OFF • Q-Tips Inc., Long Island City, after summer hiatus, is picking up saturation radio campaign—18-30 announcements a week—in 15 markets later next month, may possibly switch and add some markets already purchased earlier this year. Women's personality shows are being used. Agency: Lawrence C. Gumbinner Adv., N. Y.

PENCIL PUSHERS • Scripto Inc., Atlanta, getting set for school season with 10-13 week tv day-and-nighttime spot campaign in roughly 20 markets. Initially, drive will concentrate on work-a-day pen and pencils, then shift onto Christmas gift pen-and-pencil set copy platform. Agency: Donahue & Coe, N. Y.

SNEEZING SEASON • Charles Pfizer & Co., Brooklyn, N. Y., using 8-week campaign in 13 markets starting Oct. 15 for Candettes cold lozenge. Dowd, Redfield & Johnstone, N. Y., is buying agency.

WINTER SOUP-UP • Campbell Soup Co., Camden, N. J., placing radio schedule in more than 50 markets, to start Sept. 16 and run for 32 weeks. Agency is BBDO, N. Y.

WEST COAST DRIVE • General Foods (Maxwell House instant coffee), N. Y., has started three-week radio-tv spot schedule on West Coast. Benton & Bowles, N. Y., is agency.

SEASONAL PUSH • Mission Pak, Los Angeles fruit gift producer which each year opens chain of 75 stores for operation only during pre-Christmas season in major California cities, will spend between $200,000 and $250,000 for four-week tv-radio spot campaign beginning Nov. 18 in Los Angeles and San Francisco, with supporting radio spots to be used in other cities in which stores are operated. Stanley Pflaum Assoc., recently organized agency in Beverly Hills, will handle.

TAKE 26 • Chesebrough-Pond's Inc. (Pertussin), N. Y., planning to start radio-tv schedule Sept. 30 effective for 26 weeks. Radio schedule will run in more than 40



A LION IN THE STREETS

In an effort to inject a spark of life in so-called "tombstone advertising" for the Dreyfus Fund, New York (a mutual fund), Doyle Dane Bernbach Inc., its agency, decided the client should use tv for the first time—and the effort has been a "lion-hearted" one.

Since advertising for a fund requires Security & Exchange Commission approval and must meet rigid requirements, copy for such a client often is lifeless and uninteresting. The trade-mark of the Dreyfus fund is a lion on the logo of the company's name. Doyle Dane Bernbach decided on a 20-second film commercial spot showing a real-life lion walking along Wall Street and then leaping up to the logo. The agency decided to use the spot on a 52-week basis on WRCA-TV New York in the station break immediately preceding the start of NBC-TV's highly-rated *Steve Allen Show*.

Although the campaign is designed exclusively as an institutional effort with copy merely pointing out that the Dreyfus Fund is a mutual fund "in which management hopes to make your money grow," the announcement has been of "great value" to Dreyfus dealers, according to Jack Dreyfus, president. Since the spot began last July, he said, dealers report that prospective purchasers have mentioned "your advertisment just before the *Steve Allen Show*" and others recall seeing the commercial when the dealer mentions it. Mr. Dreyfus is highly pleased with the commercial, but points out that the relatively high cost for the time ($2,300 per week) precludes any expansion in tv for the present.

markets, television in about 21. McCann-Erickson, N. Y., is agency.

INITIAL ENDEAVOR • Monarch Wine Co., Brooklyn, N. Y., for first drive out of Lawrence C. Gumbinner Adv. since Manischewitz Wine account's switch from Emil Mogul Co., now in process of lining up 26-week campaign using daytime minutes—"radio and/or tv"—in 20-35 markets.

TUNA TAKE-OFF • Columbia River Packers Assn. (Bumble Bee tuna), Astoria, Ore., starts six-week tv spot campaign in approximately 15 markets in northeast U. S. on Sept. 16. Richard K. Manoff, N. Y., is agency.

Florida Citrus Group Earmarks $584,000 for Quarter in Tv

The Florida Citrus Commission Wednesday approved an advertising expenditure of $1,177,400 for the new citrus year's first quarter (October through December).

It was the largest three-month ad budget ever set up by the commission, and is part of the overall $4 million advertising schedule for the entire season.

The first quarter budget earmarks $584,000 for national television; $127,000 for daily newspapers; $28,000 for Sunday newspapers; $250,000 for national magazines: $9,400 for trade paper advertising; $54,000 for a Canadian campaign including newspaper, magazine and radio; and an estimated $125,000 for production.

A full seasonal Canadian campaign calling for total expenditure of $163,200 was also approved. It includes $66,690 for radio time; $22,146 for newspapers; $31,350 for newspaper supplements, and $19,441 for *Reader's Digest*. Smaller amounts are set aside for trade advertising production.

Movie Industry Replaces Olds As Sponsor of Oscar Simulcast

NBC confirmed Thursday that the motion picture industry itself and not Oldsmobile will sponsor the Oscar awards telecast next March 26 on both NBC Radio and NBC-TV. The move marks a precedent for the motion picture group, long vocal in its dissatisfaction with any "commercial" interest peddling its wares via "interruptions" to the awards ceremony of the Academy of Motion Picture Arts & Sciences. NBC instead may offer Oldsmobile the heretofore sustaining telecasts of the Emmy awards of the Academy of Television Arts & Sciences, scheduled next March 18.

Earlier in the week the Motion Picture Producers Assn., headed by Eric Johnson, had approved "in principle" the industry-sponsorship plan submitted by the AMPPA. Under the proposal, AMPPA members and others sharing in picture profits are to be "taxed" at the rate of about one-quarter of one percent on their domestic theatrical receipts to pay for the tv presentation. About $800,000 is expected to be raised initially and money left over will go to other industry projects. NBC has charged Oldsmobile $500,000 for the package, turning over $167,000 to the movie industry to defray its costs in putting on the show.

Food Leads Spot Radio in First Half Sales

Food and grocery products formed the most-advertised category in spot radio during the first half of 1957, Station Representatives Assn. reported last week.

The report showed these products accounted for more than 18% of spot radio's $95,401,000 estimated gross billing for the six-month period [B•T, Aug. 26]. Tobacco products and supplies were second with 14.9% and drug products third with 9.3%. Automotive was fourth with 8%.

SRA said ale, beer and wine advertising in the second quarter ran 1.9% ahead of the first quarter, while gasoline and lubricants gained 2.3%. Others that increased their share of the total during the second quarter included building materials, fixtures and paints; confections and soft drinks; cosmetics and toiletries; finance and insurance; food and groceries; and household cleaners, soaps, polishes and waxes.

Comparisons with the first six months of 1956 were not available, since SRA's reporting on spot radio spending by product categories started with 1956's third quarter.

Following are the SRA breakdowns for the first and second quarters and the first half of 1957:

PRODUCTS	1ST QUARTER		2ND QUARTER		1ST HALF TOTAL	
AGRICULTURE	$1,291,000	(2.7%)	$1,230,000	(2.6%)	$2,521,000	(2.7%)
ALE, BEER AND WINE	2,902,000	(5.9%)	3,614,000	(7.8%)	6,516,000	(6.8%)
AMUSEMENT, ENTERTAINMENT	240,000	(.5%)	255,000	(.5%)	495,000	(.5%)
AUTOMOTIVE	4,020,000	(8.2%)	3,621,000	(7.8%)	7,641,000	(8.0%)
BLDG. MATERIALS, FIXTURES, PAINTS	64,000	(.1%)	661,000	(1.4%)	725,000	(.8%)
CLOTHING AND ACCESSORIES	259,000	(.5%)	397,000	(.9%)	656,000	(.7%)
CONFECTIONS AND SOFT DRINKS	699,000	(1.4%)	1,138,000	(2.4%)	1,837,000	(1.9%)
CONSUMER SERVICES	2,019,000	(4.1%)	1,717,000	(3.7%)	3,736,000	(3.9%)
COSMETICS AND TOILETRIES	2,158,000	(4.4%)	2,408,000	(5.2%)	4,566,000	(4.8%)
DAIRY AND MARGARINE PRODUCTS	202,000	(.4%)	219,000	(.5%)	421,000	(.5%)
DENTAL PRODUCTS, TOOTH PASTE, ETC.	2,487,000	(5.1%)	1,154,000	(2.5%)	3,641,000	(3.8%)
DRUG PRODUCTS	5,375,000	(11.0%)	3,513,000	(7.5%)	8,888,000	(9.3%)
FINANCE AND INSURANCE	142,000	(.3%)	607,000	(1.3%)	749,000	(.8%)
FOOD AND GROCERY PRODUCTS	8,291,000	(17.0%)	9,170,000	(19.7%)	17,461,000	(18.3%)
GARDEN SUPPLIES AND EQUIPMENT	108,000	(.2%)	203,000	(.4%)	311,000	(.3%)
GASOLINE AND LUBRICANTS	2,149,000	(4.4%)	3,103,000	(6.7%)	5,252,000	(5.5%)
HOTELS, RESORTS, RESTAURANTS	140,000	(.3%)	126,000	(.3%)	266,000	(.3%)
HOUSEHOLD CLEANERS, SOAPS, POLISHES, WAXES	998,000	(2.1%)	1,598,000	(3.4%)	2,596,000	(2.7%)
HOUSEHOLD APPLIANCES	113,000	(.2%)	196,000	(.4%)	309,000	(.3%)
HOUSEHOLD FURNISHINGS	120,000	(.3%)	95,000	(.2%)	215,000	(.2%)
HOUSEHOLD LAUNDRY PRODUCTS	644,000	(1.3%)	554,000	(1.2%)	1,198,000	(1.3%)
HOUSEHOLD PAPER PRODUCTS	146,000	(.3%)	250,000	(.5%)	396,000	(.4%)
HOUSEHOLD GENERAL	413,000	(.9%)	506,000	(1.1%)	919,000	(1.0%)
NOTIONS	1,319,000	(2.7%)	55,000	(.1%)	1,374,000	(1.5%)
PET PRODUCTS	138,000	(.3%)	208,000	(.4%)	346,000	(.4%)
PUBLICATIONS	408,000	(.8%)	385,000	(.8%)	793,000	(.8%)
RELIGIOUS	1,420,000	(2.9%)	1,173,000	(2.5%)	2,593,000	(2.7%)
TOBACCO PRODUCTS AND SUPPLIES	8,141,000	(16.7%)	6,130,000	(13.2%)	14,271,000	(14.9%)
TRANSPORTATION AND TRAVEL	1,098,000	(2.3%)	1,108,000	(2.4%)	2,206,000	(2.3%)
WATCHES, JEWELRY, CAMERAS	59,000	(.1%)	40,000	(.1%)	99,000	(.1%)
MISCELLANEOUS	1,264,000	(2.6%)	1,140,000	(2.5%)	2,404,000	(2.5%)
Total	**$48,827,000**	**(100.0%)**	**$46,574,000**	**(100.0%)**	**$95,401,000**	**(100.0%)**

PULSE

TOP NETWORK PROGRAMS

Tv Report for July

Once-A-Week

Rank		Rating July	June
1.	*$64,000 Question*	26.4	27.9
2.	*Gunsmoke*	26.0	26.1
3.	*Playhouse 90*	25.9	31.5
4.	*Ed Sullivan*	25.1	29.5
5.	*What's My Line*	24.2	26.9
6.	*Alfred Hitchcock*	23.5	27.3
7.	*G. E. Theatre*	22.4	26.3
8.	*Twenty-One*	22.2	
9.	*I've Got A Secret*	22.0	
10.	*Climax*	21.9	26.9
11.	*Steve Allen*	21.7	25.4
12.	*$64,000 Challenge*	21.6	25.0
13.	*Studio One*	21.2	
14.	*Julius La Rosa*	20.8	
15.	*Lineup*	20.5	25.1
16.	*Godfrey's Talent Scouts*	20.4	24.9
17.	*Wyatt Earp*	20.4	24.3
18.	*Best of Groucho*	20.0	
19.	*Phil Silvers*	20.0	
20.	*20th Century Fox Hour*	19.5	

Multi-Weekly

1.	*Mickey Mouse Club*	12.2	15.5
2.	*Queen For a Day*	9.5	10.2
3.	*Guiding Light*	8.7	9.7
4.	*CBS-TV News*	8.5	9.9
5.	*Search for Tomorrow*	8.5	9.4
6.	*Art Linkletter*	8.2	9.0
7.	*Love of Life*	7.9	8.8
8.	*Arthur Godfrey*	7.8	8.9
9.	*NBC News*	7.8	9.1
10.	*Captain Kangaroo*	7.7	8.8

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for July 28-Aug. 10

TOTAL AUDIENCE †

Number of Homes (000)

Rank		Rating
1.	*Heavyweight Champ. Fight*	17,007
2.	*Gunsmoke*	13,541
3.	*All Star Football Game*	12,332
4.	*Ed Sullivan Show*	11,324
5.	*A. Hitchcock Presents*	11,083
6.	*Playhouse 90*	10,841
7.	*20th Century Fox Hour*	10,720
8.	*$64,000 Question*	10,720
9.	*What's My Line*	10,639
10.	*G. E. Theatre*	10,277

Per Cent of Homes *

1.	*Heavyweight Champ. Fight*	47.5
2.	*Gunsmoke*	34.8
3.	*All Star Football Game*	32.4
4.	*A. Hitchcock Presents*	28.9
5.	*Ed Sullivan Show*	28.8
6.	*What's My Line*	28.8
7.	*Playhouse 90*	28.3
8.	*20th Century Fox Hour*	28.1
9.	*$64,000 Question*	27.3
10.	*G. E. Theatre*	26.4

AVERAGE AUDIENCE ‡

Number of Homes (000)

1.	*Heavyweight Champ. Fight*	14,992
2.	*Gunsmoke*	12,654
3.	*A. Hitchcock Presents*	9,672
4.	*$64,000 Question*	9,672
5.	*What's My Line*	9,591
6.	*G. E. Theatre*	9,229
7.	*I've Got A Secret*	9,027
8.	*$64,000 Challenge*	8,826
9.	*Richard Diamond*	8,665
10.	*20th Century Fox Hour*	8,221

Per Cent of Homes *

1.	*Heavyweight Champ. Fight*	41.9
2.	*Gunsmoke*	32.5
3.	*What's My Line*	25.9
4.	*A. Hitchcock Presents*	25.3
5.	*$64,000 Question*	24.6
6.	*G. E. Theatre*	23.7
7.	*$64,000 Challenge*	23.1
8.	*I've Got A Secret*	23.0
9.	*Richard Diamond*	22.1
10.	*20th Century Fox Hour*	21.6

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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ARB

TOP 10 NETWORK PROGRAMS

Tv Report for Aug. 1-7

Rank		Rating
1.	*Gunsmoke*	36.2
2.	*I've Got a Secret*	30.4
3.	*Twenty-One*	29.8
4.	*What's My Line*	28.7
5.	*Lawrence Welk*	28.3
6.	*$64,000 Question*	27.8
7.	*Climax*	25.9
8.	*Ed Sullivan*	25.9
9.	*Alfred Hitchcock*	25.5
10.	*G. E. Theatre*	25.3

Rank		Viewers
1.	*Gunsmoke*	38,220,000
2.	*I've Got a Secret*	30,280,000
3.	*Lawrence Welk*	29,320,000
4.	*Ed Sullivan*	27,520,000
5.	*Steve Allen*	27,510,000
6.	*Twenty-One*	27,350,000
7.	*G. E. Theatre*	24,170,000
8.	*Climax*	24,120,000
9.	*$64,000 Question*	24,020,000
10.	*Alfred Hitchcock*	23,720,000

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BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Steve Allen Show NBC-130): participating sponsors, Sun. 8-9 p.m.

All-Star Football Game ABC-128): Pabst (N,C&K), Standard Oil (D'Arcy), Pure Oil (Burnett), Fri. Aug., 9-9:30 p.m.-conclusion.

Best of Groucho (NBC-180): De Soto (BBDO), Toni (North), Thurs. 8-8:30 p.m.

Captain Kangaroo (CBS-various): participating sponsors, Mon.-Fri. 8-9 a.m.

CBS News (CBS-154): participating sponsors, Mon.-Fri. 7:30-7:45 p.m.

Climax (CBS-168): Chrysler (M-E), Thurs. 8:30-9:30 p.m.

G. E. Theatre (CBS-154): General Electric (BBDO), Sun. 9-9:30 p.m.

Arthur Godfrey (CBS-116): participating sponsors, Mon.-Thurs. 10-11:30 a.m.

Godfrey's Scouts (CBS-165): Lipton (Y&R), Toni (North), Mon. 8:30-9 p.m.

Guiding Light (CBS-118): Procter & Gamble (Compton), Mon.-Fri. 12:45-1 p.m.

Gunsmoke (CBS-154): Liggett & Myers (D-F-S) alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

Heavyweight Championship Fight (NBC-175): Buick (Kudner), Mon. July 29, 10-10:56 p.m.

Alfred Hitchcock Presents (CBS-144): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I've Got a Secret (CBS-199) R. J. Reynolds Tobacco (Esty), Wed. 9:30-10 p.m.

Julius La Rosa Show (NBC-156): participating sponsors, Sat. 8-9 p.m.

The Lineup (CBS-162): Brown & Williamson Tobacco Co. (Bates), Procter & Gamble (Y&R), Fri. 10-10:30 p.m.

Art Linkletter (CBS-114): participating sponsors, Mon.-Fri. 2:30-3 p.m.

Love of Life (CBS-160): American Home Products (Bates), Mon.-Fri. 12:15-12:30 p.m.

Mickey Mouse Club (ABC-94): participating sponsors, Mon.-Fri. 5-6 p.m.

NBC News (NBC-93): participating sponsors, Mon.-Fri. 7:45-8 p.m.

Playhouse 90 (CBS-134): American Gas Assn. (Lennen & Newell), Bristol-Myers (BBDO), Philip Morris (Burnett), Thurs. 9:30-11 p.m.

Queen For a Day (NBC-152): participating sponsors, Mon.-Fri 4:30-5 p.m.

Richard Diamond (CBS-184): General Foods (Benton & Bowles), Mon. 9:30-10 p.m.

Search for Tomorrow (CBS-133): Procter & Gamble (Burnett), Mon.-Fri. 12:30-12:45 p.m.

Phil Silvers (CBS-191): Reynolds Tobacco (Esty), Procter & Gamble (Burnett), Tues. 8-8:30 p.m.

$64,000 Challenge (CBS-117): P. Lorillard (Y&R), Revlon (BBDO), Sun. 10-10:30 p.m.

$64,000 Question (CBS-172): Revlon (BBDO), Tues. 10-10:30 p.m.

Studio One Summer Theatre (CBS-100): Westinghouse Electric (M-E), Mon. 10-11 p.m.

Ed Sullivan Show (CBS-174): Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Twentieth Century Fox Hour (CBS-133): Revlon (LaRoche), Wed. 10-11 p.m. alt. weeks.

What's My Line (CBS-157): Helene Curtis (Ludgin), Remington Rand (Y&R), Sun. 10:30-11 p.m.

Wyatt Earp (ABC-103): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

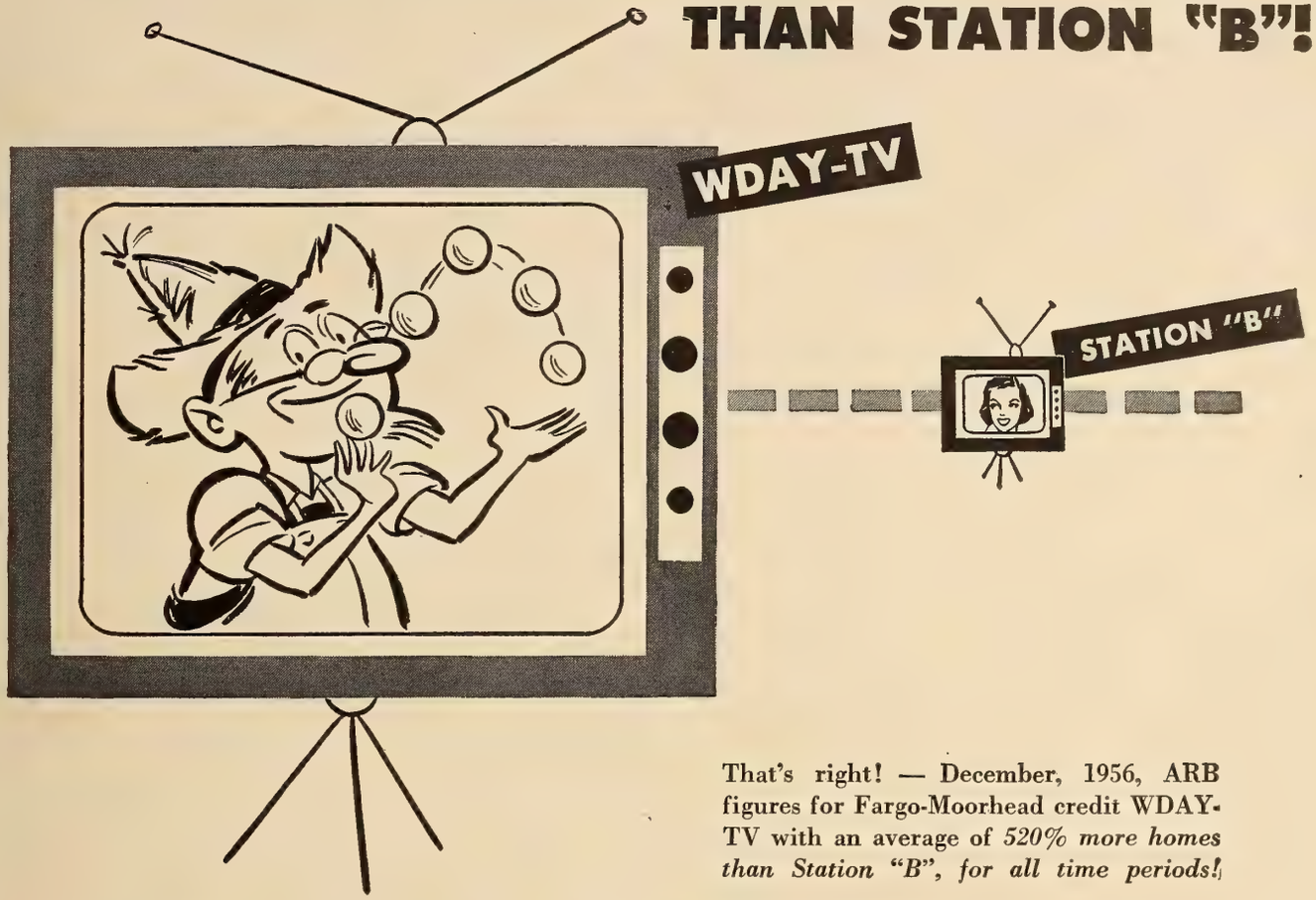
Antell Consolidates Billing In Shift From Katz to Venze

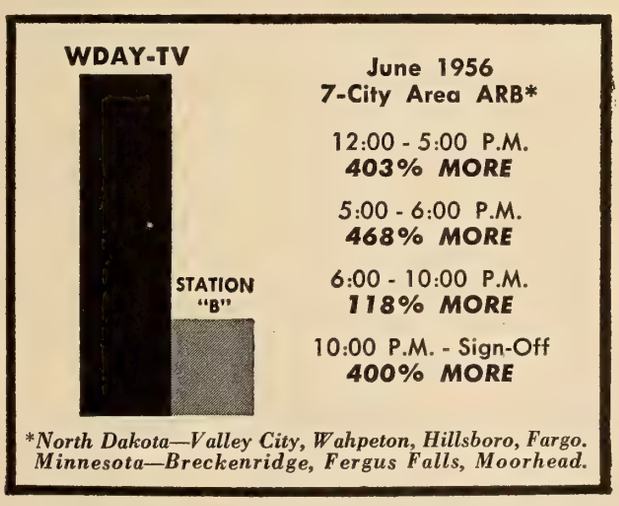
Charles Antell Inc. (Formula 9, hair spray, men's and women's shampoos), Baltimore, has announced the transfer of its $3 million account to Paul Venze Assoc., Baltimore, from the Joseph Katz agency, that city. The change is effective Oct. 1.

Almost all of the billing is in television, with most of it involved in film-for-time deals. Venze Assoc. has done the time-buying for the firm for some time and now will handle the creative work as well. According to Charles Weigert, director of advertising and marketing for Antell, the firm simply "didn't feel the need for two agencies."

Antell has been active in film-for-time trading for over a year [B•T, March 27] and now is represented in 98 markets. Contracts are all on a 52-week basis, so that its activities will remain unchanged, basically, until the end of the year. At that time, according to Mr. Weigert, Antell hopes to expand into print and possibly increase its limited use of radio. Coincident with the agency switch, Antell will increase its own advertising department from 8 to 18.

WDAY-TV DELIVERS 520% MORE FARGO-MOORHEAD HOMES THAN STATION "B"!





North Dakota—Valley City, Wahpeton, Hillsboro, Fargo. Minnesota—Breckenridge, Fergus Falls, Moorhead.

That's right! — December, 1956, ARB figures for Fargo-Moorhead credit WDAY-TV with an average of *520% more homes than Station "B", for all time periods!*

WDAY-TV gets—

760% More—12 Noon to 5:00 P.M.!
872% More—5:00 P.M. to 6:00 P.M.!
181% More—6:00 P.M. to 10:00 P.M.!
270% More—10:00 P.M. to Sign-Off!

That's just the Fargo-Moorhead picture. June, 1956 ARB figures (left) prove that WDAY-TV is almost as popular in five other Red River Valley cities — *each between 40 and 60 miles away!*

Your Peters, Griffin, Woodward Colonel has all the facts.

P. S. *Average ARB Rating, 6:00 - 10:30 P.M., WDAY-TV—43.6. Station "B"—11.9.*

WDAY-TV

FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC



PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

THE GRAY GHOST

Excitement-charged as a cavalry raid, THE GRAY GHOST dramatizes the life and legend of one of the Civil War's great soldier-statesmen, dashing Colonel John S. Mosby.

THE GRAY GHOST, starring Tod Andrews, documents the true-life adventures of Colonel Mosby and his famed Raiders, daredevils on horseback whose fearless exploits behind the Union lines comprise one of the most eventful chapters in America's colorful history.

Epic in scope, universal in appeal—THE GRAY GHOST (39 half-hours) has already been sold to such major regional advertisers as Habitant Soups (throughout New England), Loblaw food chain (upper New York State and Erie) and Colonial Stores (Virginia, the Carolinas, Georgia and Alabama).*Other territories are going fast, so act quickly. Call . . .

CBS TELEVISION FILM SALES, INC.

". . . the best film programs for all stations"

*Also signed are Welch Grape Juice; Gunther Beer; Sears, Roebuck; Freihofer Baking Co.; Block Drug Co.; Adams Dairy; Foley's Department Store (Houston) and many others.



Merchandising Activity Accelerated by CNP

California National Productions Inc., NBC subsidiary, is stepping up its merchandising activity.

In a move hailed by CNP as "multi-directional" and aimed to "broaden the base of manufacturer's values in merchandising and vertically to intensify services for present franchise holders," California National has formed a new "Products Development Board."

CNP plans to work closely with the licensed manufacturers on a step-by-step basis. As expressed by Robert R. Max, manager of the division, "Merchandising cannot be attached to a product at the last minute in the hope of making it more salable. It must be carefully built in and developed from the ground up. Only then can the product be correctly marketed and promoted."

The division's new board will include Mr. Max, formerly advertising and sales promotion manager of Food Fair Stores and the Welch Grape Juice Co.; Selwyn Rausch, former head of merchandising for Terrytoons Inc. and for the Hal Horne Organization; Gladys Murray, former exploitation manager for Eagle Lion Films and vice president of Dogpatch Styles (an Al Capp enterprise); Mario Trombetta, formerly in art and package design with Terrytoons Inc. and Transfilm Inc., and Serge Valle, manager of NBC Television Films' research and sales development department, who will handle product and market research.

Emphasis by the board is to provide a follow through after a product has been launched. This would include sales plans, promotional themes, point-of-sale materials, program or personality cooperation, advertising, publicity and exploitation. Thus, the board will originate, develop, market and promote products in cooperation with manufacturers licensed for NBC and California National personalities and programs (network shows and syndicated film series).

Mr. Max said his firm believes the new blueprint "to be the most comprehensive concept of character merchandising yet undertaken."

A variety of manufacturers, some of them leading toy makers, are licensed by the division to make and sell products identified either with NBC or the subsidiary firm. Among products and their manufacturers CNP lists for immediate distribution are "Twenty One" quiz game by Lowell Toy Co.; "Tic-Tac-Dough" quiz game by Transogram Inc. and "Little Rascals" dolls by Ideal Toy Co.

Scheduled to be on sale in stores in the next few months: "Silent Service" plastic puzzle by Pract-Cole products; "Kokomo Jr." pull toy by Tee-Vee Toys, phonograph records by RCA Victor and Bend-Me and Squeeze-Me toys by Bayshore Industries; "Life of Riley" comic books by Dell Pub. Co.; "Little Rascals" squeeze toys by Bayshore and "Sir Lancelot" picture story books by Whitman Pub. Co.

Newly placed in distribution also are "Kokomo Jr." dolls and puppets by Franch Doll Co. and Clown Ball Game by Happy Hour Game Co. and "Little Rascals" coloring books by Saalfield Pub. Co.

Franchise agreements are made with manufacturers on the basis of percentage royalties. CNP has four divisions, the merchandising unit, NBC Television Films (syndicated tv series), theatrical unit (NBC Opera Co. and interests in some legitimate theatre products) and film service (Calatron system for training and industrial films).



NEW DESIGN *is discussed by Robert Max (c), manager of California National Production's merchandising division, with members of the division's new Products Development Board. L to r: Mario Trombetta, Gladys Murray, Mr. Max, Selwyn Rausch and Serge Valle. Some of the merchandise identified with NBC programs and personalities (CNP syndicated film shows also are handled) are in the photo:* Twenty One *and* Tic-Tac Dough *quiz games are on the table, while Kokomo Jr. doll and bean toss are seen on the wall.*

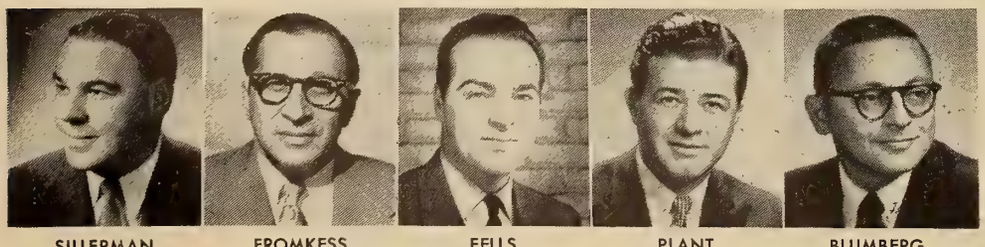
TPA Names 3 to Board, 2 V.P.s, Budgets $6 Million for 1957-58

Television Programs of America Inc.'s 10-day management meeting, concluded last week, resulted in election of three new members of the board of directors and two vice presidents and a 1957-58 production budget of at least $6 million.

New directors, announced by President Milton A. Gordon, are Michael M. Sillerman, executive vice president; Leon Fromkess, vice president for production, and Bruce Eells, vice president, western division.

Newly elected vice presidents are Walt Plant, manager of central division, to vice president for that division, and Kurt Blumberg, vice president for sales coordination. The latter had been assistant vice president. Mr. Plant and Mr. Blumberg, as well as Mr. Eells, report to Mr. Sillerman, who is responsible for all sales.

In disclosing TPA's initial appropriation of $6 million for new programs, Mr. Gordon stated that TPA plans to do at least five new half-hour tv film shows. One of these is *Turning Point,* to be produced in equal partnership with Entertainment Productions Inc. Four other new programs have been selected on which pilot films are to be made later this year, Mr. Gordon said, adding that TPA has taken options on 14 other new programs of which it will select several more for possible production next year.



SILLERMAN FROMKESS EELLS PLANT BLUMBERG

McWilliams Plans Film Firm To Operate in Latin America

Harry K. McWilliams, formerly with Screen Gems, Columbia Pictures and other radio-tv and motion picture organizations, announced last week he is forming his own company for production of live television and radio programs in Latin America and the distribution of films for television in that area.

He was in New York last week to negotiate for Latin American rights to a number of programs currently on U. S. networks. He plans to produce and sell the shows in Mexico, Cuba, Venezuela, Colombia, Puerto Rico and other countries in South and Central America.

Louisville's FOREMOST and BEST KNOWN FIGURE



WHAS-TV's Channel 11 figure is a standout . . . reminding viewers that for outstanding programs, whether community service, entertainment or news and weather, WHAS-TV is the answer.

Staff-taken film of Eastern Kentucky's vicious 1957 flood ran daily in the WHAS-TV news programs—Louisville's only television news coverage of scope and depth. WHAS-TV newsreel of Governor Chandler's bid for the Democratic presidential nomination in 1956 won a Sigma Delta Chi award. The exclusive daily newsreel is typical of WHAS-TV's unique programming.

The Channel 11 figure should remind you that for selling results, your advertising deserves individual attention . . . and the ADDED IMPACT OF PROGRAMMING OF CHARACTER. In Louisville, WHAS-TV programming PAYS OFF!

FOREMOST in Service—
BEST in Entertainment!

VICTOR A. SHOLIS, Director
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

316,000 WATTS
Channel 11
WHAS-TV
LOUISVILLE, KENTUCKY

BASIC CBS-TV Network

NTA Opposes Barter Operations As 'Detrimental to Tv Industry'

National Telefilm Assoc., New York, which has explored the possibility of setting up a "barter" operation, last week went on record as opposed to this method of film distribution and characterized it as "detrimental to the entire television industry."

This statement of policy was issued by Oliver A. Unger, vice president of NTA, who referred only indirectly to the much-discussed NTA-Exquisite Form Brassiere barter negotiations which failed to shape up. Without mentioning the bra company, Mr. Unger declared:

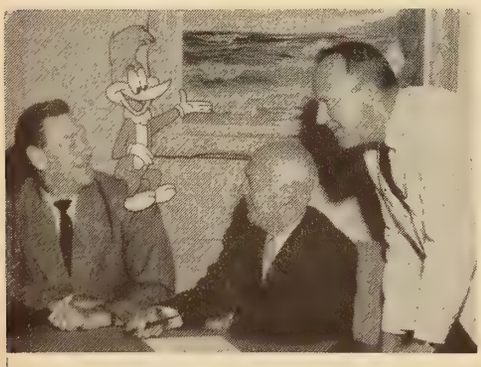
"To test the efficiency of this type of distribution [barter], we organized a separate division of our company to conduct some experiments in this field. After taking soundings in various parts of the country, we have concluded that the interests of the stations, the advertisers and film distributors would best be served by an immediate and complete halt to this experiment."

Mr. Unger said NTA is ceasing all "bartering" activities immediately. He castigated "barter deals" in sharp terms, claiming they "downgrade the values both of film and station time."

Guild Buys 1,200 Shorts

Acquisition by Guild Films Co., New York, of approximately 1,200 short subjects produced by RKO Pictures was announced last week by Reub Kaufman, Guild president. The films were purchased for an undisclosed price from C & C Television Corp., which obtained them when it purchased the RKO pre-1948 library almost two years ago.

The films include more than 500 comedies, featuring such personalities as Edgar Kennedy, Leon Errol, Jimmy Gleason, Ned Sparks and Benny Rubin. Other product includes musicals, sports features and documentaries. Sales plans for the films will be announced shortly, Mr. Kaufman said.



WOODY WOODPECKER perches on the shoulder of Ernest B. Hueter, general advertising manager for Interstate Bakeries Corp., Los Angeles firm which has hired the bird for its tv spots. Walter Lantz (c), creator of the cartoon bird and president of Walter Lantz Productions, signed for his protege to do 15 commercials on four Interstate bread products. At right is Al Buffington of Dan B. Miner Co., Interstate agency.

NBC RADIO, AFFILIATES EXCHANGE COMPENSATION, CLEARANCE PLEAS

- **Affiliates term New York sessions as constructive**
- **P&G's return to network radio for Gleem disclosed at meet**

Pleas by NBC Radio officials for better station clearances and station requests for network consideration on a number of points —including compensation increases and abandonment of six-second participating sales by the network—highlighted last week's session of NBC Radio affiliates with NBC officials.

No formal action was taken on the station requests, but the consensus of many participants was that the two-hour discussion they evoked with network officials was "constructive" and would lead to the solution of "a number of housekeeping problems" in network-affiliate relationships. Few if any affiliates appeared to expect that NBC would in fact drop its six-second participations or, at this time, increase station compensation rates.

After the session the affiliates issued a statement saying they had listened "with interest and enthusiasm to the reports . . . on the tremendous progress on all fronts"; were "particularly gratified by the upsurge in sponsored time which has given NBC undisputed leadership in the radio industry"; regard the announcement of new and impending sales as "further evidence of the radio network's great vitality," and "commended the network for its continuing effort to strengthen its program structure and enlarge its area of service to the public."

Aside from compensation and elimination of six-second participations, points on which affiliates had asked consideration—and which were discussed at length in the session with NBC officials—included limiting the number of sponsors of the five-minute *News on the Hour* broadcasts to two, in order to lessen the chance of conflicting with local or national-spot sponsors; tightening of the production of commercials on *Monitor* and restricting them to those scheduled in advance; return of the morning *Bandstand* program to its original concept of using name bands instead of a house band, and limiting the use of the "Hot Line" service to really hot news only.

The session, held Thursday as part of a three-day New York meeting of NBC television and radio affiliates (see stories, below and page 46), also was informed that Procter & Gamble, No. 1 radio and tv advertiser, was returning to network radio via a contract with NBC Radio for some 40 announcements a week for 13 weeks. Details were not disclosed, but it was understood the product is Gleem toothpaste.

The meeting was closed to newsmen, but participants said NBC officials put heavy emphasis on the need for better clearance of network programs, stressing that NBC Radio is now on the move and that the only thing that can hold it back is inadequate clearances.

Clearances were said to be a main theme in talks by both NBC President Robert W. Sarnoff—who, incidentally, also stressed the importance of clearances in his address to the tv affiliates—and Matthew J. Culligan, NBC vice president in charge of the radio network.

Mr. Sarnoff was quoted as saying that 1957 is the first year in the last 10 that NBC Radio has improved its financial position, and that each quarter of this year has surpassed the preceding one.

He also was said to have told the radio affiliates that NBC is willing to continue investing large sums in the radio network provided it can see break-even or profitable operations ahead—and that in the last analysis clearances are the key to progress.

In the same vein, Mr. Culligan was reported to have voiced disappointment with current clearances, taking the position that no shows are as widely cleared as they should be. He said real progress, including rate increases, depends on program clearances.

Mr. Culligan, making the main presentation to the affiliate group, also was said to have pointed up the network's gains in sponsored hours, its program advances, promotion activities and policies designed to help affiliates, such as the "no waste" plan which permits stations to sell network availabilities not sold by the network. He was reported to have cited gains registered by NBC o&o stations in spot and local sales and also in network compensation [B•T, Sept. 9] as an example of benefits which affiliates may gain by cooperating with network policies.

The signing of Procter & Gamble by NBC Radio marks the return of P&G to network radio after an absence of several months, and the move was seen by NBC officials as especially significant in view of the company's stature as an advertiser. P&G dropped the major portion of its network radio programs in mid-1956, and has not been on at all since March 1957.

The signing also means that all of the "big three" advertisers are once more using network radio. Colgate-Palmolive Co. is on CBS Radio and Lever Bros. is on both CBS and NBC Radio.

Five New Members Elected To NBC Radio Affiliates Unit

Five new members were elected to the NBC Radio Affiliates Executive Committee last Thursday as officials of some 125 radio affiliates convened in New York.

As announced by George W. Harvey of WFLA Tampa, chairman of the committee, they are: Ray Welpott, WKY Oklahoma City, named committee vice chairman; Douglas Manship, WJBO Baton Rouge, La., secretary-treasurer; William Grant, KOA Denver; Kenneth Hackathorn, WHK Cleve-

SEVEN

COMPANY OWNED AND OPERATED OFFICES
PROVIDE ACROSS-THE-COUNTRY SALES
ORGANIZATION TO SERVE AND SELL ADVERTISERS
AND THEIR AGENCIES ON THE SPOT

PLUS

THE MOST EFFECTIVE ON-THE-SPOT SALES TOOL:

ALL OFFICES EQUIPPED WITH THE COMPLETE STORY
OF EACH STATION AND ITS MARKET,
ON TAPE AND FILM, BRINGING THE PERSONALITIES
OF THE STATION TO THE BUYERS' DESKS THROUGH
THE USE OF PORTABLE TAPE-RECORDERS AND PROJECTORS.

HEADLEY-REED CO.

NEW YORK — PHILADELPHIA — CHICAGO — ST. LOUIS — ATLANTA — SAN FRANCISCO — HOLLYWOOD

land, and Willard Schroeder, WOOD Grand Rapids, Mich.

Other committeemen, in addition to Chairman Harvey are Harold Hough, WBAP Fort Worth; George Wagner, KFI Los Angeles, and David M. Baltimore, WBRE Wilkes-Barre, Pa. The five new members succeed Harold Grams, KSD St. Louis; G. Bennett Larson, KDYL Salt Lake City; Richard H. Mason, WPTF Raleigh, N. C.; J. Leonard Reinsch, WSB Atlanta, and William H. Rines, WCSH Portland, Me.

Lewine Named New NBC-TV V.P. For Tv Programs; Other Changes

As part of a series of promotions and reassignments within the NBC-TV program department, Robert F. Lewine last week was named vice president, television network programs. Mr. Lewine, who has served for the past nine months as vice president, nighttime television programs, will be responsible for an enlarged area of responsibility, covering daytime as well as nighttime shows.

He will continue to report to Manie Sacks, NBC vice president, television network talent and programs. Mr. Sacks also announced these changes:

Alan D. Courtney, program supervisor, to director, nighttime programs; Julian Bercovici, senior program manager, to manager, nighttime program operations, along with Joseph P. Cunneff, who has been serving in that capacity; Ernest V. Theiss, manager, production operations, to manager, nighttime program administration; David Sontag, program services coordinator, nighttime programs, to supervisor, nighttime program services.

Robert F. Aaron, station contact representative, to manager, daytime program administration; Frederick L. Wilson, program unit manager, to manager, daytime program operations; John C. Greene, management trainee, to supervisor, daytime program services; Thomas O. Loeb, network producer, to director of special programs.

Continuing in their present posts are Carl Lindemann Jr., director, daytime programs; David Tebet, manager, special programs; William V. Sargent, director, participating programs; William Hammerstein, director, program submissions, and Ross Donaldson, manager, program submissions.

Americanism Award to Sarnoff

NBC President Robert W. Sarnoff will receive the American Legion's Americanism award for his "vision and leadership in launching the NBC educational television project," W. C. Daniel, Legion national commander, announced last week. The award will be presented at the Legion's 39th annual national convention tomorrow (Tuesday) in Convention Hall, Atlantic City. Excerpts of the ceremony and Mr. Sarnoff's speech of acceptance will be broadcast by the network as part of its nightly *Nightline* program (9:35-9:50 p.m.) on the same night.

SARNOFF CHARTS TV COURSE

NBC will tackle network television's perennial summertime program problem by undertaking to turn the repeat-show season into a "training camp for program tryouts and new star development," President Robert W. Sarnoff told NBC affiliates convened in New York last week.



MR. SARNOFF

His address was a Friday morning feature of an uncommonly placid three-day meeting of more than 200 NBC television and radio affiliates, held Wednesday through Friday at New York's Waldorf-Astoria Hotel. The conclave included separate closed meetings of the radio and tv bodies, a workshop for NBC-TV optional affiliates, luncheon sessions, committee elections, and a Thursday night dinner with entertainment by Jack Paar and Dody Goodman of the *Tonight* show.

Speaking at a joint affiliates-NBC session which also featured a speech by Robert E. Kintner, executive vice president in charge of tv programs and sales—plus a hard-hitting competitive presentation which depicted NBC-TV as No. 1 daytime network and close contender for No. 1 all-around honors—Mr. Sarnoff told the affiliates that NBC's "thought and energies" are "focused on the future." He said:

"We have already laid out the program types we want developed as new NBC properties to meet our long-range needs, and we intend to keep working well ahead of requirements so that our schedules can be refreshed and our leadership assured."

He announced the formation of a special "program development unit" which will plan ahead in the general entertainment field as the network's special projects unit now does in the public interest area.

"Perhaps, eventually," he said, "the summer will become an opener for the succeeding season, instead of the tail-end of the old one."

He said that "Pete Salomon's special projects unit is already at work blueprinting major new program ventures for the 1958-59 season and beyond," and that "next month Bob Kintner, Manie Sacks and I plan to assemble all the creative people at NBC and those under contract, together with top outside production agencies, and begin screening and sifting an inventory of new program ideas for the summer and fall of 1958. Working together, we'll select the ones which look best to use, decide who can best develop them, and start them rolling for future use."

The hour-long cellomatic presentation of "Network Television: 1957-58," narrated by Sales Planning Vice President Don Durgin and also featuring NBC-TV stars in film clips and kinescopes, outlined in detail NBC-TV's program schedule for the coming year and what competition it faces on the other networks [B•T, beginning Aug. 1], stressed the strides NBC has made during the past year, detailed plans for 67% more color programming this year than last, and pointed up the coverage of NBC-TV stations.

The producers of the presentation obviously had not forgotten the barbs that ABC-TV threw at NBC last February when, in a presentation of its own, it claimed that in competitive periods it had supplanted NBC as the No. 2 network and was "the leading contender to overtake and pass the current leader" [B•T, Feb. 18]. For NBC-TV's presentation was studded with figures that put ABC-TV on the bottom, and the text made sure that nobody missed the figures.

In his address, Mr. Sarnoff told the affiliates that NBC faces the future with "measured optimism"—confident that "threats to our existence that continue to ferment outside the industry" will "ultimately be resolved in favor of free broadcasting, founded on the network system," and that "our progress will quicken in the coming year and . . . our leadership is assured."

He said he based his confidence on "our organizational strength" and "creative resources," and on "the strength of the ties that bind NBC and its affiliates."

He especially stressed the importance of station clearance for network programs. Asserting that an advertiser can not get maximum results without "action by the station" as well as by the network, he said:

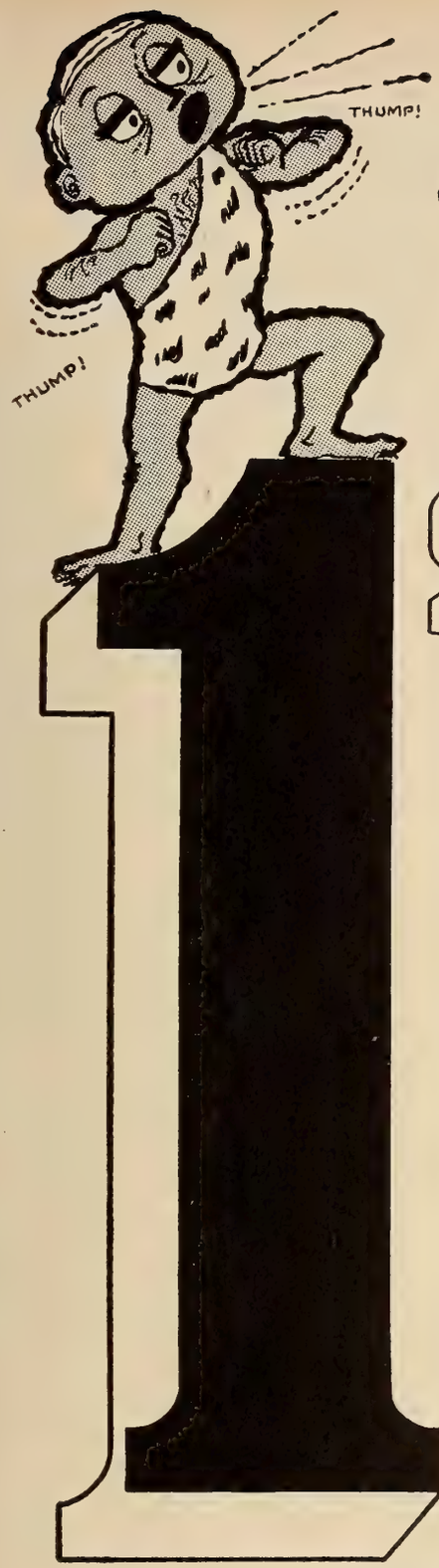
"A station which does not clear for a network program is, to that extent, reducing the audience for the program and its advertising efficiency. And to get right down to details, a station which insists on a middle station break in a major hour drama, as a condition of clearance, is certainly not making its maximum contribution to the common effort.

"Now neither of these situations, in isolation, may be fatal to the success of any particular network program or to the network service as a whole. And a station may well feel that the balance of its own interest lies in favor of passing up one or more network shows or insisting on the station break. But I would quarrel with the soundness of that judgment from the station's own viewpoint, because every affiliate has the strongest self-interest in having a network service that will perform to the maximum for the audience and advertiser.

"When network competition is so keen, and when hard selling is the order of the day, even a nibbling away at the audience and advertising values can tip the scale the wrong way. Our drive for leadership—which is your leadership too—is all-out and your joining that drive on an all-out basis is the necessary ingredient for the success we expect."

The "heart" of NBC's part of this drive, he said, is "developing and maintaining the most effective schedule for the audience and the advertisers."

Of the series of governmental probes to



Radio Chicago

WJJD

1ST in Chicago

in number of listeners for your advertising dollar!

Compare: **WJJD** has lowest cost per thousand radio homes*

STATION	COST PER THOUSAND
WJJD	**$ .292**
Independent Station A	.293
Independent Station B	.38
Network Station A	.75
Independent Station C	.82
Independent Station D	1.04
Network Station B	1.10
Network Station C	1.78
Independent Station E	2.13

*Comparison based on latest Pulse ratings for Chicago 6-County Area, total rated time period, 9 a.m.-6 p.m. Mon.-Fri., and rates for one-min. Class A spots, maximum discount.

Latest Hooper (July-August, 1957) shows:

WJJD **2nd** Noon-6 p.m., Mon.-Fri.
WJJD **3rd** 7 a.m.-Noon, Mon.-Fri.

Keep your eye on these other Plough, Inc. Stations:

Radio Baltimore **WCAO** | Radio Boston **WCOP** | Radio Memphis **WMPS**

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

NEW YORK	CHICAGO	LOS ANGELES	BOSTON	ATLANTA	SAN FRANCISCO	SEATTLE
7 E. 47 St.	75 E. Wacker Dr.	111 N. LaCienga Blvd.	Statler Office Bldg.	217 Glenn Bldg.	110 Sutter St.	Tower Bldg.
MU 8-4340	FI 6-0982	OL 5-7597	HU 2-4939	JA 2-3872	GA 1-6936	EL 1868


OUR

PLACE IN SPACE



NATIONAL AWARDS *(current)*

OHIO STATE UNIVERSITY AWARD

First award in the national classification for a program directed to special interest groups



HEADLINERS AWARD

For consistently outstanding news reporting by a radio station



RADIO TELEVISION NEWS DIRECTORS ASSN. AWARD

For outstanding radio news operation

LOCAL AWARDS *(current)*

ILLINOIS ASSOCIATED PRESS AWARD



First place —Best local regularly scheduled news program
First place —Best local regularly scheduled farm show
First place —Best local regularly scheduled sports show
First place —Best local special events coverage
First place —Best general excellence of news presentation
Second place—Best documentary program



CHICAGO FEDERATED ADVERTISING CLUB AWARD

For local special features—Public service
For local programs—Audience participation
For local programs—Drama

• THE MOST HONORED • THE MOST SPONSORED

WBBM-RADIO

Est. 1922 Chicago's *Showmanship* Station

CBS RADIO in Chicago—represented by CBS Spot Sales



wice

is now the

number 1

cost per thousand station

in Providence

Get out the slide rule, figure again . . . Providence is no longer an automatic buy because WICE is on the move! Up and up the ratings go in just eleven months of Elliot management. Do nothing 'til you see Hooper, July and August.

The ELLIOT STATIONS
great independents • good neighbors
TIM ELLIOT, President

Akron, Ohio - WCUE / WICE - Providence, R. I.

National Representatives The John E. Pearson Co.

NBC-TV, THOU BRUTE!

A Sid Caesar fan spent $33 on a small *New York Times* advertisement last week in his effort to bring the comedian back to television and succeeded in drawing about a hundred letters plus praise from NBC-TV, Mr. Caesar's former long-standing vehicle. New York attorney Harry J. Macklis, self-appointed head of the "Committee for Caesar's Longevity," used the theme, "Don't Bury Caesar," in his newspaper ad and asked, "Do we get Sid Caesar back or do we have to throw away our tv sets?" NBC-TV hailed Mr. Macklis as "the sort of loyal fan who plays a most vital role in television today" but had no comment about the prospects of reviving *Caesar's Hour*, dropped reportedly because of loss of rating.

which networks have been subjected, Mr. Sarnoff said that "even though we lead dangerous lives, I am optimistic enough to feel that investigations of the network operation will produce a body of knowledge which—if it is fairly considered—will lead to understanding. And with a realistic understanding of how and why we operate, we need not fear dismemberment. It is hard for me to believe that a service which has such great public acceptance and support, and which serves such important public needs, will be consciously or unconsciously damaged by those pledged to protect the public interest."

Mr. Sarnoff singled out Mr. Kintner and his associates "for their tremendous accomplishment in building this [fall program] schedule and for the creative imagination that went into it—not only in terms of show business, but also in terms of advertising business."

The cellomatic presentation stressed the advances NBC-TV has made during the past year, compared with the records of the other networks. Where last October's "Top 30" shows included three of ABC-TV's, 21 of CBS-TV's and six of NBC-TV's, the presentation reported, in June the score was two for ABC, 15 for CBS and 13 for NBC. Similar comparisons were made in terms of average audience ratings, homes reached per average minute, and average share of audience throughout the week—all showing marked gains by NBC.

In a further comparison—how each network's average rating stacked up against the average for all three networks—the study put NBC's June average 10% above "par," CBS-TV's 16% above, and ABC-TV's 26% below. "This," the affiliates were told, "is perhaps the simplest way to show what has happened during the 1956-57 season—NBC gaining ground against CBS in the two-network race for television leadership."

After spelling out NBC-TV's 1957-58 nighttime schedule—61% of which will be new programs—the presentation detailed the network's expanded color plans. It said

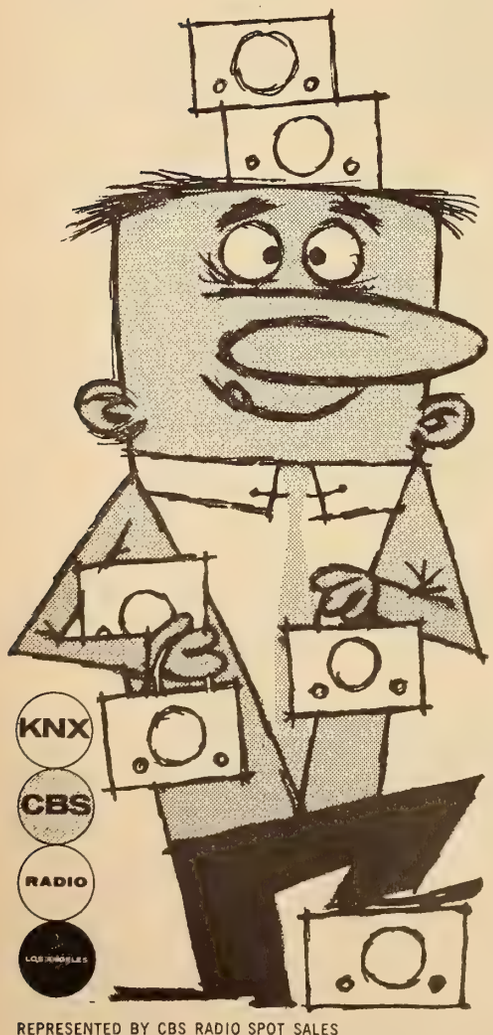


of Portland and 30 surrounding Oregon-Washington counties in the palm of her lovely hand. Her station is **KOIN-TV**. The way she reacts to buying suggestions is absoluteiy charming. You'll discover how charming when you learn KOIN-TV's enviable ratings from the gentlemen at CBS Spot Sales.

Buying "sets-in-use" or "ears-in-use"?

It takes more than a stack of hot records and cool personality boys to attract the *real listeners!* Listeners, that is, who tune in their ears and minds when they tune in their radios. KNX-CBS award-winning news programs, complete sports coverage, live shows and dramatic offerings each draw people who *listen* to what we—and you—offer. That's another reason the #1 radio station in Southern California is 50,000 watt

KNX • LOS ANGELES



REPRESENTED BY CBS RADIO SPOT SALES

that while CBS-TV's color schedule went from an average of 3.8 hours a month in 1954 to an average of 8.5 hours in 1957, NBC-TV's went from 5.6 hours to 70.5 hours per month in the same period—and in 1957-58 will go 67% above the level at the start of last season.

The number of stations equipped to carry network color was put at 278—144 NBC-TV affiliates, 131 CBS-TV, 11 ABC-TV, and 6 independents (14 of the stations are joint NBC and CBS affiliates). Color-equipped NBC-TV affiliates have increased 25% in the past year and now cover 97% of U. S. homes, the affiliates were told.

The presentation also pointed out that the joint NBC-BBDO "Colortown" research project makes clear that "color increases tv viewing, greatly increases interest in tv and delivers considerably more impact and advertising effectiveness, earning four times the product-mention recall of black-and-white."

Stressing daytime gains, the presentation maintained that NBC-TV's "present daytime structure, slightly ahead of CBS in total rating and homes reached, is way ahead of CBS in reaching the most valuable customer homes for most products—the young housewife-large family homes that represent the big buyers and the heaviest consumers."

The affiliates were told that in the past six months 18 advertisers had signed for some $21 million in NBC-TV daytime programming. These range from Procter & Gamble with $6 million, Lever Bros, with $3 million, Chesebrough-Ponds with $2.2 million and Minnesota Mining, Sterling Drug, and S.O.S. with from $1.5 to $1.8 million each, to such smaller investors as Owens-Corning ($100,000), Gossard and Star-Kist ($150,000 each), Park & Tilford ($300,000), Welch ($400,000), and Lanolin Plus, Pharmaco, Lehn & Fink and Dixie Cup ($450,000 each).

The presentation said NBC-TV had increased daytime sponsored hours by 26% over last year while CBS-TV increased 19% and ABC-TV, which programs relatively little in daytime, fell off 70%. Moreover, the study continued, NBC-TV optional stations in 1957 have received 22% more hours per station day and night than they did last year, and 110% more daytime commercial traffic hours than in 1956.

The presentation also called attention to NBC's study of television as an auto salesman (see story, page 28) and reported that General Motors is spending 60% of its 1957-58 network tv budget with NBC while Ford is spending 50% with NBC.

The presentation also broke down national advertisers' gross time investments for the first six months of 1957 as follows: 16% of the total billing was on ABC-TV, 46.6% on CBS-TV, and 37.4% on NBC-TV. The presentation continued:

"With the surge in NBC-TV daytime billing and the new programming set for 1957-58, by this time a year from now the billing picture should find NBC narrowing the CBS lead in gross time billings as well as in overall audience levels. . . . As NBC-TV progresses toward the No. 1 spot in the present, its place as No. 1 in television's future seems assured."

VATICAN URGES RADIO-TV SCRUTINY

Radio and television face worldwide scrutiny of their decency standards, backed by the weight of the papacy.

In the first encyclical dealing specifically with radio and tv, Pope Pius XII has ordered creation of national offices in all countries where they do not now exist. These are to use "positive action and authority" to combat undesirable films and radio-tv programs "so that by means of this difficult and extensive province of the arts, Christian ideas may be ever more widely spread."

The 13,000-word encyclical, titled *"Miranda Prorsus,"* (Latin for "The Remarkable Inventions") was dated Sept. 8 and was made public last week in *L'Osservatore Romanano,* Vatican newspaper.

A 1936 encyclical on motion pictures led to creation of the Legion of Decency in the U. S. and similar organizations throughout the world. The Pope's instructions were issued to Roman Catholic episcopacy throughout the world.

In the 1936 motion pictures encyclical Pope Pius XI described supervisory agencies as "national offices of supervision whose business it would be to encourage decent films but to give others a recognized classification and then to publish their judgment and make it known to the priests and the faithful." Pope Pius XII confirmed this definition of the offices he wished to see established and enlarged their scope to include radio and television.

The new encyclical is characterized as having collected into a single document the Catholic Church's views on moral and religious problems dealing with radio, television and motion pictures.

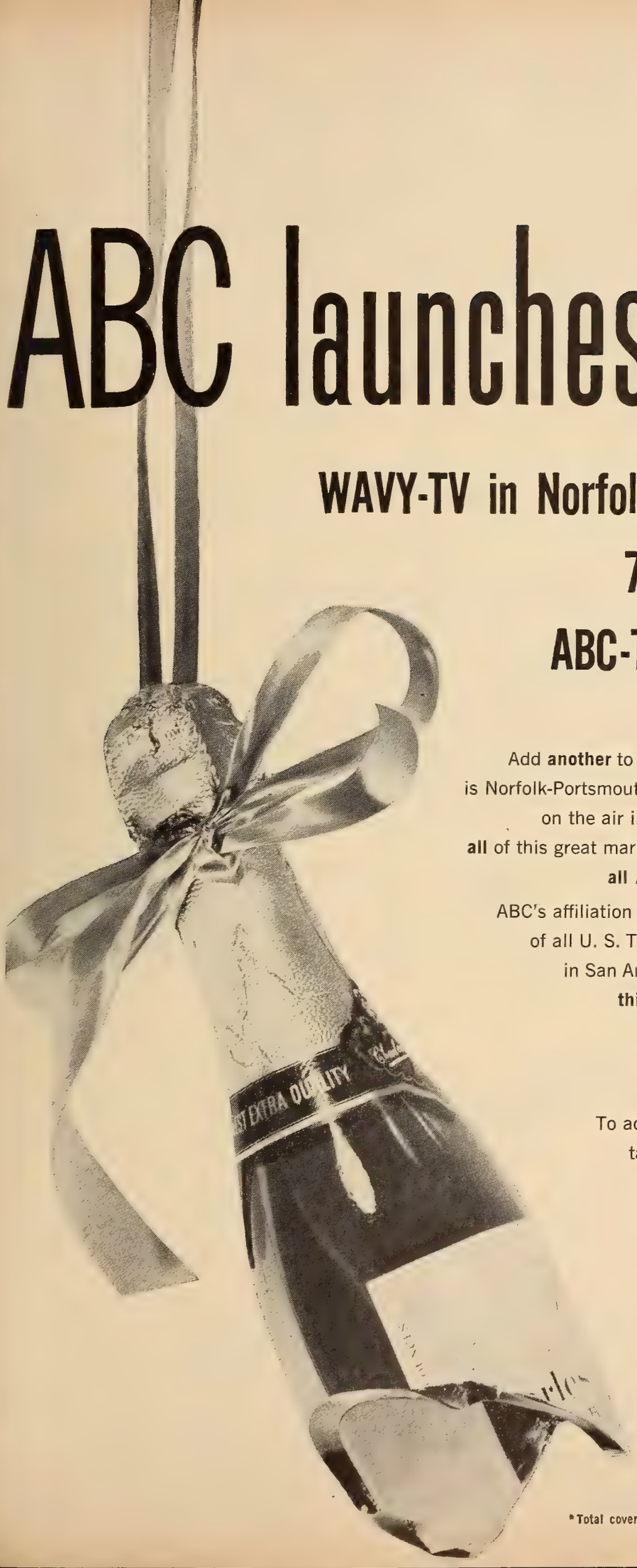
The Pope, referring to radio, said it was "excellent" for Catholics to take advantage of this "privilege of our century" but warned that it was necessary for listeners not only to make a wise choice of programs but also to find suitable ways to express their approval, encouragement and objections in such a way as to help radio in the performance of its educational duties. He observed that more religious programs should be broadcast.

He said the advent of television marked "an important milestone in the history of humanity." He said tv resembled both radio and motion pictures in some ways and the remarks he applied to these media also applied to tv. The Pope declared that the telecasting of liturgical ceremonies should be encouraged but he pointed out that seeing mass by television was no proper substitute for attending church and does not fulfill the obligation of hearing mass.

In 1948, the present Pope formed the Pontifical Commission for Didactic & Religious Motion Pictures, a coordinating

ABC launches another!

WAVY-TV in Norfolk sets sail as ABC-TV's 74th live station, raising ABC-TV coverage to 93.1%*



Add **another** to the growing list of ABC-TV live markets. This one is Norfolk-Portsmouth, Virginia — where WAVY-TV (Channel 10) went on the air in September as a full-time ABC-TV affiliate. Now **all** of this great market (the nation's 37th television market) can see **all** ABC-TV shows — as scheduled and programmed.

ABC's affiliation with WAVY-TV raises our **live** coverage to 78.4% of all U. S. TV homes. Already this year, we've added stations in San Antonio, Tucson, St. Louis and Miami. In the offing, **this season,** are live, competitive ABC-TV affiliates in Peoria, Indianapolis, New Orleans, Omaha, Youngstown, Boston, Amarillo and Pittsburgh. These will push our live coverage up to 85%.

To advertisers, ABC-TV extends a cordial invitation to take a closer look at the **new** ABC coverage story. And to Norfolk, it's a hearty "Welcome aboard!"

abc
television network

*Total coverage for average half-hour evening program. More than 84% of this is live!



Flint . . . the Thumb . . .
plus the Saginaw Valley . . .
ALL IN ONE BIG BUY!

WFDF's BIG new signal* delivers *all* of Northeastern Michigan in one BIG buy! To Flint add Saginaw, Bay City, the rich Thumb, and the heart of the North. NCS #2 shows WFDF as the outstate regional leader and this big new signal will add even more. Call Katz for full details.

*daytime

WFDF

Represented by
The KATZ AGENCY

910 on the dial

NBC Affiliate in Flint, Michigan

group in Rome to pass judgment on public spectacles. Its activities in 1954 were extended to radio and tv under the name of the Pontifical Commission for Motion Pictures, Radio & Television. It has an executive committee and a group of specialists composed of ecclesiastics from many nations for each of the main branches of motion pictures, radio and television. The commission reportedly has stimulated establishment of control organizations in various countries.

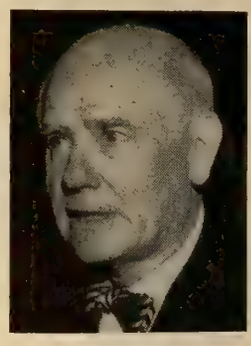
Networks officials declined to comment on the papal encyclical.

The Very Rev. Msgr. Thomas F. Little, executive secretary of the National Legion of Decency, said the encyclical will be studied and analyzed before implementation of instructions is begun.

A spokesman for the American Civil Liberties Union in New York said the group had no comment to make on the papal encyclical, pointing out the Pope had a right to inform his communicants of his views. He added, however, that if a "censorship apparatus" develops, ACLU may study this factor and issue a comment.

AB-PT Elects ABC's Hinckley To Board Executive Committee

Election of Robert H. Hinckley to the executive committee of the board of directors of American Broadcasting-Paramount Theatres Inc. was announced last week by Leonard H. Goldenson, AB-PT president. Mr. Hinckley is vice president in charge of the Washington, D. C., office of the American Broadcasting Co. Division of AB-PT.



MR. HINCKLEY

Mr. Hinckley joined the network in 1946 in his present capacity after serving in top governmental posts in Washington, including that of chairman of the Civil Aeronautics Administration. From 1942-44, he was a vice president of the Sperry Gyroscope Co. He is a director and vice president of AB-PT and a director of the First Security Corp., Ogden, Utah, and of American Paper & Supply Co., Salt Lake City.

Hagerty Attacks CBS Report By Von Fremd on Gov. Faubus

CBS news correspondent Charles von Fremd and the White House differed Thursday on whether White House aides had said in essence that Arkansas Gov. Orval Faubus had decided "to throw in the sponge" in the Little Rock integration dispute.

Mr. von Fremd, a White House correspondent, reported on radio and tv early Thursday morning that presidential aides had interpreted the agreement by the governor to meet with the Chief Executive in Newport, R. I., as a decision by the Arkansan "to throw in the sponge."

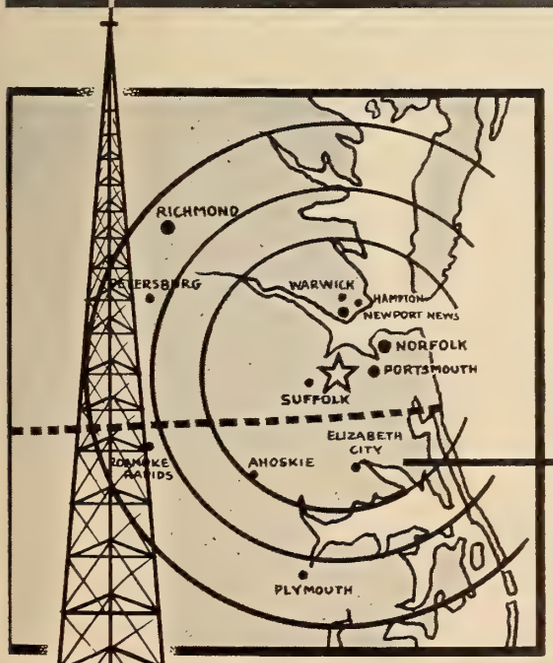
Immediately following the broadcast,



This is Norfolk!

...HUB OF A BILLION DOLLAR MARKET

on the great port of
HAMPTON ROADS



This is Norfolk . . . . Virginia's largest city, heart of the vast Tiderwater area . . . . heart of the largest naval installation on the eastern coast . . . Last year Norfolk's 128,000 families spent $125,155,000 on food alone.

This is only part of what you buy when you buy WAVY-TV covering all of Tidewater and environs . . . reaching 1,753,810 people who spent more than $1,953,907,000 in retail sales alone . . . . WAVY-TV, reaching and pleasing a large segment of the southeastern coast.

this is WAVY-TV

. . . tidewater's NEW VHF Station that blankets the world's greatest port with a 316,000 watt signal

WAVY-TV

REPRESENTED NATIONALLY BY H-R

CHANNEL 10

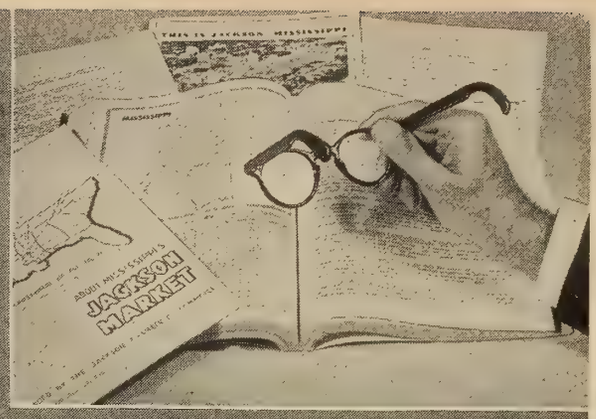
abc AFFILIATE

801 Middle St.
Portsmouth, Va.
Tel. EX 3-7331

709 Boush St.
Norfolk, Va.
Tel. MA 7-2345

316,000 Watts *1,050 Ft. Tower*

Hunter Phelan, Pres. *Carl Burkland, Ex. Vice Pres. & Gen. Mgr.*



People Are Watching

Jackson, Mississippi

THE SOUTH'S FASTEST GROWING TV MARKET

now 220,000* TV Homes!

*TELEVISION MAGAZINE

It will pay you to keep your eyes on Jackson. With a metropolitan population approaching 175,000, Jackson today has an effective buying income per family of $5735.** WLBT and WJTV blanket this important metropolitan market and all of central Mississippi.

**Sales Management 1957 Survey of Buying Power

Reach this rapidly expanding market with television . . . two great stations

WLBT NBC-ABC CHANNEL 3 Hollingbery

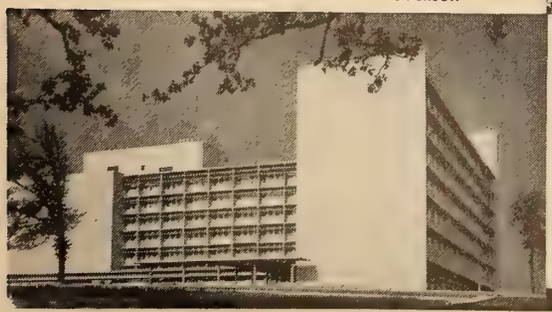
WJTV CBS-ABC CHANNEL 12 Katz

Jackson — a progressive, modern city of the New South . . .



• Typical Mississippi Ante-Bellum Home

• University Medical Center at Jackson



. . . Retaining the charm and traditions of the Old South.

White House News Secretary James C. Hagerty told newsmen that the "television and radio comments" were untrue.

In subsequent newscasts that morning, Mr. von Fremd broadcast the White House denials but stood by his original report.

Mr. Hagerty's first denunciation of "radio-tv comments" drew fire from another quarter. Bill Whalen, news director of independent WICC-AM-TV Bridgeport, Conn., wired the White House news secretary criticizing Mr. Hagerty's failure to identify the broadcast that aroused White House ire.

CBS' Ford Package On 26 Non-Affiliates

Portions of the Ford Div.'s $5.5 million package buy on CBS Radio, the bulk of which started Sept. 2 with the remaining schedule to begin today (Monday), are being carried on stations other than CBS Radio affiliates in 26 cities where affiliates were unable to clear the time.

Today the *Ford Road Show Starring Arthur Godfrey* begins its 52-week run on a Monday-Friday basis, 5:05-5:30 p.m. It is Mr. Godfrey's first new radio vehicle in seven years; his other show on radio is *Arthur Godfrey Time.*

CBS authorities said the following cities and stations were affected by the inability to clear time (the station being used in each market for the time the affiliate was unable to clear is in parentheses):

Atlanta, WAGA (WQXI); Buffalo, WBEN (WGR); Cleveland, WGAR (WDOK); Denver, KLZ (KIMN); Detroit, WJR (CKLW and WCAR); Houston, KTRH (KPRC); Miami, WGBS (WKAT); San Diego, KFMB (KFSD); Washington, D. C., WTOP (WGMS); Corpus Christi, KSIX (KATR); Dayton, WHIO (WING); Jacksonville, WMBR (WJHP); Oklahoma City, KOMA (KBYE); Syracuse, WHEN (WFBL); Tulsa, KTUL (KFMJ); Waterbury, WBRY (WWCO); Wichita, KFH (KANS); Worcester, WTAG (WORC); Charleston, S. C., WCSC (WHAN); Ft. Smith, KFPW (KFSA); Greensboro, WBIG (WGBG); Topeka, WIBW (WREN); Winston-Salem, WTOB (WAIR); Des Moines, KRNT (KCBC); Louisville, WHAS (WKLO), and Charleston, W. Va., WCHS (WCAW).

This was the first official word of just what markets presented difficulty for CBS Radio and J. Walter Thompson, New York, Ford's agency, in clearing time for the huge package that programs four hours, 40 minutes per week for 52 weeks [B•T, May 13 *et seq.*]. In mid-summer top CBS executives including President Arthur Hull Hayes and Sales Vice President John Karol and JWT Media Director Arthur Porter, among others, were reported to have been pressed into "missionary" service contacting stations.

Programming includes the Godfrey show; Bing Crosby and Rosemary Clooney for five minutes daily in the early morning on weekdays and six five-minute programs at various times on weekends; *Murrow With the News* at 7:45-8 p.m., Monday-Friday, and the 8-8:05 a.m. segment of the 15-minute daily *World News Roundup.*



It happens every night!

Seven days a week, Warner Bros. features top those of major film companies on competing stations in Huntington, W. Va. There, nearly two-thirds of all sets in use are tuned to WSAZ-TV from 10:30 to sign-off (June ARB). Actual share of audience for Warner Bros. features is a whopping 64.2%—more than double the 24.9% for features on Station "B" and more than five times greater than the 10.9% for those on Station "C". No surprise, this . . . for Warner Bros. features have a habit of dominating the picture in markets all across the country. To see how quickly they win the greatest share of audience in your area, write or phone:

a.a.p. inc.

Distributors for Associated Artists Productions Corp.
345 Madison Ave., MUrray Hill 6-2323 **NEW YORK**
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ZENITH WINS LONG RCA PATENT SUIT

- **Settlement (perhaps $9-11 million) reached in 11-year case**
- **Left unsolved: effect on electronics industry patent structure**

A federal court last week settled the Zenith-RCA patent dispute but unsettled the pattern of manufacturers' royalty payments in the complex electronics industry.

Zenith loudly announced and RCA merely acknowledged that the patent dispute had been solved by court award of a multi-million-dollar package to Zenith. RCA's brother defendants were General Electric Co. and Western Electric. Five courts and 11 years of litigation marked the long battle.

Legal counsel for both principals maintained tight-lipped secrecy on the details of the settlement, which was reported to Judge Michael L. Igoe in Chicago District Court and announced by Zenith counsel last Monday. The trial had been scheduled to resume again after several lengthy delays.

Zenith claimed a "substantial" recovery from RCA, GE and Western Electric, with a sense of timing that shot Zenith stock up $6 a share on the New York Stock Exchange. (RCA stock dipped 50c the first day following the announcement.) Amount of the settlement was reliably confirmed as being between $9-11 million——or at the rate of about $1 million for each year since 1948 when Zenith incorporated its initial Delaware monopoly suit into Chicago court proceedings.

Beyond announcements of the settlement, legal parties on both sides declined to elaborate on terms, or what effect it might have on patent licensing practices involving RCA and other manufacturers. The best educated guess was that it would have none immediately and directly since the RCA-Zenith litigation involved patent aspects in foreign countries, including Canada. But Zenith now expects to compete under licenses granted by RCA, General Electric and Western Electric.

List of Charges

Through the years, Zenith has charged RCA, and later, GE and WE in its treble damages action with:

Conspiracy to monopolize electronics through an illegal patent pool.

Being responsible for business losses and damages in Canadian markets.

Forcing royalty payments under "illegal and unenforceable" patent claims. (Zenith ceased making royalty payments to RCA in 1940 on patents for radio sets.)

Not licensing Zenith to manufacture radio-tv receivers abroad.

On the other hand RCA (along with GE and WE) accused Zenith and Rauland Corp., its cathode-tube making subsidiary, of:

Patent infringement and sought to attach Zenith profits since 1946.

Violating proper court procedures with

RCA'S FAMOUS COUNSEL

Adlai Stevenson, former Illinois governor and twice-unsuccessful Democratic Presidential candidate, served as an attorney in the RCA-Zenith patent dispute, settled out of court last Monday (story this page).

As counsel for RCA, Mr. Stevenson had tendered a brief to the U.S. Supreme Court requesting a stay and a hearing in the $16 million anti-trust dispute with Zenith. The brief, filed under his name in the fall of 1954, marked his re-entry into legal activity after seven years. Associate Justice Sherman Minton denied both requests, giving Zenith the green light to begin taking deposition in its Chicago district court suit. Another brief, filed by Mr. Stevenson and John T. Cahill in mid-March 1955, with RCA counsel Cahill, Gordon, Reindel & Ohl, also was denied.



We're Moving Gold!

Moving gold because our powder is maximum power, a half mile tower high atop Mount Constitution, plus we're loaded with top CBS programming and Hollywood film features by Warner Brothers, United Artists, Columbia, and 20th Century Fox. The nuggets we're bringing out of this rich Northwest area are 1,000,000 Canadian viewers, and 300,000 high-income Americans who make up the bulk of our stake. Assays show our Mother Lode produces up to 70% of the total viewing audience in our claim . . . a claim to remember.*

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Channel 2 is the No. 1 choice in the 1,700,000 TV homes in Southeastern Michigan, including the big buying power of Metropolitan Detroit and the heavily populated Flint and Port Huron areas. Help yourself to a 9 billion dollar sales potential in the nation's fifth market! Reach 'em best on WJBK-TV.

MOST VIEWERS! No. 1 (Pulse and ARB) in 1,700,000 Detroit and outstate TV homes.

MAXIMUM POWER! 100,000 watts, 1,057-foot tower

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Starting September 17, ABC-TV has its very own live outlet in Omaha —America's booming, beefy 34th television market in the heart of the Middle West. KETV is a full-time live affiliate. It is bringing all ABC-TV shows—as scheduled and programmed—to all Omaha.

Since January 1st, ABC-TV has corralled no fewer than eight new live competitive affiliates: in San Antonio, Tucson, St. Louis, Miami, Norfolk, Peoria, Indianapolis and New Orleans. Upcoming this season are Youngstown, Boston, Amarillo and Pittsburgh.

As you see, Omaha is just one of a whole herd of newcomers. You ought to get the complete count right now.

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* Total coverage for an average half-hour evening program—more than 86% of which is live!

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duplication of suits in the Wilmington (Del.) and Chicago District Courts and attempting to delay trial in the former court.

Trying to prevent it from gathering foreign depositions.

While remaining mum on details of the settlement, Zenith attorneys acknowledged the previous royalty payments covered parts, tubes, circuitry tubes, and certain other manufacturing patents involving standard receivers. They reported that the settlement also settles the Delaware District Court litigation, which was undertaken by Zenith in 1946.

Cited as co-conspirators were 14 foreign firms, including N. V. Philips Co. of Holland, English Electric Co., Electrical & Musical Industries Ltd., British Thompson-Houston, Allied Electrical Industries Ltd., Telefunken of Germany, C. G. T. S. F. of France and Marconi Wireless Telegraph Ltd.

In Chicago, the legal principals included the firms of Kirkland, Fleming, Green, Martin & Ellis for RCA and McConnell, Lutkin, Van Hook & Paschen for Zenith and Rauland. Key individuals were Thomas C. McConnell, of the latter firm, and Joseph S. Wright, Zenith general counsel.

Mr. McConnell claimed Zenith has "recovered more out of this suit than any private anti-trust litigant in history." In effect, he said, RCA has released its claims in the litigation and the "patent pool" would cease. Mr. Wright termed the settlement as "very, very substantial" and one that "pleases everyone." As a result, he said, foreign markets will be opened up to Zenith under RCA-GE-WE patents forthcoming.

The sum recovered in the agreement, which still is to be approved by the boards of all litigants before being submitted to Chicago District Court Sept. 30, represents about 50% more than the net profit Zenith enjoyed for its combined operations in 1956, it was pointed out. It's also four or five times as much as Zenith is acknowledged to have spent on the litigation (compared to about $6 million for RCA). The settlement has been in negotiation since last March and fulfilled the wish of Chicago District Court Judge Michael L. Igoe for a speedy conclusion this year.

Procedurally, both sides agreed to the Sept. 30 continuance providing time to prepare the necessary documents. At that time, once it has been approved by directors of the manufacturers involved, it's expected Judge Igoe will dismiss the whole case.

RCA's patent picture was seen as eased by virtue of the fact that settlement of its dispute with Zenith reduced the number of anti-trust suits on its hands. Still pending are two Dept. of Justice suits, one of them filed in New York Federal District Court nearly three years ago. It scored RCA's patent system and practices and charged the company with monopolizing and conspiring to restrain competition in the radio-tv licensing field. The other government suit alleges RCA used coercion to force Westinghouse Broadcasting Co. to sell its Philadelphia properties to NBC, filed last December following a grand jury probe.

Most recent litigation, outside the Zenith

case, is Philco Corp.'s $150 million treble damage against RCA, General Electric and American Telephone & Telegraph, which also attacks RCA patent practices as alleged anti-trust violations and charges RCA forced it to sell WPTZ (TV) Philadelphia in 1953 [B•T, Jan. 21]. RCA denied the allegations which erupted again this past summer in controversy over license renewals for NBC's WRCV-AM-TV Philadelphia [B•T, Sept. 2, Aug. 19].

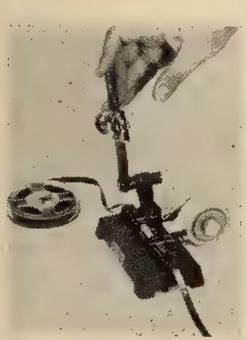
Philco's suit claims RCA insisted that its patent licensees take out so-called "package" licenses for all patents in a specified area (receivers, tubes, etc.)—similar to the government charges of 1954. It claims it has paid RCA over $20 million on patent royalties from 1940 to 1957 and that RCA collected about $40 million from royalties in 1954, half from receiver and tube licenses. RCA's patents are said to number about 13,000 in the electronics industry.

In the Philco and Zenith cases, both companies were permitted to seek treble damages because each was a private anti-trust suit. Thus, Zenith filed an amended counterclaim in Chicago District Court in January 1954, seeking $16,056,549—or three times the original amount sought by RCA, GE and WE, $5,352,183. In May 1956, it was granted permission to boost damage claims to $61,750,305, claiming heavy expenses in gathering world-wide depositions.

MANUFACTURING SHORTS

Telectro Industries Corp., L. I., N. Y., reports it has increased its production facilities for introduction of Model 938 professional tape recorder designed for broadcast and recording studio use. Model 938 features push-button operation, tip-out design for easy servicing and compliance with primary NARTB standards.

Alonge Products Inc., N. Y., announces device for editing magnetic recording tape. It cuts and splices ¼-inch tape. Cutting is accomplished by center blade which pivots and can be set for precision cuts at 90, 67½ or 45 degree angles. Recording tape is laid into track on unit and held in place by two spring bronze pressure pads. To cut tape, arm is lowered and top knob firmly pressed. Engraved center line marks point of cut and index marker on unit indicates point 1½ inches from center as reference in editing and marking. To splice, splicing tape is laid over recording tape and splice is achieved in single downward stroke of cutting arm. Two side knives cut splicing tape to exact width of recording tape, while two tapes are pressed together for firm bond. Unit measures 4½ by 3⅛ by 3¾ inches and weighs less than one pound. Price: $29.95.



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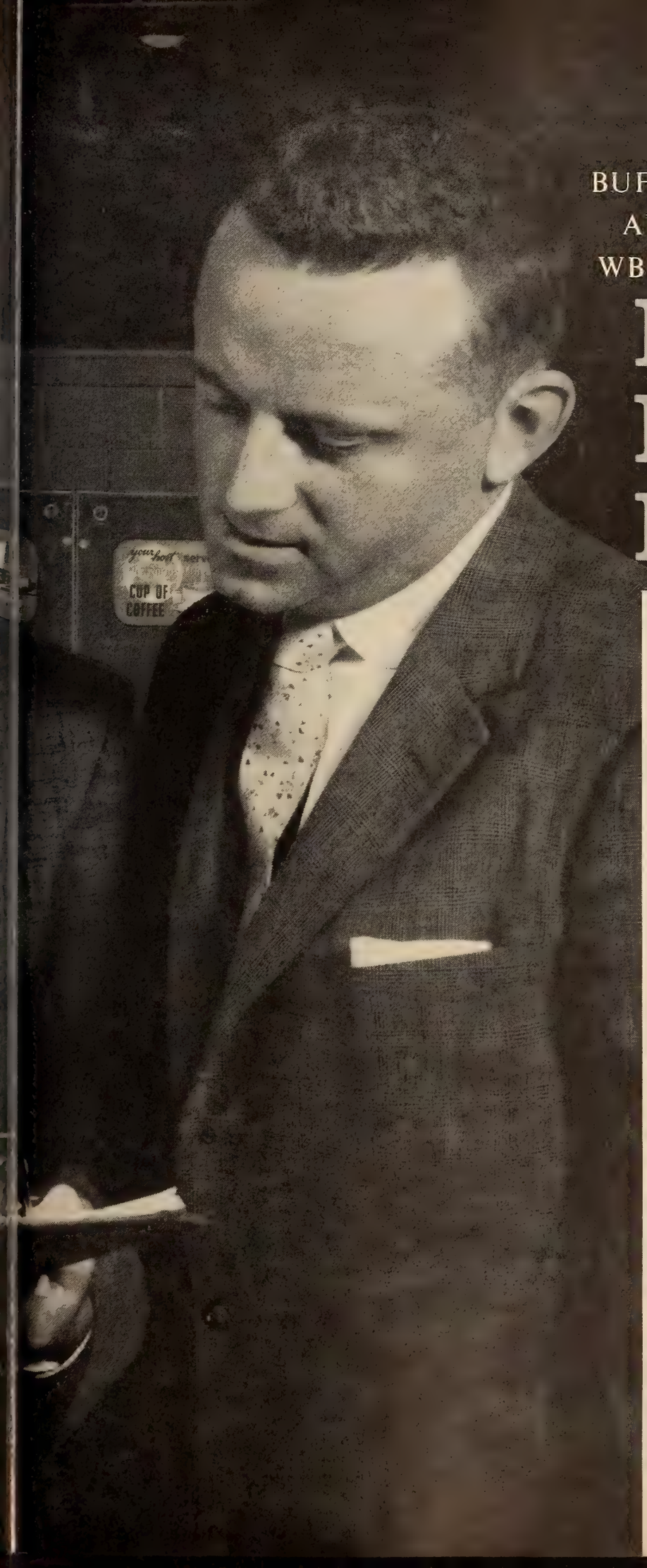
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a new television force in New Orleans

now in its first month of selling to the South

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BUFFALO'S OWN AGENCIES AND ADVERTISERS CHOOSE WBUF, CHANNEL 17, AS THE

MOVING FORCE IN BUFFALO

To keep 18 "Your Host" Restaurants busy 24 hours a day, and to get new units off to a fast start, the Robert S. Risman Advertising Agency, Inc. buys nighttime station-breaks on WBUF . . .

NIGHTTIME STATION-BREAKS, because these good adjacencies at a good price mean "Your Host" reaches more people, with greater frequency, stimulating traffic just when restaurant activity hits the late-evening lull.

WBUF, because, in the words of Robert S. Risman, president of the Robert S. Risman Advertising Agency, "we believed that under NBC management, WBUF would live up to its great potential. In buying more time on WBUF than on all other television stations in the area combined, we anticipated a substantial metropolitan, rural and Canadian audience, at reasonable cost.

"Our faith has been completely justified. Our client's business volume is up. The 'Your Host' restaurant chain is continuing to expand. And much of the credit must go to television station WBUF, where our spots now reach 77% more audience than when we started a year ago."

A bright and continuing history of sales successes for sponsors makes WBUF the fastest-moving force in Buffalo today. This force is ready to do a selling job for you! Right now!

WBUF·17

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A recently completed Houston Press-sponsored contest found this popular K-NUZ disc jockey tops *again! Paul has won every radio personality popularity contest in the Houston area since 1950.* Two other K-NUZ personalities placed among the first five of the top 10 winners . . . adding to the list of "firsts" . . .



- *FIRST in Personalities*
- *FIRST in News Coverage*

THE NO. 1 RADIO STATION —

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS AIMS

STILL THE LOWEST COST PER THOUSAND BUY!

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HOUSTON'S 24 HOUR MUSIC AND NEWS

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IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

PERSONNEL RELATIONS

CBS Asks Partial Judgment In Squabble With IBEW Local

A motion was filed last week in U. S. District Court, New York, by CBS Inc. asking partial summary judgment against Local 1212, International Brotherhood of Electrical Workers. The action seeks to clear the long-standing litigation of claims and counterclaims by CBS and the union, in effect, asking the court to get down to cases as regards the $100,000 CBS seeks in damages against the electricians. The damage suit stems from a canceled WCBS-TV New York remote telecast last April [B•T, beginning, April 29].

In last week's motion, CBS counsel asked summary judgment on all issues save for damages involved. The network's attorneys explained the motion is returnable tomorrow (Tuesday).

One counter claim the CBS motion asked to be dismissed is a $150,000 counter-suit filed against the network by IBEW July 30. The union contends CBS on two occasions had, "unlawfully and in derogation" of the contract between IBEW and CBS, assigned film work to the rival union, International Alliance of Theatrical Stage Employes. IATSE is a silent party to the CBS action. The two occasions cited by IBEW: a March 1955 telecast of *Mama* and a Feb. 3, 1957, *Odyssey* telecast dealing with the Sherlock Holmes Baker Street Irregulars. Both times, IBEW maintains, camera work was assigned IATSE Local 644. Furthermore, IBEW claims, the second incident was in direct violation of a National Labor Relations Board decision, Dec. 14, 1955, upholding IBEW's right to shoot motion picture film other than newsfilm.

Tv Film Directors in East, Middle West, Canada Form SDIG

Formation of the Screen Directors International Guild, an independent union representing almost 300 directors of tv film programming, industrial and theatrical film in the East, Middle West and Canada, was announced last week by the organization.

The new union has no connection with the Screen Directors Guild of America (AFL-CIO), a long-time Hollywood-based organization. Over the past year, directors in the East, largely in New York, had held discussions with SDG, but attempts at affiliation were not successful because New York directors felt SDG policy operated largely in favor of Hollywood directors. An organizing committee for eastern directors was established about two years ago and the group has worked since that time to establish the independent union.

Officers of the new organization are Howard Magwood, president; Charles Wasserman, first vice president; Jack Glenn, second vice president; Joseph Kohn, secretary, and Jean Lenauer, treasurer. George L. George was named executive secretary.

The union plans to open contract negotiations shortly with film producers in the East.

WORKING PARTNERS



FRANK HEADLEY, President
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RADIO H-R TELEVISION INC. TELEVISION REPRESENTATIVES, INC.

The selling policies we instituted as a group of Working Partners when H-R was started have been maintained throughout the years. They have enabled us to *harvest* a continual volume of orders for our stations and to *reap* the rewards of friendship (and respect) of those we serve, both stations and buyers of time. The H-R partners are still working partners; the H-R staff is a sales seasoned group of professionals. So the policy we established when we started is still our policy today.. *"we always send a man to do a man's job."*

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Detroit 26, Michigan
WOodward 1-4148

101 Marietta Street
Atlanta, Georgia
JAckson 3-7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
JAckson 8-1601

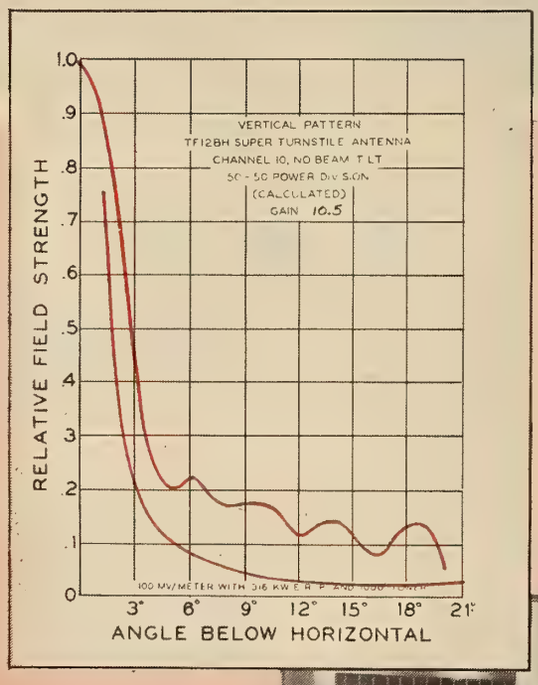
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How to "saturate"

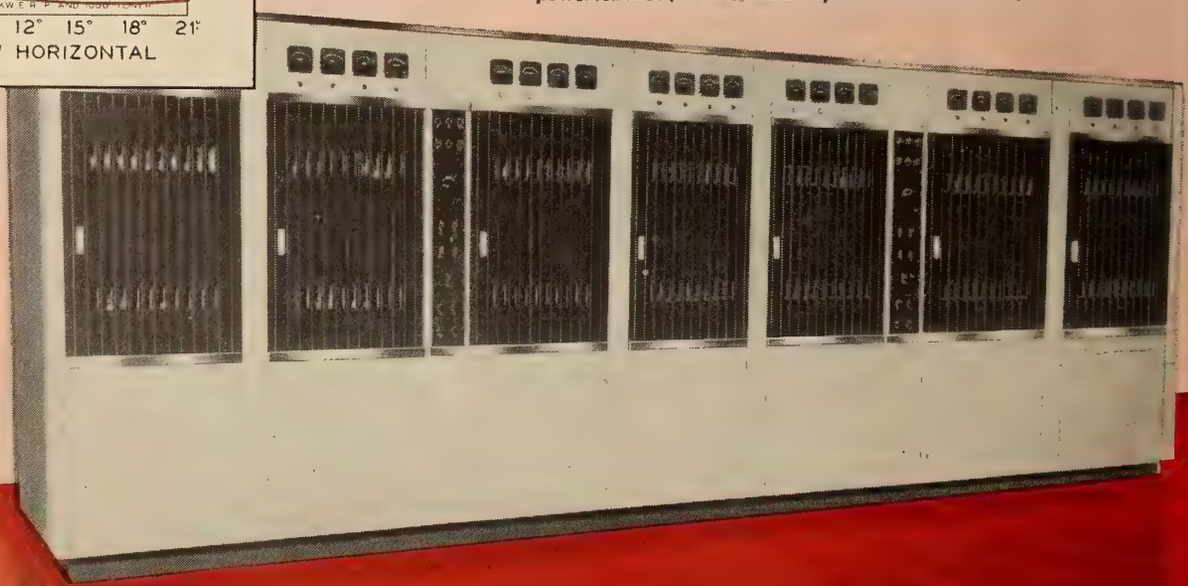






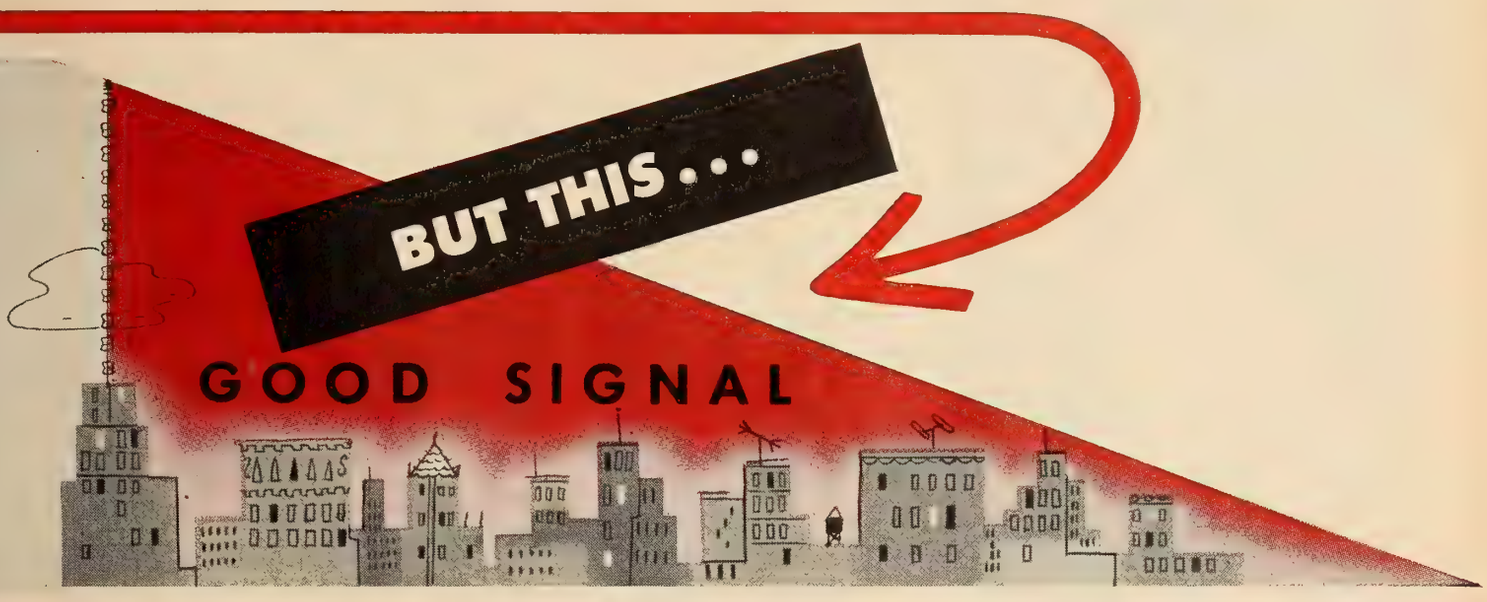
Vertical Field Pattern of new RCA TF-12BH 50-kw antenna. Note complete absence of vertical nulls. Operated in conjunction with an RCA 50-kw TT-50AH transmitter, this antenna will "saturate" your service area with strong signals.

RCA 50-kw VHF transmitter. TT-50AH Now in regular production, this transmitter is the ultimate in high power for channels 7 to 13. P.A.'s operate with standard power tetrodes (obtained from any RCA Tube Distributor).



an entire service area

(CHANNELS 7 TO 13)



RCA's new 50-kw VHF transmitter, and an RCA TF-12BH Superturnstile antenna, will "flood" your service area with strong signals — close in AND far out!

Tailored to "consultants' specifications," RCA's 50-kw antenna-transmitter combination is your answer for maximum ERP *and* "saturation" coverage on channels 7 to 13.

"Rain" your signals in all directions!

No need to "beam" to reach specific areas. You get saturation everywhere—close in *and* far out. Reason: RCA's TF-12BH high-gain antenna delivers two to three times the required field strength—even in minimum signal areas. And it makes no difference whether you use an extremely high tower—or one of average height. This is the one transmitter-antenna combination that develops 316 KW ERP—*with power to spare!*

Antenna System takes full 50-kw input!

RCA's TF-12BH high-gain antenna and antenna components will take the full output of the 50-kw VHF transmitter—with a high factor of safety. Designed for pedestal or for tower-mounting, RCA antennas withstand windloads of 110 miles, and more. A unique switchable feed system enables you to switch power from one part of the antenna to another QUICKLY—an important advantage that will keep you on-air during an emergency.

A 50-kw VHF System—completely matched!

RCA can supply 50-kw systems matched precisely for peak performance—from antenna, transmitter, transmission line, fittings, tower, r-f loads, wattmeters, and diplexers—to the hundreds of individual components required by the carefully planned station plant.

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GOVERNMENT

ACTION ON PAY TV WITHIN 'WEEKS,' DOERFER PROMISES IN RTES TALK

- **FCC takes up toll tv test question at meeting tomorrow**
- **Commission is split on how trial will affect 'free' tv**

Under a virtual mandate from its chairman to take some action within a few weeks, the FCC is prepared to meet head-on tomorrow (Tuesday) one of the most revolutionary changes ever faced by broadcasting—toll tv.

FCC Chairman John C. Doerfer told almost 600 members and guests of the Radio & Television Executives Society in New York last Thursday that the Commission definitely will make a decision on pay tv "within the next few weeks."

Facing the Commission is the question whether or not to authorize a national, public test of on-the-air subscription tv.

The Commission is split on this point. Those favoring this course, including Mr. Doerfer, feel that only in this way can the pros and cons of pay tv be ascertained. Those opposed feel the public should not be charged for broadcast programs. They also fear that even a test of toll tv will play havoc with free broadcasting.

In a strong defense of the Commission's independence, Mr. Doerfer summarily rejected suggestions for delay pending congressional action on toll tv. It has been suggested, not only by industry spokesmen but also by various members of Congress, that it would be best for the FCC to wait until Congress acts on a number of bills proposing to prohibit charging the public for tv broadcasts.

"However much as Congress is welcome to that ball," Mr. Doerfer declared, "I am fearful we would be remiss in our duty if we delayed a decision much longer merely upon such grounds."

Although admitting there has been a delay by FCC in deciding the pay tv question, Mr. Doerfer noted this has not been inordinate in view of the difficulty of the problem.

The key, Mr. Doerfer pointed out, is the contention that pay tv, even on an experimental basis, would destroy free tv. This view is entitled to the most careful consideration, he said.

He continued: "I am aware of no commissioner who wishes to destroy free television. On the contrary, their concern is how to reconcile a free television service with a selective one—without endangering the free system. That is the reason some commissioners have indicated a desire for experimentation upon a meaningful but a controllable basis. Whether or not this Commission has sufficient assurances that we can preserve the one while experimenting with the other should be resolved soon—I hope in a matter of a few weeks."

During several meetings on whether or not to authorize tests, it was established that the Commission was split four to three. Comrs. George C. McConnaughey, Mr. Doerfer, Robert E. Lee and T. A. M. Craven reportedly were in favor of tests; Comrs. Rosel H. Hyde and Robert T. Bartley were opposed. Comr. Richard A. Mack favored settling the public interest question first. The position of new Comr. Frederick W. Ford is not known.

Meanwhile, congressional heat was engendered with the introduction of several bills to prohibit the fixing of a charge for broadcast programs. Also several congressmen, notably Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee, have told the FCC that they do not believe the agency has the power to authorize pay tv. The Commission has held otherwise. More recently, Sen. Charles Potter (R-Mich.), a member of the Senate Commerce Committee, spoke up against pay tv.

Pending in Congress are two bills to prohibit charges for viewing telecasts: they are by Rep. Celler and Sen. Strom Thurmond (D-S. C.).

The Sept. 17 meeting was scheduled early this summer as one of the first subjects to be explored by the FCC upon return from its recess during August.

In talking to newsmen after his speech last week, Mr. Doerfer indicated he personally would press for a decision tomorrow as to whether the FCC authorizes or rejects pay tv tests. He added that it should be a maximum of five to six weeks afterward that the Commission would release a full decision—provided, Mr. Doerfer emphasized, that the Commission does not defer the question to a later date. He will work hard to prevent this, Mr. Doerfer said.

In other parts of his talk, his first public address since becoming chairman of the FCC, the Wisconsin Republican stated that at the present time it does not appear the FCC has jurisdiction over wired tv.

But, he added, he was sure that if closed circuit tv (such as the Bartlesville, Okla., Telemovies project [B•T, Sept. 9] becomes successful some sort of government regulation will result.

"Anyone who envisions huge profits in wired tv had better look over his shoulder," Mr. Doerfer said. "That warm feeling of a 'golden' glow may merely be the hot breath of regulation."

Mr. Doerfer also called attention to the fact that the Network Study report will be submitted to the three-man FCC committee Sept. 30, after which it will be studied and a complete report submitted to the full Commission. If changes in network regulation are deemed necessary, Mr. Doerfer said, proposed rule making will be issued for comments and reply comments, and any rules changes should be "ready" for action not later than May or June 1958. The FCC Network Study committee comprises Chair-

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Spark-plugging community improvements makes a better city and a more valuable radio station. That's the one-sentence story of WAVZ, whose successful editorial campaigns have resulted in eight of the coveted national awards.

It's no coincidence that at the same time Greater New Haven has grown and grown as a prominent market and a must for your product.

Representatives: **National: Hollingbery Co.**
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no guessing game



you simultaneously

cover the rich West Texas Audience

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272,362 sets with

One economical

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NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

PRESIDENT & GEN. MGR.: W. D. "DUB" ROGERS • NAT'L. SALES MGR.: E. A. "BUZZ" HASSETT

man Doerfer, and Comrs. Hyde and Bartley.

He also expressed the hope that a definite solution to the program classification schedules and the clear channel and daytime skywave cases would be indicated before the beginning of 1958.

The FCC has pending a proposed revision of radio and tv renewal application forms which would more nearly approximate current radio practices as well as give clearer meaning to some program classifications. Basic in this consideration is whether the Commission has jurisdiction over the program content of broadcast stations.

In discussing this aspect of the Commission's work, Chairman Doerfer implied that there is a basic inconsistency in the Communication Act's prohibition against censorship of broadcast "traffic" and the public interest provisions of the Act.

The clear channel and daytime skywave cases stem from the FCC's immediate post-war study of whether the present U. S. clear channels should be duplicated or not and whether clear channel stations should be permitted to operate with power greater than the present 50-kw maximum.

The report of the Technical Allocations Study Organization, formed to do a research study of uhf and vhf propagation and equipment—as an aid to the FCC in its deintermixture problems—will be submitted by June 30, 1958, Mr. Doerfer revealed. He said that Dr. George Town, TASO executive director, has told him this is TASO's target date.

Mr. Doerfer lashed out at "built-in contradictions" in the law which the FCC administers. One which he attacked vigorously is the protest provisions of the Communications Act, added by Congress in 1952 to the statute governing communications.

Repeating what he has stated previously, Mr. Doerfer called for outright repeal of the protest section "and any other provision which hampers the free play of fair competition and the expeditious disposition of administrative matters."

He chided not too gently those who seek protection of the government in business activities. "I have little patience for the armchair free enterpriser. He is the one who is all for free competition in the cocktail lounge—especially when he wants 'in'," Mr. Doerfer observed. "But when competition appears in what he considers his private domain, then he asserts 'that' would be against the public interest."

The broadcast industry must decide between competition and "a little governmental-administered 'economic protection'," Mr. Doerfer concluded. "I submit it cannot have both."

The repeal of the American Bar Assn.'s Canon 35 also was urged by Mr. Doerfer. He said the achievement of equal rights for broadcasters in coverage of court and legislative proceedings must prevail.

"Courtrooms which were built for a pastoral society can no longer accommodate our expanding population," Mr. Doerfer declared. "Radio and television are modern devices to bring a trial or hearing to that portion of the public which cannot be physically accommodated in the courtroom or the legislative halls. A well-informed public is the mainspring of a democratic society. This is not a new trumped-up concept of the broadcasters. It is as old as democracy itself."

In speaking of selective deintermixture, for which Mr. Doerfer has never shown any partiality, the chairman noted that the outcome of those moves authorized is up to the courts. He repeated, however, that in his opinion the moves have been "too little and too late."

THE CHAIRMAN HAS A PLAN OF ACTION

Like any good campaigner, FCC Chairman John C. Doerfer has formulated a plan of attack including target dates. Last week before the Radio & Television Executives Society in New York, he submitted this platform and these deadlines:

• A pay test decision "within a few weeks."

• Network study report to three-man FCC committee by Sept. 30; report of the committee to the full Commission and final action, if any, by May or June 1958.

• Revision of station renewal forms to update program information—and also decide Commission's attitude toward programming in the light of the Communications Act injunction against any censorship of programs, by Jan. 1, 1958.

• Technical Allocations Study Organization report on findings of uhf and vhf propagation and equipment research, June 30, 1958.

• Revision of American Bar Assn.'s Canon 35 which prevents tv cameras and radio mikes and tape recorders in court rooms—and prevents same media coverage of legislative hearings.

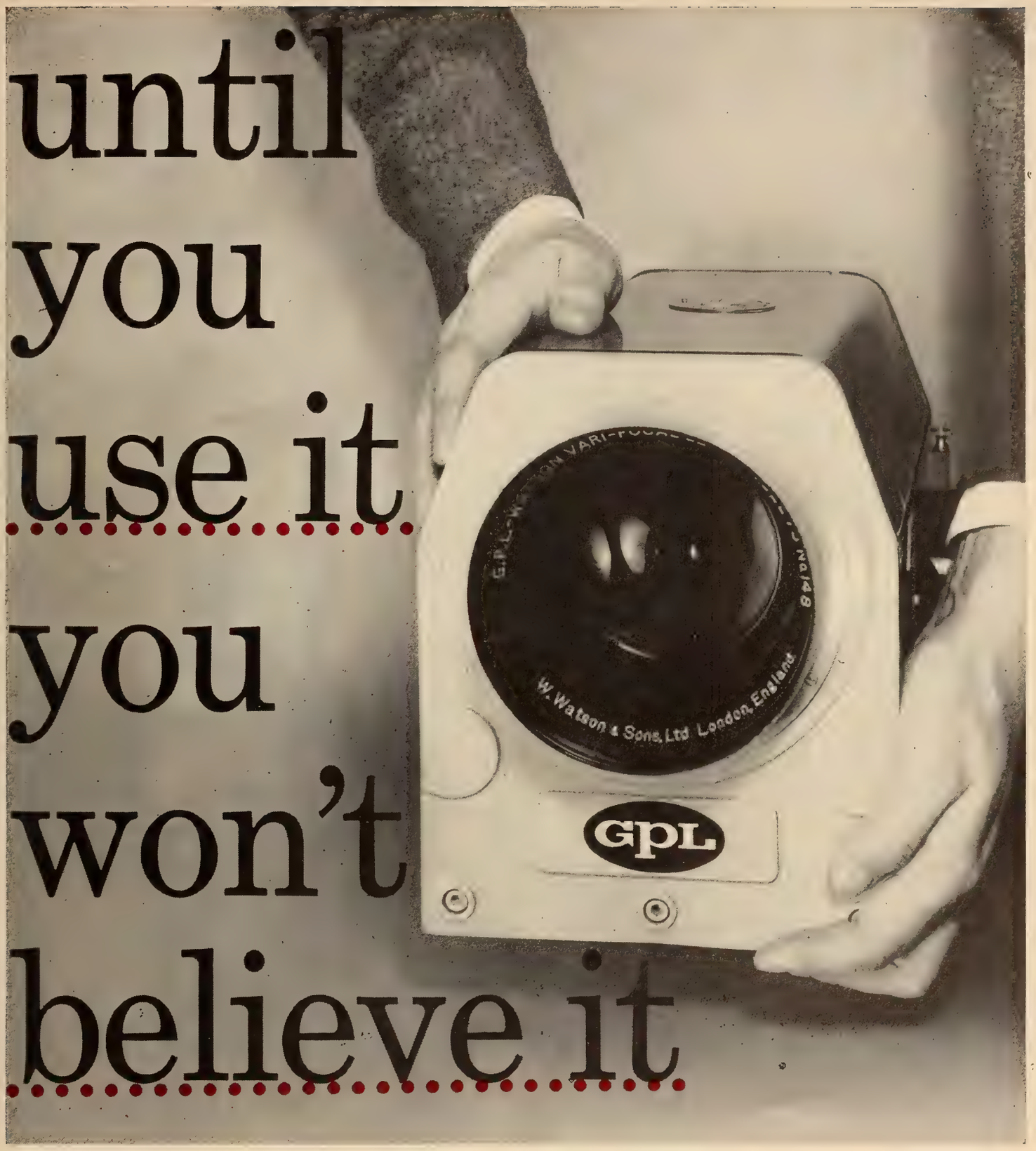
• No FCC jurisdiction over wired pay tv at present, but undoubtedly some kind of regulation if closed-circuit tv is successful.



• Selective deintermixture outcome up to courts, but still feels moves have been "too little and too late."

• Repeal of Sec. 309 (c) of the Communications Act; this permits interested parties to protest a grant without hearing and has, according to the chairman, obstructed the orderly processes of the FCC.

• Free competitive broadcast system; either broadcasting is free enterprise, or it is government regulated. There cannot be a competition and a little bit of regulation to protect broadcasters.



So GPL invites you to use this remarkable VARI-FOCAL LENS– without cost or obligation–for a 2-week period.

Discover for yourself the amazing capabilities of this precision lens, its unique benefits for you. Use it in your regular studio and remote operations. Work it *hard*. Test it. Compare it.

GPL VARI-FOCAL's range is nearly *double* that of any other lens. It has a *completely flat field* through the entire 3″ - 30″ focal length. Its optics are *fully color-corrected*. And, best of all, resolution of the *entire* picture area is *knife-edge sharp*.

Use VARI-FOCAL and see for yourself why all three major nets use it for top programs, newscasts and commercials. Phone, write or wire Mr. N. M. Marshall, Sales Manager, General Precision Laboratory Incorporated, Pleasantville, N. Y.

GPL

A SUBSIDIARY OF GPL

WDBJ

for 33 years

OUTSTANDING

in

ROANOKE

and Western Virginia

RADIO

by any measurement!

According to N. C. S. No. 2, WDBJ has more than TWO TIMES the DAILY N. C. S. Circulation of Station "B"; more than THREE TIMES the circulations of Stations "C" and "D".

In the latest Roanoke Metropolitan Area Pulse Report. WDBJ has a 47% share of total morning audience, 43% share of total afternoon audience, and 38% share of total evening audience. Tune-in same periods is high: 21.6, 23.8, 18.8. All figures are Monday through Friday averages.

Ask your Peters, Griffin, Woodward "Colonel".

WDBJ

AM • 960 Kc. • 5000 watts

FM • 94.9 Mc. • 14,600 watts

ROANOKE, VIRGINIA

HILL DAYTIME REPORT RAPS FCC

- **Small Business Committee charges 'inaction,' 'discrimination.'**
- **Congressional action hinted if daytime problems left unresolved**

If the FCC expected a respite from Capitol Hill criticism with the adjournment of Congress, it is due for a rude awakening today (Monday) with the release of a Senate Small Business Committee report on daytime broadcasting.

The report, compiled after two days of hearings last April before the Senate group's three-man Daytime Broadcasting Subcommittee headed by Sen. Wayne Morse (D-Ore.) [B•T, May 6], criticizes the Commission's inactivity on (1) the petition by the Daytime Broadcasters Assn. seeking longer broadcast hours; (2) the clear channel proceedings and (3) daytime skywave proceedings. Specific points with which the report finds fault with the Commission:

• Inaction by the FCC on the DBA petition is "unwarranted and inexcusable."

• Reasons for the FCC delay in disposing of the daytimer's petition for extended hours is "unsatisfactory."

• The Commission's attitude on the petition has been one of "ignoring it and hoping it will go away."

• The FCC plea of insufficient funds and a lack of an adequate staff are invalid.

• The FCC has favored the "dominant" members of the broadcast industry.

• The Commission has been unfair to daytime broadcasters.

• Lack of FCC data on listenership to clear channel stations is "amazing."

• The FCC has maintained an "attitude of indifference and negative approach" to the DBA petition.

• The FCC "freeze" on applications for new daytime stations seeking to operate on clear channels and in changes by existing stations constitutes "discrimination."

The report recommends that the FCC consider the daytimer's petition, as well as the clear channel and skywave proceedings, "as expeditiously as possible" and advise the committee by Jan. 7 "what, if any, progress has been made." A subsequent status report every 60 days thereafter also was requested. Congressional action was hinted if the FCC does not act in an appropriate period.

The full committee unanimously accepted the report as drafted by Sen. Morse's subcommittee, which included Sens. Alan Bible (D-Nev.) and Andrew F. Schoeppel (R-Kan.). Lee White is chief counsel for the subcommittee. Mr. White and William Berg Jr., Sen. Morse's administrative assistant, actually drafted most of the report.

Members of the parent committee, in addition to the three subcommittee members are Democrats John J. Sparkman (Ala.) (chairman), Russell B. Long (La.), Hubert H. Humphrey (Minn.), George A. Smathers (Fla.), A S. (Mike) Monroney (Okla.), who has been replaced on the committee by Sen. William Proxmire (Wis.) and Alan Bible (Nev.); Republicans Edward J. Thye (Minn.), Leverett Saltonstall (Mass.), Barry Goldwater (Ariz.), Thomas H. Kuchel (Calif.) and Jacob K. Javits (N. Y.).

The DBA petition which motivated the hearing and following report seeks authorization for the country's daytime stations (there are over 1,300) to broadcast from 5 a. m. or local sunrise (whichever is earlier) to 7 p. m. or local sunset (whichever is later). It originally was filed in May 1954 and has been amended twice since, which, the report points out, led to some confusion.

No position regarding whether the DBA petition should be granted, nor what action the FCC should take, was taken by the committee. The committee stated, however, it " is satisfied" the DBA request is not "frivolous or unreasonable."

To the reasons given by the Commission for not acting on the DBA petition, the report said there is no basis for the statement that the NARBA agreement must be reached first. Another factor mentioned by the Commission was a staff shortage and inadequate appropriations. The committee countered that Congress for the past five years, has "granted virtually all of the funds requested by the President for the FCC [actual cut less than 3%]." The report added:



SEN. MORSE

". . . It is the committee's opinion that the Commission has failed to act upon a petition of extreme importance to a large segment of the radio broadcasting industry because, in the Commission's judgment, the need to resolve the problem was not as compelling as other problems pending before [FCC]. . . .

"It is not difficult to understand how a commission might push to the side consideration of a matter of vital concern to relatively small radio stations when the pressing problems of television were demanding attention. But the responsibility of the FCC . . . requires that a proper request of a portion of an industry for specific relief be appropriately considered and acted upon within a reasonable period of time. . . ."

The committee recognized the "powerful and understandable influences operating to compel regulatory agencies . . . to favor the dominate members of their industries. . . . The individual members of the commissions and boards—and this applies equally to their staff—[must] take special pains to overcome this natural tendency to ignore the smaller segments of the industries [they regulate].

Commenting on the fact that the committee frequently was told that engineering data submitted by the daytimers was inadequate to support the request, the report said this attitude is based on the assumption that the basic allocation policy adopted in



JUDGMENT

No decision can be sounder than the facts on which it is based.

Your business is to decide when and where to buy. Ours is to help...by giving you the facts. Facts on markets, programming, ratings, competitive media... all so clearly and convincingly presented that you can act not only quickly but wisely.

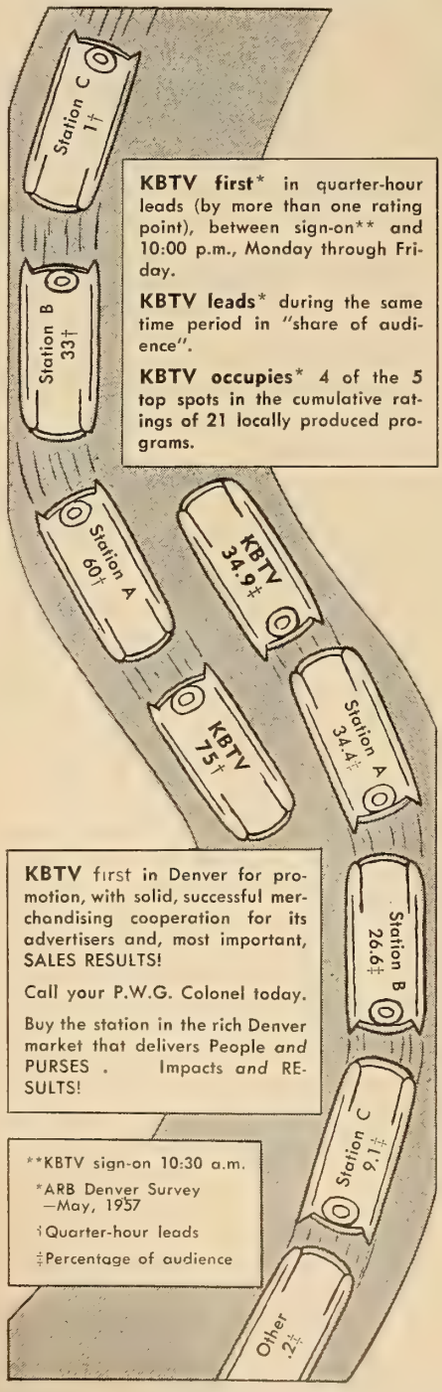
AVERY-KNODEL
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NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

Coming or Going

KBTV is leader in DENVER TV

Whether you are just moving into the Denver market, or already going "great guns" here, you need Channel 9 because KBTV is FIRST in Denver when and where it counts the most!



KBTV first* in quarter-hour leads (by more than one rating point), between sign-on** and 10:00 p.m., Monday through Friday.

KBTV leads* during the same time period in "share of audience".

KBTV occupies* 4 of the 5 top spots in the cumulative ratings of 21 locally produced programs.

KBTV first in Denver for promotion, with solid, successful merchandising cooperation for its advertisers and, most important, SALES RESULTS!

Call your P.W.G. Colonel today.

Buy the station in the rich Denver market that delivers People *and* PURSES . Impacts *and* RESULTS!

**KBTV sign-on 10:30 a.m.
*ARB Denver Survey —May, 1957
†Quarter-hour leads
‡Percentage of audience

Write, wire or Phone KBTV or Peters, Griffin, Woodward, Inc.

KBTV channel 9

DENVER, COLORADO

JOHN C. MULLINS, President — JOSEPH HEROLD, Station Manager

the 1930's should be continued. "The FCC . . . has affirmative responsibilities to use its own engineering staff and ingenuity. . . ."

"Astonishment" was expressed by the committee at the lack of any reliable information indicating whether clear channel stations are listened to outside their primary coverage area, and the senators urged the Commission to secure such information. The Committee also recommended that the FCC re-examine its allocations policy to determine if the public's listening habits have changed since the clear channel frequencies were established. "It must be obvious that, if the clear channel stations are not listened to . . . there is an unreasonable waste of the precious radio frequencies involved. . . ."

In summing up the Commission's inactivity, the report states the FCC has "half-heartedly offered a variety of reasons for its failure to act, but when they are all boiled down, the FCC's inaction is based upon the demands on its time and efforts by the 'important and pressing' problems arising out of the growth and development of the television industry. . . . Thus, the action of the FCC in this particular instance resulted in discrimination against small business. . . . The status quo favoring the stronger elements in the industry was preserved negatively by taking no action and affirmatively by imposing a 'freeze.' "

The committee made it clear that it has "absolutely no quarrel with the clear channel stations," whose opposition to the daytime position is "most natural and to be expected. Our criticism is directed, instead, at the FCC. . . . It is imperative that this matter be resolved within a reasonable period of time. . . . If the FCC continues to avoid its responsibilities to make a decision in this matter, Congress may be compelled to resolve the issue."

The report was especially critical of the Commission's freeze imposed on applications for new stations seeking to operate on frequencies assigned to clear channel stations and on changes in existing daytime stations operating on such frequencies. This freeze was first imposed in 1946 to preserve the FCC's freedom in making a final decision in the clear channel and skywave proceedings.

"Some absurd results of the freeze were demonstrated in the subcommittee hearings," the reported stated. The Commission action is "at best an abuse of the technique [of freezes] and at worst a flagrant deprivation of the rights of individuals by an administrative agency," the report charged.

On the question of the NARBA agreement reached in 1950 but still awaiting Senate confirmation, the committee says that it appears "a sincere effort was made to secure additional rights for daytime broadcasting stations in the international agreements." However, the committee said it felt that the FCC was "ill-advised to freeze into international agreements an important limitation on the hours of operation for daytime radio stations" while the daytimers' petition was pending.

The report further stated that it appeared there is nothing in the current agreement which would preclude the FCC from granting the extra broadcast hours sought by the daytimers with respect to Class I-A clear channels assigned to the U. S.

Present status of a petition by the Community Broadcasters Assn. for an increase in power from 250 w to 1 kw also was covered by the report. The committee noted that the petition was filed in April 1956 and when the FCC failed to act, CBA asked that its request be considered in the Senate hearings last spring. "The Community Broadcasters did not appear at the subcommittee hearings but it seems more than coincidental that their petition was ignored for over a year and that the Commission decided to consider it the day before hearings were to begin on the matter by a subcommittee of Congress," the report stated.

Possible approaches for granting the DBA request, as listed by the committee:

"1. *An increase in the number of frequencies in the broadcast band.*—It has been suggested that with the present state of technology in the radio field it may be possible to reduce the width of each frequency in the broadcast band from the present 10 kc to 8 kc, thereby increasing the number of frequencies from 107 to 133. This would, of course, permit a much larger number of stations to be on the air on a full-time basis affording local service to hundreds of communities which at the present have only daytime service. . . .

"2. *Narrowing of other frequency bands and reassignment of additional airspace to standard radio.*—Although the competition for airspace is keen, it may be possible to narrow some other bands (using techniques such as reducing frequency separation as discussed above) and reassigning the space to the standard radio broadcast band. . . .

"3. *Reduce the power of the clear channels.*—Reduction of the power of the clear channel stations would make it possible to assign more stations of a local character to full-time use. . . .

"4. *Relocate the clear channels.*—It has been contended that, even accepting the basic allocation policy of the FCC, it has been improperly employed by permitting a heavy concentration of clear channel stations in large metropolitan areas, particularly in the East. If the same number of clear channels were continued but spaced throughout the U. S. in a fashion better calculated to cover the so-called white area, a greater number of local stations could be permitted to operate in a satisfactory manner.

"5. *Break down the clear channels.*—If the I-A clear channels were forced to divide the country into sections and two or possibly three were assigned to the same frequency, a substantial number of frequencies would be made available for additional regional or local stations. The clear channels would still be protected in the areas assigned to them but the extravagance of protecting the great southwestern area of the U. S. for the signal of a New York station, for example, would be eliminated.

"6. *Deny the Daytimers petition.*—If there is no possible means of granting the request of the daytime stations, the Com-



"...every day a fresh pine cone in his lapel!"

"At first I think maybe Christmas is coming early this year, what with all that fall-out and stuff. Finally I get up my courage to ask the guy. 'Christmas?' he says, smiling. 'Angelo, my lad, it's *always* Christmas up in Maine when you put WABI-TV and WABI Radio on your spot schedules!'

"Now, *what*," adds Angelo, a busy fellow at Michael's Pub in the East Side heart of the agency jungle . . "*what* do you make of *that*?"

Well, sir, anybody who knows his way around radio and TV buying can make something *very* profitable out of it. A large delegation of advertisers are today wearing pine cones over their hearts (if not in their lapels) as tribute to sales triumphs throughout the fastest-growing slice of Maine.* You don't need to know a conifer from a lobster pot to find out what a powerhouse this WABI-TV and WABI Radio combination is.

(Latest ARB — for example — gives WABI-TV eight of top ten, 17 of top 20 shows in a seven-county study. Morning ratings up 60%; afternoon, up 15%; 6 P.M. to midnight, all week, up 31%. Average nighttime audience now 52% greater than next-best station. In short — *WOW*!)

"Maybe," says Angelo, "this'd be a hot spot to advertise Michael's Pub?" He might be right. Nobody has yet found out what WABI-TV and WABI Radio *can't* do! Want to accept the challenge for *your* products?

**Real versatile market, too. Wall Street Journal, for instance, says Maine is now manufacturing 170 million toothpicks a day. Pine trees, you know. One of the smaller industries contributing zoom to our boom!*

wabi AM TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

affiliated with The Downeast Network — WIDE, Biddeford; WPOR, Portland; WRKD, Rockland; WTVL, Waterville.

mission should deny the petition within a reasonable period of time in order that they may appeal to the courts or take their case to Congress. . . ."

The following recommendations were made by the committee:

"1. The FCC should actively consider the petition of the daytime broadcasters and the Clear Channel and Daytime Skywave Proceedings as expeditiously as possible. . . .

"2. The FCC should not, in these particular proceedings and in all other matters involving the promulgation of rules of general applicability, regard them as 'adversary proceedings' in which the decision of the Commission is to be governed solely by the strength of the cases presented by the competing interests. Rather, the Commission should utilize its own judgment, technical competence, and ingenuity, and that of its staff, in reaching decisions which are best calculated to promote the interests of the public.

"3. The FCC should either modify the 'freeze,' pending final determination in the matters here involved, or administer it in a manner which would permit the daytime radio stations to provide the maximum amount of service to their audiences. . . .

"4. The FCC should secure data, either by use of its own staff and facilities or through contract with competent, established listener-survey companies, indicating the preferences and the listening habits of the people located in the so-called white areas.

"5. The FCC is requested to advise this committee by Jan. 7, 1958, what, if any, progress has been made in the consideration of the Clear Channel and Daytime Skywave Proceedings and the DBA petition for extended hours of operation. In addition, this committee would like to receive status reports every 60 days thereafter until such time as the matters are finally determined or until the committee otherwise requests.

"6. In the event the FCC does not give evidence of its intention to pursue an active course in the consideration of these problems, or if decisions have not been rendered within a reasonable period of time, this committee will consider recommending to the appropriate committees of Congress that they consider legislation to dispose of the questions involved in the proceedings pending before the Commission.

"7. The FCC and the appropriate committees of Congress should reexamine the procedures used by the Commission in handling petitions for changes in Commission rules of general applicability, with a view to a more equitable distribution of effort among the various segments of the industry and with a view to expediting the Commission's consideration of such petitions."

NAFBRAT Asks FCC To Revoke KCOP (TV)

A consumer group last week asked the FCC to revoke the broadcast license of KCOP (TV) Los Angeles because of the station's alleged failure to meet the minimum program code requirements of the National Assn. of Radio & Television Broadcasters.

The formal request for a hearing was filed by the National Assn. for Better Radio and Television, a non-profit Los Angeles group founded to promote high program standards. It is headed by Mrs. Clara S. Logan, who with some 40 associates, monitors stations for marginal programs.

In a sense, the association is not unlike Boston's famous Watch & Ward Society. But the group's interest is not confined to immorality or poor taste. It claims equal concern over misrepresentation, or what it described last week as "imbalance" in the broadcasting of opinion on controversial public issues. In this connection, NAFBRAT claimed the news programs of KCOP commentators Dan Smoot and Tom Duggan should have been accompanied by other representative opinion.

But even more offensive to NAFBRAT was KCOP's programming of the Rev. Oral Roberts and what the group called "commercial hypnotism." Mrs. Logan told the FCC that such "undocumented faith healing" misleads and defrauds the public.

NAFBRAT also took exception to a sponsor on KCOP, Henry J. Caruso, new and used car dealer. The association said Mr. Caruso has been indicted twice for criminal acts, and that his spot commercials, in 10 instances, ran three to seven minutes.

The 62-page complaint, which included other charges, also called on the Commission to arrange a hearing to see if the station's present owner (The Copley Press Inc.) should be permitted to sell out.

Kenyon Brown, Harry L. (Bing) Crosby, George L. Coleman and Joseph A. Thomas, each 25%, have bought KCOP for $4 million, subject to FCC approval [B•T, Aug. 26]. KCOP once was called KLAC-TV when Copley Press bought it from Mrs. Dorothy Schiff for $1,375,000 in 1953.

WFBC-TV Asks New Site

WFBC-TV Greenville, S. C., has asked FCC permission to move its transmitter from the crest of Paris Mountain, six miles north of Greenville, to a point near Caesar's Head (mountain), approximately 20 miles northwest of the same city and 5.5 miles northwest of Cleveland, S. C., to provide "maximum facility operation." The new location will be almost 900 feet above the present site. The station also asked for Commission approval to erect a new antenna 888 feet above the ground, or 2,000 feet above average terrain. The entire move would cost about $250,000, according to WFBC-TV.

All Conversation Is Reserved For Advertisers



We just post-announce our music with title and artist. That's why we say "all conversation is reserved for the advertisers". And that's why your advertising on KTRI is so much more effective. Adults like us. Pulse (11/56) proves KTRI is dominant. You get "results with adults" on KTRI.

ONLY LOCAL STATION WITH LOCAL NEWS REPORTER

MUSIC 5000 WATTS NEWS

SIOUX CITY IOWA KTRI SIOUX CITY IOWA

BOTH ARE REPRESENTED BY EVERETT-McKINNEY, Inc.

920 KC KQUE ALBUQUERQUE NEW MEXICO

5,000 WATTS KTRI SIOUX CITY IOWA

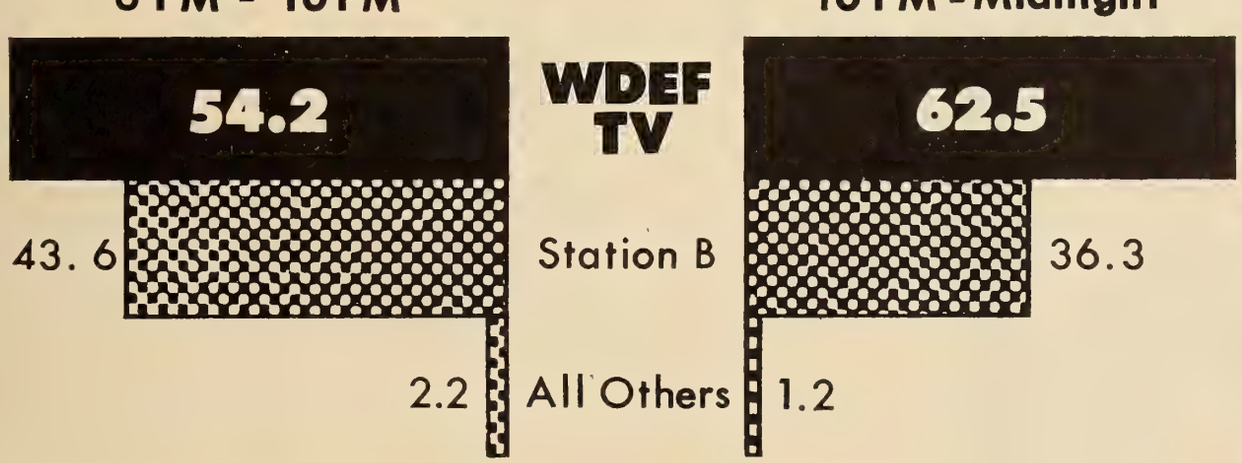
Leadership!...

SIGN ON TO SIGN OFF

WDEF-TV Dominates in **60%** of Measured Quarter Hour Periods

ARB June 1957

NIGHTTIME



WDEF-TV

8 of top **10** Net Shows
7 of top **10** Syndicated Shows

CBS

Full 316,000 Watts

From antenna atop
Signal Mountain
High above City



CHATTANOOGA • The 77th Market

NIGHTTIME
WSAZ-TV
DELIVERS 1000 HOMES BETWEEN 7:30 and 10:30 P. M. FOR $1.30
The second station's cost per thousand homes is $2.39 84% Higher
The third station's cost per thousand homes is $5.42 317% Higher
AND ANYTIME WSAZ-TV delivers ONE THIRD more total homes than both other Huntington-Charleston Stations COMBINED
Source: June 1957 ARB
All figures based on 260-time frequency
WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency
CALL YOUR KATZ MAN

FCC DROPS CRAVEN PLAN FOR NOW

The FCC last week decided that it would be better to hold up acting on the controversial Craven plan until after the results of the research now underway by the Television Allocations Study Organization have been submitted.

The Commission announced last Wednesday it has instructed its staff to draw up an order dismissing its rule-making proceeding (Docket 12005) which proposed to delete the tv table of allocations and to handle tv applications on a case-by-case basis.

The motion to withdraw the proposed rule-making actually was made by Comr. T. A. M. Craven himself. Comr. Craven is the author of the proposal which received mixed reception by broadcasters. It was understood there was unanimous agreement among all commissioners that withdrawal of the rule-making notice until after the TASO report is the proper move.

Although Comr. Craven moved to withdraw the proceeding, he made it clear, it was understood, that he would resubmit his proposal as soon as TASO reports to the FCC. TASO was organized by the industry to research uhf and vhf propagation and equipment performance to aid the FCC in its uhf-vhf deintermixture problems.

Comr. Craven submitted his plan in December 1956. His idea then was to wipe out the national tv table of allocations—by which all channels are assigned to communities by the FCC and by which changes can only be made after legal rule-making proceedings—and to handle tv applications on a case-by-case basis.

Mr. Craven's thesis was that this move would put tv on a more competitive basis and permit the addition of up to 25 vhf assignments in top markets. His plan also called for protection of active existing educational reservations and uhf areas. He also suggested moving about 65 assignments to permit the allocation of additional vhf channels—without compromising existing mileage separations.

The Commission, with three of the seven commissioners dissenting (Hyde, Bartley, Lee), issued a notice of rule-making last April proposing to put into effect Comr. Craven's ideas, but with important modifications. Among these were that no change should be made in any of the educational reservations, in any vhf or uhf allocations within 250 miles of the Canadian border, or in any vhf allocation within 250 miles of the Mexican border. It also proposed to protect uhf areas through a series of specific criteria applying to applications in relation to uhf stations.

WJMR-TV Ch. 12 Bid Rejected

The FCC last week told WJMR-TV New Orleans—which last June received permission to operate experimentally on newly assigned New Orleans ch. 12 as well as on its present ch. 20—that it could not accept its application for a license to operate on ch. 12. By letter, the Commission said that WJMR-TV had failed to complete construction of its ch. 12 experimental station in accordance with the construction permit. The grant called for a four-section helical antenna, and WJMR-TV had only put up half of this GE radiator, the Commission said.

In the original grant, WJMR-TV was ordered to protect WJTV (TV) Jackson, Miss., also on ch. 12, only 162 miles apart. FCC rules require at least 190 miles between co-channel vhf stations. The Commission also denied a WJMR-TV request for program test authority, on the ground that it had ceased issuing special temporary authorizations to operate pending issuance of the license. The purpose of the experimental grant was to permit direct comparison between WJMR-TV's coverage on its commercial ch. 20 and the vhf ch. 12.

Examiner Favors Affirmation Of FCC's Ch. 12 Grant to WJR

FCC Hearing Examiner Herbert Sharfman last week issued a supplemental initial decision recommending the affirmation of the 1954 FCC grant of ch. 12 Flint, Mich., to WJR Detroit. He held that although WJR made several changes in its proposals after receiving the grant, these do not overturn the Commission's reasons for choosing WJR over competing applicants WFDF Flint and W. S. Butterfield Theatres Inc.

The complicated Flint ch. 12 case involved a modification of the WJR grant changing its transmitter site from southeast of Flint to a site northwest of Flint, a change in network affiliation, and other revisions of its original application. The Commission granted the modification without hearing April 14, 1955. The whole case was remanded to the FCC by the U. S. Court of Appeals in Washington on the ground that the changes took place while the case was still "open."

The modification grant also was protested by three Michigan stations and their protests were set for hearing by the Commission, which stayed the effective date of the modification order. Examiner Sharfman, after a hearing on the protest, held in an initial decision in January 1956 that the protestants failed to make a case. Last week's initial decision resulted from the hearing following the remand by the court.

FCC Grants Station Sales At Shreveport, Monroe, La.

FCC last week approved the request of KTBS-AM-FM Shreveport, La. (710 kc, 10 kw; 96.5 mc, 14 kw), to sell its facilities to Foster & Assoc. Inc. for $200,000. Foster Assoc. principals are B. R. and Gordon B. McLendon who own most of KLIF Dallas, KILT Houston and KTSA San Antonio, all Texas.

FCC last week also approved the sale of KMLB-AM-FM Monroe, La. (1440 kc, 5 kw; 104.1 mc, 17 kw), by Liner's Broadcasting Station Inc., there, to WSTV Inc., Steubenville, Ohio, for $105,000.



REAP PROFITS

...with A P news

You know that the best profit-making program on the air is NEWS.

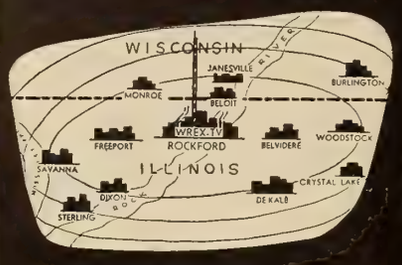
You have an important advantage when the news you offer your sponsors is AP.

You know, if AP says it—it's so.

You can reap profits with AP news.

THE ASSOCIATED PRESS
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

BIG and still growing



ROCKFORD
Area of
market power!

New industries continue to come to Rockford . . . and companies already here continue to expand. That is why Rockford has become the NO. 1 City in Illinois (outside Chicago) . . . and a rich market for your products or services. Rockford is the 2nd largest machine tool center in the world . . . 34th in the USA in expendable income . . . 36th in buying power . . . and 13th in Postal Savings.

BIG and still growing

- Survey after Survey of 14 counties indicates Uncontested Dominance of Northern Illinois-Southern Wisconsin area by WREX-TV.
- Combined rural and industrial following . . . ideal for test campaigns.

WREX-TV
Tops in
sales power!

WREX-TV — "The Viewers' Choice" DELIVERS your message to the buyers in this rich industrial and agricultural market.
The consistent high quality in production, promotion and merchandising of both spots and programs has earned many major awards for WREX-TV this year! For the best medium to reach this Rockford area market consult H-R for the WREX-TV story.

J. M. BAISCH, General Manager
REPRESENTED BY H-R TELEVISION, INC.

WREX-TV
CHANNEL 13
CBS ROCKFORD ILLINOIS abc

HEARING COMPLETED ON PROMOTION PLAN

- **FTC, manufacturers heard**
- **Issue: merchandising plan**

The question raised by the Federal Trade Commission 13 months ago as to whether advertisers legally can take advantage of chain-store merchandising plans offered with radio-tv schedules came within sight of a conclusive answer last week.

FTC Hearing Examiner Abner E. Lipscomb heard both sides of the FTC's case against a group of manufacturers charged with granting promotional allowances to favored customers (food and drug chains) in violation of the Robinson-Patman Act [B•T, beginning July 30, 1956].

Broadcasters are watching the action closely. At stake is the future of a point-of-sale merchandising concept which has become general practice in the industry.

Represented at Thursday's hearing in Washington on legal aspects of the case were Groveton Paper Co., General Foods Corp., Sunshine Biscuits Inc., Piel Bros. Inc., Hudson Pulp & Paper Corp. and P. Lorillard Co. Cyrus Austin of Appell, Austin & Gay, New York, arguing for the firms, said that issues to be decided are whether payments made to broadcasters were for the benefit of grocery chains and whether payments to stations (network-owned radio and tv facilities of ABC, CBS and NBC in metropolitan markets) were in consideration of in-store promotion.

Three other firms originally charged by the FTC with illegal use of radio-tv merchandising plans were not involved in the the hearing last week. Cases still are pending against Pepsi-Cola Co., Coca-Cola Bottling Co. and Sunkist Growers Inc. It is possible these may be settled by stipulation or consent agreements without reaching hearing stages. The other six now await an initial decision by Examiner Lipscomb and subsequent action by the full FTC membership. It may be a month or more before an initial decision is announced.

To support the manufacturers' contention that participation in broadcasters' merchandising plans did not constitute customer favoritism, Mr. Austin said the advertisers did not adopt the broadcasters' trade deals with stores when they signed for a radio-tv commercial time. Keystone of his argument was a position that the firms signed for time after the stores already had been compensated by stations for promotional display space (by free time for institutional advertising). The FTC contention that networks acted as intermediaries between manufacturers and customers was denied along with other allegations when respondents answered the government complaint [B•T, Oct. 29, 1956]. The federal agency must prove intent by manufacturers to favor certain customers, Mr. Austin said.

Eugene Kaplan, FTC counsel supporting the compaint, said the examiner must decide whether the firms were trying to do indirectly what they legally cannot do directly; that is, to give favored customers allowances without making the same allowances available proportionally to all other customers. In effect, Mr. Kaplan said, the contract between advertiser and station and that between station and store equal one contract.

NTA Asks Commission Approval To Purchase 75% of KMGM-TV

National Telefilm Assoc., New York, last week requested FCC permission to buy 75% of KMGM-TV Minneapolis for $650,000. The other 25% is owned by Loew's Inc.

The outgoing 75% ownership of the outlet, United Television Inc., said the sale was prompted because more attention and financing of the ch. 9 facility is required "than had been anticipated." It also made known total assets of $1,195,142, and a deficit of $634,536, as of last June 30.

NTA is primarily concerned with tv film distribution and production. When approved, the purchase [B•T, Aug. 26] will constitute the firm's first broadcast acquisition. In its application to buy KMGM-TV, NTA told the Commission that, as of July 31, it had total assets of $33,068,746. Profits for the year ended July 31 have not been computed, according to the firm. But NTA stated that it cleared $414,877 in the previous fiscal year.

In documents filed with the FCC, NTA described its ownership: Ely A. Landau, president and director, and former New York radio and television advertising executive, 7.9%; Oliver A. Unger, executive vice president and director, 3.5%; Harold Goldman, vice president ad director, 3.1%; along with three other NTA officers owning less than 1%.

NTA said that its over-all ownership was spread among 2,757 stockholders, as of Aug. 15. Some of these included known firms: Cruttenden, Podesta & Co., Chicago, 5.3%; Newburger Loeb & Co., New York, 5.1%, and Merrill Lynch, Pierce, Fenner & Beane, New York, 4.8%. But NTA pointed out that these companies held much of their holdings for clients whose stock purchases had yet to be formally transferred.

Airspace Panel Asks FCC Okay For KRON-TV Tower-Platform

The Airspace Panel of the Air Coordinating Committee last Thursday recommended FCC approval for the new KRON-TV San Francisco (ch. 4) tower which will have a platform 564 feet above ground, capable of "supporting antennas for 12 television stations," according to R. D. Irving, station promotion manager.

When FCC approval is forthcoming, all other tv stations in the San Francisco-Oakland area reportedly will be asked to locate antennas on KRON-TV's new tower, thus "creating an antenna farm." Already two other stations—KQED (TV), educational outlet on ch. 9, and the new station licensed for ch. 2—are expected to join KRON-TV on top of the tower. The tower will be constructed on San Bruno Mountain, where one of the station's present antennas is located, will cost about $1,400,000 and will require six months to a year for completion.

Here's One Way WJAR-TV Sells 'Em In The PROVIDENCE Market...



In August, 1957, three year old Eileen Fahey was the object of the most intensive search in the history of Rhode Island. Almost from the moment of her disappearance, the WJAR-TV news cameras were on hand. Within the hour of her dramatic rescue, their exclusive film report was seen on WJAR-TV, and eventually throughout the nation through facilities of NBC, CBS, ABC, INS and UP.

Day by day, WJAR-TV reaches 'em and sells 'em!



WJAR-TV

CHANNEL 10, PROVIDENCE, R. I.

NBC abc

Represented by Edward Petry & Company, Inc.

NARTB REGIONAL MEETS BEGIN

Two junior-sized industry conventions will be held this week in two cities—Schenectady, N. Y., and Cleveland—as NARTB's annual autumn meetings get underway.

These regional sessions provide workshop and discussion sessions devoted to the day-to-day operating problems facing broadcasters, supplying a service not available at the annual NARTB meetings in the spring.

At NARTB headquarters, William L. Walker, assistant treasurer, said advance registrations indicate heavier member attendance at both of the two-day meetings. He said non-member stations, invited to all eight regional sessions, have shown a lot of interest and the combined attendance might set alltime records.

Headquarters officials said no pressure will be placed on non-members to join the association but they explained the programming will demonstrate some of the services supplied to members and point out how the national association is facing a swarm of critical regulatory and legislative problems in Washington.

The Schenectady meeting at the Van Curler Hotel will be opened this morning (Monday) by Simon Goldman, WJTN Jamestown, N. Y., host director. The Cleveland host director Thursday and Friday at the Statler Hotel will be Robert T. Mason, WMRN Marion, Ohio.

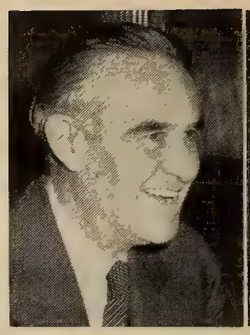
NARTB enters the series of eight regional sessions with 1,362 am stations as members out of a total of 3,024 on the air; 328 of 539 fm stations; 325 of 483 tv stations and 117 associates. William Carlisle, NARTB station relations manager, and members of his staff will attend the eight meetings.

A visual aid will be used during the series to point up talks by NARTB staff specialists. A Beseler Vu-Graph for rear and front projection on a large screen will be employed by the dozen headquarters officials who are making the meeting circuit.

Guest speakers at Schenectady include Philip D. Reed, chairman of the board, General Electric Co., speaking at the Monday luncheon on "New Frontiers of Business Responsibility"; Gov. W. Averell Harriman of New York, Monday evening banquet speaker, and Dr. C. Guy Suits, GE research vice president, who will speak Tuesday afternoon during a tour of GE research facilities.

The two-day program format to be followed during the eight meetings is based on combined radio-tv sessions the first morning and second afternoon. Split radio-tv programs are planned the first afternoon and second morning [B•T, Sept. 9].

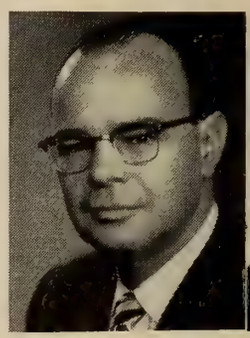
President Harold E. Fellows will address the Tuesday luncheon at Schenectady and the Thursday luncheon at Cleveland. John F. Meagher, radio vice president, and Thad H. Brown Jr., tv vice president, will open the business programming the first morning with a rapid-fire dialogue titled "E Pluribus Unum."



GOV. HARRIMAN



MR. REED



SEN. POTTER



MR. DONALDSON

The opening afternoon tv session will get down to television basics, covering air and wire versions of paid-tv service, tv allocations, channel assignments and Television Allocations Study Organization.

Guest speakers at Cleveland will be Sen. Charles E. Potter (R-Mich.), member of the Senate Interstate & Foreign Commerce Committee, and Ben R. Donaldson, institutional advertising director of Ford Motor Co. Mr. Donaldson will speak on "The New American Road."

Bartlesville Telemovies Feature Of NCTA Conference Sept. 24-26

The Bartlesville Telemovies story [B•T, Sept. 9]—and the relationship of community television operators to cable theatre—will be the feature of the Western Regional Conference of the National Community Television Assn. at Los Angeles' Ambassador Hotel Sept. 24-26.

Scheduled to discuss cable theatre activities and potentials are: Matthew Fox, Skiatron Tv president; Paul MacNamara, International Telemeter Corp. vice president; Milton Shapp, Jerrold Electronics Corp. president; Allen J. O'Keefe, Gamble-O'Keefe west coast theatre circuit; Lloyd Hallamore, president of Hallamore Electronics, and Jack D. Wrather Jr., broadcaster and program producer (KFMB-AM-FM-TV San Diego, KERO-TV Bakersfield, both California; KYAT [TV] Yuma, Ariz.; WJDW [TV] Boston, Mass., and *Lassie, Lone Ranger* and *Sergeant Preston of the Yukon*).

Also on the agenda are: management panel, co-chaired by Mrs. Pat Hughes, Moses Lake, Wash., and Robert J. Tarlton, Lansford, Pa., antenna operators; taxes and



In Louisville -

the more you compare balanced programming, audience ratings, coverage, or costs per thousand— or trustworthy operation—the more you'll prefer

WAVE Radio
WAVE-TV

LOUISVILLE
NBC AFFILIATES
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES

WFIE-TV, Channel 14, the NBC affiliate in Evansville, is now owned and operated by WAVE, Inc.

legal panel, moderated by E. Stratford Smith, NCTA general counsel; common carrier microwave panel, co-chaired by Austin L. Olsen, Motorola, and Edward Stout, Raytheon; advertising and sales panel, moderated by Edward P. Whitney, NCTA executive secretary; technical session, co-chaired by George Frese, Wenatchee, Wash., consulting engineer, and Archer S. Taylor, Missoula, Mont., consulting engineer.

Michigan Meet Gets Advice From Agencies

The customer always has some good ideas about the way radio and tv stations operate their facilities, members of the Michigan Assn. of Radio & Television Broadcasters realized Friday after two days of meetings. MARTB's sessions were held at Hidden Valley Lodge, Gaylord, with President J. P. Scherer, of WHFB Benton Harbor, presiding.

Advertiser and agency speakers took part in Thursday panels on radio and television advertising, offering suggestions to broadcasters and paying tribute to the impact of radio and tv advertising.

In a talk by Edwin J. Anderson, president of Goebel Brewing Co. and president of the Detroit Lions football club, broadcasting and sports were described as a natural combination. Mr. Anderson said Goebel's position in the brewing field has risen steadily during 15 years of sports sponsorship. "More people associate Goebel with baseball than ever listen to the games," he said. He recalled that six other breweries bid against Goebel for the Detroit Tigers 1957 broadcast rights. He said Goebel is the oldest continuous baseball sponsor.

A panel on modern radio was moderated by Harry Lipson, WJBK Detroit. Leonard Simons, of Simons-Michelson, Detroit agency, said creative selling is becoming more important every day.

Lou Luckoff, Luckoff & Wayburn agency, Detroit, said saturation schedules are the "only way to insure radio success." He has been called "the father of saturation radio."

John Hartigan, of MacManus, John & Adams, Bloomfield, Mich., claimed the 7-9 p.m. period is becoming much more important, with people catching up with the news at that time. "Their listening is more attentive than during traffic hours," he said.

In a television forum moderated by Harry Travis, WNEM Bay City, Mich., Halsey Barrett, Television Bureau of Advertising, called tv a selling as well as advertising medium. Gerry Martin, Kenyon & Eckhardt, discussed ratings and merchandising.

Clyde Vortman, of Zimmer, Keller & Calvert, Detroit, explained what the agency looks for in buying time from a tv station. Charles Campbell, of MacManus, John & Adams, stressed the importance to telecasters of calling directly on the advertiser as well as the agency.

Lloyd George Venard, president of Venard, Rintoul & McConnell, station representatives, advocated use of trade paper advertising in a Friday talk.

BPA Sets Convention Nov. 1-2

The second annual convention and seminar of the Broadcasters' Promotion Assn. will be held at the Sheraton Hotel, Chicago, Nov. 1-2, it was announced last week by David E. Partridge, BPA president and advertising-sales promotion manager of the Westinghouse Broadcasting Co. Seminar subjects selected for panel discussions at the convention include trade paper advertising, effective on-the-air promotion, sales presentations, merchandising and promotion and cooperation with agencies and syndicates.



Report on Canon 35 Scheduled By ABA for Wide Distribution

The American Bar Assn. plans to give "widespread distribution" in late October or early November to a special committee report dealing with recommendations for revising the legal profession's Canon 35 on radio-tv-newsreel access to court proceedings.

A preliminary draft already has been prepared by the American Bar Foundation's Committee on Professional and Judicial Ethics. The report, after being approved by ABA, will be submitted to its policy-making House of Delegates' mid-year meeting in Chicago next February.

It's expected the committee will recommend some changes in the language of the present Canon 35, which forbids radio-tv broadcasting of courtroom activities during actual proceedings or recesses. Picture-taking also is prohibited. The only exceptions are naturalization or other ceremonial proceedings. The canon of ethics (judicial) has been adopted by supreme court bodies in about half of the 48 states.

Aside from semantic changes, the question is whether the committee will favor an actual easing of restrictions on broadcasters. The report will be distributed throughout the legal profession and to all media. The House of Delegates is expected to adopt the report, though it has disagreed with ABA advisory groups on some occasions in the past.

Eight to AP Radio & Tv Assn. Board

Following tabulation of voting by more than 900 member stations, Associated Press Radio & Television Assn. has announced the election of eight directors to fill vacancies on the board of directors, which meets Sept. 23 in New York. Jack Shelley, WHO Des Moines, president of the current board, was elected to a new four-year term as was Tom Eaton, WTIC Hartford, Conn. Others elected to the APRTA board: James M. Gaines, WOAI San Antonio (four-year term); John R. O'Meallie, WSMB New Orleans (unexpired one-year term); Nathan Lord, WAVE Louisville (unexpired one-year term); Richard O. Lewis, KTAR Phoenix (unexpired one-year term); William W. Grant, KOA Denver (four-year term) and Ken Nybo, KBMY Billings, Mont. (unexpired two-year term).

SDX Plaque Honors H. L. Mencken

The late H. L. Mencken was honored posthumously with a memorial plaque by Sigma Delta Chi, national professional journalism fraternity, during a special dedication telecast on WMAR-TV Baltimore Sept. 12 (5:30 p.m.). Alistair Cooke, who appears on NBC-TV's *Omnibus*, served as moderator, with Marquis Childs, syndicated columnist and chairman of SDX's historic sites ceremony committee, making the formal presentation. The plaque included the words, "newspaperman, author, editor, critic, philologist" and Mr. Mencken's own suggested epitaph. The presentation was timed with the birthday of the Baltimore sage, who died Jan. 29, 1956.

DEAL WITH...



YOUNG REPRESENTATIVES, INC.

For quick action and a market by market research analysis call a Young representative.

KJAY—the #1 station in Topeka, Kansas—is now represented by—

YOUNG REPRESENTATIVES, INC.

KJAY guarantees maximum coverage of the richest farm area in the heart of our country and the capital of Kansas.

YOUNG REPRESENTATIVES, INC.

NEW YORK • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO • BOSTON

CAN STATE REGULATE WIRE TV?

- **California agencies tell state assembly unit they doubt it**
- **Subcommittee hears plans of firms interested in system**

Unless closed-circuit toll tv systems can be classified as public utilities, it is doubtful whether the State of California has the authority to control their operations or regulate their rates. And, in view of the ruling of the State Supreme Court that community antenna systems cannot be classed as public utilities under the present California laws, it is doubtful that closed-circuit toll tv systems can be so classed.

That is what representatives of a number of state agencies told the Subcommittee on Corporation Laws of the California Assembly Interim Committee on Public Utilities and Corporations during a hearing on toll tv held Tuesday in Los Angeles. The hearing was the first of a series to be held at various places through the state to determine whether this new home program service, if it materializes, should be regulated by the state, committee Chairman Louis Francis stated.

In addition to the state experts, the committee heard representatives of a number of organizations interested in providing toll tv service to California citizens.

The assemblymen questioned the toll tv spokesmen closely over the feasibility of operating under a multiplicity of local municipal franchises (52 in the Los Angeles metropolitan area alone), asking whether a statewide franchise would not be better. This seemed to be of more concern to the committee than to the toll tv operators, who testified that the terms of these city franchises are generally uniform throughout the state and that differences usually stem from local conditions that can best be met on the local level. The League of California Cities, which has prepared a standard municipal franchise form for use by cities throughout the state, was credited with simplifying the problem and obviating the need for a statewide franchise.

Alex Yakutis, deputy legislative counsel to the committee, said the method of distribution of a tv signal determines the jurisdiction. If it is broadcast, it is considered interstate and the FCC has sole jurisdiction. If it is distributed by wires or cables within the confines of the state, then it would seem to fall under state jurisdiction, he said. But he reminded the committee of the court ruling that community antenna systems are not public utilities and not subject to state control under the present law.

Herbert A. Smith, assistant commissioner, California Division of Corporations, said this division does not believe it has jurisdiction over toll tv franchises, since a franchise issued by the state or a municipality is not a security.

Melvin E. Mezek, senior utilities engineer of the state Public Utilities Commission, said the PUC has control over circuit charges made by the telephone companies for leasing their physical facilities to other organizations, including toll tv companies, but that it is doubtful in view of the community antenna ruling that this control could be extended to charges of the toll tv companies.

Mr. Mezek said if the law were amended to make a toll tv system a public utility, then PUC would assume jurisdiction.

Broley E. Travis, chief of the valuation division, California Board of Equalization, said the board is interested only in taxes of companies certificated by PUC and since no toll tv system has been so certificated the board has no jurisdiction.

Speaking for Skiatron Tv Inc., which has applied for franchises in Los Angeles, San Francisco and other state communities, Bernard Brennan, attorney, said Skiatron does not intend to take over any programming now available on broadcast tv, either regular weekly programs or such established events as the Rose Bowl Parade. Nor does it intend to include any advertising with its program service, he said. He admitted that if toll tv is successful it might be under pressure from advertisers to let them buy access to its subscribers, but he said the best protection against this would be the terms of the franchise and the integrity of the system operator.

Jerome L. Doff, Skiatron vice president, said the wireline studio-to-home carriers his company plans to use would cost about $14 a home, or a total wireline cost of about $12 million for Los Angeles County. He declined to estimate what the program charges would be, saying they will depend on "what the product costs, what the traffic will bear and what competition will allow."

Chester I. Lappen, vice president and counsel of International Telemeter Corp. (Paramount Pictures subsidiary), described in detail the coinbox attachment for program payment developed by his company [B•T, March 25] and invited the committee to witness a demonstration of the system in operation. Chairman Francis said the group would accept at its earliest opportunity.

Explaining that Telemeter does not expect to operate a toll tv service, but to license local operators to use its equipment, Mr. Lappen warned the committee that any attempt to apply public utility regulations, such as setting program rates, would present many difficult problems. "Competition, not regulation, is the answer," he said.

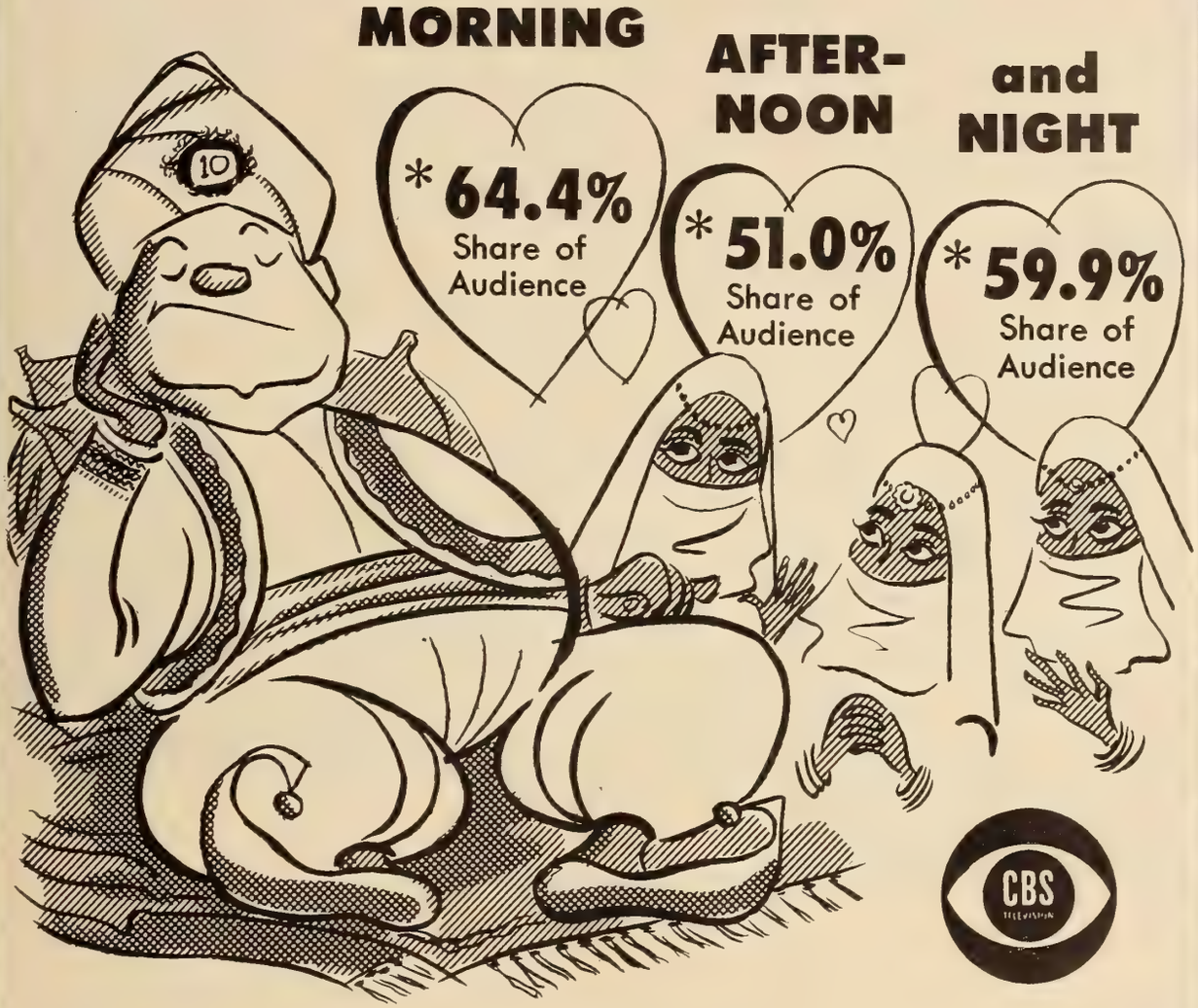
He noted that the low cost of a program distribution center, which he put at about $25,000, would enable a system to operate successfully with only 2,000 subscribers, commenting that having a number of separate systems may work better than trying to extend the wires of a single system too far.

Jordan E. Beyer, vice president of National Jerrold Systems, said his company proposes to provide program services on a flat monthly fee of $8.50 ($100 a year) in San Francisco, where it has applied for a franchise, by eliminating the need for checking program use, making out monthly bills of varying amounts, providing program promotion, making or buying attachments for tv receivers and installing and maintaining them. He said Jerrold can offer any expensive program service at a bargain price and can operate profitably with 50% saturation. A two-channel service is planned, he said, with motion pictures for two days, plus sports or other special programming which will be presented when these events are available.

Jerrold will use double-shielded cables to



HO, HUM! It's the same old story . .



*LATEST ROCHESTER ARB REPORT, FEBRUARY 1957

ROCHESTER, N. Y.

National Representatives:
THE BOLLING CO. (WVET-TV)
EVERETT-McKINNEY (WHEC-TV)

IN ROCHESTER . . . IT ALL ADDS UP TO 10

A Challenge!

WE HAVE NO UNSUCCESSFUL SPONSORS!

your investigation of this fact is invited

You too will find that SPANISH RADIO IS EFFECTIVE

when you advertise in Southern California on

KWKW
PASADENA · LOS ANGELES
Spanish Language Station

L. A.—RYan 1-6744
S. F.—Theo B. Hall
Eastern Rep.—National Time Sales

transmit its programs, Mr. Beyer said. This is much more expensive than open wire lines, costing $4,000 a mile without drops to the homes, but Jerrold's experiments with open wires have not been successful in producing picture transmission of satisfactory quality, he stated.

Mr. Beyer said that in the community antenna field, where 350 of the national total of 500 systems are completely or partially equipped by Jerrold, pole rights have been purchased from the telephone company (and in some instances the power company, too) at rates regulated by the public utility commission. But closed-circuit toll tv is something different, a commercial venture rather than a public service, he said, and as such it calls for new policy decisions. If the telephone companies provide pole attachment space, how many toll tv companies can get this service? If the telephone companies install the wires or cables themselves and lease this service to the toll tv operators, then there will be no need for franchises beyond those the telephone companies already hold. If the phone companies give pole attachment rights, the tv companies can put up the overhead wires, but what about underground ducts? Are they available for toll tv use or not? If they are, who will make those installations?

Chairman Francis said that at the committee's next hearing, the telephone companies would be asked to present their views on toll tv service requirements and how they plan to meet them.

Julius Tuchler, representing Pacific Drive-In Theatres Corp., urged that in the absence of federal regulation of programming such as the FCC provides for broadcasters, some sort of state regulations be set for closed-circuit toll tv programming to prevent abuses. He particularly urged the establishment of safeguards against the monopoly of toll tv channels by one political party or candidate on the order of the equal time provisions of the Federal Communications Act.

Gilmore Announces Opening Of CCA N. Y. Sales Office

John C. Gilmore, sales vice president of Community Club Awards, announces the opening of sales offices at 527 Madison Ave., New York. All sales are to be handled through the new office. Sept. 4 was opening day, Mr. Gilmore reports. Increased national accounts and availability of service for multiple markets were reasons given for the move from Norfolk, Va.



MR. GILMORE

Wire Pay Tv in East: Go-Ahead Asked in D. C.

Paid wire-tv broke into the East last week.

WOL-AM-FM Washington embraced the new medium Tuesday, announcing it had asked the District of Columbia Board of Commissioners for permission to install a closed-circuit wire tv system.

Henry Rau, president of Washington Broadcasting Co., operating the WOL stations along with WDOV-AM-FM Dover, Del., and WNAV-AM-FM Annapolis, Md., told D. C. commissioners that his company would provide a program service involving a monthly fee. Programming, he said, would include feature films, Broadway plays, operas, concerts, sports and educational programs.

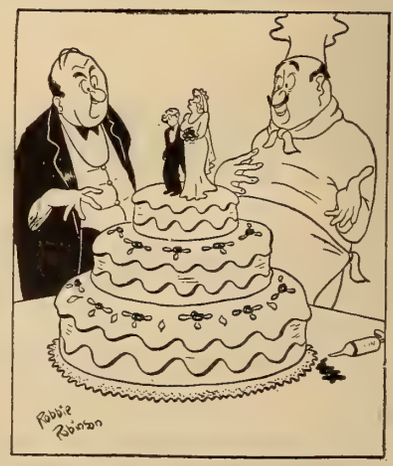
A Washington wire system involves special problems, since a substantial portion of the utility wiring is underground. Mr. Rau said he had discussed installation problems in a preliminary way with Chesapeake & Potomac Telephone Co., which is studying the matter.

FCC approval is not required for the project, according to Leonard Marks, attorney for the applicant. However, Mr. Rau said the service might be extended into Washington suburban areas in Maryland and Virginia. His application pointed to the closed-circuit wire system in Bartlesville, Okla. [B•T, Sept. 9], and the applications pending in San Francisco, Los Angeles, Denver and other major markets.

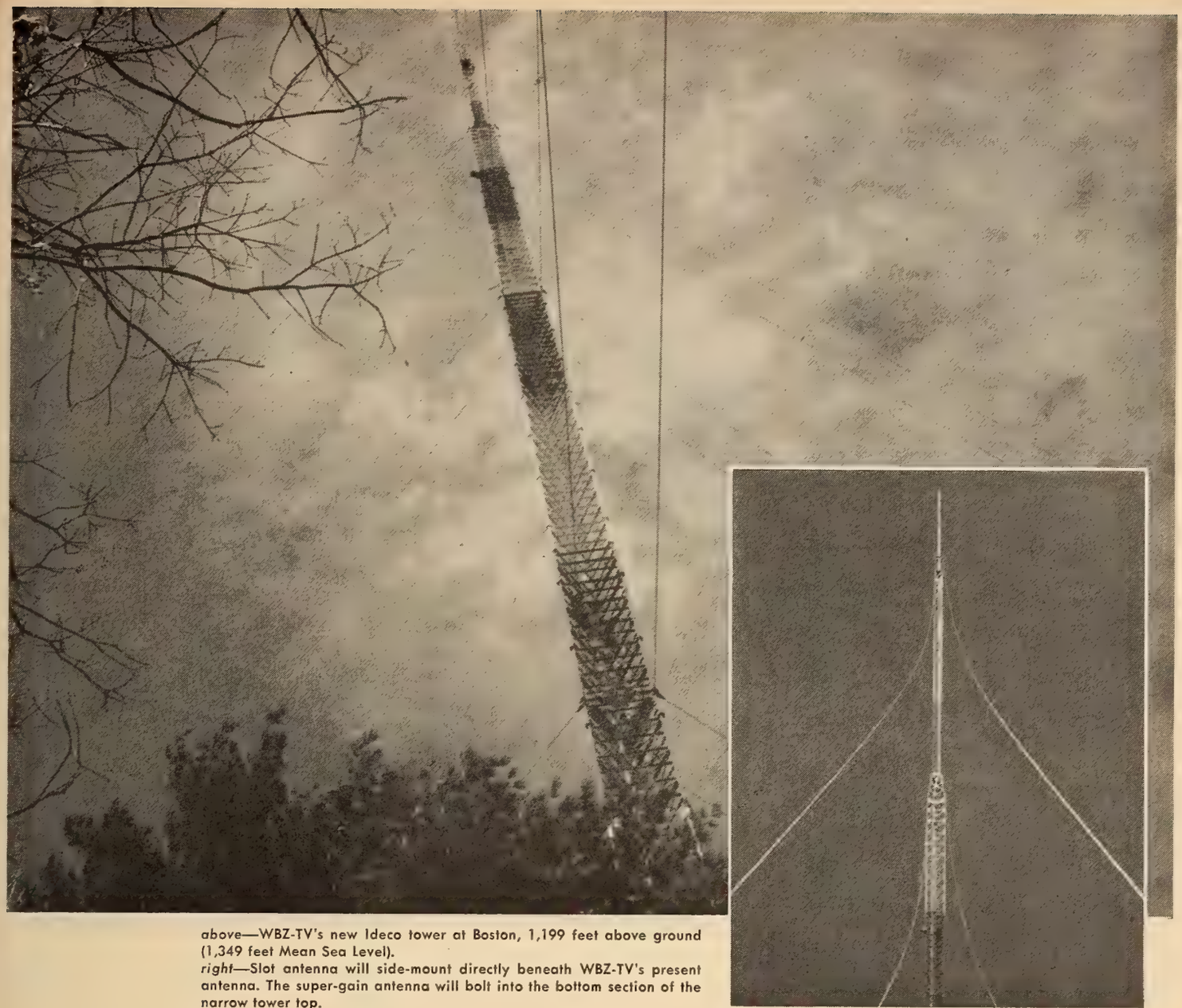
"It is our expectation that a nationwide group may be organized to act cooperatively for the purpose of securing entertainment fare such as I have outlined above on a regular basis," Mr. Rau's application explained.

Mr. Rau's application did not include data on cost of installing facilities but he said he would organize a separate corporation to handle the project.

President Robert McLaughlin of the D. C. board, said Comr. Alvin C. Willing and staff will make a preliminary study of the WOL application.



"—such bliss! They both listen regularly to KRIZ Phoenix!"



above—WBZ-TV's new Ideco tower at Boston, 1,199 feet above ground (1,349 feet Mean Sea Level).
right—Slot antenna will side-mount directly beneath WBZ-TV's present antenna. The super-gain antenna will bolt into the bottom section of the narrow tower top.

New Ideco Tower Designed for Future Stacking of Antennas, Future 300-Foot Height Increase

"Give us a one-antenna tall tower now, but provide for adding more antennas and another 300 feet of tower later."

That was the problem presented to Dresser-Ideco by WBZ-TV at Boston. The solution is this recently completed guyed tower, carrying WBZ-TV's channel 4, 6-bay antenna at 1,199 feet above ground (1,349 feet Mean Sea Level) . . . still another over-1,000-foot Ideco tower. A channel 5 super-gain antenna and a channel 7 slot antenna can be mounted beneath the WBZ-TV antenna later, without disturbing WBZ-TV's antenna and with no modifications to the tower necessary. Likewise, with no modification necessary, the tower can be increased to 1,499 feet (1,649 feet Mean Sea Level) simply by temporarily removing the antennas and adding another 300 feet of tower.

This WBZ-TV project is still another demonstration of Dresser-Ideco's ability to solve the unusual in tower design and building problems. This same engineering ability contributes to the soundness and economy of more routine towers, too.

So when you start thinking about your new tower . . . both for your present need and for the future, too . . . start planning with Dresser-Ideco. Write us, or contact your nearest RCA Broadcast Equipment representative.

Dresser-Ideco Company
ONE OF THE DRESSER INDUSTRIES
TOWER DIVISION, DEPT. T-11, 875 MICHIGAN AVE., COLUMBUS 8, OHIO
Branch: 8909 S. Vermont Ave., Los Angeles 44, California.

GET YOUR MESSAGE ON THE MAGIC
GOLDEN SPREAD
WHERE GREAT THINGS ARE HAPPENING AND . . .
COLO. KANSAS OKLAHOMA TEXAS
0.1 MV/M
KGNC-TV
AMARILLO
N. MEX.
BIG 4 IS THE BIG BUY!
★ Over 100,000 TV Sets
★ Nearly $200,000,000 in Retail Sales in the Area
SERVED BEST BY BIG 4
POWER: Visual 100 KW
Aural 50 KW
Antenna Height 833' above ground
KGNC-TV
Channel 4
AMARILLO, TEXAS

Four Executive Appointments Made at Triangle Properties

Roger W. Clipp, vice president and general manager, Radio and Television Div., Triangle Publications Inc., Philadelphia, has announced a series of executive appointments at four Triangle properties.

Ben B. Baylor Jr., former general manager of WINT (TV) Fort Wayne, Ind. (now WANE-TV), has been named station manager of WNHC-AM-TV New Haven, Conn. A 22-year radio-tv veteran, Mr. Baylor was assigned to concentrate on local and national sales development, reporting directly to Edward D. Taddei, general manager of the stations.

Frank Palmer, general manager of Triangle's WLBR-TV Lebanon, Pa., moves to WFBG-AM-TV Altoona-Johnstown in the same capacity. Joe Zimmerman, former director of station promotion for all Triangle properties, has been assigned to WLBR-TV, succeeding Mr. Palmer as general manager. Edward Scala, general manager of WFBG-AM-TV, will be director of sales development for WFIL-AM-FM-TV Philadelphia.

Mr. Palmer was general manager of WSEE-TV Erie, Pa., for three years before joining Triangle. Mr. Zimmerman, with the firm since 1950, also has served as director of advertising and promotion of WFIL-AM-FM-TV and director of operations of WFIL-TV. Mr. Scala was with Triangle's WNBF-AM-FM-TV Binghamton, N. Y., 10 years before transferring to WFBG-AM-TV 18 months ago.

John F. Dille Sr. Dies at 72

Last rites were conducted in Evanston, Ill., Friday for John F. Dille, 72, founder-president of the National Newspaper Syndicate, who died there Tuesday following an operation. He was the father of John F. Dille Jr., editor-publisher of the Elkhart Truth Pub. Co. and president of WTRC and WSJV (TV) Elkhart and WKJG-AM-TV Fort Wayne, Ind.



WWL-TV CH. 4 SIGNAL NOW ON AIR

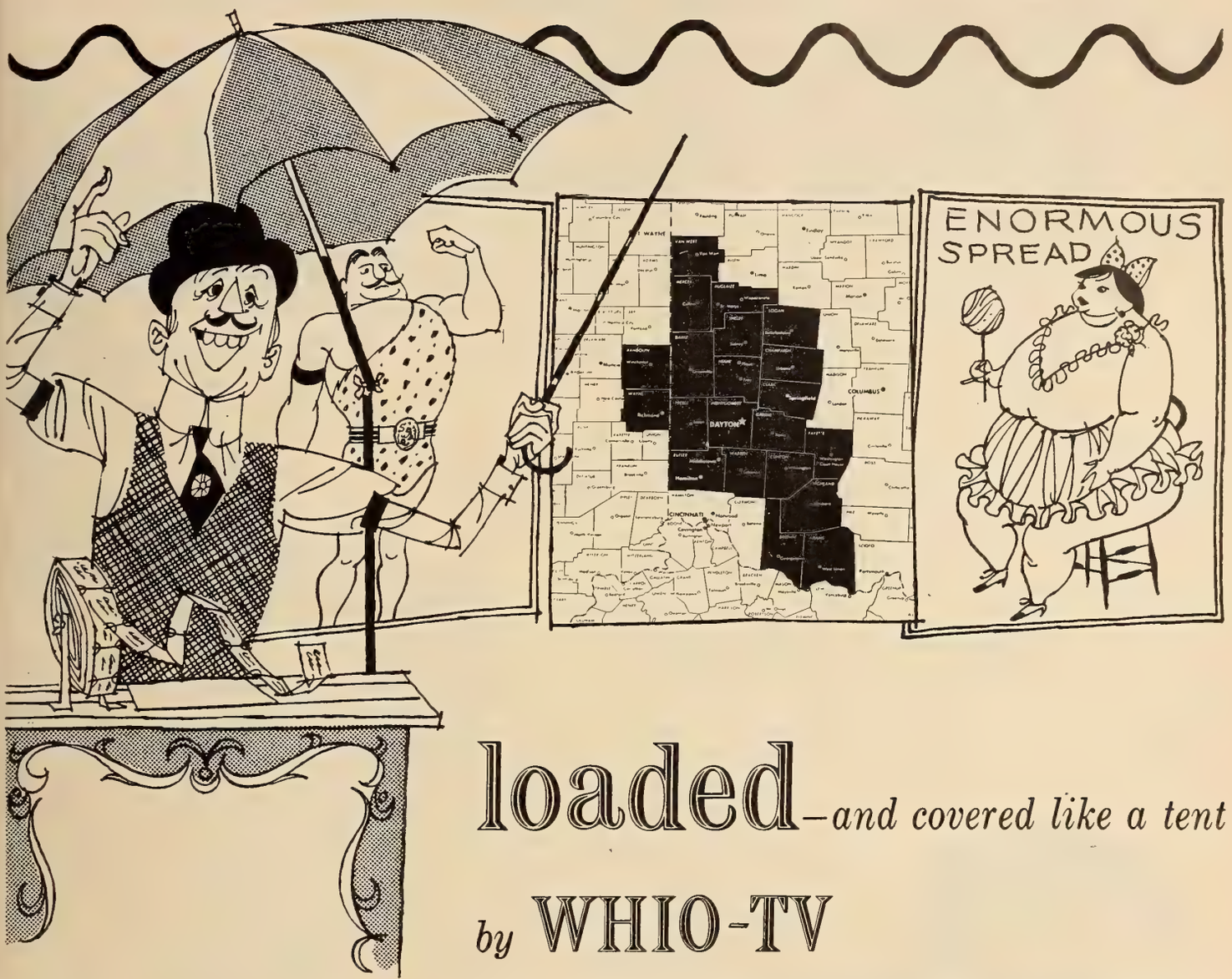
WWL-TV New Orleans began operations Sept. 7 on ch. 4 as a CBS-TV affiliate, operating from a new plant at 1024 N. Rampart St. (above).

Technical facilities include full color equipment. Watching a monitor panel are (l to r) Rev. A. G. Goodspeed, S. J. faculty director for the Loyola U. station; Dan Hynes, chief video engineer; Very Rev. W. Patrick Donnelly, S. J., Loyola U. president, and Francis Jacob Jr., chief audio engineer.

W. Howard Summerville, for 18 years manager of WWL, is general manager of the operations. Harry W. Stone, veteran broadcaster, formerly of WSM Nashville, is commercial manager. Edward M. Hoerner is program director and J. D. Bloom is director of engineering. Other key members of the staff include Bill Dean, production supervisor; Pete McCausland, operations supervisor; Randy Gover, news director; Lou Boda, sports director, and Sidney R. Kittinger, art director.



MAIN ENTRANCE



loaded—*and covered like a tent*

by WHIO-TV

Bring *your* sales pitch to the WHIO-TV big top and tap one of the richest, best-covered areas on the circuit.

Big? You get 41 counties in 3 states—747,640 TV homes—with retail sales of $3,361,973,000 (courtesy Sales Management). Big enough?

Covered? Pulse consistently rates us with 13, 14 and sometimes 15 * of the 15 top weekly shows. Latest ARB credits us with 7 out of 10. And our maximum power with the 1104 ft. tower gets the message through.

Hurry, hurry, hurry! Get all market data and availability lists from National Frontman and Barker Deluxe, Doc George P. Hollingbery. The show's on the road.

***Hold the phone! Just-off-the-press Pulse gives us 15 out of 15 *again* for August!!!**

CHANNEL 7 DAYTON, OHIO

whio-tv CBS

One of America's great area stations



Use the new improved sales tonic in Western New England. Like a doctor's prescription it contains several ingredients . . . WWLP & WRLP.

In Western New England Nearly Everyone Watches

WWLP Channel 22 Springfield-Holyoke, Mass.

WRLP Channel 32 Greenfield, Mass.



"GEE! That's the coffee for me!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching.* For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

DATELINES

Newsworthy News Coverage by Radio and Tv

LITTLE ROCK—This Arkansas city has been the origination point for daily national newscasts, since school opened two weeks ago. WOR New York has aired daily direct reports on *Radio New York* from the outset of the pupil integration row. Such features as a claimed exclusive interview with the mayor of Little Rock have highlighted WOR coverage.

Rod MacLeish, Washington correspondent for Westinghouse Broadcasting Co. stations, has been telephoning beeper reports to WBC outlets six times a day from Little Rock, with daily 10-minute wrapup tapes, for one of the most comprehensive jobs among the country's independent stations, the company boasts.

On the day the Arkansas National Guard was posted around Little Rock's Central High School, WHB Kansas City had newsman Lee Griggs on the spot to feed direct reports to the station. He has broadcast several reports daily from Little Rock since the story broke.

ABC-TV was credited by many newspaper radio-tv critics with a scoop last week for persuading Gov. Orval E. Faubus of Arkansas to appear on the network's *Open Hearing* program Sept. 8. Critics congratulated the network for obtaining the first live interview on a network since the beginning of the school integration dispute in Arkansas. The telecast also was mentioned in regular coverage by newspapers.

NEW YORK—WLIB has kept its "beep" telephone busy recording on-the-spot interviews on the school integration problem throughout the South. The station, which programs heavily to the Negro audience, last week carried telephone interviews with a Negro who had been attacked in a Birmingham, Ala., incident (and was credited by the AP with breaking the news that the victim's wife also had been stabbed); a young Negro girl who had successfully entered integrated schools in Nashville, Tenn.; the Nashville police chief on the bombing of a school building there; the superintendent of schools of North Little Rock, Ark., on the barring of Negro students in that area, and, on Sunday, Sept. 8, carried a half-hour special program, *School Integration: 1957,* featuring telephone-recorded discussions with the Little Rock mayor, school superintendent, and an NAACP representative in Little Rock [B•T, Sept. 9].

INS-Telenews bolstered its staff for coverage of the school integration dispute in the South last week, assigning three complete camera crews to key areas. It stepped up its processing and distribution of films to tv stations and, a spokesman said, had film coverage available to stations within several hours of shooting in some instances.

Courtroom proceedings involving segregationist John Kasper were recorded for CBS Radio's *The World Tonight* by Jim Wilson of WLAC Nashville and Blaine Littell, producer of the show for CBS News. The recording, played Wednesday night, included arguments between the prosecutor and Mr. Kasper, plus a post-trial courtroom statement by the segregation leader.



A 45-SECOND announcement by General Manager Eugene S. Thomas will represent the entire inaugural program of KETV (TV) Omaha, when it bows on ch. 7 tomorrow (Tuesday), broadcasting from its three-floor building downtown. But the town will turn out to welcome its third tv station Saturday with a parade led by James Garner, star of ABC-TV's *Maverick* show. KETV streamlined its opening ceremonies to get on the air as soon as possible with ABC-TV's fall schedule.

WASHINGTON—WTOP-TV here flew in 15-year-old Dorothy Geraldine Counts yesterday (Sunday) from Charlotte, N. C., to tell the story of her enrollment in a previously all-white high school. Newsman Roger Mudd in a 1:30-1:45 p.m. interview asked Miss Counts about reports that she had been jeered at and spat upon when she entered for classes.

ST. LOUIS—An elaborate newsroom monitor system is paying off in immediacy for KXOK St. Louis. When a jet crashed the afternoon of Sept. 3 in Berkely, Mo., KXOK had an eyewitness telephone account on the air in eight minutes earning commendations from city and county officials. The station's monitoring system covers St. Louis city and county police calls and fire alarms and uses a local-national-world map multiplex system, with a three-way weather recorder.

MONTANANS

. . . have money

. . . spend money

and they prefer to watch

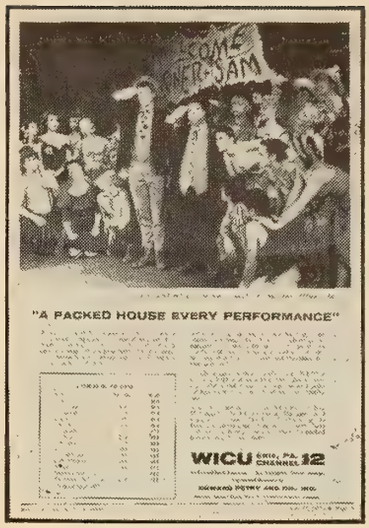
191,000 watts K·MSO-TV CBS ABC NBC

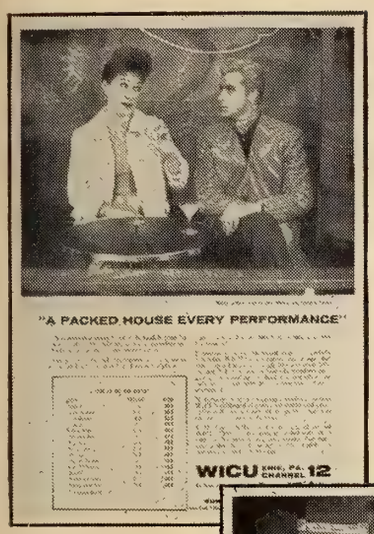
MISSOULA, MONTANA

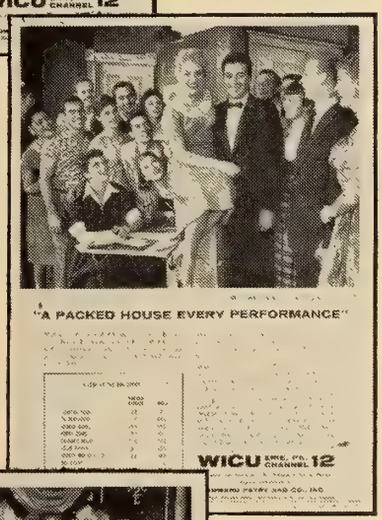
affiliated with KGVO radio

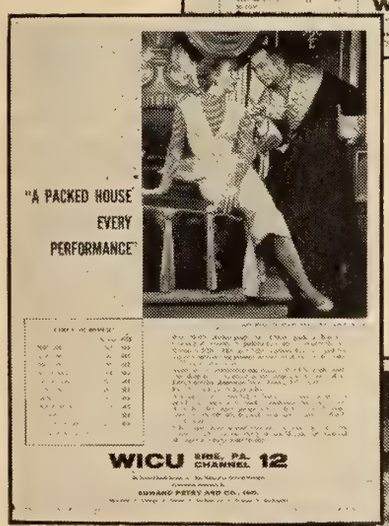
MOSBY'S INC.













SO MANY PACKED PERFORMANCES THAT WICU's . . . . ENLARGING THE HOUSE !

For the past 15 months "A Packed House Every Performance" has occupied star billing on WICU's Marquee.

NOW, IT'S TIME TO ENLARGE THE LARGE HOUSE!

Come this fall, WICU will reach a $2 billion dollar retail market with a NEW TOWER extending 782 feet above average terrain. New transmitting equipment will increase WICU power from 30,000 watts to MAXIMUM POWER . . . 316,000 watts . . . increasing coverage by 189% (total families).

Around the tri-state area of Pa., Ohio and N. Y., it's WICU for fall coverage (totaling 19 U. S. counties —8 in Canada).

As usual, Petry and Ben McLaughlin, General Manager, have complete data for you.

Always the best—now even better with the new tower and power this fall!

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

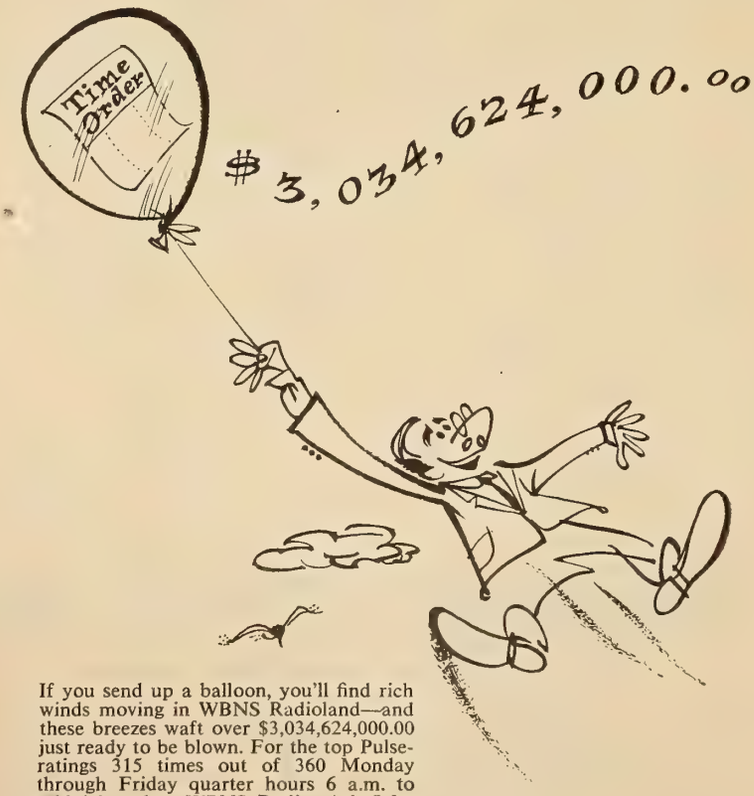
New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

Watch your ratings
c–l–i–m–b
with the Big
"B" SECTION
of the
SESAC
Transcribed Library

- All types of stirring band music—patriotic, military and collegiate marches, concert and novelty band selections.
- Complete program notes.
- Easy-to-sell scripts.
- All at its best at low monthly fees.

Write, right now . . .

SESAC INC.
The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.



If you send up a balloon, you'll find rich winds moving in WBNS Radioland—and these breezes waft over $3,034,624,000.00 just ready to be blown. For the top Pulse-ratings 315 times out of 360 Monday through Friday quarter hours 6 a.m. to midnight select WBNS Radio. Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

WBC 'Reintroduces' WJZ-TV With New Programs, Promotion

Westinghouse Broadcasting Co.'s new ch. 13 Baltimore outlet, WJZ-TV (formerly WAAM [TV]), was launched during the past week with "the most varied and vigorous promotion-publicity-programming barrage in local history," according to a report from Westinghouse.

The promotion included newspaper ads, broadcast announcements, balloon drops, menu messages, a touring Ford Thunderbird and a Model T to contrast "the old and new" on ch. 13, the dispensing of ice cream sodas in Baltimore drug stores and an advertising tie-in with Stork Dydee Wash.

WJZ-TV programming also has been revamped, according to the report with "the WBC policy of strong emphasis on local and public service" shows coming to the fore. Among the local offerings is *Baltimore Close-up*, which features a remote, one of many that should help "reintroduce Baltimore to Baltimoreans," according to Larry Israel, WJZ-TV general manager. Among the public service programs is the Peabody-award-winning *Johns Hopkins File 7*.

Newspaper Strike Affects KSD-TV; KMOX, Other Ams Add Business

KSD-TV St. Louis, *Post-Dispatch* station, lost nearly two days of air time Sept. 7-8 when the city's two newspapers were shut down by a strike of 22 IBEW maintenance electricians. The station resumed service at 6:49 p.m. Sept. 8 when the strike ended. Union personnel had refused to cross a picket line at the *Post-Dispatch* building, where studios are located. KSD radio's schedule was interrupted briefly Sept. 7, service being restored at the transmitter house in East St. Louis. The *Globe-Democrat* is part owner of KWK-TV, whose service was not affected since studios are separate from the newspaper site.

St. Louis radio stations had a busy weekend as the newspapers suspended publication. At KMOX, account executives wrote many orders Saturday for newspaper advertisers who had scheduled Monday store sales and promotions. Most of the city's stations doubled their news programming and bulletin features, with listeners voicing their appreciation.

Lamb Gives $3,500 to ETV

The Toledo (Ohio) Educational Television Foundation has received a check for $3,500 from Edward Lamb for tower and antenna equipment. The foundation holds a construction permit for non-commercial, educational ch. 30 in Toledo. Commercial stations owned by Edward Lamb Enterprises are WIKK-WICU (TV) Erie, Pa., and WHOO-AM-FM Orlando, Fla. Mr. Lamb also holds a grant for ch. 23 WMAC-TV Massillon, Ohio. He sold his Toledo radio stations (WTOD-WTRT [FM]) recently to the Booth Radio & Tv Stations Inc. Commenting on educational tv, Mr. Lamb said, "It truly provides an extension of the most worthwhile in our entire educational system."

NTA in Final Negotiations For Newark Radio-Tv Outlets

National Telefilm Assoc., New York, was reported last week to be in the final stage of negotiation for the purchase of WATV (TV) and WAAT, both Newark, N. J., from the Bremer Bcstg. Corp. The purchase price is estimated at $3 million.

Though spokesmen for both companies claimed that no contract had been signed, it is understood that the principals have reached an agreement and only details are to be ironed out. The transaction covers only the radio and tv stations and not the real estate housing the outlets (the Mosque Theatre Bldg. in Newark).

One source close to the negotiations said NTA is prepared to pay $500,000 in cash, assume another $500,000 in long-range obligations and plans to wait two years before starting payments on the balance.

Last year when Ely Landau, president of NTA, organized the NTA Film Network (story, page 82), he disclosed plans for entering the station ownership field. Last month he purchased a 75% interest in KMGM-TV Minneapolis-St. Paul for an estimated $750,000 [B•T, Aug. 26].

Among those who have participated in the negotiations are Irving Rosenhaus, president of Bremer Bcstg. Corp., in which he and his family own controlling interest; Mr. Landau and Ted Cott, an executive of NTA who has had extensive station management experience with such outlets as WRCA-AM-TV, WABD (TV) and WNEW, all New York.

Goodfellow, Coyle Appointed To New Posts at WRC-AM-TV

Executive promotions at WRC-AM-TV Washington, NBC o&o stations, were announced Thursday by Carleton D. Smith, vice president and general manager. Joseph W. Goodfellow, sales director for both stations since 1953, was elevated to station manager of WRC radio. He has been with NBC eight years. William E. Coyle, for many years in Washington radio, succeeds Mr. Goodfellow as WRC-TV sales director. Mr. Coyle joined NBC Washington in 1956. Previously he had been promotion manager of the *Washington Evening Star*. He will continue to direct public relations, promotion and advertising for both stations.

REPRESENTATIVE APPOINTMENTS

WSBA York, Pa., appoints Headley-Reed Co., N. Y.

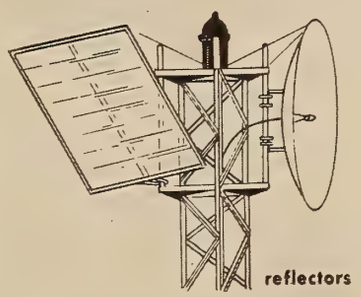
WBBB-AM-FM Burlington, N. C., names Thomas F. Clark Co., N. Y.

KWDM Des Moines, Iowa, appoints McGavren Quinn Co., N. Y.

STATION SHORT

WRCA-TV New York has issued revised Rate Card 17-A which is designed for improved readability and includes new programs on station's schedule. Card does not call for any changes in rates over one issued last April, which is still effective.

In Microwave Towers and Reflectors . . . .



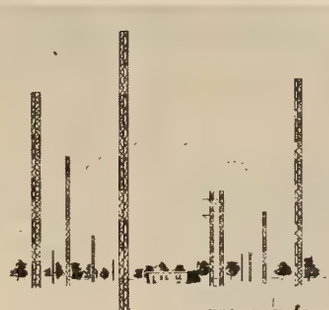
reflectors



am-fm towers and radiators

high gain corner reflector antennas





antenna farms

. . a Company is known by the companies that KEEP IT!

Mid-Continent Broadcasting Co.
Television Station KSAZ
Radio Station KFYR
Radio Station WWTV
Amalgamated Wireless Ltd., Australia
Collins Radio Co.
General Electric
Lenkurt Electric Co.
Motorola, Inc.
Page Communications Engineers, Inc.
Philco Corp.
Radio Corporation of America
Raytheon
Western Electric
American Telephone & Telegraph Co.
Bell Telephone Laboratories
Colorado Interstate Gas Co.
Michigan Bell (SAGE project)
Mid Valley Pipe Line
Ohio Power Co.
Southwestern Bell Telephone Co.
U.S. Air Force

tower fabricators and erectors the world over

TOWER
CONSTRUCTION CO.
SIOUX CITY, IOWA

WRITE TODAY for Free BOOKLET



TOWER CONSTRUCTION CO.
2700 Hawkeye Dr., Sioux City, Iowa

Please send me FREE copy of "Aluminum Reflectors"

Name .....

Firm .....

Address .....

City ..... State .....

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET

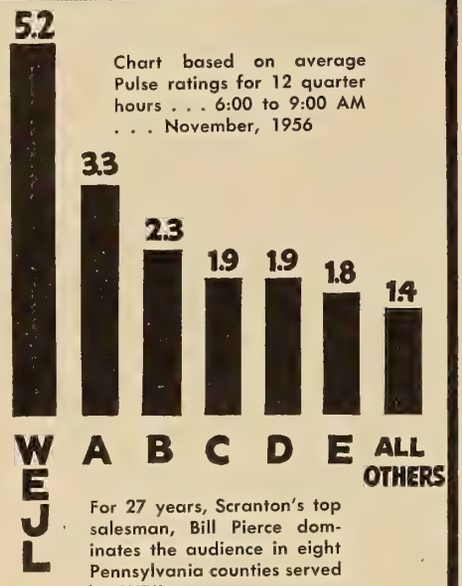


Chart based on average Pulse ratings for 12 quarter hours . . . 6:00 to 9:00 AM . . . November, 1956

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!

WEJL

The Scranton Times

SCRANTON, ... PENNA.



"GEE! Let's try that toothpaste!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Robert S. Lewis, comptroller, Product Services Inc., N. Y., elected treasurer and director. **Diane Young,** formerly with Screen Gems, has joined agency as copy chief.

John H. Childs, senior account executive on Texaco (The Texas Co.) at Cunningham & Walsh, elected vice president of agency.

Frederick Anderson, vice president, McCann-Erickson, N. Y., has resigned. He had been with agency for eight years.

Hal H. Thurber, managing partner, Ewell & Thurber Assoc., Toledo, Ohio, and previously vice president of D'Arcy, St. Louis, elected executive vice president and director of Wade Adv. Agency Inc., Hollywood and Chicago.



◄ **H. M. Tibbetts,** product group marketing manager, Lever Bros., to Salada-Shirriff-Horsey Inc., Salada Div. (tea), Boston, as associate vice president. He will direct all operations for company's markets throughout central and eastern U. S.

Robert Kelly, formerly product manager for Lever Bros. Co., to Doherty, Clifford, Steers & Shenfield, N. Y., as account executive on Bristol-Myers unit.

Cliff Rodgers, president of Magnus Music Publishing Co. and former program director of WHKK Akron, and **Peter W. Mesner,** assistant television producer, Howard Senor Agency, Cleveland, both Ohio, to Jessop Adv. Co., Akron, as account executive and copy chief, respectively. **H. Taylor Protheroe,** head of Jessop art department, promoted to creative director.



◄ **Wilbert H. Falstein,** advertising and sales promotion manager, Gerber Plumbing Fixtures Corp., Chicago, to Sidney Clayton & Assoc., same city, as account executive. His new duties will include servicing Gerber account for agency.

Currie L. Brewer, formerly account executive at Tatham-Laird Inc., Chicago, to H. W. Kastor & Sons., same city, in similar capacity.

Gail Myers, timebuyer on Best Foods at Dancer-Fitzgerald-Sample, N. Y., to Lawrence C. Gumbinner Adv., same city, in similar position on Manischewitz (Monarch Wine Co.) account. **Harry Bargamian,** D-F-S, joins Gumbinner as estimator.

Eduardo Arguelles Campos, account executive with J. Walter Thompson Co., Mexico City, and formally sales manager of XEX, same city, to Robert Otto & Co., Mexico City, executive staff.



◄ **Edward Jancewicz,** program director department, WBZ-TV Boston, to Arnold & Co., same city, as radio-tv director. During his association with WBZ-TV, Mr. Jancewicz also served as location director for NBC on such shows as *Today, Home* and *Wide, Wide World.*

Daniel M. Partain, art director for Western Airlines and Desert Inn accounts, Buchanan & Co., L. A., to West Marquis Inc., same city, as art director.

Dan Blumenthal, former copy group head, Grey Adv., N. Y., to Donahue & Coe, same city, as copy supervisor on general consumer accounts.

Maurice Jones, formerly research director, Earle Ludgin & Co., Chicago, to Needham, Louis & Brorby Inc., same city, as research supervisor. **Frank R. Ladik,** previously market analyst at Swift & Co., to NL&B as research associate.

Ray Croker, formerly member of production staff, Dozier-Eastman & Co., L. A., to Charles Bowes Adv. Inc., same city, as assistant production manager.

Pierre Le Clerc, public relations supervisor, Standard Accident Insurance Co., Detroit, to MacManus, John & Adams, Bloomfield Hills, Mich., as copywriter on Dow Chemical Co. account.

Lester A. Friedman, vice president-copy director, Cunningham & Walsh, S. F., to Honig-Cooper Co., same city, creative staff.

Russ Burton, formerly with Arthur Jacobs Inc., N. Y., and Rogers & Cowan, Beverly Hills, Calif., to Kennedy, Walker & Wooten, Beverly Hills, publicity department.

Thomas H. Copeland Jr., assistant director of research division, U. of Minnesota's School of Journalism, to Erwin Wasey Ruthrauff & Ryan, L. A., research department. He will direct office's continuing copy testing program and work with existing services in testing effectiveness of tv commercials.

FILM

Frank Nurre, editorial department, Cascade Pictures, promoted to assistant to vice president in charge of production.

William Mitchell, formerly operator of his

WDXI-TV CBS

JACKSON, TENNESSEE

Channel 7



Covering half million people in the mid-South

Represented by Venard, Rintoul & McConnell, Inc.

own art studio, to Southwest Film Lab. Inc., Dallas, as art director. **Joe Harris Jr.,** Jamieson Film Co., same city, joins Southwest Film as head of animation department.

Jack M. Stafford, Walter McCleery Adv., Beverly Hills, Calif., and **Barry Winton,** formerly account executive with Official Films and Tv Programs of America, both New York, to Famous Films sales staff. Mr. Stafford will headquarter in Hollywood and will cover 13 western states and Mr. Winton will headquarter in Atlanta and service southern part of country.

NETWORKS



◄ **Roger O'Connor,** tv spot sales account executive, Katz Agency, to ABN as account executive. Mr. O'Connor previously was with Avery-Knodel in radio spot sales and William Esty & Co. as timebuyer.

David A. Grimm, account executive, Meeker Co., N. Y., to American Broadcasting Network in similar capacity.

Barry Shear, former director of NBC-TV's *Arthur Murray Dance Party,* named director of network's new *Eddie Fisher Show* starting Oct. 1.

Thomas O'Malley, public relations executive, Ursula Halloran & Assoc., to NBC-TV's *Tonight* as talent scout for m.c. **Jack Paar.**

Dean Craig, program manager, KRCA (TV) Los Angeles, to NBC as unit manager.

STATIONS



◄ **Alexander M. Tanger,** commercial manager, WHDH Boston, elected vice president of WHDH Inc. (WHDH - AM - FM - TV) and appointed sales director. **Leslie Arries Jr.,** CBS Spot Sales, Chicago, joins WHDH-TV as tv director and will supervise basic operation of station, coordinating with sales department in its commercial function.

Chuck Christianson, Adam Young Inc., S. F. manager, to KRUX Phoenix as general manager, effective Oct. 1. Mr. Christianson previously was associated with KULA Honolulu, KJBS and KYA, both San Francisco.



◄ **Gene C. Gaudette,** regional-local sales manager, WRAL-TV Raleigh, N. C., to WAVY-TV Norfolk, Va., as general sales manager. **Charles Palmisano,** formerly sales manager for WEHT-TV Evansville, Ind., and programming-sales consultant for WTVK (TV) Knoxville, Tenn.; **Edward Bonham,** formerly account executive for KFMB San Diego, Calif., and **Catherine Basnight,** president of Norfolk Adv.

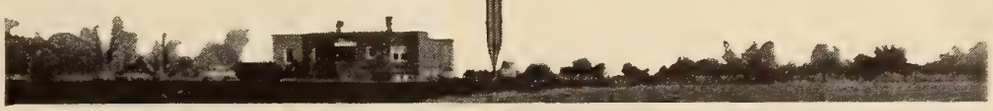
LARGEST AUDIENCE

OF ANY STATION IN IOWA OR ILLINOIS (outside Chicago)

According to Nielsen Coverage Service, WOC-TV Leads in ALL Categories: Number of Homes Reached Monthly, Number Reached Weekly . . . Weekly and Daily Daytime Circulation; Weekly and Daily Nighttime Circulation.

WOC-TV Coverage Data —

Population	1,583,800
Families	489,700
Retail Sales	1,934,984,000
Effective buying Income	2,686,413,000
Source	1957 Survey of Buying Income (Sales Management)
Number TV Homes	317,902
Source	Advertising Research Foundation



WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO- Radio-Des Moines

The Quint-Cities Station—Davenport and Bettendorf in Iowa: Rock Island, Moline and East Moline in Illinois.

WOC TV

Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger, Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES



PHILCO TLR-6

Provides Maximum System Reliability

Philco TLR-6 microwave provides economical transmission of NTSC compatible color or monochrome TV signals . . . plus full audio channel. Here is a completely modern microwave system . . . especially designed to meet the needs of community TV operators for thoroughly dependable operation.

Heavy duty power supply provides 1 full watt output to insure outstanding operational reliability in continuous unattended service.

Philco TLR-6 provides S-T-L relaying in the 5900 to 7400 mc bands. All components mount in standard 19″ racks. Unitized circuit construction simplifies maintenance. Built-in test and metering circuits combine with automatic stand-by to assure uninterrupted service at all times.

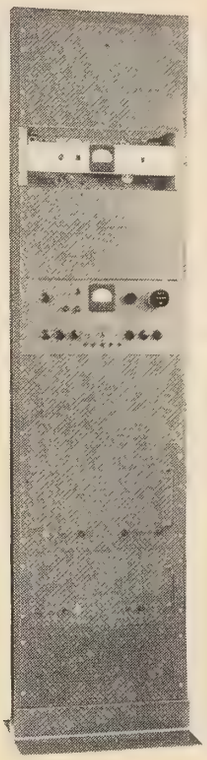
Here is reliability of performance unaffected by severe weather, free from the many limitations of wire and pole lines, unhampered by problems of difficult terrain, over-water transmission or expensive rights-of-way.

Philco engineers will be happy to help you with your special Microwave requirements. Please contact us for further information. Look ahead . . . and you'll choose Philco.

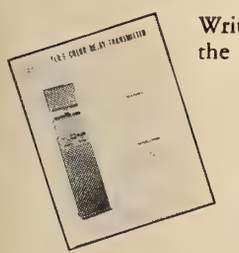


MICROWAVE

for Unattended TV Relaying!



- **Highly *reliable,* unattended one-watt operation**
- **Field proven in extended multi-hop applications**
- ***True* repeater permits top quality, long haul operation**
- **Highest power in the industry**
- **Full voice channel multiplexing**
- **Philco offers complete turnkey service . . . surveys . . . installation . . . maintenance**



Write for Specification Sheet which describes the new Philco TLR-6 microwave system.

At Philco, opportunities are unlimited in electronic and mechanical research and engineering.

PHILCO®

Government & Industrial Division

Philadelphia 44, Pennsylvania

In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario



Club and active in sales work in that area, join WAVY-TV as account executives.

J. S. (Dody) Sinclair, administrative assistant to vice president, WJAR-TV Providence, R. I., named station manager.

Todd Branson, formerly account executive, WWCA Gary, Ind., to WGRY, same city, as station manager.

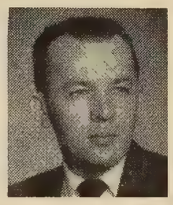
Bill Fox, general sales manager, KFMB-TV San Diego, Calif., named station manager. **George Stantis,** KFMB-TV production manager, and **Shirley Dixon,** in charge of network traffic, appointed production supervisor and traffic supervisor, respectively.

Robert J. Hoth, sales manager, KAKC Tulsa, Okla., named station manager, succeeding **Roy L. Cordell,** who transfers to KIOA Des Moines, Iowa, as station manager. **Bill Allred,** formerly advertising executive in Oklahoma City, joins KAKC as account executive.

Stuart Hall, assistant production manager, WCAX-TV Burlington, Vt., promoted to production manager.

Jerry Collins, WJBC Bloomington, Ill., promoted from announcer to program manager. He succeeds **Warner Tidemann,** resigned.

Len Goorian, executive producer-commercial production manager, WKRC-TV Cincinnati, Ohio, resigned. **Bob McHendrix** and **Bill Horstman,** WKRC-TV producers and directors, succeed Mr. Goorian as executive producer and commercial production manager, respectively.



◄ **Robert Tilton,** Storz Stations (WHB Kansas City, WDGY Minneapolis-St. Paul, WTIX New Orleans and WQAM Miami) headquarters in Omaha, named director of engineering for group. He was employed at Storz flagship station, KOWH Omaha, until it changed hands in June. He then transferred to Storz home office.

Gustave Nathan, commercial manager, WKNB New Britain, Conn., named director of sales development for WNBC-TV and WKNB.

Frederic L. Karch, operations program manager, WCAU Philadelphia, named program director.

Baylen H. Smith, production director, WISN-TV Milwaukee, named program director. Other department head changes include **James Van de Velde,** announcer, to production director; **Mel Quinn,** public service director, and **Patt Barnes,** farm director.

Alan Herbert, program director, KDSJ Deadwood, S. D., to WNIX Springfield, Vt., in similar capacity.

Robert O. Runnerstrom, vice president, WMBD Inc. (WMBD-AM-FM-TV Peoria, Ill.), assumes position of television director. **Robert M. Riley Jr.,** national radio sales director for WMBD Inc., named television sales manager; **Harold C. Sundberg** promoted from local sales director to director of radio sales, and **William L. Brown,** formerly with Ralph H. Jones Adv., Cincinnati, Ohio, to WMBD as radio program director.

Donald Beggs, former program director, WFLN (FM) Philadelphia, to Westinghouse Broadcasting Co. as program coordinator for its fm stations.

Don Klein, sportscaster, KCBS San Francisco, named sports director, and **William J. Garrity,** news-sportswriter and broadcaster, Far East Network of Armed Forces Radio, appointed assistant sports director for KCBS.

Fritz Van Duyse, Georgia sportscaster, to WWTV (TV) Cadillac, Mich., as sports director.

Dick Godfrey, sports coordinator, KCBS San Francisco, appointed account executive, succeeding **Stanley Johnson,** who becomes secretary-manager of East Bay Grocers Assn. Mr. Godfrey will continue to broadcast KCBS Monday-Saturday *Morning Sports Line* in addition to his new duties.

Milton Robertson, formerly managing editor of NBC-TV's *Home* show, to WABD (TV) New York, as executive producer.

John A. McCorkle, account executive for CBS Radio Sales and former timebuyer with Sullivan, Stauffer, Colwell & Bayles, N. Y., to WNEW New York as account executive.

Don Metrovich, sales promotion department, American Greeting Cards Inc., Cleveland, Ohio, to WGAR, same city, sales department as national sales representative.

Rick Drew, sales-service representative, KFRU Columbia, Mo., and **Dick Walker,** formerly sales promotion department, KWTV (TV) Oklahoma City, to KCMO Kansas City, as local sales representative and KCMO-TV as sales service coordinator, respectively.

Pete French, WHAS-AM-TV Louisville, Ky., to KYW-AM-TV Cleveland, Ohio, to head newscasting. He succeeds **Tom Field,** who joins WRCV Philadelphia.

Larrye deBear, reporter-newswriter, WHAS Louisville, Ky., to WTIC Hartford, Conn., in similar capacity.

Tony Sylvester, formerly with CBS News, N. Y., and WSM-AM-TV Nashville, Tenn., to WFGA-TV Jacksonville, Fla.

...its words to the wise are sufficient

"When we ordered our first TelePrompTer we thought it was a luxury. We have since decided it was unquestionably a primary necessity."



Mr. Rex Howell
President & Gen. Mgr.
KREX-TV
Grand Junction, Col.



TelePrompTer is included as a *must* by name announcers for live television commercials and demonstrations.

TELEPROMPTER CORPORATION
Jim Blair, *Equip. Sales Mgr.*
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800
The new TelePro 6000 rear screen projector creates "on-location" scenery for the cost of a slide

BUILDING A STATION? STEPPING UP POWER?
Use Our Complete Service
CONSULTANTS IN
AM · FM · TV · UHF · VHF
FIELD INSTALLATIONS
ANTENNA MEASUREMENTS
DIRECTIONAL SYSTEMS
EPRAD Engineering Company
1211 CHERRY STREET · TOLEDO 10, OHIO

REPRESENTATIVES

John N. Boden, midwest radio sales manager, Weed & Co., to John Blair & Co. as account executive in Chicago office.

Geri Cohen, formerly with CBS-TV Spot Sales promotion department, to NBC Spot Sales new business and promotion department, as sales presentation writer.

James Thrush, CBS-TV Spot Sales, Atlanta, transfers to company's Chicago office.

Junius R. Fishburn, formerly with Edward Petry & Co., Chicago, to Simmons Assoc. Inc., same city, effective Oct. 1.

PROFESSIONAL SERVICES

Victor H. Kramer, formerly chief of litigation section, Dept. of Justice's Antitrust Div., has opened his own law office in Barr Bldg., Washington. Telephone: Sterling 3-5854.

William H. Bauer, formerly with FCC as patent adviser in office of general counsel has set up practice at 422 Washington Bldg., Washington 5, D. C. Telephone: Sterling 3-3480. He will specialize in radio-tv and patent matters.

PROGRAM SERVICES

Norman L. Braun, night bureau manager, United Press, Pittsburgh, named manager. He succeeds **John M. Roach,** who resigned to join McGraw-Hill Publishing Co., N. Y., as associate editor of *Purchasing Week*.

MANUFACTURING



◄ **John R. Halligan,** budget director and assistant treasurer, Hallicrafters Co., Chicago, appointed treasurer, succeeding **Joseph J. Frendreis,** resigned. **Edward Bishop Jr.,** comptroller, named senior financial officer, and **Edward J. Corcoran** promoted from assistant secretary to secretary.



◄ **Loren E. Gaither,** formerly director of government and industrial engineering, Magnavox Co., to Philco Corp., government and industrial division, Philadelphia, as communications engineering director.

W. D. Anderson, operating manager, Graybar Electric Co., Springfield, Mo., named to same post at Corpus Christi, Tex. **W. B. McGhee Jr.,** office manager of company's major appliance division at Pittsburgh, named operating manager at Jackson, Miss.

Roger A. Swanson, engineer, Westinghouse Electric Corp., to Sylvania Electric Products, semi-conductor division, Woburn, Mass., as sales engineer.

Frank M. Folsom, chairman of RCA's executive committee, named chairman of 1958 New York Heart Fund.

David Yarnell, public relations director, DuMont Broadcasting Corp., to present evening course in radio-tv advertising at Long Island U., Brooklyn, N. Y.

GOVERNMENT

McIvor L. Parker, formerly with technical and allocations branch, Broadcast Bureau, Washington, to FCC rules and standards division as supervisory electronics engineer.

Otis T. Hanson, staff engineer, FCC rules and standards division, named assistant U. S. supervisor of Conelrad.

Morton Z. Hunt, chief of FCC Procurement and Supply Branch, died Sept. 4, following heart attack.

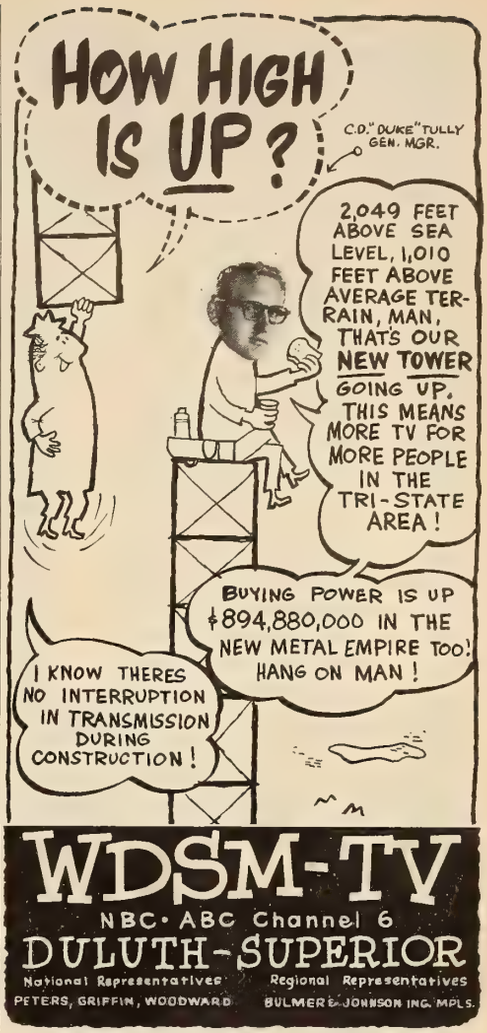
PERSONNEL RELATIONS

David Tytherleigh, assistant to executive secretary, Broadcast Talent Union, L. A., named executive secretary of AFTRA, Chicago branch. He succeeds **Boaz Siegel,** who resigns to concentrate on his law practice.

EDUCATION

Judith Waller, retired NBC public affairs representative and education director in Chicago, to Northwestern U. school of speech, Evanston, Ill., as lecturer in radio, tv and film department to teach courses in program planning, history of broadcasting and tv for school and community.







You're headed in the right direction with Plough, Inc., Stations!

Radio Baltimore
WCAO

Radio Boston
WCOP

Radio Chicago
WJJD

Radio Memphis
WMPS



Represented nationally by
RADIO-TV REPRESENTATIVES, INC.
• NEW YORK • CHICAGO • BOSTON • SEATTLE
• ATLANTA • LOS ANGELES • SAN FRANCISCO

STATIONS GO FOR NTA PROMOTION

More than five months ago, the NTA Film Network launched commercial operations of its 1½ hours per week of feature film programming under the title, *Premiere Performance,* and decided to promote the series to the public through a consistent cooperative advertising campaign in local newspapers over a 39-week period.

The network and the sponsors of *Premiere Performance* — Warner-Lambert Products, Hazel Bishop, Sunbeam and P. Lorillard Co. (Old Gold cigarettes)—placed $300,000 at the disposal of the 134 stations carrying the programming and offered to match dollar-for-dollar the funds invested by the tv outlets. Last week, almost six months after the cooperative advertising effort began, Hunter W. Smith of Moss Assoc., New York, advertising agency handling the NTA account, described the results of the campaign in this way:

"It has exceeded all expectations. By the end of 1957 when our 39-week campaign will have ended, we believe at least $1 million will have been spent instead of the $600,000 we envisaged last April. The true value of the campaign to stations can best be measured by saying that they will have invested about $700,000 in advertising—instead of the $300,000 we had projected."

Mr. Smith believes the campaign is by far the most extensive for a single program. The results achieved to date, he added, have prompted the NTA Film Network to formulate similar plans for its group of four *Holiday Specials,* consisting of four Shirley Temple feature films.

Mr. Smith has received numerous letters from tv stations lauding the co-op advertising project. He pointed out that with both the network and the sponsors contributing funds the station has a larger budget at its disposal to use for audience building. For the first 13 weeks of *Premiere Performance,* stations spent $148,971 on co-op advertising, while NTA and the sponsors combined paid $72,532 (less than half stations' outlay).

Some 300 newspapers have been used by the 134 participating stations since April 1, according to Mr. Smith. The number of newspapers utilized in a market varies, ranging from one in smaller cities up to 22 in sprawling Los Angeles.

The campaign, Mr. Smith continued, has been valuable to the network and the sponsors as well as the stations and the newspapers. He observed that by means of the cooperative effort, a national campaign has been obtained at local rates; an assist has been given to the programming's ratings; a reduction in the cost has resulted to the network and sponsors.

The best testimonial to the cooperative advertising program came from the sponsors and stations themselves at the end of the first 13-week cycle: without hesitation, they approved another 13-week campaign. And Mr. Smith is confident that come Sept. 30, all hands will be clasped firmly for the final 13-week push of *Premiere Performance.*

NOT HARD OF HEARING



BECAUSE MORE PEOPLE LISTEN TO
WSJS
RADIO
WINSTON-SALEM
NORTH CAROLINA
than the other three city stations combined
AM-FM NBC 5000 W—600 KC
AFFILIATE FOR
WINSTON-SALEM / GREENSBORO / HIGH POINT
CALL HEADLEY-REED

WLBT-WJTV Joint Ad Plugs Market

Two competitive stations in Jackson, Miss., have joined forces to promote the market through trade magazine advertising. WLBT (TV) and WJTV (TV) have placed an ad in trade papers which says "People are watching Jackson, Miss., the South's fastest growing tv market . . . It will pay you to keep your eyes on Jackson. With a metropolitan population approaching 175,000, Jackson today has an effective buying income per family of $5,735. WLBT and WJTV blanket this important market and all of central Mississippi. Reach this rapidly expanding market with television . . . two great stations . . . WLBT, NBC-ABC, channel 3 and WJTV, CBS-ABC, channel 12." Agency for the campaign is Gordon Marks & Co., Jackson.

Stereophonic Concerts Successful

Success of the Sunday afternoon three-hour stereophonic concerts broadcast jointly by KCBH (FM) and KMLA (FM), Los Angeles fm stations with adjoining transmitters, has led to the addition of a daily half-hour stereophonic broadcast each of the other days of the week, at 12:30-1 p.m., designed primarily to give the hi-fi dealers a chance to demonstrate the two-signal programming in their stores. The Sunday series is now completely sponsored: Flintkote Corp. sponsoring the 3-4 p.m. hour; Regency Corp. the 4-5 p.m. period and Pierce Bros. the final hour of 5-6 p.m. Neighbors often cooperate by gettting together for the concerts, whose reception requires two fm receivers.

D. J. Plugs Sponsor From 'Pole'

To promote his sponsor, McWhorter's, Don Bowman, KDUB Lubbock, Tex., disc jockey, vowed to stay on a perch atop the store until $100,000 worth of GE appliances were sold. As a result, he spent 129 hours there. He broadcast "man-up-on-the-street" programs and the station scheduled nightly entertainment at the store. Teaser announcements and newsreel features on KDUB-TV also were used to call attention to the stunt. In addition, Mr. Bowman tossed balloons containing gift certificates from his perch each night during the promotion.

BUY SOUND-FACTOR PLAN
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS



PICTURED at a preview of NBC-TV's fall and winter program series staged by KSD-TV St. Louis are (l to r) George M. Burbach, manager of KSD-TV, and Martin Angermeyer and Louis Mabry of Lewis Howe Co, makers of Tums, who is among the sponsors of the new NBC-TV *Wagon Train*.

Promotion Split Three Ways Leads to Canadian Confusion

In Vancouver, B.C., radio stations go all out to get listeners—and give away each other's money. Or so it would seem, with three radio stations riding the same promotion. CKNW New Westminster, B.C., a Vancouver suburb, started the ball rolling by announcing that every half-hour it would mention an address, chosen at random. If the person residing at that address called and identified himself and the station, he would receive $25.

A second station, CKWX, followed with a similar promotion. Addresses were to be announced at the same time; this time, correct identification would be worth $50.

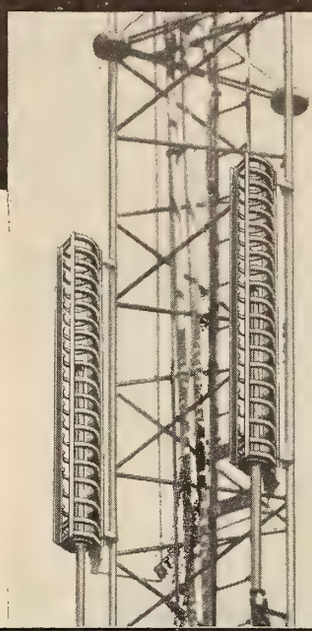
Apparently unaware that three makes a crowd, CJOR took advantage of the fact that the other two stations were making their announcements at the same time. The station announced that since listeners couldn't listen to both the others simultaneously, CJOR would broadcast the other stations' addresses as quickly as possible after the CKNW and CKWX broadcasts. In this way, the station said, listeners would have to tune in only CJOR, but could contact the other stations if their addresses were called and collect both ways.

Confusion multiplied. CKNW began calling the same addresses as CKWX and telling their listeners to call the latter station (saving themselves $25). CKWX tried to protect itself by announcing different slogans with the addresses, and asking for the slogans as well as the addresses to make sure they were paying off their own listeners. In the midst of all this, CJOR is blithely broadcasting addresses, slogans and other identifications announced by the other stations as a "public service," according to the CJOR announcement.

'Mike Wallace' Moves to Saturday

ABC-TV this past weekend was to reschedule the *Mike Wallace Interview* from Sunday night to Saturday 10-10:30 p.m., period following *Lawrence Welk Show*. The program is sponsored by Philip Morris Inc. through N. W. Ayer & Son, New York.

STAND-BY ANTENNAS
for TV TRANSMITTING
channels 7-13
No Diplexer Needed



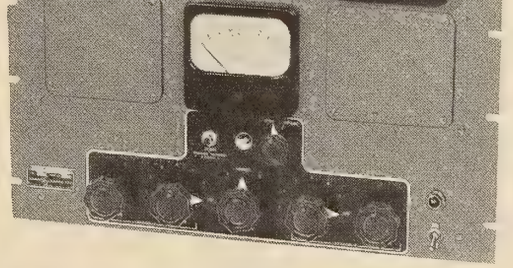
A simple, versatile, and *economical* standby system consisting of two separate bays of the AMCI Type 1020 Antenna can be mounted on the legs of an existing tower. Shown here is the Station WXYZ-TV installation in Detroit, Michigan, being used with a 50 kw transmitter. They may also be mounted on FM antennas (Station WBKB-TV, Chicago, Illinois) and on masts, one above the other. The aural and visual transmission lines need not be of equal length.

Write for Bulletin B-957

AMCI
ANTENNA SYSTEMS – COMPONENTS – AIR NAVIGATION AIDS – INSTRUMENTS
ALFORD *Manufacturing Co., Inc.*
299 ATLANTIC AVE., BOSTON, MASS.

KXLA WEAV KGHM KMYR WKMH KGAK WHKY WEBK
KRAI CKEN KHUM WDIX WBNX WRUN WCTA WCBI
WINX
WBRD
WGMS
WCED
WCHV
WAYE
WGSA
WIBG
KPMC
WDAS
WMIR
WMAL
KIOA
KURV
WXIW
WHLM
KNOX
WMYR
WFIG
WTTM
KOV
KATZ
KCHJ
WTAQ
WPON
KELP
KOGL
WOKE
WTAG
KSPC
WMAY
WMIC
KBEC
WGGH
CKMR
WEMP
KWEW

NEMS-CLARKE
MODEL 108
PHASE METER



The Model 108 Phase Meter is an instrument designed to provide an indication of the phase relations in directional antenna systems. Each instrument is tailored for the particular installation and usually incorporates provision for indicating the relative amplitudes of the currents in the various antennas, as well as the phase relation. The Model 108 Phase Meter has found its principal use in broadcast stations employing directional antennas, but its wide frequency range makes it readily adaptable for other applications.

The popularity of the Model 108 Phase Meter is proven by the vast number now in use.

NEMS • CLARKE
A DIVISION OF VITRO CORP. OF AMERICA
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND
Write Dept. F-1 for further information

"THE SQUARES"



MOM POP

(Adults who can buy)

LISTEN TO

KiTE

"Cool Cats" Get Their Kicks Elsewhere

More San Antonio Mommies and Papas Listen Daily to KiTE Than To Any Other Station≠

NCS #2

Call Avery-Knodel, Inc.

Among Us Towers



...the STATION that belongs on every advertisers list!



FOUR fashion models labeled "Wild Gals" offered kisses to noon day crowds in downtown Boston this month in order to promote the new Bartell Group station, WILD, in that city. The girls rode in new Edsel convertibles provided by a station sponsor, Turner-McBreath, and passed out candy kisses to pedestrians.

WMUR Holds Vacation Contest

A "Vacation Time With Channel 9" contest was completed this month by WMUR-TV Manchester, N. H., with the prizes going to a little 8-year-old girl, Sandra Haimila of Fitchburg, Mass. Listeners were invited to register for the prize package at one of the places buying summertime spot schedules on the station. The vacation "treasure chest" contained a 13-foot boat, trailer and 35 h. p. motor, complete set of golf clubs, water skis, set of luggage, a Polaroid Land camera, complete fishing outfit and other vacation accessories.

KHSL-TV Promotes 'Goldie's Gang'

When he invited children to write in for their membership cards to *Goldie's Gang,* Barnacle Bill, m.c. of the show seen over KHSL-TV Chico, Calif., didn't realize what would happen. In a three-month period, the station reports that it has received 26,576 letters representing "approximately 34% of the tv homes" in that area. In addition, the station had to hire an office girl full-time to handle the mail and to mail out the cards.

WBOY-TV Seeks Trademark Name

A trade contest offering a week's vacation for two at West Virginia's Hotel Greenbrier is being conducted by new tv station WBOY-TV Clarksburg, W. Va., scheduled to begin operation next month. The contest involves picking a suitable name for the freckle-faced boy that Station Manager George Clinton has chosen to be WBOY-TV's trademark. Contest deadline is Jan. 5.

NBC Opera Fashions Designed

A New York fashion house, Leonard Arkin Inc., has created a special NBC Opera collection of clothes for the opera, in cooperation with the nationwide 63-city, 10-week tour of the NBC Opera Co. this season. In each of the cities, one major store has been given exclusive rights to the collection and will promote it, along with the opera, through the use of window display, ads and local publicity. NBC Opera stars Elaine Malbin and Dolores Wilson have been photographed with the collection and will be featured in the publicity material.

'Cyprus—Three Points of View'

A 14-minute free television film *Cyprus—Three Points of View,* is being offered by the radio-tv division of the British Information Services, 45 Rockefeller Plaza, New York 20. The film contains interviews with Archbishop Makarios in Athens, Greece; Dr. Kutchuk, Turkish minority leader in Cyprus, and Field Marshall Harding in Nicosia, Cyprus, by American correspondent Alfred Wagg. A 14-minute radio program featuring the three also is available for distribution.

D. J. Holds 'Eat Out' Contest

In conjunction with the Missouri Restaurant Assn., WHB Kansas City's Eddie Clarke is sponsoring an "Eat out" contest on his morning show from 6 to 9 a.m. Listeners (married women only) are invited to write in and tell why they think they deserve to eat out once a week. The winner in each of four weekly contests gets eight free meals at the restaurant of her choice. The tabs for babysitters are being picked up, too.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET NEW YORK 22, N. Y.
EL 5-0405
All Inquiries Confidential

'Lone Ranger' Feature Planned

As part of the celebration planned for the 25th anniversary of *The Lone Ranger* in 1958, the Jack Wrather organization will produce an all-color, wide-screen feature motion picture of the radio-tv series for release by United Artists next year. Robert Schaefer and Eric Freiwald, who have worked as a tv and movie writing team for seven years, most recently on the *Conflict, Maverick* and *Colt 45* series produced by Warner Brothers for use on ABC-TV, will do the screenplay. Lesley Selander, director of 46 programs of the *Lassie* series (also a Wrather property) among other tv and motion picture products, will direct the Lone Ranger's silver anniversary picture.

Networks Set Coverage of Queen

Special events newsmen of all networks will be kept busy in October by the visit to Canada and the U. S. of Queen Elizabeth II. NBC-TV is sending newsman Merrill Mueller and a camera crew to Canada to film events there and the network will air both live and film coverage of the queen's visit in the U. S. ABC-TV and CBS-TV plan to use CBC-TV facilities in Canada and their own in the U. S., with ABC-TV reporting it will feed U. S. portions to CBC-TV. The queen opens the Canadian Parliament Oct. 14 and is scheduled in Washington Oct. 17. Radio networks plan comparable coverage.

WINS Gives Away Bonds

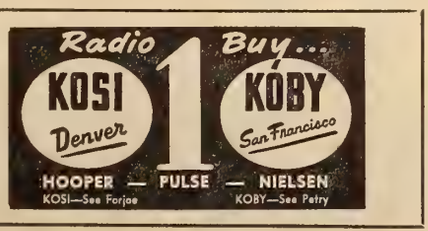
To promote its 1010 kc frequency, WINS New York is awarding a $25 U. S. Savings Bond to all babies born at 10:10 a.m. and 10:10 p.m. daily. The promotion is scheduled to run indefinitely. Parents of the qualifying babies must supply the station with hospital documents to verify the time of birth.

CCS Announces Address Change

Community Club Services Inc., New York, is mailing out a card covered with a piece of grey flannel and containing a gold key to promote its change of address [B•T, Sept. 2]. The card says "Here's your key to our new 'grey flannel' address . . . Penthouse Suite, 527 Madison Ave., New York 22. Come by when you're in the city or give us a call at Plaza 3-2842."

KGEN Igloo Promotes Edsel

A remote igloo studio was built by KGEN Tulare, Calif., by Manager Bob McVay as a promotion to introduce the new Edsel automobile at the Tulare Motor Center Sept. 4. The station also reports that it gave away more than 1,800 "snow cones" during an all day broadcast from the igloo.



CECO TRIPODS



sees you through the Big on-the-spot assignments

Whether you are covering a presidential visit or a big news story, CECO equipment comes through for you with flying colors. CECO exceeds existing standards of quality and performance. Why risk breakdowns when you can be SAFE with CECO! Stop in today.

ALL METAL TRIPOD has cast top flange and upper leg portion made of one piece aluminum alloy castings. Accepts Microwave Relay Beam Reflector Head, "BALANCED" TV head, and other similar professional tripod heads.



$285.00 HEAD ONLY



HEAD ONLY $425.00

NEW "BALANCED" TV HEAD MODEL C offers smooth tilt with 360° pan action, perfect balance, with center of gravity adjustment, tension adjustment, built in spirit level, and telescoping pan handle.

MICROWAVE RELAY BEAM REFLECTOR HEAD is perfect for parabolas up to 6 ft. diameter. Withstands torques of 225 ft. pounds in elevation and 150 ft. pounds in azimuth.

Full line of MOLE RICHARDSON, BARDWELL-McALLISTER & COLORTRAN STUDIO LIGHTING EQUIPMENT, INCLUDING CECO CONE LIGHTS • SPECIAL ENGINEERING AND DESIGN DEPARTMENT • REPAIRS BY EXPERT TECHNICIANS

SALES • SERVICE • RENTALS

ADDITIONAL PRODUCTS FOR TV—Spider dollies • Portable collapsible dollies • Roof top clamps • Film Editing equipment • Motion Picture Cameras • MAGNASYNC MAGNETIC SOUND RECORDING EQUIPMENT

Prices subject to change without notice

FRANK C. ZUCKER
CAMERA EQUIPMENT CO., INC.
Dept. B 315 West 43rd St.,
New York 36, N. Y. JUdson 6-1420

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

Station Authorizations, Applications

(As Compiled by B•T)

September 5 through September 10

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through Sept.10

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Fm	3,024	3,010	288	420	144
Fm	539	519	55	71	0

FCC Commercial Station Authorizations

As of June 30, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,044	519	344
Cps on air	3,079	530	519
Cps not on air	159	31	132
Total authorized	3,238	561	651
Applications in hearing	153	3	87
New station requests	322	24	79
New station bids in hearing	109	0	50
Facilities change requests	185	8	46
Total applications pending	975	134	366
Licenses deleted in June	1	3	0
Cps deleted in June	1	0	0

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Sept. 10

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	396	87	483[1]
Noncomm. Education	19	5	24[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	362	327	678[1]
Noncomm. Educational	27	21	48[3]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	869	589	1,456[2]
Noncomm. Educ.	67		38	33	68[4]
Total	1,162	337	905	622	1,522[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

Existing Tv Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KVIP-TV Redding, Calif.—Shasta Telecasters, ch. 7. Changed from KVIP (TV).

WMBD-TV Peoria, Ill.—Peoria Bcstg. Co., ch. 31.

WTAE (TV) McKeesport, Pa.—Television City, Inc. ch. 6.

KTRX Kennewick, Wash.—Columbia River Television Co., ch. 25.

The Commission announced its Memorandum Opinion and Order of Sept. 5 dismissing protest by Community Telecasting Co. to Commission's Feb. 20 grant of application of **WKST Inc.,** to change transmitter site of WKST-TV (CP for ch. 45) from **New Castle, Pa.,** to **Youngstown, Ohio,** and make equipment changes. Community has CP for **WXTV (ch. 73) Youngstown.** Commissioner Hyde concurred in the result except insofar as it relies on the **Southeastern Enterprises** decision. Commissioner Bartley concurred in part and dissented in part and issued a statement.

By Report and Order, the Commission amended its TV table of assignments to make the **Albany-Schenectady-Troy** and **Vail Mills, N. Y.,** area a 3-vhf market and (1) reassigned Channel 10 in Vail Mills, (2) retained Channel 6 in Albany-Schenectary-Troy, (3) added Channel 13 to latter area by shifting it from **Utica-Rome,** and (4) substituted Channel 2 for Channel 13 in Utica-Rome, effective October 9. At the same time, it (1) modified the license of **Copper City Bcstg. Corp.** to operate station **WKTV Utica** on ch. 2 instead of Channel 13, in accordance with data furnished in response to Show Cause Order; and (2) modified authorizations of **Hudson Valley Bcstg. Co., Inc.,** for temporary operation of station **WCDA** (ch. 10) **Vail Mills** instead of ch. 41 in **Albany,** and of **Van Curler Bcstg. Corp.** (ch. 13) Albany instead of Channel 35 in that city, both pursuant to data furnished in response to Show Cause Orders, and both temporary operations will expire automatically upon commencement of regular operations by a permittee so authorized by final action of the Commission on any application or applications for such regular operation. UHF Channels 35 and 41 have been retained in Albany-Schenectady-Troy. The Report and Order vacates Feb. 26 Report and Order and Order to Show Cause, and disposes of petitions filed in this proceeding. Commissioner Bartley issued a dissenting statement.

By Notice of Further Proposed Rule Making the Commission invites comments by October 10 to an alternative proposal to obtain a third

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VHF ch. in **Providence, R. I.,** by adding chs. 8 and 13 to that city, shifting ch. 12 from that city and substituting it for ch. 8 in **New Haven, Conn.,** substituting ch. 12 for ch. 13 in **Portland, Maine,** and ch. 11 for 12 in **Orono, Maine,** for educational use; with transmitters to be located so as to meet the minimum spacing requirements. At the same time, the following licensees were directed to show cause why their authorizations should not be modified: **Cherry & Webb Bcstg. Co.,** to specify operation of **WPRO-TV Providence,** on either ch. 8 or ch. 13 in place of ch. 12; **Triangle Publications, Inc.,** to specify operation of **WNHC-TV New Haven,** on ch. 12 instead of ch. 8; and **Guy Gannett Bcstg. Services** to specify operation of **WGAN-TV Portland,** on ch. 12 instead of ch. 13.

Translators

Grande Ronde Television La Grande, Oreg.—Granted application for a new TV translator station on ch. 76 to translate programs of **KXLY-TV** (ch. 4) **Spokane, Wash.**

Jefferson County Tele., Inc. Madras, Oreg.—Granted application for a new tv translator station on ch. 71 to translate programs of **KGW-TV** (ch. 8) **Portland.**

Beehive Telecasting Corp. Provo, Utah—Designated for consolidated hearing applications for new tv stations to operate on ch. 11.

United Bcstg. Co., Inc. Wilmington, N. C.—Designated for consolidated hearing applications for new tv stations to operate on ch. 3.

Palm Springs Translator Palm Springs, Calif.—Designated for hearing applications for (1) Mod. of cps of tv translator stations K7OAL and K73AD to increase ERP and make changes in antenna system and (2) licenses to cover cps in consolidation with protest hearing on applications for two new stations, grants for which had not been set aside pending hearing.

New Am Stations

ACTIONS BY FCC

Tuscaloosa, Ala.—Better Radio Stations Co., granted cp for a new AM station to operate on 790 kc, 500 w, D. Announced Sept. 5.

Coeur D'Alene, Idaho—Radio Actives, granted 1050 kc, 250 w D. Post office address P. O. Box 123, Opportunity, Wash. Estimated construction cost $13,036, first year operating cost $36,000, revenue $42,000. Principals are equal partners **Robert L. Swartz and Arthur R. MacKelvie,** co-owners of **KZUN Opportunity.** Announced Sept. 5.

Tawas City-East Tawas, Mich.—Roger S. Underhill. granted 1480 kc, 1 kw DA-D. P. O. address % Mr. Underhill, 306 Bauch Bldg., Lansing, Mich. Estimated construction cost $28,293, first year operating cost $30,000, revenue $37,500. Mr. Underhill will be sole owner. Announced Sept. 5.

Toledo, Oreg.—Toledo Broadcasters granted cp for a new AM station to operate on 1230 kc, 250 w, U; engineering condition. Announced Sept. 5.

Millington, Tenn.—Earl W. Daly tr/as **Millington Bcstg. Co.,** granted 1220 kc, 250 w D, remote control trans. P. O. address 1547 Maplewood, Memphis 8, Tenn. Estimated construction cost $11,055, first year operating cost $42,000, revenue $48,000. Mr. Daly is owner, **KTML Marked Tree, Ark.** Announced Sept. 5.

Borger, Tex.—R. L. McAlister granted 1600 kc, 500 w D. P. O. address % Mr. McAlister, 5125 Wichita St., Fort Worth. Estimated construction cost $7,100, first year operating cost $24,000, revenue $30,000. Mr. McAlister, former employee of **KCUL Fort Worth,** will be sole owner. Announced Sept. 5.

APPLICATIONS

Sheffield, Ala.—J. B. Falt Jr., 1290 kc, 1 kw D. P. O. address Box 17, Huntsville, Ala. Estimated construction cost $14,171, first year operating cost $36,000, revenue $42,000. J. B. Falt Jr. is sole owner. Mr. Falt is president, general manager and 60% owner of WFUN Huntsville, Ala., and licensee for WAJF Decatur, Ala. Announced Sept. 9.

Darien, Conn.—Independent Bcstg. Co. 1490 kc, 250 w unl. P. O. address 211 Hoyt St., Darien, Conn. Estimated construction cost $14,000, first year operating cost $35,000, revenue $80,000. Owners are **Guilford E. Morrell, Walter F. Ranchinsky** (each 35/125), **Robert E. Terenzio** (30/125), **Daniel V. Salvatore** (20/125) and **Richard N. Ross** (5/125). Mr. Morrell is technician; Mr. Ranchinsky is associated in technical capacity with **WNHC New Haven, Conn.**; Mr. Terenzio is in dry cleaning business; Mr. Salvatore is engineer; Mr. Ross is operating engineer, **WNYC New York, N. Y.** Announced Sept. 10.

Idaho Falls, Idaho.—The Benay Corp. 900 kc, 1 kw D. P. O. address John P. Gallagher, Rm. 213-214 Rogers Bldg., Idaho Falls, Idaho. Estimated construction cost $28,925, first year operating cost $48,000, revenue $60,000. Owners are **John P. Gallagher** (99.96%) and others. Mr. Gallagher is in electronics. Announced Sept. 10.

Orangeburg, S. C.—Radio Orangeburg. 1580 kc, 1 kw D. P. O. address Gus Browning, 144 Broughton St., Orangeburg, S. C. Estimated construction cost $12,770, first year operating cost $16,549, revenue $40,852. Owners are **Clarence Everett Jones** and **Gus Browning** (each 50%). Mr. Jones is teacher; Mr. Browning has been chief engineer, **WDIX Orangeburg.** Announced Sept. 5.

Existing Am Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

WSCB Calera, Ala.—Shelby County Bcstg. Co. Inc., 1370 kc.

KEAP Fresno, Calif.—B. L. Golden, 980 kc.

KVIP Redding, Calif.—Shasta Bcstg. Corp., 540 kc. Changed from KRLH.

WMST Mt. Sterling, Ky.—Mt. Sterling Bcstg. Co., 960 kc.

KZEA Shreveport, La.—Edward E. McLemore, 980 kc. Changed from KCIJ.

WSME Sanford, Me.—York Bcstg. Co., 1220 kc.

WILD Boston, Mass.—Bartell Bcstrs. Inc., 1090 kc. Changed from WBMS.

WWJR St. Helen, Mich.—Paul A. Brandt, 1590 kc.

WACK Newark, N. J.—Radio Wayne County Inc., 1420 kc.

KMAM Tularosa, N. M.—Max I. Rothman, 1590 kc.

WCOY Columbia, Pa.—Radio Columbia, 1580 kc.

WEZN Elizabethtown, Pa.—Colonial Bcstg. Co., 1600 kc.

KZEY Tyler, Tex.—Edward E. McLemore, 690 kc. Changed from KMOS.

WPRW Manassas, Va.—Prince Williams Bcstg. Co., 1460 kc.

KFHA Takoma, Wash.—Ferguson & Hall, 1480 kc.

New Fm Stations

ACTIONS BY FCC

Philadelphia, Pa.—Max M. Leon, Inc. designated for consolidated hearing applications of **Mr. Leon** for a new Class B fm station to operate on ch. 243 (96.5 mc) and of **WHAT-FM** to change assignment from ch. 287 (105.3 mc) to ch. 243.

Glenside, Pa.—Melvin Gollub & Fred Gollub, granted cp for a new Class B fm station to operate on ch. 223 (92.5 mc); ERP 20 kw; ant. 280 ft. (Both of these announced Sept. 5.)

APPLICATIONS

Van Nuys, Calif., Valley FM Bcstg Co.—94.3 mc .833 kw unl. P. O. address 5818 Van Nuys Blvd., Van Nuys, Calif. Estimated construction cost $13,430, first year operating cost $50,000, revenue $35,000. Owners are **Walter Gelb, W. E. Morgan** (each 35%) and **Ted Bolnick** (30%). Messrs. Gelb and Morgan are in advertising-public relations; Mr. Bolnick has real estate and theater interests. Announced Sept. 5.

Kansas City, Mo., FM Bcstg. Inc.—93.3 mc. 10 kw unl. P. O. address 105 East 31st St., Kansas City, Mo. Estimated construction cost $16,261, first year operating cost $24,000, revenue $30-50,000. Owners are **F. A. Mesch** (40%), **Thomas R. Bengimina** and **Tudy Gulotta** (each (30%). Mr. Mesch has interest in coin machine business; Mr. Bengimina is technician; Mr. Gulotta is in amusement devices business. Announced Sept. 5.

Hamilton, Ohio, The Fort Hamilton Bcstg. Co.—103.5 mc, 3.7 kw unl. P. O. address Robert L. Odson, Second National Bank Bldg., Hamilton, Ohio. Applicant intends to use tower and equipment already in good operating order, previously used by WMOH-FM. Principals include **John C. Slade** (50%), **Herbert G. Pabst** (21.45%) and others. Messrs. Slade and Pabst have interests in **WMOH Hamilton.** Announced Sept. 5.

Existing Fm Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KPEN Atherton, Calif.—Peninsular FM, 101.3 mc.

WTOD-FM Toledo, Ohio—Booth Radio & Tv Stations Inc., 99.9 mc. Changed from WTRT.

License Renewals

WFLR Dundee, N. Y.; WARM Scranton, Pa.; WBFD Bedford, Pa.; WDEL Wilmington, Del.; WILK Wilkes-Barre, Pa.; WKPA New Kensing-



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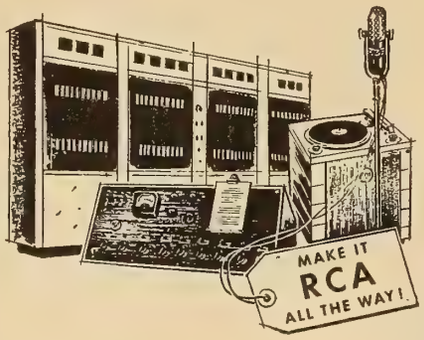
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Ownership Changes

ACTIONS BY FCC

KTRB-TV Modesto, Calif.—Granted (1) assignment of cp to **O'Neill Bcstg. Co. (KJEO-TV, Fresno)**; consideration $5,000 for out-of-pocket expenses and (2) extended completion date for 6 months. **KTRB-TV**, ch. 14, **Modesto** first local outlet, proposes to rebroadcast programs of KJEO-TV. Announced Sept. 5.

WABR Winter Park, Fla.—Granted acquisition of positive control by **James H. Sawyer** (now 40% owner) through purchase of remaining stock from **Ray H. Gunckel, Jr.**; consideration $126,500. Announced Sept. 5.

WTMV East St. Louis, Ill.—Granted assignment of license from **On The Air Inc.** to **Radio Missouri Corp.** for $212,500. Radio Missouri Corp. is owned by **Robert W. Day** (90%) and **Donald H. Richardson** (10%). Mr. Day is vice president of New York advertising agency; Mr. Richardson has real estate and insurance firm in Washington, D. C. Announced Sept. 5.

KJAN Atlantic, Iowa—Granted acquisition of positive control by **E. G. Faust, Robert Einhaus** and **Boyd M. Cambridge**; consideration $7,875.

WNBS Murray, Ky.—Granted transfer of control from **H. T.** and **Delano Waldrop** and **Edd** and **Clara Griffin** to **C. H. Hulse, Jr.**, and **Charles Shuffett**; consideration ..61,275.

KANV Shreveport, La.—Granted transfer of control of licensee corporation from **Travis T. Hailey, Turner B. Morgan** and **Glenn V. Wilson** to **John M. McLendon** and **Anne P. McLendon** for $100,000. The McLendons own **KOKY Little Rock, Ark.**, 50% of **WNLA Indianapolis** and **WOKJ Jackson**, both Mississippi, and formerly owned **WKDL Clarksdale, Miss.** Announced Sept. 5.

KBMO Benson, Minn.—Granted assignment of license to **George J. McCarthy**; consideration $25,000. Announced Sept. 5.

WXRA-AM-FM Buffalo, N. Y.—Granted transfer of control from **Thaddeus Podbieliak** to **John W. Kluge** (interests in **KNOK Fort Worth, Texas; WGAY Silver Spring, Md.; WILY Pittsburgh, Pa.; WKDA Nashville, Tenn.; KXLW Clayton, Mo.; KOME Tulsa, Okla.**, and **WLOF-TV Orlando, Fla.**); consideration $150,000. Commissioner Bartley voted for a 309(b) letter.

WWHG-AM-FM Horneil, N. Y.—Granted relinquishment of negative control by **Saul** and **Alfred Dresner**, through sale of 50% interest to their parents, **Samuel and Rose Dresner**; consideration $4,500. Announced Sept. 5.

WBAI (FM) & SCA, New York, N. Y.—Granted transfer of control from **Theodore Deglin** to **Louis Schweitzer**; consideration $34,000.

KSEO Durant, Okla.—Granted assignment of license from **Democrat Printing Co.** to **Durant Publishing Bcstg. Co.** for $60,000. **Robert V. Peterson**, Oklahoma U. Journalism professor, and family will be owners. Annunced Sept. 5.

WAEL Mayaguez, P. R.—Granted assignment of license to **WAEL, Inc.** (Mario Acosta, president); stock transaction. Announced Sept. 5.

WWRI, KD-3470 West Warwick, R. I.—Granted assignment of license to **Grelin Bcstg. Inc. (Melvin Green**, president); consideration $108,750.

KRIG Odessa, Texas—Granted assignment of license to **Radio Odessa, Inc. (Carl S. Goodwin, Jr.**, and **Houston Bcstg. Corp.)**; consideration $100,000. Announced Sept. 5.

WCOW Sparta, Wis.—Granted transfer of control from **Nicholas** and **Victor J. Tedesco** to **Zel** and **Vena H. Rice**; involves sale of 74% of stock for $56,400. Announced Sept. 5.

APPLICATIONS

KHBM Monticello, Ark.—Seeks assignment of license from **James A. West Jr., Elgie M. Risinger, Delvin R. White** and **Bill Wells**, d/b as **College Bcstg. Co.** to Messrs. West Jr., Risinger, White and **J. A. West Sr.** as same firm, for $1,750. Mr. West Sr. will thus assume Mr. Wells' 25% interest in the station. Mr. West Sr. is 50% owner of **KDMS El Dorado, Ark.** Announced Sept. 5.

WMFJ Daytona Beach, Fla.—Seeks transfer of negative control of licensee corp. from **Harold Kaye** to **Robert Wasdon** and **Jack Siegel** for $10,831.35 paid by the corporation for Mr. Kaye's share in the firm. Messrs Wasdon and Siegel will own 25% each of WMFJ Inc. Messrs Siegel and Wasdon each own 25% of **WALT Tampa, Fla.**, 16⅔% of **WINN Louisville, Ky.**, 12.5% of **WHIY Orlando, Fla.**, and 50% of **WIOD Sandford, Fla.** Announced Sept. 9.

WOBS Jacksonville, Fla.—Seeks assignment of license from **Rounsaville of Charlotte Inc.** to **Mel-Lin Inc.** for $500,000. Mel-Lin is owned by **Simpson R. Walker Jr.** (51%), **Lawrence R. Picus** (25%) and **Harry C. Powell Jr.** (24%). Mr. Walker is realtor and 25.5% owner of **WSTN St. Augustine, Fla.** Mr. Picus is 49% owner and general manager of WSTN. Mr. Powell is realtor and 25.5% owner of WSTN. Announced Sept. 9.

WSYL Sylvania, Ga.—Seeks assignment of license from **Robert H. Thompson Sr.** tr/as **Sylvania Bcstg. System** to Edwin H. Bass tr/as same firm for $45,000. Edwin H. Bass is chief engineer and manager of WSYL. Announced Sept. 9.

WMOO Milford, Mass.—Seeks assignment of license from **Milford Bcstg. Corp.** to **Blackstone Valley Bcstg Co. Inc.** for $96,000 plus certain interest money. Blackstone Valley Bcstg. Co. Inc. is owned by **Joseph L. Rosenmiller Jr.** (60%) and **Peter A. Bordes** (40%). Mr. Rosenmiller is vice president and 58% stockholder of **WESO Southbridge, Mass.**, and president and 52% stockholder of **WCTC-AM-FM New Brunswick, N. J.** Mr. Bordes is president and 17% stockholder of WESO and vice president and 23% stockholder of WCTC-AM-FM. Announced Sept. 9.

WVPO Stroudsburg, Pa.—Seeks relinquishment of positive control of **Ottaway Newspapers-Radio Inc.** (parent corp. of licensee corp.) through transfer of 450 shares of stock by each of **James H. Ottaway** and **Ruth B. Ottaway** to a trust fund with **James H. Ottaway, Ruth B. Ottaway** and **John R. Tappan**, as trustees. Corporate change. James H. Ottaway and Ruth Ottaway have interests in **WENE Endicott, N. Y.** and **WDOS Oneonta, N. Y.** Mr. Tappan has securities and metal interests. Announced Sept. 10.

WCTF Clifton Forge, Va.—Seeks transfer of negative control from **E. T. Nicely** and **Hazel**

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Jane Nicely to **C. H. Lawler** and **Joseph William Lawler.** Corporate change. No positive control change. Announced Sept. 10.

Hearing Cases

INITIAL DECISION

Hearing Examiner Thomas H. Donahue issued an Initial Decision looking toward granting the application of **OK B/cg Co.** for a new am station to operate on 900 kc, 1 kw, D, DA, in Mobile, Ala.

Routine Roundup

BROADCAST ACTIONS

By the Broadcast Bureau

Approved specifications submitted by **Michiana Telecasting Corp.** for operation of **WNDU-TV South Bend, Ind.,** on ch. 16 pursuant to Report & Order in Docket 12074 (which substituted ch. 16 for ch. 46 and modified WNDU-TV authorization accordingly, effective September 6); ERP visual 97.7 kw, aural 49 kw; antenna 570 ft.

Approved specification submitted by **Tulsa Bcstg. Co.,** for operation of **KTVX** (ch. 8) **Tulsa, Okla.,** instead of Muskogee, Okla. and change trans. and studio locations to near Tulsa, Okla., pursuant to Report and Order in Docket 11966, and modified KTVX authorization accordingly, effective September 6; ERP visual 316 kw, aural 158 kw; antenna 1020 ft.

Actions of September 6

WTBC-AM-FM Tuscaloosa, Ala.—Granted assignment of licenses to Tuscaloosa Bcstg. Co.

KSIX-TV Corpus Christi, Tex.—Granted Mod. of cp to change ERP to vis. 316 kw, aur. 158 kw; ant. 700 ft.; change type trans. and make other equipment changes.

KIRO-TV Seattle, Wash.—Granted Mod. of CP to change type trans.; make other equipment changes; change ant. system and ant. height to 820 ft.

KSWS-TV Roswell, N. Mex.—Granted extension of completion date to 12-8.

Actions of September 5

WWBZ Vineland, N. J.—Granted license covering change in hours of operation and installation of directional ant. for night use; conditions.

WAMS Wilmington, Del.—Granted license covering installation of a new trans.

KPER Gilroy, Calif.—Granted Mod. of CP to change type trans. and specify studio location and remote control point; condition.

WPCF Panama City, Fla.—Granted extension of completion date to 11-20; conditions.

WKVM San Juan, P. R.—Granted extension of completion date to 10-1.

Actions of September 4

WABD New York, N. Y.—Granted CP to make changes in facilities and minor equipment changes of TV station.

KSAY San Francisco, Calif.—Granted Mod. of CP to change type transmitter.

WATR-TV Waterbury, Conn.—Granted extension of completion date to 3-3-58.

Actions of September 3

WPFH Wilmington, Del.—Granted CP to install auxiliary trans. at main trans. site.

WGOR Georgetown, Ky.—Granted Mod. of CP to change type trans. and specify studio location and remote control point.

WDBJ-TV Roanoke, Va.—Granted extension of completion date to 4-4-58.

Action of August 30

Columbia Bcstg. System, Inc. New York, N. Y.—Granted authority to transmit programs to **CKLW Windsor, Ontario** for the period beginning Sept. 2, 1957 and ending Sept. 1, 1958.

Action of August 15

KBEE-AM-FM, KERN-AM-FM, KFBK-AM-FM, KMJ-AM-FM-TV Modesto, Bakersfield, Sacramento and Fresno, Calif.—Granted assignment of licenses to McClatchy Newspapers.

UPCOMING

September

Sept. 15-18: Annual convention of the Association Canadienne de la Radio et de la Television de Francaises, Alpine Inn, Ste. Marguerite Station, Quebec.

Sept. 18: Freedom of Information Committee meeting of New York State Assn. of Radio and Television Broadcasters.

Sept. 19-20: Fm Development Assn., board meeting, Ambassador Hotel, Chicago.

Sept. 21: United Press Broadcasters Assn. of Connecticut, Sun Valley Acres, Meriden, Conn.

Sept. 21: UP Broadcasters of Nebraska, Lincoln.

Sept. 21-22: United Press Broadcasters and Telecasters of Missouri, organizational meeting, Hotel Missouri, Jefferson City, Mo.

Sept. 24: Academy of Television Arts & Sciences, luncheon session, New York.

Sept. 24-26: Western Regional Conference, National Community Television Assn., Ambassador Hotel, Los Angeles.

Sept. 25: Vermont Assn. of Radio and Television Broadcasters, Burlington Country Club, Burlington, Vt.

Sept. 26: Canadian Broadcasting Corp., Board of Governors, Dept. of Veterans Affairs Bldg., Ottawa.

Sept. 26: Washington State Assn. of Broadcasters, semi-annual meeting, Wenatchee, Wash.

Sept. 27: Northwest Appliance and Television Assn., annual Profit Clinic, Benjamin Franklin Hotel, Seattle.

Sept. 27-28: Tenth District AFA Convention, Hilton Hotel, El Paso, Texas.

Sept. 28: Annual Screen Cartoonists Guild film festival, Ambassador Hotel, Los Angeles.

Sept. 30-Oct. 1: Illinois Broadcasters Assn., fall meeting, Abraham Lincoln Hotel, Springfield, Ill.

October

Oct. 1-Nov. 19: Chicago Federated Adv. Club, workshop sessions, Chicago.

Oct. 3: North Dakota AP Broadcasting Assn., Plainsman Hotel, Williston, N. D.

Oct. 3-4: Kentucky Broadcasters Assn., Hotel Beecher, Somerset.

Oct. 4: United Press Broadcasters of Kentucky, inaugural meeting, Cumberland Falls State Park, Kentucky.

Oct. 4-9: Society of Motion Picture and Television Engineers convention, Hotel Sheraton, Philadelphia.

NARTB CONFERENCES

Region 1 (New England, N. J., N. Y.)	Sept. 16-17	Van Curler Hotel Schenectady, N. Y.
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-20	Statler Hotel Cleveland
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Sept. 23-24	Grove Park Inn Asheville, N. C.
Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Oct. 10-11	Muehlebach Hotel Kansas City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H.)	Oct. 14-15	Multnomah Hotel Portland, Ore.
Region 7 (Mountain States)	Oct. 17-18	Brown Palace Hotel, Denver
Region 6 (Kan., Okla., Texas)	Oct. 22-23	Baker Hotel Dallas
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 24-25	Peabody Hotel Memphis

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RADIO

Help Wanted

New station requires almost entire staff. Must be experienced. Need news man, disc jockeys, salesmen and continuity writer. News-men and disc jockeys send tape with first letter. All tapes returned. All replies confidential. Write Box 214B, B•T.

Management

Wanted. Radio station manager for southern Florida. Must be ambitious, imaginative, aggressive and able to sell. It'll be hard work, but we're offering salary plus percentage of profits. Box 280B, B•T.

Manager small eastern market. Please send picture, experience, education, background, age and salary range. Box 300B, B•T.

Exceptional opportunity as manager of new station opening soon in Minot, N. D. Must have real radio know-how, be a dynamic salesman and sales leader, active in community affairs, a hard worker, able to get full cooperation from staff members. We operate in a number of markets with managers making up to $2000 a month. Write Gene Williams, Radio KLYK, Spokane, Washington.

Wanted, top manager-salesmanager for WLOF, Orlando, Florida to take over for management going into new sister television station. Top news-music local independent operation. Must be qualified man of high personal sales ability and experience not afraid of television. Contact Don Colee, WLOF, Orlando, Florida or Joe Brechner, WGAY, Silver Spring, Md.

Young man, experienced, plenty of potential for our sales department, who can become manager. We'll help develop your best qualities, while you learn our operation, prepare for management, all time making above average sales guarantee plus. All our managers were former salesmen, never lost a good man. John McLendon, Box 2667, Jackson, Miss.

Sales

250 watt independent needs experienced salesman-announcer with southwestern background. Good future possibilities in expansion for family man who will stick and produce. Salary plus commission. Box 225B, B•T.

Salesmanager for 5,000 watt good music station. Top pay, all we ask is production. Must be able to, and be interested in assuming responsibility. Plenty of blue chip accounts. Semi-major market. Floaters, bum check artists and drinkers not condoned here. Please give resume, photo, and phone number. All replies confidential. Box 237B, B•T.

Ready for full-time sales with a clean, sharp CBS station featuring enjoyable music. Pacific coast. Air mail resume. Will phone immediately if you sound like our man. Box 247B, B•T.

Experienced salesman wanted by daytime kilowatt near Chicago with night time application pending. $400 monthly guarantee against 15 per cent. Protected account list and territory. Bonus plus other fringe benefits. Personal interview necessary. List age, education, experience in detail. Box 250B, B•T.

Looking for a better deal? We need experienced salesmen in southern market who would like to work in competitive situation for above average compensation plus bonus. Box 253B, B•T.

Fourth largest market on west coast needs high caliber salesman with plenty of drive. Top NBC affiliate has choice opening, for aggressive, experienced man. We do not want the hot shot. Excellent earnings and future available. Send complete resume, plus past years billing to Box 254B, B•T.

Long established dominant CBS radio affiliate in major market looking for local radio salesman with management potential as ownership expands with CBS-TV affiliation. Experience and sales desire essential. Box 260B, B•T.

Are you interested in making more money? Booming suburban market. One hour from New York. No limit on earnings. Send full information. Box 270B, B•T.

RADIO

Help Wanted—(Cont'd)

Sales

Salesmen wanted by 5,000 watt daytimer in metropolitan market in New England. Don't answer unless you want to make real money. Experience preferred but not necessary. Send resume to Box 295B, B•T.

Aggressive young salesman for metropolitan Washington's red-hot independent. 5000 watts, fulltime. New programming zooming station to top. $5000 to $20,000 opportunity. Wire or write Box 298B, B•T.

Account executives: to be on ground floor of new top market Kansas City independent, that will have a modern approach to radio. He will have top talent and virgin accounts to sell in protective territory. We are looking for a sharp, polished family man who's willing to work and live with his accounts. For the man who wants to make more than $10,000.00. General Manager, KBKC, Mission, Kansas.

Experienced salesman, radio. If you are aggressive—interested in making top money in substantial market with solid radio-tv operation, we want you. Opportunity excellent for permanent man who can produce. Guarantee and commission commensurate with your ability. No others need apply. Contact Jack Chapman, KTSM Radio, El Paso, Texas.

Salesman-announcer. Emphasis on sales, can easily make $600 to $800 monthly along with other combo men with this small growing chain. Excellent working conditions, with opportunity for advancement. Must be married, 25-35 years of age, have car, sober, steady, proven record. Prefer man who is ambitious to become station or sales manager. Salary for board work, plus draw against high commission scale. Resume, tape to Wayne Sims, WARF, Jasper, Ala.

Salesmen—spend the rest of your life in beautiful Palm Beach, Florida, get out of the northern rat race and join the staff at WIRK, number one in the Palm Beaches. Write Joe Field, Manager, now.

Announcers

Wanted immediately by Florida station, experienced announcer, good newsman, some sports, capable of producing good taped announcements. Opportunity to sell if desired. Salary open. Send tape and resume. Box 907A, B•T.

Announcer with good voice and first class ticket. State qualifications and salary in first application. Progressive station in southeast. Reply Box 976A, B•T.

Top announcer and dj for top flight station in Washintgon state. Expanding our staff. Our entire staff knows about this ad. Send particulars and tape to Box 147B, B•T.

Looking for permanent announcer. Must have experience, strong on dj and commercials. Salary open. Box 204B, B•T.

Wanted, announcer for western Penna. operation; send tape, minimum salary requirements, experience. Box 224B, B•T.

North Louisiana. Experienced announcer. Strong on news; top pay. Box 227B, B•T.

Minnesota independent wants man with some experience for straight announcing. Start $72.50. Permanent position. Send tape, photo. Box 242B, B•T.

Kilowatt independent near Chicago wants experienced staff announcer who also has beat experience gathering and writing news. Personal interview necessary. Give age, education, detailed experience in resume. Box 251B, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Top rated 5,000 watt midwest CBS radio station with CBS-TV affiliate. Want live, wide-awake man who's in love with music. Afternoon record show. Must be completely at home on the board. Send tape of record show plus five minutes of news. Outline form of past 5 years experience and a recent photo, plus letter covering personal life, education, one reference from each place of employment, plus gimmicks or ideas that would make you easier to sell. Top salary. Box 261B, B•T.

Pennsylvania chain needs experienced announcers. Good working conditions, 40-hour week, paid vacation, time and half, $85 a week. Minimum one-year experience necessary. Excellent opportunities for advancement to executive position. Send tape, with news, commercials, and sample music program, plus resume and photograph. Box 274B, B•T.

Florida, beautiful community near ocean. Southern part of state. Begin at $100 week, also sell parttime if you wish. Send tape first letter. Box 276B, B•T.

Growing 1000 watt central Pennsylvania news and music operation wants a versatile announcer with ambition and good sound. Salary open. Good opportunity. Box 307B, B•T.

Announcer-engineer. Combination board work and maintenance. First phone. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Announcer-salesman wanted by California daytime independent with music and news format. Good pay, good working conditions, hospital plan, congenial crew. KGEN, Tulare, California.

Have immediate opening for an announcer or announcer-salesman. Prefer man from southwest. Call or write Clint Formby, KPAN, Hereford, Texas.

Immediately! Announcer-salesman or maintenance. Start seventy-eight dollars weekly, $340 per month plus commissions, talent, extras, good housing living, phone KPRK, Livingston, Montana.

Dallas, Texas-50 kw radio and full-power tv experienced announcer, salary open. Send tape, photo, and application to Wilson Shelly, KRLD, Herald Square, Dallas, Texas.

Announcer for all Spanish station. Restricted permit required, first class preferred. KSPA, Santa Paula, California.

Announcer, morning shift. Experienced. Five day week. Send tape, resume, salary. Fred Epstein, KSTT, Davenport, Iowa.

Have opening for combo man, announcer-engineer. Must have experience in maintenance. Send complete details first letter. KTUE, Tulia, Texas, c/o Lee McKinney.

Wanted: Announcer-chief engineer. Radio Station KVOU, Uvalde, Texas.

Need immediately, combo play-by-play and top dj for central-Kansas outstanding 1000 watt town of 42,000 you'll like. Sports include origination 117 basketball games, 15 football plus national Juco, Big 8 and regional tournies. Air mail complete background, photo, taped commercials, music, ad-libs and news, play-by-play tapes required. J. D. Hill, KWHK, Hutchinson, Kansas.

Need immediately, two personality announcers, one hillbilly, one pop! Clean, new 5 kw operation. Send complete resume, tape and photo. Rex Osborne, WDOC, Prestonsburg, Ky.

Announcer, first phone, no maintenance. Must have good voice, experience. Good pay to start, additional benefits. More for right person. Excellent opportunity for qualified person only. Radio Station WEED, phone 66736, Rocky Mount, North Carolina.

RADIO

Help Wanted—(Cont'd)

Announcers

Negro dee jay, top rated rock 'n roll station has opening for negro dj. Experience absolutely necessary. Must speak good English, and must be tops in fast commercial delivery. Top salary for the right man. Send tape and resume, air mail to WFEC, Miami, Florida. Do not answer this ad, unless you fill the qualifications.

Staff announcer dj, need experienced man for immediate opening. Excellent opportunity. Contact WGGA, Gainesville, Georgia.

Experience announcer for dj type staff work needed now at WLEC, Sandusky, Ohio. Salary open, above average fringe benefits. If you are enthusiastic in delivery, want a solid secure situation and are presently living in or near Ohio, call Bob Hinners, Sandusky, 5170, reverse charges.

Can you read well? If so, and have friendly voice, like well balanced music, shows; prefer keeping chatter to pleasant minimum; enjoy hourly newscasts; like to do things right instead of easiest way; we would be delighted to hear from you. To save time, send along resume and tape, WMIX, Mt. Vernon, Ill.

October 1st need personality dj to run remote show at Drive In Restaurant nightly 7 PM till midnight. Must have quality ad lib and plenty of sell on commercials. Send resume, photograph, and salary requirements first letter. WMYB, Myrtle Beach, South Carolina.

Wanted, experienced announcer now working within 200 mile radius of WPIC, Sharon, Pa.

Immediate opening radio-tv announcer with first class ticket. Send tape, photo, full particulars. WSVA, Harrisonburg, Va.

Negro dj's are you working part time, or in a small town, and want big time radio with all-negro station. Write us, send tape-photo. If you're good we'll train you to be better. Prefer men now in south. Apply today, immediate opening. William Anderson, Ebony Radio, Box 2667, Jackson, Miss.

Technical

Immediate opening, experienced 1st phone, metropolitan New York area. 6 days, 48 hours, salary $80.00. Opportunity for over-time. Box 163B B•T.

Chief engineer with top announcing voice. Will pay up to $600 month for right man. $50 per month more if can oversee music. Top northwest market. Write Box 244B, B•T.

Chief engineer for Pennsylvania operation. Maintenance and repair experience essential. Construction experience an advantage. Prefer married man seeking permanency. Up to $125 weekly to start. Car necessary. Send resume and photo. Box 275B, B•T.

First class engineer, console operation, maintenance. Spanish knowledge helpful. KSPA, Santa Paula, California.

Chief engineer with some announcing. Permanent. Beautiful Yakima Valley, wonderful fishing —hunting. Air conditioned studios. Leading 1000 watt daytimer. Send resume and tape to KUTI, 316 Butterfield Road, Yakima, Washintgon.

Wanted—Engineer with 1st class license, combo man who can either write copy, sell or announce. Top salary commensurate with ability. WBRV Boonville, N. Y. Phone 11.

Wanted: Chief engineer for Gates kilowatt station. Friendly small south Georgia town. Permanent position for right person who knows engineering, has fair voice and good personal habits. WCLB, Camilla, Georgia.

First phone needed at once. Some announcing. Light maintenance. City of 8000. Call Weston, West Virginia, 1555 or write Manager, WHAW.

Need immediately, chief engineer for 250 watter at WNBT, Wellsboro, Pa. Combination man preferred, even without much experience. Write at once to John Fay, Box 466, St. Marys, Pa.

Michigan independent needs chief engineer-announcer with first class ticket, morning shift, WOAP, Owasso, Phone SA 5-8196.

New southern station. Combination engineer and announcer, salesman. Dayton, Tenn. Norman A. Thomas, P. O. Box 428, Chattanooga, Tenn.

RADIO

Help Wanted—(Cont'd)

Technical

Immediate opening available on Westinghouse broadcasting company's WOWO technical staff. First class required. Please send complete resume of experience, education, references, etc., to Harold L. Brokaw, Chief Engineer, WOWO, Fort Wayne, Indiana.

Wanted, combo engineer-announcer new station. Routine maintenance only. Must pull three hour air shift in addition. Remote control. Salary and expenses. Write, wire, call Lewisburg, Penna., Jackson 3-1222, collect.

Production-Programming, Others

Program director for daytime Maryland station with news and copy ability. Complete information and tape first letter. Box 210B, B•T.

News director, for live-wire news department in major north central market. Must have previous experience in same capacity, be a top-flight newscaster, thoroughly experienced in local reporting, etc., and able to direct other news personnel. An unusual opportunity. Reply in confidence, giving detailed previous experience, salaries, when available, and attach small photo. Box 216B, B•T.

Newsman-experienced. Gather, write, broadcast news. Top-rated midwest indie. Send tape, photo, background. Box 231B, B•T.

Continuity girl who can write good, clean, selling copy. Send samples, photo, background. Box 232B, B•T.

Ohio station needs top-notch program director capable of doing air work. Must have previous PD experience. Send full information about yourself and tape, audition. Box 236B, B•T.

Wanted: Program director-chief announcer for a 1000 watt independent in city of 11,000 in southwest. Should be experienced radio man with knowledge of music, news, sports and programming ideas. Car necessary. Salary open. Some talent fees. Send full information, photo, tape and references to Box 258B, B•T.

Copywriters: One for radio one for tv. Excellent opportunity with Montana's oldest established station. Only top calibre applicants considered. Top salary, profit sharing, two weeks vacation, excellent working conditions. Openings are immediate. Contact Mr. Spahr, Asst. Mgr. KFBB, Great Falls, Montana. No collect calls.

Needed immediately. Experienced news man capable of handling some disc work. Must be strong on rewrite with an eye for local news. Send full particulars, including audition tape with first letter to K-JOE, 529½ Crockett Street, Shreveport, Louisiana. All tapes will be returned.

News editor with experience, good news background, and re-write ability for daytime news on WIBC, 50,000 watt independent with excellent facilities including mobile units. Send full particulars, including audition tape, 2835 N. Illinois Street, Indianapolis 8, Indiana.

We need a good program director with news announcing experience. If you qualify, send tape, photo, resume of previous experience and salary requirements to Louisville's first music and news independent daytimer, WKYW, 431 West Jefferson Street, Louisville 2, Kentucky.

RADIO

Situations Wanted

Management

Is your station suffering because of absentee ownership? Aggressive radio management available with capital to invest. Write Box 940A, B•T.

Manager: Aggressive. 10 years experience small station. Manager last two years, best profit ever. Married, 28, growing family. Mid-west or west preferred. Box 220B, B•T.

Problems? Young, aggressive, stable married man can solve them. Top of the ladder at present location. Proven record. Box 240B, B•T.

Ambitious young salesman seeks position as manager, sales manager. Excellent education. Ten years experience in major market. Family. Box 252B, B•T.

Presently employed as manager, chief engineer, salesman, announcer and porter. Would like to move on after six years. Have increased station revenue here. Details by mail. Box 268B, B•T.

RADIO

Situations Wanted—(Cont'd)

Sales

Top advertising executive, large newspapers, wants change to sales manager or salesman small town radio station. Prefer Kentucky, Tennessee or Missouri, but consider anywhere in south or midwest. Will come for personal interview. Box 172B, B•T.

Sales manager-general manager: Now employed major market. Strong on sales. Am billing 50% of station gross, six figures. Happily married, two youngsters. Dependable, mature aggressive hard worker. Top industry and present owner (selling station) references. Thorough experience and proof successful record, management and sales. Box 299B, B•T.

Announcers

Top negro dj. Now in top market. Highly experienced all phases. Great job for great station. Box 151B, B•T.

Sports announcer. Football, basketball, baseball. 7 years experience. Finest references. Box 974A, B•T.

Red hot, experienced announcer available after September 1. Combines abilities of Deems Taylor, Lowell Thomas, and Art Ford. Writes continuity and sells time like mad. Tapes and resume on request. Reply Box 980A, B•T.

Dee jay, personality. Run board, restr. ticket. Likes work. Looking for spot to grow in. Go anywhere. Tapes and resume. Box 991A, B•T.

Gal dee-jay, run board, double as receptionist if needed. Plenty of ideas to grab audience. Tape and resume. Box 992A, B•T.

Negro dee-jay. Good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 112B, B•T.

Rock & Roll—jazz dj, news. Now employed in million market. First rated experienced negro with first phone. Box 152B, B•T.

Above average announcer, 3 years experience looking for above average job. Married and employed. Looking ahead. Box 169B, B•T.

Twelve years know-how. Pop dj, news. Net voice. Mature, personable, want metropolitan south, or southeast. Box 221B, B•T.

Combo, good announcer, two years experience large and small markets, first phone. Family. $100.00 in good stable "settle down" operation. Box 245B, B•T.

Announcer, four years experience, radio and television. Radio-staff, play-by-play, football television, host, cowboy kiddie show, director. I can do a good job for you. Box 246B, B•T.

Announcer, 3 years experience, staff and dj work. Prefer southeast. Box 248B, B•T.

Polished announcer, experienced engineer desires combo or announcing position with serious music station, metropolitan area, am or fm. Box 257B, B•T.

Graduated, Northwestern University, August 1949. Got advice from late and great Chicago dj. "Go out, beat the bushes, get all the radio experience you can." I did, am now in ninth year, same morning show. Built large audience as morning dj and salesman. Fully sponsored show. Sell radio time in pm. Averaging $1,500 monthly in small market. Feel I have bushes thoroughly beaten. Now seek larger market, more money. Enjoy hard work. Mature, married with family. Will send tape, resume and picture. Personal interview if desired. Box 262B, B•T.

Top man in medium sized metropolitan market desires position with "Non-Top-40" station in top 10-25 markets. Five years experience. Excellent music background. Box 265B, B•T.

Hard-sell, soft sell. I do both, plus good music, no jazz, no pops. Interested? Box 266B, B•T.

Experienced, married announcer, versatile, college, non-drinker, presently employed, first phone—Jan. Box 269B, B•T.

DJ, classical music. Strong commercials, news. Direct. Wide experience. Box 271B, B•T.

Hello Florida. Hello! Hello! Hello! Announcer—first phone-copywriter; jingles; ideas; publicity; top typist. Needs experience. Box 273B, B•T.

Experienced all phases, over 2 years radio. Holding important position metropolitan midwest market. Want to locate in Colorado. Box 279B, B•T.

Bright, young dj, also write copy, can do any kind record show, smooth on board. Two years experience. Prefer S. W. Virginia or East Tennessee position. Box 281B, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, 2 years experience. News, commercials, dj, sports. Available immediately. Box 282B, B•T.

Announcer, experienced. 22, college degree, good voice, desires north, single. Box 284B, B•T.

Announcer, experienced, twenty-three years old, good voice, desires north, married, veteran. Box 285B, B•T.

Staff announcer. Deep voice with pleasant personality. Radio experienced. Prefer news, commercials, dj. TV trained. Single, sober, serious. Box 291B, B•T.

Announcer, two years staff experience. Ambitious, steady. Word any board, car. Box 292B, B•T.

Stop here, young vet (25) single, will relocate, looking for a versatile announcer, 8 months experience who can do more than a creditable job? Go no further. Box 297B, B•T.

Mature announcer with first phone and a few months experience desires change and a chance to do record show. Now working at Indiana directional for $80 per week. Want comparable job here or surrounding states. If you need a man now or in a few months I would appreciate hearing from you. Reply Box 302B, B•T.

Staff announcer, resonant voice, football, baseball, play-by-play, presently employed. Desires change. Prefer south or south Florida. Box 303B, B•T.

Announcer, first phone, no maintenance, experienced, married, college, veteran, employed. Box 304B, B•T.

Desire employment vicinity Princeton, New Jersey. Broadcasting, continuity, have 1st class FCC license. Available October 1st. Box 32, Blawenburg, N. J. Tele.—Hopewell 6-1095M.

DJ with beautiful voice, tapes available. Jack Carey, 2628 N. Humboldt Blvd., Milwaukee 12, Wisconsin.

Do you want reliable, non-drinker, hard worker announcer? Within 150 miles of N. Y., please. 4½ years experience. Well rounded, married. Robert Lockwood, Closter, N. J., CL 5-5171.

Announcer, limited experience but unlimited ambition. Single, 22, vet. Radio school grad. Thomas Sweeney, 164 O'Callaghan Way, South Boston, Mass.

Technical

Chief engineer: First class license: Years of experience. Installation, operation, maintenance and trouble shooter specialist. Exceptional references. Box 175B, B•T.

Chief engineer 9 years experience, all phases am station. Married, available immediately. Box 233B, B•T.

First class, 7 years studio control-room, tape, nemos. Would relocate. North-east preferred. Box 241B, B•T.

Engineer: Twenty years in electronics field with eight years radio television broadcasting. Family man, age 39, desires position as chief engineer. Box 278B, B•T.

First phone men available. Contact Grantham School, 1505 N. Western Avenue, Hollywood, California.

Production-Programming, Others

Program directorship wanted, family, 5 years radio, 2 television, employed. Box 150B, B•T.

Girl Friday—copywriter; earned honest living in business world previous to radio, but still prefers writing. Box 222B, B•T.

Broadcast school trained, experienced copywriter, male, wishes to relocate west of the Mississippi. Desert southwest or Intermountain west preferred, but consider anywhere from Alaska to the gulf, paying 70. Best references, samples on request. Box 230B, B•T.

Beat that top 40 station! Hire me. PD, producer, continuity, music director. 250 to 50,000 watt stations. Ten years radio, college grad, 32. Money secondary to happiness. If you've a happy station and can delegate authority, write Box 234B, B•T.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Young, ambitious program director desires position with "Non-Top 40" station. Do air work and programming-production. Desire northeast or Pennsylvania, Maryland. Box 264B, B•T.

Experienced girl Friday available for small radio or tv station. Can do copy, traffic, air work, take dictation, have car, single. Veteran. 32. Box 286B, B•T.

Presently employed P.D.-assistant manager metropolitan kilowatt seeks similar position, with future management possibility, in Washington, D. C. area, Florida, upper New York or New England states. Excellent references, efficient "right arm." If you want a man who eats, drinks, sleeps, thinks and breathes radio, please write. Box 305B, B•T.

Commercial continuity writer with 6 years experience in radio and television. Ellis Babcock, S. 12th, Manitowoc, Wisc.

TELEVISION

Help Wanted

Leonard P. Frankel wanted for excellent opportunity in television. We know your qualifications. Just write Box 267B, B•T.

Announcers

Announcer for midwest television station. Must have radio experience. Send recent photo and complete resume including required salary to Program Director, P. O. Box 470, Rockford, Ill.

Technical

Wanted-operator with first class license for radio-television operation. No experience. No announcing. Good working conditions. Located north central area. Box 294B, B•T.

Immediate opening for engineer with 1st phone license. Salary based on experience. Leading Kansas station, film and live color. Contact R. V. Goyette, KARD-TV, Wichita, Kansas.

Immediate opening engineer with first phone license. Expanding schedule. Excellent salary based on experience and ability. Permanent position. Send resume, references and photo first letter. Chief Engineer, KKTV, Colorado Springs, Colorado.

Television engineer opening exists in our engineering department for experienced man or recent television school graduate. New building, 40 hour week, time and one-half for all over 40 hours, air-conditioned operating spaces, 5 holidays per year, paid vacation and excellent living conditions. Contact Chief Engineer, WFMY-TV, Greensboro, N. C.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Newspaper owned vhf in good market needs news director. Must be good newsman and strong air personality. Send photo and tape or audition film, resume, expected starting salary to Box 145B, B•T.

Director-announcer seeking advancement opportunity. Need man capable of assuming operation-management now and moving up to manager's assistant in sales promotion, etc., if he can deliver. Excellent opportunity. Southwest. Send resume, recent snap shot, present salary to Box 277B, B•T.

I'm considering monthly newsletter devoted to live tv production people and methods. Would you subscribe, or contribute articles, news items, pictures? Box 296B, B•T.

All-around film man for movies and stills, including digging stories, processing (Houston), editing and copy writing. We are looking for all of these qualifications, but anyone sharp in any one of the above, and quick to learn, stands a good chance. Write or call Program Manager, WXEX-TV, Petersburg, Va.

Continuity writer with creative ideas needed at once for midwest television station. TV experience is helpful but not absolutely necessary. Must have radio background. Write Program Director, Post Office Box 470—Rockford, Illinois.

RADIO STATIONS FOR SALE

Opportunity Knocks

SOUTHWEST
FULLTIME INDEPENDENT

Dynamic growth area. Rated top in the market. 12 employees. All new equipment. Studios and transmitter land rented.

Years gross should top $100,000. Profitable.

Asking $150,000 with $75,000 down.

We have a good list of stations throughout the whole country that are not on the market as such but can be bought. There are some outstanding buys here.

Opportunity Knocks

NORTHWEST EXCLUSIVE

Full time independent. Studios and transmitter land rented.

Tight operation includes partners and two others. Profit to owners around $17,500 last year.

Asking $40,000 with terms to be agreed upon.

Why not write, wire or call us now for more information on these and our many other listings.

JACK L. STOLL & ASSOCIATES

A **NATIONAL** ORGANIZATION for the sale of Radio & TV Stations

6381 HOLLYWOOD BLVD.
LOS ANGELES 28, CALIF.
Hollywood 4-7279

TELEVISION

Situations Wanted

Management

Sales or assistant manager. 8 years radio-tv program director, news director, sales. 32, college, family. Looking for job offering future promotions. Midwest or east. Box 287B, B•T.

Nine years television experience. Administrative and sales management. BA Degree, 34, family, proven record. Box 289B, B•T. for complete resume. Desire move within ninty days.

Announcers

Experienced weathercaster can also do news and pitches, announcing and on-camera appearance A-1. Box 170B, B•T.

Ten years play-by-play college-high school football-basketball and minor league baseball. 13 years radio. 2 years tv sports shows, football films, panel and variety shows. Desire radio-tv combo with sports schedule. Excellent references. Married. Employed. Box 239B, B•T.

Award winning commercial announcer desires advancement. Good salary and permanency only. Agency and station references. Box 255B, B•T.

Versatile, talented, experienced! TV announcer, director-switcher, weatherman, cartoonist, artist, children's personality desires move to larger market. Presently employed. Four years tv, college grad., draft exempt. Box 288B, B•T.

Technical

Engineer-announcer experienced in am, fm high power, design, maintenance. Box 149B, B•T.

Production-Programming, Others

Experienced program director—versed in all phases of television, available Sept. 15. Nondrinker, college man, married, 5½ years experienee television. Box 178B, B•T.

Tv promotion—eight years experience in all phases, sales and audience promotion and merchandising. Now available to take over as your promotion director. Box 202B, B•T.

Continuity director with traffic, promotion, art experience desires permanent position in southwest. Arizona, Nevada, New Mexico preferred. Single, college, presently employed. Box 229B, B•T.

Director-producer-announcer, family, 4 years experience all phases radio and television production. Presently employed top basic station. Box 235B, B•T.

TV art director 4½ years experience. Set building, air brush, silk-screen, balops with a punch! Full understanding of tv production. Sign Co. pictorial artist. Married. Box 263B, B•T.

Director, announcer, general production. Thorough background, all media, in drama, music, news, commercials, special events, continuity. Box 272B, B•T.

What's new, your major am-tv market will know if I'm your news editor or director. English degrees, resonant voice, familiar all news techniques. Box 308B, B•T.

FOR SALE

Stations

500 watt daytime independen station in California one-station town. Asking $35,000.00 with $20,000.00 down. Must sell. Box 301B, B•T.

Carolina metropolitan market priced in line with gross at $150,000. Half already on terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Middle nation small metropolitan market with limited competition. $250,000, substantial cash required. Paul H. Chapman Co., 84 Peachtree, Atlanta—17 East 48th, New York.

Alabama single station market $35,000 total; $17,500 down. Paul H. Chapman Co. 84 Peachtree, Atlanta.

Wyoming, quarter kilowatt $10,000 down—terms—exclusive Wilt Gunzendorf and Associates, 8630 W. Olympic, Los Angeles.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

FOR SALE

Stations—(Cont'd)

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

UHF equipment, used. 1 kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Very reasonable. Box 946A, B•T.

Presto tape recorder—Includes tape transport mechanism, type 900 R-1, serial #152 amplifier, type 900A-2, serial #732 in portable cases. Box 283B, B•T.

One Rust Deluxe 24 function transmitter remote control unit, suitable for directional antenna use, complete with remote modulation and frequency meter panel. Used only six months. New cost $2400; will take $1275. Box 128, Amarillo, Texas.

For sale. Alpar 200 ft. guyed, anodized, self-supporting, aluminum tower. New, painted, all accessories. Ready for erection. Make offer. KWBR, 327 - 22nd Street, Oakland, California.

For sale: 1,000 watt Gates transmitter; Altec limiter; Aircraft receiver CBY for Conelrad. 225 foot tower. WDOR, Sturgeon Bay, Wisconsin.

Mobile broadcast studio. Converted Air Line bus. With or without equipment. Range 20 miles. Money maker. WEOK, Poughkeepsie, N. Y.

Dollars off, professional tape recorders. Free literature. R. Forman, 210 Burr Oak, Kalamazoo, Michigan.

Ampex 300, 300-2 Stereo, 401, 600 and 350 available. Short deliveries on 350-2P, 601-2P Stereo and 601. Grove Enterprises, Roslyn, Pa.—Turner 7-4277.

For Sale: 5 kw Western Electric transmitter, excellent condition, water-cooled, can be converted with modern air-cooled tubes. $1,500.00 as is, where is. Midwest Broadcasting System, Farmington, Missouri.

WANTED TO BUY

Stations

Individual interested in purchase or control of radio station, confidences exchanged. Medium size market. Middle Atlantic states-south. Write in confidence. Box 941A, B•T.

Principal interested in medium sized stations in midwest. Give complete details as to gross, net, price, terms, etc. Strict confidence respected. Box 228B, B•T.

Two-thirds interested am upper midwest wanted. Will provide working capital and manage full-time basis. Mortgage for balance with present owner retaining ⅓. Experienced. Family man. Confidential. Box 249B, B•T.

Would like to invest in existing or proposed radio station and participate actively. Background covers all phases of radio, tv. Box 290B, B•T.

I have the buyers if you have the radio or television stations for sale. I have at present some listings in the south. ED 3-3890, Charlotte, N. C.

Radio executive will buy one or two small New England stations. No brokers. Offers strictly confidential and acknowledged. B. D. Caster, Box 507, Madison, Conn.

Stations wanted. Texas, New Mexico, Colorado, Missouri, Kansas, Arkansas, Louisiana, Oklahoma. Ralph Erwin. Broker, Tulsa.

Stations wanted. Private, conservative service to station owners. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

Stations wanted. Sold: 60% of all the AM stations offered by this agency since its establishment. Ralph Erwin. Broker, 1443 South Trenton, Tulsa.

Stations wanted now! Not interested in your gross receipts or your net profits or your private life. If the station has a market and a signal, please holler at me now. Ralph Erwin. Broker. Tulsa.

Radio station grossing from $80,000 to $100,000 in south, southwest or Pacific coast. Radio and News, Inc., Box 128, Sweetwater, Texas.

Equipment

10 kw G.E. fm transmitter, frequency monitor, transmission cables and antenna. Please submit prices and terms. Box 146B, B•T.

WANTED TO BUY

Equipment—(Cont'd)

10 kw G.E. fm transmitter, frequency monitor, transmission cables and antenna. Please submit prices and terms. Box 306B, B•T.

Building mobile unit. Have truck-need used 2-way gear. What have you that's priced right? Contact Jack Garrison, Chief Engineer, WBOF, Box 36, Va. Beach, Va.

RCA-BAF-14A isolation unit also 1 ⅝ inch transmission line. State condition and price. R. Lucia, WHAM, Rochester 3, New York.

Wanted: Portable sync generator. Prefer RCA but will consider any make. Give complete information and pric. WHIS-TV, Bluefield, West Virginia.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821-19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

MISCELLANEOUS

Wanted! Stories, biographies, and photos of gospel singing groups, gospel music dee-jays, from your station for publication in "Who's Who in Gospel Singing." No charge! Gospel Singing Director, 536½ Broad Street, Gadsden, Alabama.

RADIO

Help Wanted

Management

GENERAL MANAGER

FOR MAJOR CALIFORNIA

RADIO STATION

5 FIGURE SALARY PLUS LIBERAL PROFIT-SHARING PLAN

- We are seeking an experienced broadcasting executive with an outstanding record of accomplishment in all phases of local radio.
- The man we are looking for will be an able administrator with proven ability to lead and head sales department. He will be in complete charge and make all decisions for all phases of operation. (No second-guessing from non-active owners.)
- If you can meet these qualifications, send resume and references, along with recent photograph, to: Box 223B, B•T.

Sales

GOOD SALESMAN WANTED

Eastern metropolitan area.

Commission basis.

Guarantee commensurate with experience and ability.

CONTACT

Box 238B, B•T

RADIO

Help Wanted—(Cont'd)

Sales

THREE

Top rated station operations expanding into big markets leaves openings in the Bartell Group.

YOUNG

We are looking for young, aggressive salesmen who are interested in an association with the best independent radio group in the country.

AGGRESSIVE

Every reward is lavished on those who have the makings for success.

SALESMEN

Write: Gerald A. Bartell
P. O. Box 105, Madison 1, Wis.

The Bartell Group:

WOKY, Milwaukee
WAKE, Atlanta
KCBQ, San Diego
KRUX, Phoenix
WILD, Boston
WYDE, Birmingham

Announcers

WANTED—ANNOUNCER

An opportunity for an experienced announcer to handle important morning programming. Considerable creative skill and commercial ability required. Send resume of background and experience with audition tape and photograph to Vernon A. Nolte, WJBC, Wilmington, Illinois.

Production-Programming, Others

GENIUS WANTED

PROGRAM MANAGER

FOR RED-HOT

MUSIC-NEWS OPERATION

In Southern California

The man we are looking for must be in the neighborhood of 30 . . . must have a solid background including programming, sales, sales management and station management. He must be now employed in one of the nation's top 20 radio stations, in one of the nation's top ten markets. Salary commensurate with background and ability. All replies confidential.

Reply Box 293B, B•T

RADIO

Situations Wanted

Management

Attention
Florida Coastal Station

I have just sold my radio station in four station market. In two and a half years under my ownership station went from last to first (Hooper and Pulse), gross billings quadrupled. Now moving to Florida with family and would welcome opportunity to try to do same with your station. Willing to invest. Write or wire Box 256B, B•T.

Announcers

I WANT TO *WORK*
I WANT TO MAKE *MONEY*
FOR *YOU!* AND FOR *ME!*
9 Years Experience. 3 at present location. Want major market radio, TV, or both.
M.C. * PLAY BY PLAY * D.J.
Box 259B, B•T

TELEVISION

Help Wanted

Management

PROMOTION MANAGER

WANTED

with tv experience for a midwestern network basic station in a major metropolitan market. Box 968A, B•T.

Production-Programming, Others

PROMOTION WITH A FUTURE

If you've been waiting for a promotion department ready made for your talents, this is it! We need a capable, eager and energetic man ready to step into an established promotion department of one of the country's most respected multiple property operations. This VHF CBS station is head and shoulders above competition and you can help keep it there. Pleasant midwest community and solid ownership with all employee benefits gives assurance of stability for your future. Please outline complete background with foto.
Box 215B, B•T

South Florida
VHF Station Has Opening

for studio and transmitter maintenance engineer. Will consider training man with good background but no previous experience. Car and first phone necessary. Box 309B, B•T.

TELEVISION

Help Wanted—(Cont'd)

Announcers

NEWSCASTER WANTED

Reporting and re-write experience essential and foremost but must have good air personality for TV and radio. Send background, tapes, photos, etc. News Director, WHAS Radio-TV, Louisville, Ky.

FOR SALE

Stations

See HASKELL BLOOMBERG
Radio and Television Station
Business Broker
And Muriel Bloomberg, Assistant
NARTB REGION 4 CONFERENCE
STATLER HOTEL
CLEVELAND, OHIO

Equipment

RECORDS FOR NEW STATION

Entire English Language record library for sale by station now all Spanish. More than 12,000 selections. Excellent opportunity for new station to acquire up-to-date complete starting library. Pop, Standards, Western, Religious, Classic. We need the space. Come take them away for $975. KSPA, Santa Paula, California.

IN STOCK NOW!

AMPEX 350-2 Stereophonic recorder $1953.00 (Portable)

AMPEX 601U Full Track recorder $545.00

AMPEX 350 Portables $1294.00

immediate shipment anywhere in the world. Collect calls accepted. Nowhere else can you get less than 6 months delivery.

HIGH FIDELITY UNLIMITED
935 El Camino Real
Menlo Park, California
Phone Davenport 6-5160

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

EMPLOYMENT SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 FOURTEENTH STREET, N. W.
WASHINGTON 5, D. C.

WANTED TO BUY

Equipment

WANTED—750'-800' guyed tower

3 or 10 KW FM transmitter

3⅛-6⅛ transmission line

Cash waiting

WLNA—Peekskill, New York

INSTRUCTION

Technical Preparation

. . . . . for radio and television personnel

- The Master Course for FCC License preparation (Not a "cram" course).
- The Advanced Engineering Course for men already holding a ticket. A college-level program for those who cannot attend college.
- Carl E. Smith, Director

For descriptive brochure, write to:
Cleveland Institute Radio Electronics
4902 Euclid Avenue, Cleveland, Ohio

96% OF ALL GRADUATES OFFERED POSITIONS IN RADIO OR TV!

Courses in Announcing, Acting, Writing, Production. 1 year of intensive training. Founded in 1934. Professional teachers with national network background. Term starts September 26th.

NATIONAL ACADEMY OF BROADCASTING
3338 16th Street, N.W. Washington, D. C.
Dept. B

NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel.

INTERNATIONAL

Canadian Bids Point To Radio-Tv Upsurge

The upsurge in radio listening and the development of new areas in Canada is reflected in the number of applications for new radio and television stations and power increases which will be heard by the board of governors of CBC Sept. 26 in Room 178 of the Department of Veterans Affairs Building at Ottawa, Ont. Included is the first Canadian application for a uhf television station at Kapuskasing, Ont.

Power increases for radio and television stations are numerous in applications for this 107th meeting of the CBC board. CKLC Kingston, Ont., is applying for an increase from 1 to 5 kw on 1380 kc. CKVL Verdun, Que. (Montreal suburb), is asking for a power boost from 10 to 50 kw on 850 kc. CHAB Moose Jaw, Sask., is applying for a boost from 5 to 10 kw on 800 kc.

Power boosts and frequency shifts are requested by a number of radio stations. CKBB Barrie, Ont., wants to up power from 250 w to 5 kw and move from 1230 to 950 kc. CJMT Chicoutimi, Que., is requesting a boost from 250 w to 1 kw and shift from 1450 to 1420 kc. CKTS Sherbrooke, Que., is asking for a boost from 250 w to 5 kw and frequency shift from 1240 to 630 kc. It also wants to change its transmitter site and operation to full French-language.

CJIC Sault Ste. Marie, Ont., requests move from 1490 to 1050 kc with 250 w power.

Applications will be heard for four new radio stations. Thomas C. Nash is applying for 1 kw on 730 kc at Blind River, Ont., site of major uranium mining development. CKSO Sudbury, Ont., is applying for a satellite station with 1 kw on 610 kc at Elliot Lake, Ont., new uranium mining townsite near Blind River. CKSO-TV Sudbury, has been granted a license for a tv satellite at Elliot Lake, on ch. 3.

Gordon W. Burnett has an application pending for a 500-w station on 1470 kc at Welland, Ont., industrial and shipping town near the Niagara border, and Geoffrey W. Stirling, president of CJON-AM-TV St. John's, Nfld., is applying for a 5-kw station on 980 kc at Montreal, Que.

Yorkton Television Co. Ltd., affiliated with CJGX Yorkton, Sask., is requesting a tv station license at Yorkton on ch. 3 with 5 kw video and 2.5 kw audio and antenna 529 feet above average terrain. CJCB-TV Sydney, N. S., is requesting a satellite tv operation at Inverness, N. S., on ch. 6 with 20 kw video and 10 kw audio and antenna 988 feet above average terrain. CFCL-TV Timmins, Ont., is applying for a tv satellite operation at Elk Lake, Ont., mining development, on ch. 12 with 3.52 kw video and 1.76 audio and antenna 462 feet above average terrain.

CFCL-TV Timmins, Ont., which recently received a license for a satellite tv operation at the pulp and paper town of Kapuskasing, Ont., is asking for a power increase from 24 w video and 17 w audio on ch. 3 to 44.1 w video and 22.05 w audio with antenna 303 feet high on ch. 170. This is the first application for a uhf operation in Canada. The area is isolated in northern Ontario. The Kapuskasing station is not yet in operation.

CKCO-TV Kitchener, Ont., wants to move up in power from 31.4 kw video and 16.9 kw audio to 100 kw video and 54.4 kw audio on ch. 13, with antenna at 928 feet above terrain.

These applications do not complete the busy day for the CBC board. CKVL-FM Verdun, Que., wants to move its transmitter site and increase height of its antenna from 74 to 479 feet above average terrain. CJCH Halifax, N. S., 5-kw station on 920 kc, wants to change its methods of operation. CHFI-FM Toronto, Ont., is applying for a change in corporate name, while three stations are applying for change in control. These are CJCH Halifax; CHEF Granby, Que., and CJQC Quebec City, Que. Eighteen radio and two tv stations have applied for the right to transfer some shares in their companies, the transfers not affecting control of operating companies.

McDonald Research Begins New Rating Survey System

A new time period rating survey system has been announced by McDonald Research Ltd., Toronto, to provide advertisers and agencies with continuity in the reporting of broadcast audience data. The surveys will be made in the 17 largest city areas in Canada, covering 40% of Canada's population, over 25% of all television households and almost 50% of all retail sales.

In announcing the new service, Clyde McDonald, till recently research director of the industry cooperative Bureau of Broadcast Measurement, Toronto, stated that the first survey will be made during the week of Oct. 2-8, the second in January and the third in April. Surveys will be made on a seven-day-log basis, on which trials have shown a return of close to 50%. Minimum samples will vary from 200 to 300 for each city.

The information will be by half-hour periods, from 6 a.m. to midnight, with data available by quarter-hour periods if required by advertisers and major variations in audience being shown by quarter-hours for individual stations. There also will be a report on out-of-home audience by three-hour segments. The survey will show audience composition for each half-hour period and each station in the major city area. Duplicate audience and audience turnover also will be reported for each half-hour period, for the first time in Canada.

A pilot study was made in metropolitan Toronto area for the week July 17-23 and this report has been distributed widely to Canadian stations, advertisers and advertising agencies.

Union Asks Color Tv Work

To bolster Canada's television set manufacturing industry, the United Electrical Workers Union at Toronto, Ont., has asked the government to urge CBC to start work on color telecasting. The union reports half the 22 tv set manufacturers in Canada will close down production of tv sets in October because of falling sales. Workers at Canadian General Electric plants at Toronto

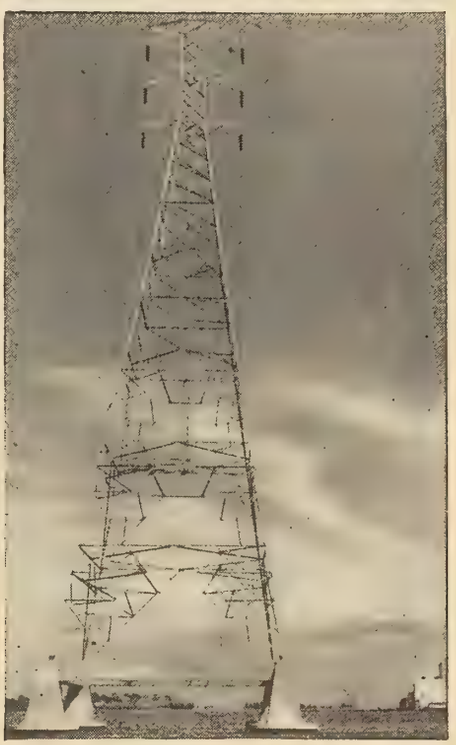
Only STEEL can do so many jobs so well



Operation Deep Freeze. Last year, to prepare Antarctic base sites for the present International Geophysical Year, U. S. Navy Task Force 43 made an almost complete circle around Antarctica. Lead vessel was the USS Glacier, powerful pride of the Navy's icebreaker fleet. In this startling picture, the Glacier pokes her tough steel nose into the desolate Atka Bay ice barrier so that scientists and Navy men can reconnoiter and plant the American flag.



The Finest Printing is Done on Clay. High-gloss papers (called enamel-coated) are covered with a thin coating of smooth, hard, lustrous clay to keep printing inks from being absorbed into the paper fibers. That clay is mixed in tanks like this one. Tanks are stainless steel because nothing else can withstand the grinding action of the clay and at the same time keep it pure and white. In fact, this stainless tank has lasted seven times as long as the previous non-stainless tank.



High Line At Low Cost. These gigantic electrical transmission towers are 198 feet high—because they must provide 100 feet of clearance for ships passing underneath in Old Tampa Bay, Florida. By using a special USS MAN-TEN High Strength Steel, 6½ tons were trimmed off the weight of each tower. The total money saving for four towers amounted to $7,200 . . . far more than the slight extra cost of the high strength steel. Another job well done with steel!

UNITED STATES STEEL

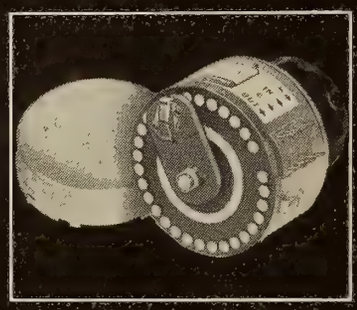
American Bridge . . . American Steel & Wire and Cyclone Fence . . . Columbia-Geneva Steel
Consolidated Western Steel . . . Gerrard Steel Strapping . . . National Tube . . . Oil Well Supply
Tennessee Coal & Iron . . . United States Steel Homes . . . United States Steel Products
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7-2229

EVERYTHING NEW IN ATTENUATOR DESIGN HAS COME FROM DAVEN



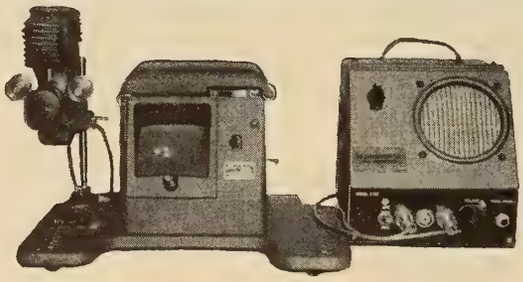
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OUR EXPERIENCE IS YOUR KEY TO
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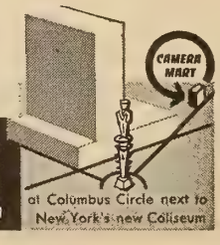


ECCO FILM CLEANER

Ecco No. 1500 Speedroll Applicator—an efficient time-saving method for cleaning films $29.50

Ecco #1500 Cleaning Fluid, per gallon $9.60

Ecco #2000 Negative Cleaning Fluid, per gallon $6.50



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at Columbus Circle next to New York's new Coliseum

have been advised that some 120 employes will be let out by mid-October. Manufacturers are reported to have stocks on hand for three months.

Government Approves Cuban Tv Transfers

Cuba's Ministry of Communications has approved acquisition of ch. 4 CMUR-TV Havana and associated vhf stations in Matanzas, Santa Clara and Camaguey by CMBF Cadena Nacional, S. A., it has been reported. The network, one of three in Cuba, was operated by Television Nacional until January, when the stations went dark because of commercial failure.

Also involved in the transfer were ch. 7 CMBF-TV Havana and CMBF Radio, owned by Circuito CMQ, S. A. Goar Mestre, who is president of the CMQ radio-tv station networks, and who also is involved in the new ownership of the former Television Nacional stations, announced the new operation, under which ch. 4 Havana and its three associated stations will be known as the CMBF-TV network.

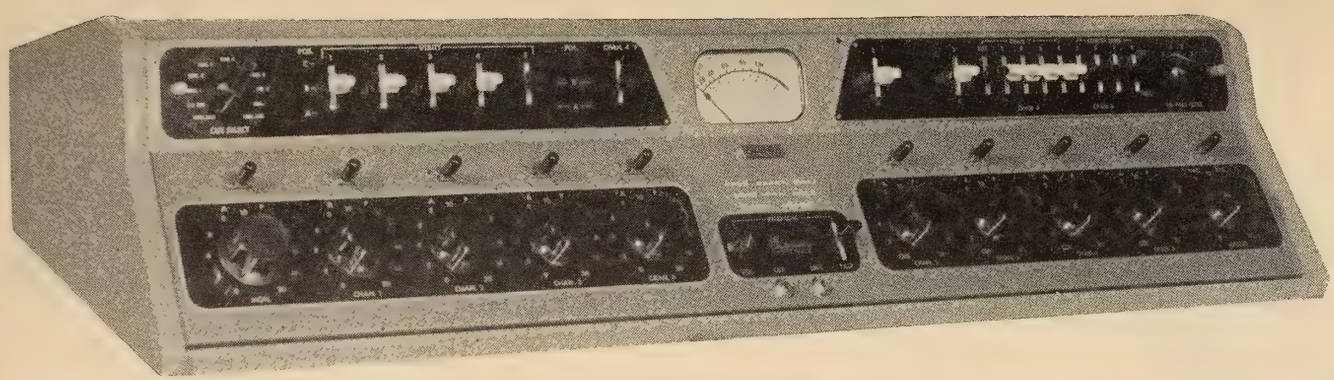
Ch. 7 Havana now is being operated on a limited, noncommercial basis under the call letters CMBA-TV, having had its calls transferred to ch. 4. CMQ Circuito formerly operated an all-film service on ch. 7, along with its regular service on ch. 6 CMQ-TV.

Half of the stock of CMBF Cadena Nacional is held by Julian Lastra and Miguel Humara, RCA distributors for Cuba, with Jose I. de Montaner, publisher of *Informacion*, a newspaper. Alberto Vadia, Havana contractor, owns 25%, and the other 25% is owned by the Mestre brothers, Goar, Luis Augusto and Abel. The Mestres traded CMBF and CMBF-TV for their share. The CMQ Film Div., which for years has bought film for national distribution to all Cuban stations, has been absorbed by the new CMBF-TV network and will be known as CMBF-TV Div.

Alberto Hernandez Cata has joined the CMBF-TV network as general manager. For 15 years he was in charge of advertising in Cuba, Mexico and Brazil for Sterling Products International. U. S. sales representative for CMBF-TV stations is Latin American Networks Co., New York, according to an announcement by Caribbean Networks Inc., New York, which represented the stations during the transitional phase of management. Caribbean Networks represents the competitive CMQ network of stations.

Stations of the CMBF-TV network are, in addition to ch. 4 CMBF-TV Havana: ch. 13 Matanzas, ch. 3 Santa Clara and ch. 4 Camaguey. Three more stations are under construction and are expected to be on the air in the next three months. They are ch. 5 Santiago de Cuba, ch. 8 Holguin and ch. 2 Ciego de Avila.

The stations are interconnected by a series of 16 microwave relays, the system co-owned by the CMQ and CMBF-TV networks. The system, believed one of the

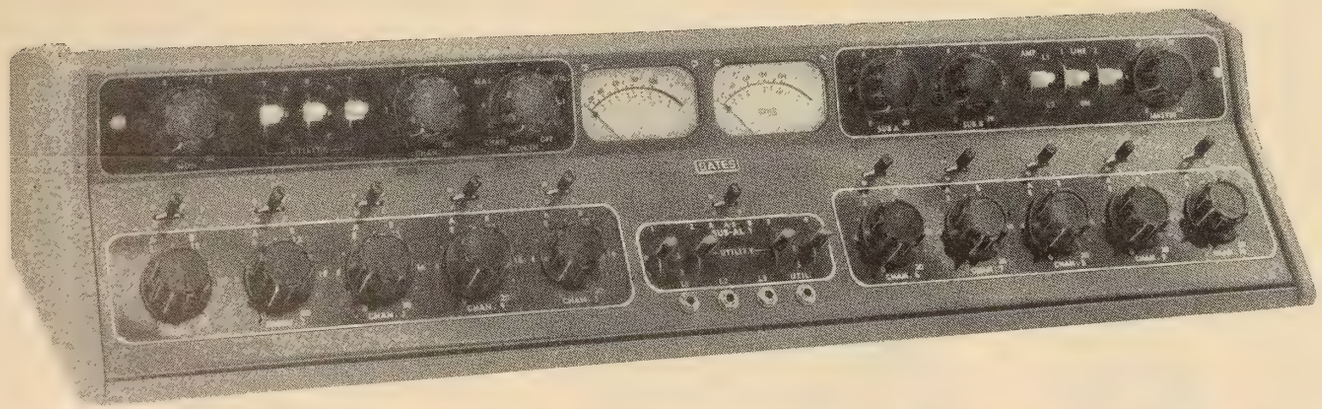


GATESWAY

Any way you measure it, the Gatesway is quality speech equipment all the way. Serviceability? An engineer's dream! Control function? Dollar for dollar it doubles the runner up! Performance? No short-cuts but the best in materials to guarantee lasting performance. Extras? Does any other console have inbuilt cue-intercom and front panel variable equalizer? And what usable extras! Acceptance? On the market 14 months and already over 200 in use. Price? So modest you'll agree only Gates could do it.

HOW TO MAKE A GOOD STATION BETTER

GATES PROVIDES TWO OF THE FINEST AUDIO CONSOLES EVER BUILT



GATES TV-10 TELEVISION CONSOLE

Fifteen months in development, the TV-10 ten channel speech input system is the newest in both the Gates line and the industry. Designed for large TV productions, versatility permits adaption to the smaller operation without complexity. This truly outstanding audio system could be described as the engineer's speech input console. You name it and TV-10 has it with a plus! A brochure brimming full of details is yours for the asking.

All Gates speech input systems are priced and supplied complete. Such items as tubes, relays and panel mountings are never extra accessories at added price but are included.

GATES RADIO COMPANY, Quincy, Ill., U.S.A.

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The Mark of Quality

ONE OF THE
FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower
CBS
REPRESENTED BY AVERY-KNODEL, INC.



"GEE! That's some rug cleaner!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

largest in the world outside of the U. S., accommodates two video channels, three audio program channels and 19 voice channels for communications.

Mr. Mestre's announcement also reported that the Cuban Ministry of Communications has issued a license for operation of ch. 12 Havana, which, when it goes on the air, will be the city's sixth tv station. Circuito CMQ probably will sell ch. 7 Havana, if a buyer willing to risk six-station competition can be found, Mr. Mestre indicated.

55% of Scotland's Homes Tune to First STV Program

A total of 101,000 homes, nearly 55% of the households in Scotland equipped to receive commercial tv transmissions, were tuned to the Aug. 31 inaugural program of Scottish Television Ltd. [B•T, Aug. 26]. A survey indicating this was conducted by Television Audience Measurements Inc. in conjunction with the start of Britain's sixth commercial tv outlet.

The opening show originated from Glasgow's Royal Theatre, headquarters for STV, and included addresses by top government officials, STV Chairman Roy Thomson and Sir Kenneth Clark, chairman for Independent Television Authority. The occasion marked the final appearance of Sir Kenneth as ITV chairman. His term was to have expired Aug. 1, but he stayed in office an extra month to participate in the STV opening. No successor has been indicated by Great Britain's Postmaster-General.

Canadian Agency Tv Billings Increase $10 Million in 1956

Canadian television advertising last year placed through advertising agencies amounted to $33.5 million, up from $23.6 million in 1955, according to a report placed through Canadian agencies and released by the government's Dominion Bureau of Statistics, Ottawa.

Radio advertising placed through agencies dropped slightly to about $20 million. The report showed that television made the greatest gain in billings of agencies.

Of the total of $201.8 million in billings last year by agencies, 11 agencies doing over $5 million each accounted for $123 million. In the group of nine agencies with billings between $2.5 million and $5 million total billings amounted to $34.8 million. There were 110 agencies in operation last year, almost double the number of a decade ago.

CBC Symphony to Go Abroad

The tour of the CBC symphony orchestra now is being planned for August next year. CBC has received three invitations for its orchestra to take part in concerts during the latter part of August and early September 1958 from the Edinburgh International Festival, the London Promenade Concert series, and the Brussels International Exposition. CBC expects that its orchestra also will obtain dates to play in a number of other European cities.

ABROAD IN BRIEF

EQUAL TIME ON RHINE: A German administrative court two weeks before yesterday's (Sunday) elections said that all political parties were to be allowed equal radio time for campaign broadcasts. The decision applies to all parties, however small.

CZECH SETS: The tv set count in Czechoslovakia on June 1 was 113,714, according to a government release. At the same time it was reported that there are plans to complete a tv relay line between Prague and Warsaw next year and that Prague will be linked to Moscow tv by 1960 through a Warsaw-Moscow line now under construction.

GERMAN COUNT: Registered tv sets in West Germany reached 924,198 by Aug. 1, but the actual figure is much higher, observers say, because of a large number of sets that have not been registered for licenses. Radios in West Germany totaled 14,156,750 on Aug. 1.

BAVARIAN RATES: Sample advertising rates on Bavarian Radio's daily commercial television show were reported as $430 (1,800 deutschmarks) for 30 seconds, according to a survey published in Zurich, Switzerland. The Munich station is one of three in Germany to allocate a small portion of otherwise sustaining schedules to commercial shows.

Most advertisers run 30-second film commercials, paying $500-1,000 for production, it was reported. Registered tv sets reached by Bavarian Radio are in excess of 70,000, with average number of persons per set put at 2.6. Bavarian Radio's tv cost-per-thousand is said to compare unfavorably with rates in other European countries, but the Bavarain figure is declining with a steady rise in the set total.

PRICE OF PRIVATE ENTERPRISE: The West German Study Assn. for Radio & Television Advertising, powerful group which is pressing for private commercial broadcasting, has announced it is investigating how much money industrial companies and newspaper publishers are willing to spend to establish private stations. (All German broadcasting is on a semi-official basis at present.) When it has collected the information, the association has said, it will publish a memorandum giving details. The association is made up of the German Newspaper Publishers Assn., German Industries Federation (heavy industries and other important groups), Assn. of German Brand Articles Manufacturers (national advertisers), ADW and GWA, two advertising agency associations. A bill to authorize private broadcasting was introduced at this session of the Bonn legislature [B•T, Sept. 2].

Radio Buy...
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1
KOBY San Francisco
HOOPER — PULSE — NIELSEN
KOSI—See Forjoe
KOBY—See Petry

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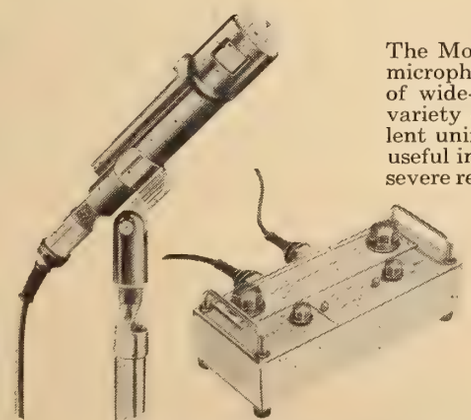


Electro-Voice®

666 BROADCAST CARDIOID DYNAMIC with REVOLUTIONARY VARIABLE-D DESIGN

Front-to-Back ratio 2 to 6½ times that of most cardioid microphones!

Artists can work twice as far away from the 666 as from cardioid microphones in common use,yet there is no bass accentuation when worked closely. The 666 provides from 2 to 6½ times the front-to-back ratio of most broadcast cardioid microphones. An amazing feature of the 666 is its ability to pick up dialog and sound at distances up to 10 feet or more without appreciable loss of presence. This minimizes pre-recording. Picture crowding is also eliminated with the 666 because of this distance factor. For an exciting new experience, *test the 666 today!* List price: $255.00



Model 667 All-purpose broadcast cardioid-dynamic Microphone with Preamplifier

The Model 667 is an all-purpose broadcast microphone designed to fulfill requirements of wide-range reproduction under a great variety of conditions. Because of its excellent uniform polar response, it is especially useful in locations where ambient noise and severe reverberation exist. List price $600.00

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EASTMAN ON NETWORK RADIO: IT HAS TO BE LIVE TO LIVE

One of the most daring departures undertaken in network radio in recent years was the American Broadcasting Network's decision to switch to all-live, personality-and-music programming. In this tape-recorded interview with B•T, ABN President Robert E. Eastman, the man responsible for the change, details the reasoning behind the move, describes other features of the network's "new look," outlines plans and objectives, and gives his views on what it all means for advertisers and for affiliates.

Q: You've done something that a lot of people think is rather daring in deciding to switch over to all-live programming in network radio. How did you reach that decision and how did you justify it?

A: Well, to get the background, I had been in the spot business for some time and have seen the other side of the coin, and have a keen appreciation for the value in good local programming, personalities, phonograph records and news on the hour. This is an important part of radio broadcasting today. When approached by American Broadcasting on the possibility of working with the radio network I wondered what could be done in the overall broadcasting picture that would permit it to stand out and not only to survive—I wasn't interested in something that would just survive—but grow and prosper. The more I thought about it, the more I developed a concept which hinged around live programming, live musical programming mostly. The basic ingredient was, to a certain extent, lifting a leaf out of my spot experience, knowing that we could attract the best personalities in the country for the radio network, and also knowing the success of Don McNeill as a personality on the *Breakfast Club* and the fact we could build from that hour live shows that would have long range value. The fundamental concept is programming in relation to what people are doing. The daytime hours we are going to program are from 9 to 11 and 1 to 3 where we're talking primarily to housewives, and the housewife today is a busy person. She doesn't have the time to sit down and read a book or a newspaper or look at television to any great extent —and the figures prove this—but she does have time to keep the radio turned on, and she does have it turned on in bedrooms, kitchens and the automobile when she goes out to shop. The result is that a certain type of radio broadcasting can stay with her. Now we know she wants music mostly, and she wants currently popular music.

We are going to give her currently popular music, which will be arranged for our live talent and worked out so that it has a basic appeal to her. Also she likes personalities. She wants someone to talk to her. She's alone during the day. The children are away at school. Her husband's away at work. So this was a concept that developed with a programming type that was distinctive, that was exclusive. This programming serves another good purpose in that our stations around the country have in their markets a programming that is exactly their own. There won't be any duplication of it in their markets. I have been on the other side of the fence and have seen the independent operation. I realize the independent stations must do about the same thing. They have to have the top 40 or the top 50 or the top 30, whatever they play. They have to have their news on the hour or five minutes ahead of the hour, half-past the hour, whichever it may be. The thing is they all do it about the same. This doesn't start that way, but after it goes for awhile, it winds up that way.

Q: What you're saying then is that you've taken local stations' programming and put it on the network.

A: Well, not exactly, because ours will be all live. We won't play any phonograph records at all. It will be all-live programming.

Q: Live programming from 9 in the morning to 3 in the afternoon?

A: Well, the hours we'll program will be 9-11 in the morning and 1-3 in the afternoon, and 7-9 at night.

Q: Is that much change from what you currently program?

A: Yes, it is.

Q: What are you currently programming? What hours?

A: It's a wide variety of things, the *Breakfast Club,* a disc jockey show in the afternoon, the mystery programs in the early evening, and news at scattered times: sometimes news five minutes ahead of the hour, sometimes it's on the hour, sometimes at 25 minutes after. In other words, there hasn't been a consistent format such as in a magazine. Look at your own book, BROADCASTING. You have a format in the book that you follow consistently. And what we need is a format that we program to consistently and which relates itself effectively to what the stations are programming, too.

Q: I want to go back to our original question. How are you going to justify the cost of live programming?

A: We can't afford not to justify the cost of live programming. Network radio has to have a vitality in it that will provide a degree of difference in programming, something that provides showmanship and salesmanship in it. And the personalities we're seeking out have that.

Q: How much more money, basically, are you going to put into programming under this new format than in your "hodge-podge" that has been going on?

A: I'd rather not say specifically in dollars. Let me put it this way: We are not going to sacrifice quality for price at any time.

Q: Well, if you can't give it to us in dollars, give it to us in percentage. Is there a 50% increase in overhead?

A: Total overhead will be increased at least 50%, yes.

Q: What's your average show cost now?

A: There isn't any basis on which we can compute an average, because we don't have enough shows or enough similar type shows to be able to compute an average.

Q: *Don McNeill's Breakfast Club* is similar in type to the other shows planned. That will sort of be your take-off show. Am I right?

A: That's right. At nine o'clock.

Q: All right. *Don McNeill* is a live show with live music. What does a show like that cost now for production?

A: Well, that's a trade secret, I would say. I really don't think I should mention that. Let me get back to the original question as to the reasons behind the live programming and the significance of it. I was building to a point, and I didn't finish it.

We've seen this in market after market as stations go independent. Let's say you have five independents in a given city. They'll all attain a certain sameness. They'll all be playing "White Sport Coat and a Pink Carnation" or "Love Letters in the Sand," and the same tunes. One will do it a little better than the others. And when one does it better than the others, then his ratings go up. Then the others recognize his tricks and they do the same kind of tricks and it may be that their ratings go up. And so develops a jockeying for position.

Now, according to Nielsen, the total share of audience of the network stations is bigger than that of all independents added together. Our plot is that we're not only going to retain our share of the network audience. We will increase it by doing a better long-range job of programming with carefully produced live shows. We'll also take a slice out of the independents' share through teamwork with our stations, improving their local programming, coordinating our network programming, so that we will wind up with the biggest share of audience of any one of the networks. That's part of the plan.

Q: Could we develop this phase of cooperation with the affiliated stations in coordinating programming?

A: You mean what we plan to do along those lines? We have hired Dale Moudy as director of station services. We have John Pearson. John was with WHB in Kansas City and a top personality on the air there and then he came with the Katz Agency, to work with their stations on local programming. John will be a program executive on local programming. We've hired Art Carlson. Art is our research man. He'll have all the local services, the Pulse, the Hooper, the Nielsen, etc. And he will study the local research and come up with ideas for improving the station's research approach. We will also add one more man, and that will be an exploitation man, who will work on all the different exploitation ideas that can be employed to increase local audience. These four men will work under Ed DeGray in the stations department.

These four men will work with stations on their local programming. Now, we know local programming better than anybody in the network business. We know what the station problems are. We have a track record with many fine stations around the country of having been able to work with them on local programming and substantially increase their audience, and in many major competitive markets, put them in first place. So we know how to do it. The important point is, we'll be better equipped to do it because we'll have the manpower in the station service operation that can listen critically to tapes, inspect the stations' engineering, inspect exploitation and promotion and even help in matters such as traffic, accounting and sales.

These men will work with the stations and will increase their audience. Our new programs will help pull up their local shows, too. There are thousands of details involved in this thing, each one of which we could talk about some time.

Q: When is the starting date for all your live programming?

A: It won't start all at once. The *Herb Oscar Anderson Show,* from 10 to 11, started Sept. 2, The *Jimmy Reeves Show* will start Oct. 7—you know, "Four Walls" Jimmy Reeves. Jimmy Reeves has a wonderful personality and style. His show will include the Owen Bradley Orchestra, Anita Kerr Singers, and will originate from Nashville, 1 to 2 p.m., Monday through Friday. We'll have guests like Marty Robbins, Ferlin Husky, the Everly Brothers, etc. Set for a 2-3 p.m., Oct. 7 start, is the *Jim Backus Show,* with a fine orchestra, Del Sharbut, Betty Johnson and Jack Haskell. Also starting Oct. 7 as a one-hour night strip is the *Merv Griffin Show,* with the Jerry Bressler orchestra and Ronda Hall.

Q: What is the basic appeal of these shows?

A: This is the showmanship-salesmanship concept—because we're going to have Don McNeill, Herb Oscar Anderson, Jimmy Reeves, Jim Backus, Merv Griffin and Mr. X as salesmen. These are personalities. Radio has become a personality type of medium. These are men who have that extra appeal. They have presence. This is difficult to get across so that people will understand it. But Billy Graham has presence. When they speak, people listen.

Q: Have you got any of these sold?

A: No. We're going to sell them all on a program unit basis.

Q: Five-minute segments?

A: Correct. We have some business sold already on the *Herb Oscar Anderson Show*. But actually, we haven't tried to sell very much. We've really been turning business down, because our product isn't ready yet. However, we haven't done this purely from an altruistic point of view. We figure we can build up a backlog of pressure and when we go in and hit, we're going to have something awfully good to hit with.

Q: From the descriptions of the hours you are programming, you have nothing in it about news or special events shows. It looks to me as if it's just personalities and music. Is that right?

A: Well, so far. We haven't got to the news yet.

Q: You have no news, no special events . . .

A: We have plans for the news, yes.

Q: Could you tell us about some of them?

A: Our broad overall plan on the news, and this has not yet been worked out, is that we will program an integrated combination of hard news every hour throughout the day, starting probably at eight o'clock in the morning and going through to maybe eleven o'clock at night.

Q: Five minutes of news?

A: Five minutes of news, yes. It really will be 3½ minutes. We will complement that on the half-hour with 3½ minutes of commentary. Now, there's nothing unique about this, particularly. The thing that's going to make it significant is the execution. As a matter of fact, there's nothing unique about an hour musical program. It's the execution. It's the details, the little details, thousands of them, that make it important.

Q: Does that mean you're going to hire some people on your news staff?

A: We may. If there's somebody we think is highly desirable who can make a better news broadcast for us, why, we will certainly approach him.

Q: What new sales plans do you contemplate when the new programming is under way?

A: We have created the All-American Big 10 Plan. This is a national exposure plan based on 10 program units of five minutes' duration, each within the body of American musical personality programs.

We also are instituting a Duo-Plan which will combine, at a discount, on the following basis: morning plus evening, morning plus afternoon or afternoon plus evening.

In other words, an advertiser who buys both a morning and afternoon or any of the above combinations will receive a better discount, in addition to greater exposure, than if he were to buy two in just the morning alone.

The American Triple-Threat Plan is the same general idea as the Duo-Plan except that it provides a discount for the combination of morning, afternoon and evening. Again, in addition to a discount, the advertiser has the advantage of triple exposure and the salesmanship of three different personalities.

Q: From an advertiser's point of view, should he want to advertise five minutes on any one of these musical programs, is there going to be the usual 13-week type contract? Or will he be able to make short-term buys?

A: We will permit short-term buys, yes. We prefer long-term buys, and we're going to sell toward long-term buys. We will develop certain advantages to the advertiser in buying long-term.

Q: Would you like to tell us more about that?

A: Well, for example, we're working on a product exclusivity policy where regardless of length of time we will not accept more than one product of a type within one of our personality programs. This gives integrity to the salesmanship of the individual running the show. We don't believe that Herb Oscar Anderson could sell two different brands of soap and still have conviction and believability as far as his listeners go.

Q: That's within an hour period?

A: Within the hour. We'll protect for the full hour for the advertiser. Now, there's certain minimum scheduling, and we must put a minimum buy requirement on this. We also will protect for 60 days after the advertiser goes off. Of course, we hope he never goes off. But there is such a thing as turnover and change, and as a schedule expires, we will protect for 60 days beyond that period. We will not permit a competitive product to come in, because we believe that if a competitor were allowed to come in, it would destroy some of the investment the advertiser had made in that show.

Q: How about a 52-week buy? Would an advertiser get a discount?

A: An incentive? We've been discussing it. We haven't arrived at any decision on it yet.

Q: Approximately what will a program unit cost?

A: Our highest open rate currently on a program unit is $1,500 on the *Breakfast Club,* which is a very cheap rate.

Q: $1,500 for what?

A: One program unit, one time.

Q: Is that a one-minute segment? What do you mean by unit?

A: Program unit, five minutes.

Q: Do you plan at first to peg your rates on the same basis as the current ones?

A: Yes. We will not change the rate card at the present time.

Q: An advertiser can, on any one of your shows, for $1,500, I assume, get a five-minute segment.

A: I'll tell you what we're thinking about. This we haven't yet arrived at, and we're thinking that nine to eleven is probably A time, that one to three might qualify as B time and seven to nine probably as C time. That's just very rough, and of course pricing would follow that to a certain degree. The way I look at pricing, and I know my associates agree with me on this, is that whatever you charge for the product, the value has to be there. But we're going to do everything we possibly can to improve the value of our product, and we're currently doing that. Naturally, the price will go up in relation to the value in the same way as when the circulation of a magazine goes up, it gets a better page rate.

Q: Are all these plans that you've discussed with us so far weekday programming?

A: Yes, Monday through Friday.

Q: What happens on the weekend?

A: We haven't tackled that problem yet.

Q: Will you have live programming on the weekends?

A: Yes, everything we're going to do is going to be live programming. There's one thing we have done as far as the weekend goes. We are employing Johnny Pearson. Johnny is going to do a Saturday morning show. Saturday afternoon we have the Metropolitan Opera, and Sunday is primarily commercial religion. So there we are.

Q: How about Sunday evening time at the present?

A: We have to change some basic things first before we can do anything with the weekend, and Sunday evening.

Q: You have the Herb Oscar Anderson program set, the Jimmy Reeves, the Jim Backus and Merv Griffin. That leaves two other hours. Is that right?

A: No, we have *Breakfast Club* and Herb Oscar Anderson in the morning, Jimmy Reeves and Jim Backus in the afternoon, Merv Griffin and "to be announced" at night.

Q: Do you know when you will have all of those on the air?

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A: I would think that we should have it pretty well set by Oct. 7 the way we're going right now.

Q: You will then be programming Monday through Friday about six hours a day?

A: Plus news. And, you see, we'll have, well, probably all together two hours of news. So we'll be programming about eight hours.

Q: How many hours roughly are you currently programming Monday through Friday?

A: I've never added it up. We've been too busy looking forward to pay very much attention to the present situation.

Q: You have been programming something, though, off and on throughout the day up until about midnight, haven't you?

A: That's right.

Q: About 12 hours a day.

A: About 12 hours and most of it we shouldn't be programming. I mean things like disc jockey shows fed to the network. The network should not do this. Stations can provide their own disc jockey shows just as well.

Q: You said that one of your live programs, I forget just which one, would be originated at Nashville. Are all the other originations going to be at New York?

A: Probably all the rest from New York except the *Breakfast Club*, which, as you know, comes out of Chicago.

Q: In types of music what will these programs be? Popular music? Rock and roll in there, too?

A: No. All of the music that's played or sung on the shows is going to be currently popular. This is what people want to hear, and this is what we're going to give them. The arranging of this music has to be in the modern style. And the music will be primarily of a romantic nature. It is going to include very few instrumentals, no more than probably two in any hour's show, and those instrumentals that are used will never exceed 1½ minutes in length. We'll keep them down short. Because it's vocals and group singing that represent most of the popular music today. All of the music should have a definite and somewhat similar beat. In our concept, we've got a housewife. She is working, and she's moving around in her house doing chores, and she's on the go. So sleepy music isn't going to fit her pace and her tempo.

We're going to seek out a certain sameness in the quality of our music, so that it is always recognizable by the listener, and we should achieve this sameness and in the process, put no value whatsoever on variety. Variety is an old-fashioned concept in radio. Listeners want sameness. They want it to be recognizable. We're going to meticulously avoid anything which smacks of showing off the band, hot licks, drum rolls, jazz, rock and roll, except for an occassional brief novelty touch. The melody must be practically always most apparent, never obscured by the arrangement.

And the preparations of arrangements always follow listening by the arranger to the popular recording to determine the primary melodic, rhythmic or instrumentation factors responsible for the song's popularity. We aren't going to try to get too far afield from what's popular except that we're going to have an exclusive characteristic in the live elements. You might very well say, what's the difference between this and a phonograph record? The thing that's different from a phonograph record is that this will have spontaneity. It will have sparkle, presence, happening right at this particular moment. This may be a difficult value to appreciate, but it's very real.

Q: How much of a musical staff are you going to have?

A: Very large.

Q: And these will be staff people, I assume.

A: For our New York origination shows we currently have a 65-man staff band, and I'm sure we'll be using more than 65 people in the production of four hour length shows.

Q: Haven't you had a message of congratulation and thanks from Jimmy Petrillo?

A: We have received some fine letters from several executives of the AFM.

Q: Are you going to suggest to your stations that they program similarly, according to this policy?

A: No, not necessarily. This type of programming, except in rare instances, is not too practical at the local station level. I mean they can't afford to spend what it costs to put on such a show.

Q: Oh, I didn't mean live shows, but I meant so far as the type of music they put on.

A: Yes. There's a definite pace to good local programming. And very definite ingredients in good local programming. When we take the air from a local station after they've completed a block of their programming, we will maintain that pace. We aren't going to

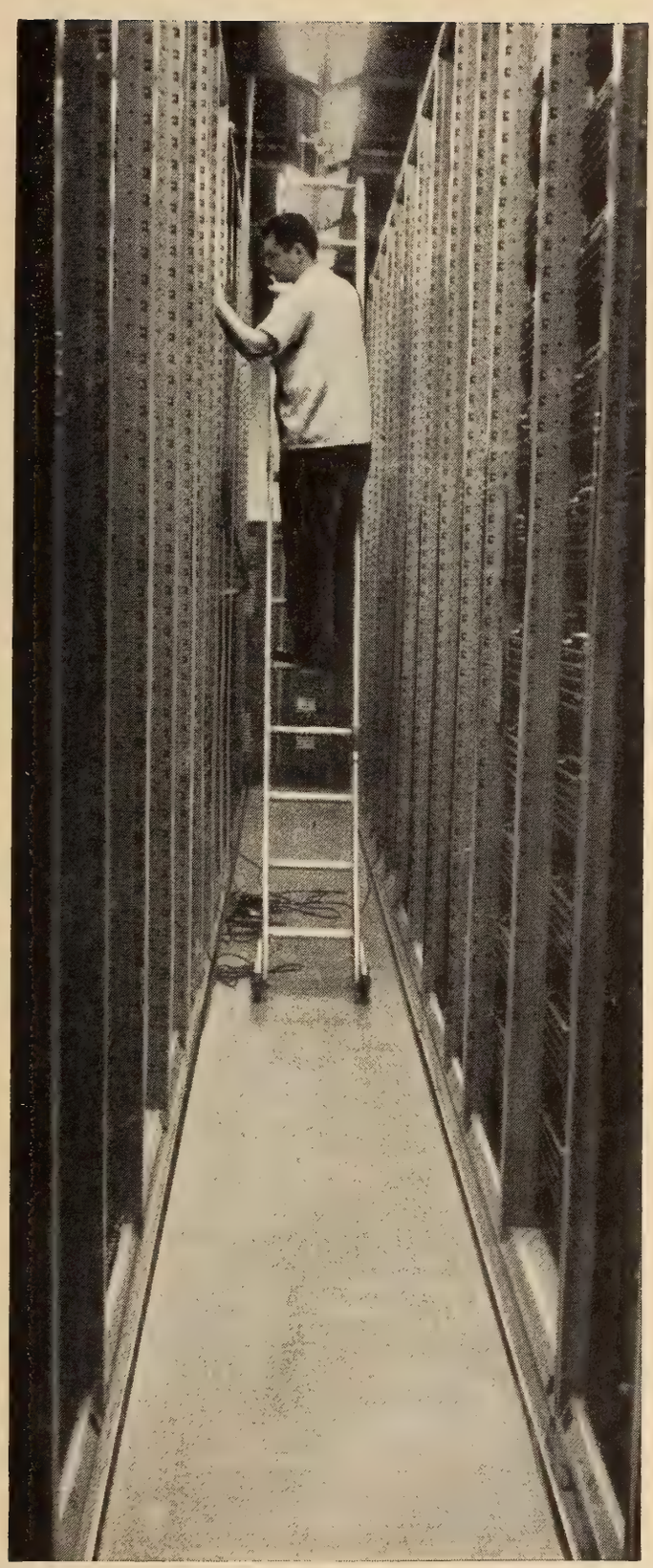


"We can't afford not to justify the cost of live programming. Network radio has to have a vitality in it. . . .

"Network must develop a product of quality and sell . . . at a price that will permit stations to make some money.

"We are basing plans, expenditures and projections on the fact that what we're doing is of long range value.

"We feel very strongly that talent and people in radio have to be dedicated and have to believe in it."



The busiest "street" in town!

That's Mickey Hauch of Western Electric you see in this Bell telephone central office in Oklahoma City. When he and his co-workers finish installing dial switching equipment made in our factories this "street" will become a bustling communication thoroughfare...as the community gets more dial telephone service.

Mickey is a member of our 27,000-man installation organization which this year will complete some 43,500 separate jobs in over 7,000 cities and towns across the nation... making additions, modifying equipment, changing manual switching equipment to dial central office service.

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MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

let them down. And likewise when we go off with one of our program features, we don't expect that the local stations will let us down. They will maintain the tempo and pace that fits what people want to hear.

Q: In other words, what I meant is that you wouldn't expect an ABC affiliate to suddenly come on with rock and roll right after the network goes off. You're preventing that?

A: There's no way of preventing it. But in the interest of good programming, as we work constantly with them, we would undoubtedly recommend against it, and if we could give them good, logical reasons why that isn't good programming, I feel sure they'd go along with us. I don't mean to disparage rock and roll. There's a place in broadcasting for practically all types of music, and, although I think that rock and roll is beginning to fall somewhat into disfavor —generally speaking it doesn't have the popularity it had a year ago—probably in the late afternoon, when you have more of a teenage audience available, there would be reason for a station to play more of the faster, more rhythmic rock and roll type of music.

Q: You're going to have a letter going out to your affiliates approximately every week regarding music policy of the network and so on. Could you tell us something about that?

A: We want to keep in touch with them, keep them advised of what we're doing. It's not necessarily a letter every week. But perhaps more often if there's more to tell them, or less often if there's less to pass along.

Q: I meant this project of sending to the stations weekly what the network is going to program during the week. That's what I meant.

A: Oh. You mean advising them of musical content. We will be advising them regularly on what the music is going to be within our network shows, because a well operated station should have a music policy. They should have a music formula that they follow throughout the day. And there should be a relationship between what the network feeds out and what the station plays at the local level. And to my knowledge no network has ever done this before.

Q: What kind of station lineup can you guarantee an advertiser?

A: The only station lineup that we can guarantee an advertiser —I'm talking long-range—is the lineup of stations that recognize value in our product and they want to have it on the air. And I mean that sincerely.

Q: You can't tell us the number of stations that feel that way?

A: I have no idea. I can tell you that many of those that have heard our programs and know what we're doing have been very enthusiastic about the whole approach. I'm talking about some real pros in the business that know programming and I think I can say this without prejudice: the sharper operators that know the most about programming by and large are the ones that are most enthusiastic about the approach.

Q: Do you think you can offer an advertiser at least the 60 top markets?

A: What we're doing is right for the long range and that means that eventually we will be able to deliver an advertiser 100% clearance. As stations better understand our objectives and the long-range values in it, they will voluntarily clear 100%, and there won't be any clearance problem. The values will be there for the stations, and, therefore, the clearance will be there for the advertiser. The two go hand in hand.

Q: Let's get this other one out on the table. As we have discussed, there have been reports that you had in mind a reduction in the network alignment to possibly as few as 60 stations, which are supposed to be top market stations. Would you tell us for the record what you do or do not have in mind in that regard?

A: Well, I do not have in mind any drastic reductions of the network. Naturally, the most important part of any network is the major markets. We can't afford to be out of Los Angeles or Pittsburgh or Boston. So this is where the prime consideration exists. Now, this is a problem that involves network broadcasting, which, has not been given enough serious consideration in the past. The problems of smaller stations in smaller markets are different from the problems of big stations in major markets. Their competition is different. If you have a market like Pittsburgh, for example, where you have seven am stations in competition and three vhf television stations, it's a good deal different from a city where maybe there's just a couple of stations, and so, the programming that holds in Pittsburgh is different from the programming that will hold up on the local level. There are still many stations in smaller markets that feel that the single half-hour program is a real value, you know, because they don't have competition yet and they still have the listenership on these isolated half-hour programs.

But as you have the impact of more competition in radio and in television, people listen to radio generically. They snap it on and listen to the radio and they have a certain station that they like to hear, but they don't typically sit down and figure out what they're going to listen to Tuesday night. Now this may still happen in some small towns, and I believe it still does around the country, but it certainly doesn't happen to any marked extent in your big cities. So we cannot be to a complete degree all things to all people, and we have to think in our programming mostly of major market problems. Now this does not mean, to answer the question more directly, that we have any plan of reducing the network or eliminating smaller market stations. But in all sincerity we cannot program as effectively for them as for the major markets.

Q: How many affiliates do you have now?

A: About 315.

Q: Do you expect that, say a year from now, you will have 315 insofar as your own action is concerned?

A: Yes.

Q: How many of the 315 are large market stations, top market stations, would you estimate?

A: Well, I'd say 100 in the top 100 markets.

Q: You don't, as I understand it, have any plan to cut back, deliberately cut back, that 315.

A: No.

Q: But if you lose an affiliate in some lesser market, you wouldn't necessarily break your neck to replace it.

A: Possibly.

Q: This is a new subject. Have you, as you've proceeded with this new plan, offered it to any of the agencies and had any reaction?

A: Yes, we have discussed it with certain top agency and client people and we've had a very interesting reaction from them. They are interested and they realize the value of strong personalities and what they can do saleswise. For example, a lot of people have said, "You're out of your mind for dropping the soap operas. They have high ratings." But nobody was buying them, because they lacked the personality appeal, the personality touch. And on the other hand, the *Breakfast Club* is virtually sold out, because it's Don McNeill. It's warm. It's human. It's alive. The soap operas don't have that same kind of appeal.

Q: Are you planning to offer tie-ins with advertisers, too, on the personalities, such as merchandising, box tops, that kind of thing?

A: No, we haven't any thoughts along those lines at the present time. We're thinking of the personalities as being an on-the-air sales force. Today one of the biggest problems that manufacturers have is hiring good salesmen. And this is one reason why advertising becomes increasingly important and why more and more dollars



"Ad Age is the first order of business for me on Monday."

says **ROBERT S. WHEELER**
National Advertising and Sales Promotion Manager
Boyle-Midway Inc.

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ROBERT S. WHEELER

Mr. Wheeler joined Boyle-Midway Inc. (household products division of American Home Products Corp.) early in 1950 as sales promotion manager. Later that year he took on added duties as advertising manager. Since then, Boyle-Midway's advertising budget has been tripled for the promotion of Aerowax, Aero Shave, Wizard deodorizers, Black Flag insecticides, Easy-Off Oven Cleaner, Sani-Flush, Griffin shoe polishes, 3-In-One Oil, Plastic Wood and the Antrol line of garden insecticides, the nationally advertised brands for which Mr. Wheeler is responsible.

Before assuming his present position, Mr. Wheeler was advertising and sales promotion manager for Wilbert Products Co., Inc. for thirteen years. This busy executive says he enjoys golf and boating, but most of his leisure time is spent with his family.

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Every week, 3 paid-subscription copies of Ad Age bring "everything of interest in advertising and marketing" to Boyle-Midway advertising executives. Further, *766 paid-subscription copies blanket the agencies handling B-M accounts,* Geyer Advertising, Inc., Young and Rubican, Inc., and J. Walter Thompson Co.

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**Advertising Age's Profiles of 100 Leading National Advertisers, August 19, 1957.*

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ABOUT THAT DECISION ON NIELSEN

Q: What is the significance of American Broadcasting's decision to drop Nielsen—what led you to the decision?

A: Our great medium, because of its extensiveness with 138 million sets, is, of necessity, short-changed by all research. Our new programming with its live, popular music foundation, is geared to an active on-the-go kind of a population. This is *multiaccess* programming produced to reach people in a variety of places: in the kitchen, in the bedroom, in the workshop, in the automobile, in places of business, on the beach, etc. Our programming also is slated to be *ambiactive:* it is compatible to other activities, washing the dishes, making the beds, driving the car, or in the factory or barbershop.

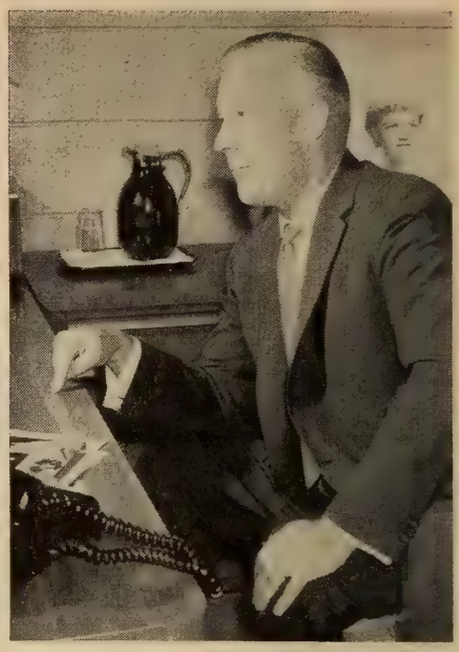
When a researcher finds a method to adequately measure the true value of our product at a relatively reasonable cost, we will support it enthusiastically.

Q: What research, if any, will you substitute for the Nielsen service?

A: We will subscribe to a national Pulse survey. Each monthly survey will be based on 10,000 personal interviews in 26 major markets and will measure *total listening* in-home and out-of-home, regardless of where the out-of-home occurs. We also will utilize frequent major market coincidental surveys for management use to determine program acceptance and growth.

Q: In what ways do you think this other research will be superior to what you had been getting from Nielsen?

A: We do not necessarily contend that this research is superior to Nielsen in any fashion. However, it is more in keeping with our current needs. We have reason to believe that the A. C. Nielsen Co. is



seeking out ways and means of measuring the total radio audience more effectively, and when they have found the answer, they know they can count on our wholehearted support.

go into advertising, also why the heads of many companies are grounded in advertising in their experience. We can go to an advertiser and say, "Here's an actual sales force. You can't hire enough people to go out and ring doorbells for you, or to go out and see all of your dealers or distributors. But we can ring a million effectively at one time through Don McNeill. And Herb Oscar Anderson. He'll ring another million. These are people that can make sales calls for you."

This is automation in selling, which is far more important, I think, than the merchandising aspects. Now, if an advertiser wants to have life-sized cutouts of Merv Griffin and Don McNeill and Herb Oscar Anderson and put them at point of sale and tie it in, that's fine. We do not have any specific merchandising plans at the present time, because we think our primary job is to build good advertising, effective shows that people will listen to. The personalities will sell the listeners for the advertiser. The next step is merchandising.

Q: How about promotion to the public of your new type programming?

A: What we do as far as promotion to the public is concerned, will be done primarily on the air. We have Ginger Johnson and Eric Siday, who are working with us on the preparation of jingles. We will provide all of our affiliated stations with copies of jingles on the network programs. Also on our network programs, we've worked out a device whereby we will have our network personality plug the upcoming local show. This will be a cross promotion, which is good radio. We'll do a very extensive trade advertising campaign, using double spreads in all of the major trade papers for an extended period of time on the new shows. We believe in advertising.

Q: I believe you have sort of steered clear of any television connotations in most everything you have done over here. You do have a policy of not hiring talent which has been predominantly associated with television. Is that right?

A: That is correct.

Q: And you have done away with simulcasts.

A: Correct.

Q: Can it be carried any farther than that? Do you want to tell us the reasons why?

A: We feel very strongly that talent in radio and people in radio have to be dedicated, and they have to believe in it. I don't think you'd want anybody on your staff that was also dabbling around on the staff of *Variety* at the same time. I mean they're either working for BROADCASTING or they're not working for BROADCASTING. We feel the same way. We want our talent to be dedicated to radio 24 hours a day, to think it, eat it and breathe it, sleep it, as we are doing. We don't ask any more of our talent than we ask of ourselves. And we would no more want to have a show on our radio network that's also on television any more than you would want to have an article in BROADCASTING magazine that also ran in *Variety*, the identical article. It's as simple as that.

Q: We can understand that language. How are you getting along with the reps?

A: Well, I would hope that the reps are our friends. We feel friendly toward them. We're competitors as all media are in competition for the advertiser's dollar. But I have a very high regard for the reps. I certainly believe that we understand the representatives' problems and the nature of their business better than anyone else in the network business, having had recent first-hand experience in that regard.

Q: Not long ago you instituted a series of meetings with a number of representatives. Would you tell us about that?

A: The main reason for that meeting with the representatives was so that they would understand what our objectives are. We wanted them to know that even though we are in competition, it's going to be clean competition and fair competition, that we aren't going to operate on the basis of cut-rates or trick deals, that everything's going to be open and above board. We're going to sell clean and hard. We wanted the reps also to know that we believe the creative programming we're doing is going to add values to the overall broadcasting industry, and the creative selling that we're going to do, tieing into that programming, will add values not only to us but to them and the station as well.

Q: How many meetings have you held?

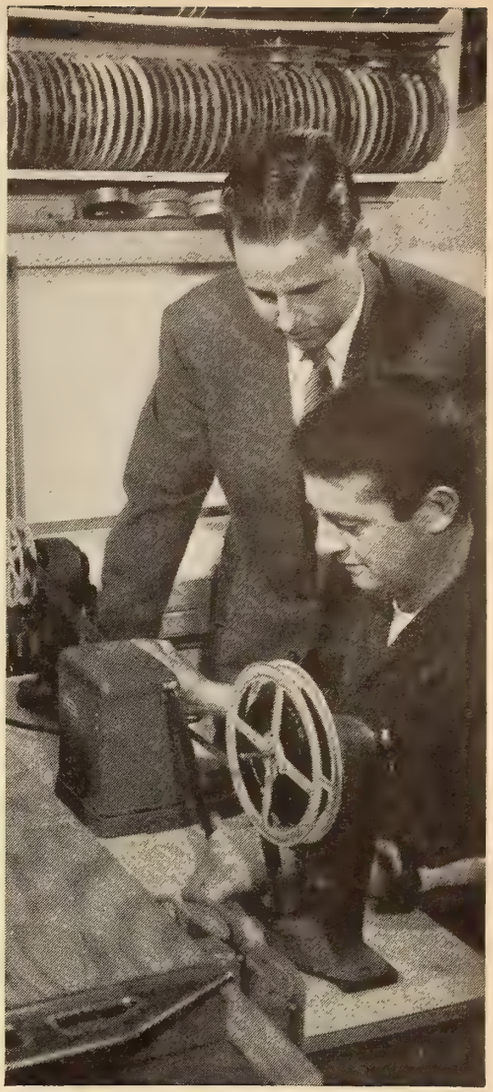
A: About four or five.

Q: Are you going to hold more?

A: Yes. We've lost track of it a little bit in the last few weeks,



Chief Photographer Jim Whisenant of station KTRK-TV, Houston, Texas, shown above behind the newsreel camera, uses nothing but Du Pont film for all news and feature programs. Here he films Miss Sharon Sims for the introduction of a special feature.



Bill Gatlin, Du Pont technical representative, watches over Jim Whisenant's shoulder as he edits a feature film.

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Du Pont Type 931 film is used exclusively for the 8000 feet of news and feature work done each month at station KTRK-TV, Houston, Texas. Chief Photographer Jim Whisenant tells why:

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Jim Whisenant develops Du Pont Type 931 as a negative, and polarity is switched in transmission to produce a positive image. Jim finds he can process the film in about 10 minutes. "It's in the drying that we really save time," he says. "Du Pont Type 931 dries in less than half the time of any film I ever used before. All in all, we couldn't ask for a better news film."

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because we've been so busy listening to tapes and working on getting our shows set.

Q: What type of reaction have you obtained?

A: A very friendly reaction, I believe. It's difficult to tell, but we realize that the representatives are an important part of the broadcast industry, and we want them and everybody else in that industry, other networks as well, to know what we're trying to do.

Q: Going back just a minute to affiliate relations, do you have any sort of plan for revisions in the present affiliation contracts?

A: No.

Q: How about in station compensation? I think in one of your speeches you sort of intimated——

A: Well, station compensation is the most complicated and misunderstood thing, I think, in network broadcasting. Let me just quickly try to tell you our point of view on that. Station compensation is the sum total of a lot of things. It has to be the values, all the values involved. The values in programming, the values in the degree of difference that the network gives that station so that it can stand out in its community, the values of services that the network can provide a station with in the way of help, counsel, advice, news material, a wide variety of different things. These would have to be things in addition to money, because at present station compensation levels in dollars are ridiculous. The solution to it is, in my mind, a relatively simple one, but it takes time and a lot of hard work and creative effort. The solution is to increase the values of showmanship and in programming, to increase the values to the station in being interested in their welfare, not to invade the times most valuable to those stations, such as the early morning and the late afternoon, which we will not do. Network must develop a product of quality and sell up to that quality at a price that will permit stations to make some money from network broadcasting.

Q: In other words, if the programming—and we assume it will be—is successful, rates probably would be revised, the network rates. Is that right?

A: Correct. We fully expect that we will have our network shows sold out fairly quickly, because we're going to limit the number of advertisers we can take. We're limited because of product protection in the number we can take, and once we're sold, that's it.

Q: If it is all sold out, all of this will be in network option time?

A: I believe it will be. We haven't even got into the matter of network option time. What we have endeavored to do in our programming is to stick with the time we are programming in the morning and seek out those times in the afternoon and evening that interfer least with the times of greatest value to the stations. We've felt we can tackle the tough times and give the stations' programming a value in those times which will complement their programming in the easier time periods.

Q: Do you think that some stations maybe would prefer to have a greater volume of network programming from you? That is that they would prefer not to program from 4-5 p.m. themselves or to have you programming not just from 7-9 at night, but would like you to run on from 9 until midnight?

A: There could be some that would feel that way, but I believe the majority of stations want to program their own 4-6 time period and their own 11-1 time period. It is altogether possible that we might develop a show from 9-11 p.m. in the future. We feel that we have to sell the desirability of our programming to the stations affiliated with us and the acceptance or rejection of the programming depends upon the stations' appreciation of the values involved and especially the long-range values.

We're in a shakedown now. Radio goes in cycles, and it changes fast. We've seen it change very rapidly in the past few years. Just like rock and roll is changing and musical tastes change, this thing will swing in different directions. We're basing our present plans, expenditures and projections on the fact that what we're doing is of long-range value.

Q: Are you also basing this on some research that was done by the network independently?

A: It's based on probably the most extensive study that's ever been made of programming: in watching all of the research at the local level of stations throughout the country—Pulse, Hooper, Nielsen—and watching the effect of different program types, seeing the necessity for good musical programming. We've seen many markets, for instance, where a station is the leading independent and doing a good job. Somebody else comes in and does a better job and cuts it in half, then moves into first position. And somebody else comes along and says, "We might as well join them," and does the same thing and then cuts them in half, adding very little to the total listenership in the market. But audience preference is changing very rapidly, so that when we do live programming, we're adding permanent values to the program structure within the market.

Q: Popular music also, it should seem to me, changes quite rapidly. Does this mean you'll also have a research program continuing on types of music?

A: We'll alter our music policy to keep it up to date. We're a mass medium, and we want to provide people with what they mostly want to hear and if it's popular music they mostly want to hear, that's what we're going to give them.

Q: The strange thing in your programming is that all your personalities are similar types. I mean Merv Griffin is a very young Don McNeill.

A: Right.

Q: And you are not in any of this trying to get so-called stand-up comics. The personality type boy is almost exactly the same in all of the programs, give or take a little here and there.

A: That's right. We want young, enthusiastic—that's a word I haven't used before today—but I think enthusiasm is the most important part of it. We want enthusiasm in our personalities, who believe in what they're doing, and this is reflected in more youthful people.

Q: Well, I wasn't referring to the youthful people. I mean there are stand-up comics who are youthful, too, the younger type. But you're not getting that at all. You're not being funny. You're not trying to have a funny boy, the Garry Moore type.

A: No.

Q: It's a trend. I see what you're trying to do.

A: And we want a similarity. We want them to be somewhat alike, just as you take a good sales staff and you look at that sales staff and there is a certain similar quality among all the men. In our live programs there will be a contiguity of music, personality, enthusiasm and sparkle which will make them recognizable as from the same family.

Q: You just mentioned something about similarity of sales staff. Incidentally, is your network going to increase its sales staff in anticipation of——

A: Very definitely. We currently have eight men in New York. Our immediate projection is to increase it to 15 men, and maybe we'll have as many as 50 men in the future. One of the great shortcomings of networks has been bad selling, understaffing in salesmanship. The *New York Daily News* has, I understand, 78 salesmen. Why should we have eight men? The Frederic Ziv Co. has about 80 salesmen. With the right product, we must be getting around to everybody and seeing them and selling it.



Stanley Kramer, Producer-Director, and star Cary Grant tell why:

"This shot will be heard around the world!"

"To shoot 'The Pride and the Passion' in Vista Vision and Technicolor — on location in Spain — was an enormous job. We lugged this 40-foot cannon over mountains — with the help of Frank Sinatra, Sophia Loren, and thousands of extras!

"It was tough work and a tough shooting schedule to meet United Artists' release date for the film!

"Without Air Express, we couldn't make it.

"We count on Air Express to pick up the cans of film in New York, rush them to Hollywood for processing and cutting, fly them back for top executive screening.

"Then Air Express beats the release date by delivering hundreds of prints throughout the U. S. They speed up ground time with radio-controlled trucks — and even 'keep an eye on' all the shipments with their private teletype system!

"Surprising to me, with all this service, most of our shipments cost less than any other complete air service. 20 lbs., for instance, Hollywood, California, to Salt Lake City, Utah, is $5.56. It's the lowest-priced complete service by $1.94."

Air Express

30 YEARS OF GETTING THERE FIRST *via U. S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**



You Might Score A "Grand Slam" In Golf—*

BUT . . . *YOU NEED WKZO RADIO TO BREAK PAR IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!*

NIELSEN NCS NO. 2
NOVEMBER, 1956

Station	Radio Homes In Area	Monthly Homes Reached	DAYTIME Weekly NCS Circ.	DAYTIME Daily NCS Circ.
WKZO	**208,450**	**107,490**	**95,520**	**67,470**
B	106,570	43,420	38,670	25,630

You just can't cover Western Michigan without WKZO . . . because WKZO gets the lion's share of the audience morning, noon, and night. It delivers over 2½ times as many radio homes as the next station, according to Nielsen, and has almost *twice* the share of audience, according to Pulse.

November, 1956 Nielsen figures at the left show that WKZO delivers 56% more homes *daily* than the second station can deliver *monthly!*

Let your Avery-Knodel man give you the whole story.

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

** In 1930, Bobby Jones won the U. S. Open, U.S. Amateur, British Open, and British Amateur.*

MONDAY MEMO

from **LEE RANDON,** *manager, radio-television, Henri, Hurst & McDonald*

PURSE SIZE IS NOT THE CRITERION OF SUCCESS IN NETWORK TV

When I see an article bemoaning the fact that network tv has become too expensive for the smaller advertiser, I give it a quick rundown and turn the page. Why? First, because they all seem to say the same thing. Second, we at Henri, Hurst & McDonald have been buying small budget as well as big time network tv for years, and making it pay off.

Does this mean those articles I mentioned are wrong? By no means. The only trouble is that when you read that network tv is pricing itself out of the market, you can be sure that the writer is speaking only of the big shows in prime time. But network tv is a lot more than just three prime hours each evening. Not all networks at all hours of the day, of course, but enough to give sufficiently broad choice. And you can do a campaign for the $200,000 or so that a single prime time show would cost. You're not sharing the lofty heights with the giant corporations, but you're selling merchandise, and that's the basic reason why we buy tv.

How do we make small budget tv work for our clients? We start with a basic concept. When a client allots $250,000 or less for network tv, we make it pay off by allotting network its proper role, a hard-hitting, integrated short term campaign or promotion. The key word, of course, is "integrated." Network tv takes its place in the overall campaign, adding extra impact to basic schedule, providing a source of merchandising no other medium can equal.

Here's one example: we were given $100,000 for a network promotion for a small appliance. Our analysis showed the need for a personal sell to both men and women. The logical combination of these two was Dave Garroway on NBC's *Today*. We bought ten participations, one per week, beginning in October. But the campaign itself began two months earlier. The initial step was writing and producing an eight-minute sales kine starring Dave. This was first shown to the client's executives and sales staff to build their enthusiasm.

They, in turn, with the aid of NBC's merchandising staff, took the film and a special merchandising plan to their distributors. The gimmick in this plan was an opportunity for dealers to tie in locally at the end of the network commercial. Dealer sales rose almost instantly. At the end of the year sales had increased 10% while competition declined 20%.

THE FORMULA APPLIES TO ALL TYPES OF PRODUCTS

Switching from small appliances to refrigerators and freezers brought a new problem, a client who had never been in television before, and would allocate only $150,000 as a test. Again, a participating show, NBC-TV's *Home,* was our choice for maximum coverage plus the strong personal sell of Arlene Francis. Here, too, we buttressed the air show with a complete merchandising package, a sales kine starring Arlene, point-of-sale material featuring *Home,* special promotional material built around the new campaign. I wish we could point to a record number of sales attributable directly to *Home.* We can't of course. But we did get interesting reaction from dealers. The majority were happy that this client was back into national advertising. And this after years in national magazines!

Now let's go under that $100,000 mark. A manufacturer of soft goods wanted a push for his junior line. With the less than $100,000 allotted to tv, we did some careful planning. Here again, the answer was a series of participations in *Home* with commercials by Arlene Francis, and a complete merchandising package to arouse dealer interest. The result was so satisfactory that when the client incorporated a new men's item into the line, management accepted our recommendation to use a small schedule of participations in *Home* as the spearhead of the campaign.

Perhaps you noticed my examples have been built around participating programs. This is not a paid political announcement for NBC-TV. At the time, however, each of these participating shows offered the right combination of network exposure plus the potent personal salesmanship of the star and a budget-fitting price. The ratings were not world beaters, but neither dealers nor the public seemed to notice.

TIMING IS ALL-IMPORTANT TO THE CAMPAIGN

While we're on wearing apparel, you might be interested in children's shoes. While a prime competitor has spent a million or more each year on several network children's shows, our client keeps its tv budget under $250,000. To make maximum use of this budget, we keep our campaigns down to two each year, pre-Easter and back-to-school. For three years, this bought two 13-week series of participations in the *Pinky Lee Show* on NBC-TV. Results? Dealers reported that children were steering mothers into "Pinky Lee shoe stores." Pinky's picture in the window meant thousands of dollars of extra sales.

When Pinky went off the air, we bought into *The Mickey Mouse Club,* again on a spring and fall pattern. With carefully tailored commercials built around a clown theme, this fine show is continuing to do a job. And the price is still under $250,000 per year, the average cost of a single hour spectacular.

Now don't get me wrong. I like sizeable budgets. I quiver with excitement when I can sign a $4 million contract. But if a client decides he can allot only a small portion of his budget to tv, and we feel that money will be best spent on network, we know there are vehicles available to do a good job on any of the three networks. Ratings and cost per thousand may influence but do not determine the buy. In a short term campaign, a qualitative rather than quantitative analysis is needed. Penetration and impact are key factors.

The proper show with the right commercials can sell a lot of merchandise, provided this type of television is part of a campaign or specific promotion, and provided, too, that we milk every possible benefit from this tv effort by merchandising it to the fullest.



Lee Randon; b. Philadelphia; graduate of Temple U., in junior year becoming interested in radio writing, producing and acting. Joined WPEN Philadelphia as production manager, then free lanced until going to WBBM Chicago as sound effects man. After four years military service joined WLIB New York as program director and wrote for such radio shows as Lone Ranger, Green Hornet *and* Nick Carter. *Returning to Chicago, he became tv copywriter at Ruthrauff & Ryan. In 1951, he moved to Henri, Hurst & McDonald as film director and became manager of radio-tv in 1956.*

Intangible Evidence

WE CAN'T HELP thinking that the Internal Revenue Service acted on inadequate information when it ruled three weeks ago that television station buyers can't take tax deductions for depreciation of network affiliation contracts and advertising contracts with local and national spot advertisers.

In essence the revenue people decided that a station buyer cannot claim depreciation of a network affiliation contract which he acquires with the station because such a contract is an intangible asset of unlimited life. The IRS ruling interpreted the television network structure to be stable, with most if not all primary affiliations permanently cemented in place.

Local and national spot advertising contracts are reasonably stable, too, the revenue service ruled, because "advertisers want their programs and spot announcements associated with and adjacent to the more popular network programs." A "substantial portion" of non-network advertising "is usually renewed by the advertisers in the ordinary course of business." Hence, the revenue service ruled, local and spot contracts constitute goodwill and as such are not depreciable.

At this point, we begin to wonder whether the television business which we have been studying and writing about for all the years there has been a television business is the same one the Internal Revenue Service studied in reaching its decision.

To be sure, many well-established vhf stations in many major markets have held the same primary network affiliation for years, but there are others which have lost their service, and, indeed, for none is there any guarantee of permanent arrangements. If the Internal Revenue Service could prove that a network affiliation has unlimited life, a lot of broadcasters would sleep better.

Similarly, station salesmen and national representatives will be surprised to learn that local and spot business automatically renews itself. This discovery suggests that the vigorous and expensive sales efforts of tv stations are really quite unnecessary. If the IRS is to be believed, the only sales device that a station needs is an open transom and the only sales personnel, clerks to record orders. In the courts, to which the IRS ruling must inevitably be appealed, there will be a chance for broadcasters to present a more realistic version of their affairs than the IRS ruling depicted.

State of the (Broadcast) Nation

ORDINARILY, an address by a member of the FCC is not an event of great moment. Usually the official expresses a personal opinion without committing his colleagues. Then he is likely to recite the niceties about the big job broadcasters are doing, their tremendous responsibilities as franchise-holders of a hunk of public domain, and the tremendous work-load of the FCC, of which broadcasting is only an infinitesimal part.

Last Thursday, the FCC's new chairman, John C. Doerfer, departed from the norm. He kicked off the new season for the Radio and Television Executives Society in New York. He delivered a "State of the Broadcast Nation" speech.

Whether or not you agree with him (and we certainly do not on all counts), Mr. Doerfer was forthright and lucid. There wasn't a cliche in the text. He committed himself to a timetable on important issues. He spoke out against those provisions of the law which inhibit free competition and nailed the "armchair free enterpriser" who likes competition for everyone except himself.

Broadcasters seeking light on subscription tv, both kinds, may not derive solace from Mr. Doerfer's expressions. But he did not evade the issues, even though he must realize he is inviting retaliation from members of Congress who already have asserted that the FCC should not act without prior congressional guidance.

Some commissioners, he said, favor experimentation upon a "meaningful but controllable basis" for on-the-air toll-tv, without endangering free tv. How this can be reconciled with the recorded expressions of telecasters that subscription tv will spell the eventual death of free tv, and that experimentation, once started is impossible to stop is just one of the many imponderables posed in the FCC's consideration of the problem without congressional guidance. Mr. Doerfer nevertheless says the FCC will act "in a matter of a few weeks." We think the Commission would be well-advised to wait the additional "few weeks" until Congress convenes in January.



"Okay, now that we've signed up for our one ID every week, let's talk about some aggressive merchandising, promotion and publicity!"

Drawn for BROADCASTING•TELECASTING by Sid Hix from an idea by Dallas Wyant, promotion manager, KOB-AM-TV Albuquerque, N. M.

On wired subscription tv, Mr. Doerfer tells a story we believe most broadcasters will applaud. If it's successful, he predicts it will be government-regulated, and like public utilities, will be subjected to rate regulation, limitation on earnings and even depreciation and accounting control. There will be no "huge profits" in wired tv, Mr. Doerfer says, and he speaks from experience, not only as a member of the FCC these past few years, but as the former chairman of the Wisconsin Public Service Commission.

Mr. Doerfer covered other important issues in his address. His speech was timely. Broadcasters and the public alike are given a road-map for the regulatory year ahead, where the FCC is involved.

We think the "State of the Nation" address by the chairman of the FCC before an appropriate forum should be an annual event at the opening of the new "season." We hope Chairman Doerfer and his successors will make it a tradition.

Grown Up at 10

GOING now into its tenth fall season as a really commercial medium, television can count itself a man.

Its prospects are bright. All signs point to the coming year being the best it has ever had. Yet it has reached a point of development where only the unrealistically optimistic would look for further gains of the magnitude it has had in the past. No business can go on doubling its revenue forever.

Television's nighttime sales outlook, as has been pointed out before, is solid—though not yet solidly sold out. Competing media have had a field day calling attention to the nighttime periods still remaining for sale by the networks, conveniently forgetting that overall sales are far ahead of last year. Advertisers clearly are moving a bit more cautiously now—in all media—but there is no good reason to believe that any desirable evening periods will remain unsold when the season gets into swing.

The daytime picture in television is brighter than ever. It's still short of the sales position enjoyed by nighttime television, but there can be no question that it's moving in the right direction.

Except for some of the more knowledgeable ones, advertisers were slow to get into daytime tv. But those who made the plunge found its sales results exhilarating, and others followed suit. The daytime lineup for fall makes clear that the process is continuing and suggests that, if there is no let-up in imaginative salesmanship, the pace from here on should be swifter.

Taking day and night together, there's no getting around the fact that television is the medium that attracts more national advertising dollars than any other. There can be no question that it will remain No. 1 in advertiser investments, or that the dollars spent in television in 1957-58 will exceed those spent in 1956-57—no inconsequential accomplishment for a 10-year-old.

SURVEY RESULTS ARE COMPLETE:

KSTP Radio is FIRST with Twin City Housewives!

In July, 1957, a telephone survey of Twin City housewives was conducted by Research Associates, an independent St. Paul organization. Randomly selected calls were made to 508 homes in Minneapolis and St. Paul—proportionate to the number of telephone subscribers in the two areas.

The replies of 388 housewives to the question "What radio stations do you regularly listen to" were analyzed by Research Associates under the direction of Dr. Roy Francis, Professor of Sociology and author of several articles and text books on scientific research methods and statistical inference.

HERE ARE THE RESULTS:

33.5% chose KSTP
30.5% chose Station B
23.2% chose Station C

Clearly, Twin City housewives prefer KSTP over all other radio stations in the area!

For further information on "The Northwest's QUALITY Station" —your *best* buy in the market—contact a KSTP representative or your nearest Petry office today!



KSTP Radio
50,000 WATTS
MINNEAPOLIS • ST. PAUL *Basic NBC Affiliate*
"The Northwest's *QUALITY* Station"
Represented by Edward Petry & Co., Inc.





STACKED IN YOUR FAVOR!
THE KLAC BIG 5!

Teamwork increases sales. 85 clients
put this all star team to work this week.

The area, 3600 square miles...
The audience, 6,000,000 people...
The market one of America's two greatest.

For the story of sales results,
contact your KLAC representative.

klac BIG 5

570 ON THE DIAL — LOS ANGELES

M. W. Hall, President
Felix Adams, Vice President
Morton Sidley, General Manager

Represented Nationally by Adam Young, Inc.

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION SEPTEMBER 23, 1957 35¢ PER COPY

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FCC acts on pay tv

Report on NARTB regionals

Revlon polishes off BBDO

Speaking of COSTS . . .



Results considered, WHO costs less than any possible "economy package" in Iowa:
More Iowa families listen to WHO regularly, daytime, than to all the 56 other Iowa stations COMBINED!*

**Source: 1956 Iowa Radio Audience Survey*

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport

WHO for Iowa PLUS!

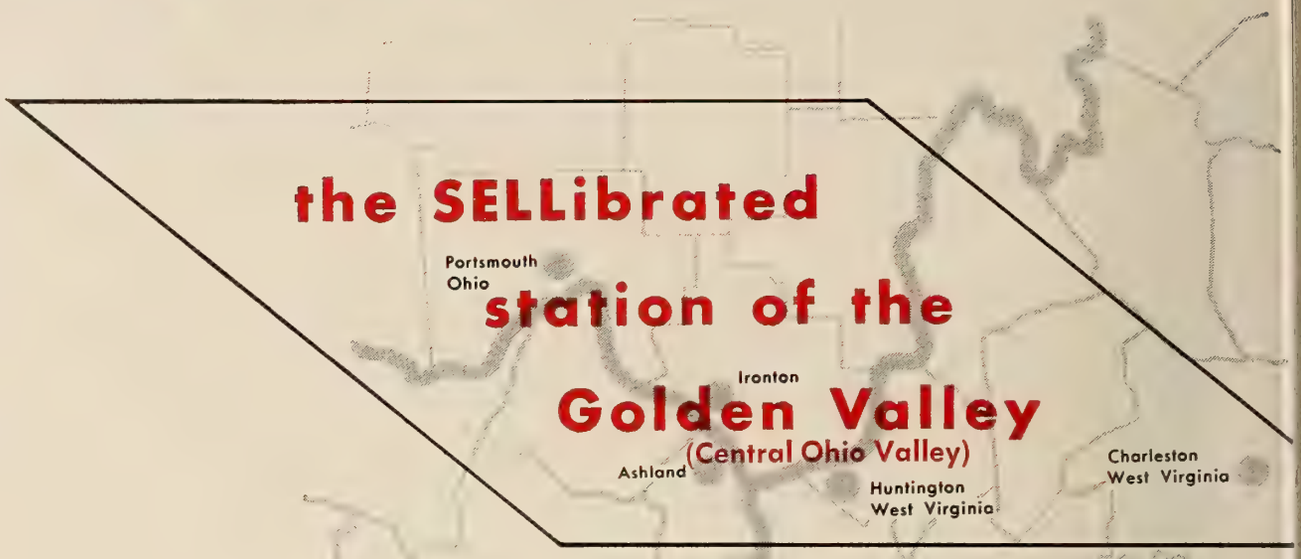
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc.,
National Representatives

no wonder WHTN-TV is...



It's the ONLY STATION to put a Grade A signal over the five leading cities in this burgeoning market (Huntington, Charleston, Ashland, Ironton and Portsmouth)

A REBUILT, RE-VITALIZED, REFURBISHED REFRESHED POWERHOUSE....

BUY-POWER stemming from a new tower 1,000 feet above average terrain

PRIME-POWER covering 434,400 TV homes—a newly established loyal listening audience who get a better, brighter picture

SALES-POWER influencing multi-billion dollar retail sales

DOLLAR-POWER because the average cost per thousand is *still* lower than any other station in the area

NO WONDER THERE'S MORE "POWER" TO SELLIBRATE!

WHTN-TV

CHANNEL 13

HUNTINGTON, WEST VA. ABC AFFILIATE

A COWLES STATION

Represented by Edward Petry & Co., Inc.

One Does It In Des Moines!



KRNT-TV SCORE

311 FIRSTS in 485 Quarter Hours

(THE JUNE A. R. B.)

TOP TEN MULTI-WEEKLY

*KRNT-TV		Average Rating
* 1. Russ Van Dyke News	10:00 P.M.	37.7
* 2. Al Couppee Sports	10:20 P.M.	27.0
* 3. Paul Rhoades News	6:00 P.M.	14.8
* 4. Guiding Light	10:45 A.M.	13.7
5. Jack Shelley News	10:00 P.M.	13.4
* 6. As the World Turns	11:30 A.M.	13.4
* 7. Search for Tomorrow	10:30 A.M.	12.5
* 8. Don Soliday News	12:30 P.M.	12.4
* 9. Bill Riley	12:00 Noon	11.8
*10. Love of Life	10:15 A.M.	10.8

TOP TEN ONCE-A-WEEK

*KRNT-TV	Average Rating
* 1. Gunsmoke	40.0
* 2. Ed Sullivan	35.5
* 3. To Tell The Truth	35.4
* 4. The Lineup	34.0
* 5. Climax	31.8
* 6. What's My Line	31.5
7. Lawrence Welk	28.8
8. Panic	28.5
9. Wells Fargo	28.2
*10. I Love Lucy	28.0

A COWLES OPERATION

KRNT-TV

Full Power Channel 8 In Iowa

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Ask a Branham man about...

The Only Full-Time 50,000 Watt Station in Dallas-Ft. Worth

KRLD

RADIO • CBS • DALLAS

KRLD 1080 is the only 50,000 watt station in the Dallas-Fort Worth area not sharing time or frequency with another Dallas-Fort Worth station. KRLD, the oldest CBS affiliate in Texas, broadcasts 24 hours a day. One station — one contract means important savings through greater frequency discounts. For your best buy — better buy KRLD.

KRLD delivers

MORE COVERAGE

MORE LISTENERS

than any other full-time station in Texas

N.C.S. NO. 2

and at less cost per thousand!

KRLD Radio CBS

The radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. Herald Square, Dallas 2. The Branham Company, exclusive representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

FEE OR FREE • Among "instructions" given by FCC to its staff proposing toll tv test (see story page 27) was edict that no advertising sponsorship can be carried during subscription programming; that it must be one method or other, not both; that regular minimum hours of "free" telecasting must be maintained; that such service be limited to markets having four stations or more. But there's no certainty that any of these "instructions" will wind up in proposed ground rules, and prospect is there'll be another lively fight on criteria.

B•T

There wasn't any official expression, but belief that subscription tv operators consider FCC action their foot-in-door to establish new advertising medium was voiced around Schenectady and Cleveland NARTB meetings last week. Sen. Charles E. Potter (R-Mich.) privately indicated at Cleveland his belief that sponsorship attempts would come once subscription tv became established. While broadcasters furrow their brows about economic threat from on-air and wired versions of toll television, municipal officials around nation are rubbing their palms eagerly. They figure local taxing of wired tv systems will be biggest discovery since parking meters.

B•T

NATIONAL SPOT • What does it cost advertiser to get national coverage from spot television? Here are examples worked up by Peters, Griffin, Woodward, station representative, in presentation to be issued soon. Half-hour program (at 52-time discounts) will run $29,012 for time, $26,721 for program on weekly basis. One 20-second (nighttime) spot per week (at 52-week rates) will cost $14,526. Ten to fifteen ID's per week, under special package discount plans, will cost $16,271. These figures are totals for 68 major markets embracing 85% of all television homes, and rates were figured from those of leading station in each market.

B•T

In line with agency policy, McCann-Erickson, New York, will promote from within to fill associate directorship left vacant by Ted Bergmann's move to presidency of Parkson Adv., New York (see story page 31). Nod will go to William Wylie, now tv account executive and formerly vice president in charge of stations relations at ABC-TV.

B•T

DEAD CENTER • For second week straight, FCC reached 3-3 impasse on authorization of service by ch. 13 WLWI (TV) Indianapolis, which had been allocated to Crosley by 4-3 vote last March. Stymie came on refusal of three commissioners (Hyde, Bartley and Lee) to approve proposed change in antenna and transmitter equipment without prior action on pending petition for reconsideration. New Comr. Ford agreed to examine record and determine whether he could participate on basis of his prior activities as chief of Broadcast Hearing Section, with determination to be reached at this Wednesday's meeting.

B•T

If Comr. Ford again disqualifies himself, it's presumed Chairman Doerfer will rule that 3-3 tie sustains former action granting Crosley facilities, but there would remain to be resolved approval of new installations. Also reportedly before FCC is contention of opponents that Crosley began installation and connection of facilities without prior authorization.

B•T

KINKS IN THE WIRE? • Informal but positive word has reached FCC that "open line" type of closed circuitry, such as proposed by Skiatron for its toll tv system, won't pass muster and that AT&T and its subsidiaries would not "accept" interconnection with this system. Because of cross-radiation, FCC has been advised, only one system could work and then only at short distances under good conditions. Sleet, snow, twigs and other physical interferences would play hob with service, according to these advices.

B•T

Special NARTB committee will be named soon by President Harold E. Fellows to consider proposals to split annual industry convention into separate radio and television sections or separate East and West Coast meetings. Committee also will review suggestions to schedule joint tv-radio day at regional meetings between separate radio and tv sessions.

B•T

'TIME' USING P.I. • Radio campaign with unusually benevolent per-inquiry feature for stations is being run by *Time* magazine as subscription booster. Officials say in most cases they're buying time on usual basis but that in "a few" instances stations handle as P.I.—with *Time* paying $3 for each $1.97 special introductory subscription they get. *Time* authorities explain that probable rate of renewals (and re-renewals) among introductory group is such that in long run magazine figures to make money and hence can afford to pay $3 for each $1.97 received now. (At other times, depending on market, figure might be only $2, or, in better market, $4, for example.) Campaign, including conventional time purchases as well as P.I. deals, currently uses 17 stations but may be expanded. Some Canadian stations also being used. Young & Rubicam, New York, is regular agency for *Time* but this special campaign is being handled by Maxwell Sackheim & Co., New York.

Informed guess is that despite reports of termination, Westinghouse Electric Corp., which is currently reviewing its every-week sponsorship of Studio One *on CBS-TV, will renew again on same basis. Advertiser has been underwriting program since May 11, 1949. McCann-Erickson, New York, is agency for Westinghouse.*

B•T

LEAK MEMO LEAKS • One of first acts of FCC's new chairman, John C. Doerfer, upon reconvening of FCC after its August recess, was confidential memo to FCC members and staff on "leaks" of FCC actions. Complaint from trade paper correspondent (not B•T) caused chairman to advise fellow commissioners and staff that there are prescribed channels for release of information and he invited attention to administrative order and FCC's manual on premature disclosures. All members of Commission were asked to "scrupulously follow this course."

B•T

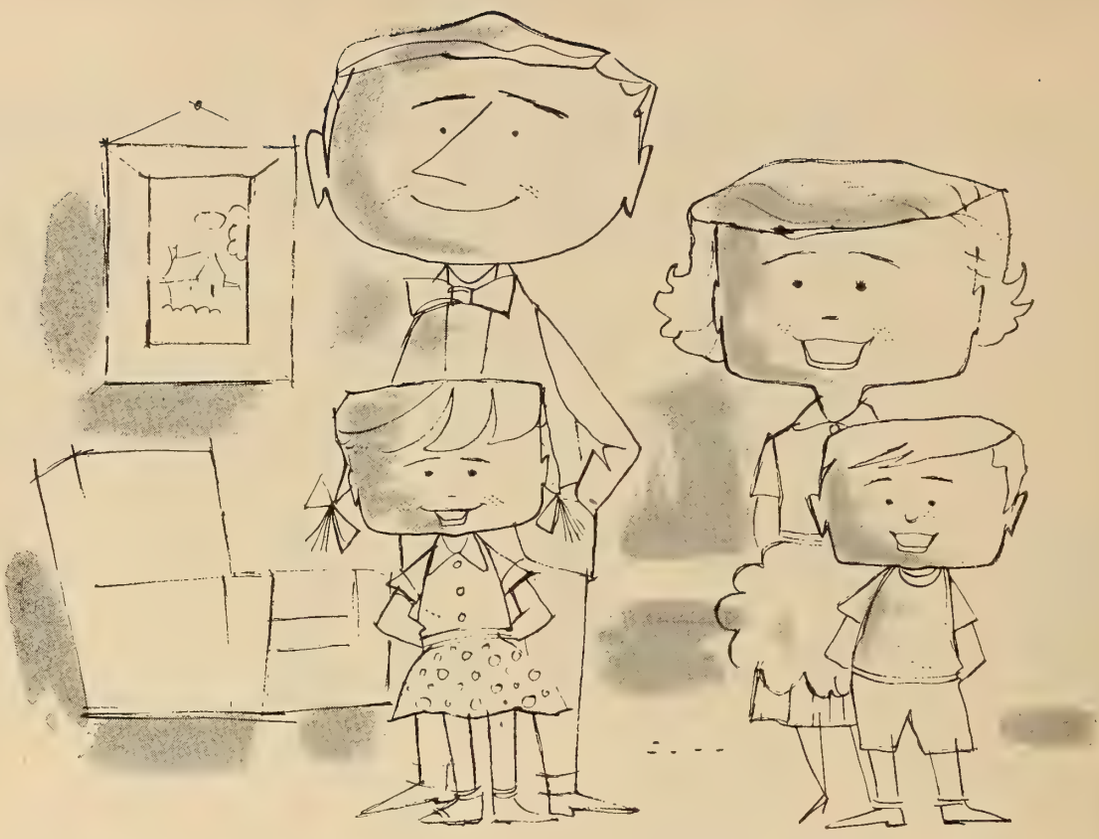
It's official that Frieda B. Hennock, former FCC Commissioner, will be Washington counsel for MBS. New board of directors of recently sold network made appointment Friday.

B•T

LABOR OF LOVE • What CBS-TV authorities call television's first all-tv promotion film of such size and scope will be made available to business and general audiences throughout U. S. by that network and its affiliates, starting shortly. Produced by Terrytoons Div. of CBS-TV Film Sales at cost understood to exceed $100,000, film is called "Depth Study" and deals with television's role in American life, with virtually no plug for CBS-TV specifically. It was shown to CBS-TV Affiliates Assn. board of directors a few weeks ago in unfinished form and will be previewed for newsmen in New York today (Monday). Network is expected to show national advertisers and agencies, among others, and affiliates to local social, educational and professional groups as well as clients. Film also was produced in form suitable for on-air use.

B•T

Exchange of tv programs between U. S. and Soviet Union urged last Friday by Charles E. Wilson, President of People-To-People Foundation Inc., in talk before World Television Conference in London. Mr. Wilson called upon Communist party leader Nikita S. Khrushchev to permit exchange of tv shows so that each country may "improve understanding" between U. S. and Russia. Though Mr. Khrushchev is reported to favor this move, he never has made firm offer.



your advertising gets HOME

in these 4 key markets { **SYRACUSE, OMAHA, KANSAS CITY, PHOENIX**

because Meredith stations are "One of the Family"

MEREDITH RADIO and TELEVISION STATIONS

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.- Blair-TV

Meredith Stations Are Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazines

THE WEEK IN BRIEF

LEAD STORY

Amber Light For Pay-Tv—FCC set to accept applications for toll tv tests from broadcasters, announcing instructions to staff to draft orders which will call for extensive information to permit limited and controlled trial operations. Move brings calls for immediate Congressional hearings on whole pay controversy, and a "stand up and be counted" plea by NARTB President Fellows. Page **27.**

ADVERTISERS & AGENCIES

Revlon Dusts BBDO—An $8 million budget at BBDO is to be parceled in big chunks by the cosmetics advertiser to two of its current agencies, Warwick & Legler and C. J. LaRoche. Of the two, Warwick & Legler gets the bulk, including billing from Revlon's two network quiz shows. Page **30.**

July Was Kind to The Tv Networks—Just-released compilations from Publishers Information Bureau data shows that tv network time sales were nearly $39 million. That shoves seven-month totals for this year over $272 million mark. Page **42.**

K&E Names Two—Edwin Cox elected board chairman replacing Thomas D'Arcy Brophy, retired. Don Miller replaces Mr. Brophy on executive committee. Page **35.**

'Life' Goes to Its Own Party—It was courtesy of NBC Radio, and B•T does the picture story honors. Page **36.**

A B•T INTERVIEW



MR. WEBB

Spot Business This Year Should Reach $660 Million—That's what Station Representatives Assn. expects. In special interview with B•T editors on occasion of SRA's 10th birthday, Managing Director Larry Webb discusses the climate in radio-tv today, explains SRA's plans and policies. Page **120.**

GOVERNMENT

More on Tv's '56 Revenue—In further analysis of its August tv financial report, FCC issues breakdown by markets of revenues, expenses and income. Page **84.**

Progress on Capitol Hill—Moulder staff busily at work preparing for upcoming hearings on independent agencies with indications that FCC may not be first on list, as previously announced. Also, an introduction to staff members whose names promise to become prominent to Commission and industry. Page **78.**

TRADE ASSNS.

NARTB Kicks Off Regional Meetings—First two of fall series held last week in Schenectady and Cleveland. Subscription television, the new tv circulation count among the many subjects mulled. Page **44.**

PROGRAM SERVICES

Muzak Sold to Wrather, Loeb—Broadcaster-industrialist and broker pay $4.3 million for background music service. Page **68.**

MANUFACTURING

RCA-Zenith Settlement—RCA stands to recoup $2.8 to $4.7 million under terms of $10 million suit settlement—and that of GE and Western Electric—with Zenith Radio Corp. Page **74.**

FILM

How The Syndicated Shows Are Faring—One inkling is given in American Audience Bureau's monthly report on the 10 top films in 10 major markets. Page **66.**

OPINION

Access, Sure . . . But Let's Merit It—Charles Shaw, news director at WCAU-AM-TV Philadelphia, puts a few cards on the table at NARTB's regional meeting in Schenectady. He's in favor of access privileges for broadcasters, but says radio-tv has to maintain high standards in its news gathering. Page **54.**

MONDAY MEMO

Information, Please—And Less Noise—That's the advice J. Walter Thompson's Lucian Chimene gives station operators who insist on flooding timebuyers with meaningless claims and statistics. Writing in B•T's Monday Memo series, Mr. Chimene offers some constructive suggestions on what to provide to agencies. Page **125.**

INTERNATIONAL

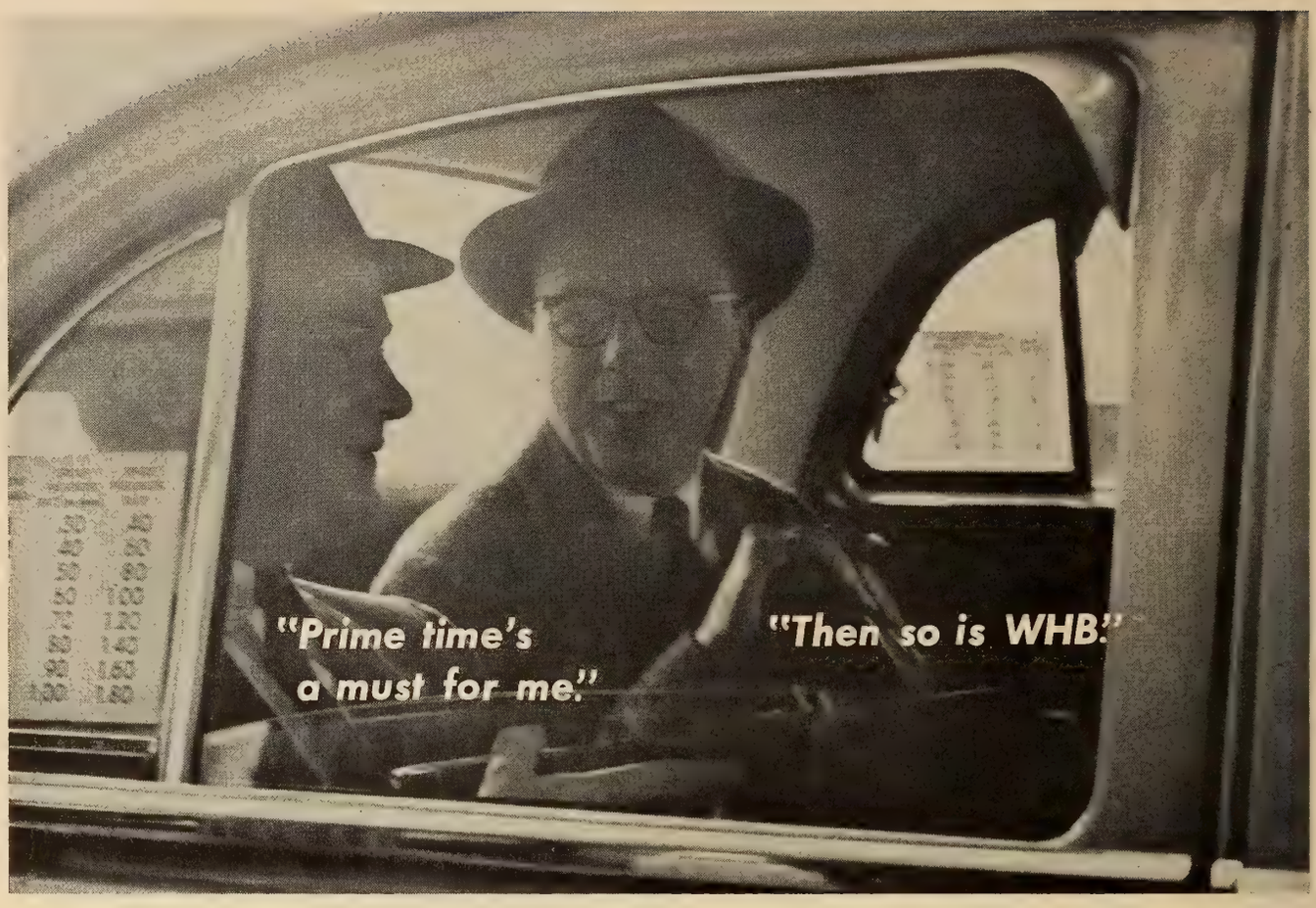
Canadian Network Tv Nearly SRO—Bumper crop of clients scramble for time. Here's a rundown on the business signed so far. Page **96.**

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP



From 6 to 9 a. m. . . . from 9 to noon . . . as all day . . .

It's a WHB world

Ask to see the WHB area dominance story—packed with convincing documentation!

Latest *AREA* NIELSEN: WHB first with 48.5%, 6 a.m.-6 p.m.
Latest PULSE: WHB first every quarter hour
Latest HOOPER: WHB first with 42.4% all-day average
Latest TRENDEX: WHB first with 42.1% all-day average

WHB *10,000 watts on 710 kc*
Kansas City, Missouri

Whether it's prime . . . or any time . . . talk to Blair or WHB GM George W. Armstrong.

54.1%
area Nielsen—(6 a.m.-noon) more than all other Kansas City radio stations combined.

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

MILITARY NIPS AT CH. 2, BUT FAR AWAY

Military has taken first bite out of tv's frequencies. Joint announcement Friday by Office of Defense Mobilization and FCC reported agreement to transfer to government ionospheric scatter use lower end of ch. 2 as well as two bands in 46 mc and 49 mc portion of spectrum. However, announcement declared 54.0 mc-54.4 mc usage will not occur in continental U. S., its territories or possessions—except it will be used in Midway Islands area of Pacific. Tv's ch. 2 covers 54-60 mc.

First reaction to be obtained was from Jack Jett, former FCC commissioner and chief engineer, now vice president in charge of *Baltimore Sunpapers'* WMAR-TV Baltimore on ch. 2. Mr. Jett said that he sees no problem at all to ch. 2 stations through use of portion of that tv channel outside United States. He also pointed out that 54.0-54.4 mc is part of vestigial sideband usually suppressed.

At same time ODM was announcing establishment of six, 400-kc frequency bands for governmental ionospheric scatter circuits (ionospheric scatter mode of transmission using vhf channels permits ranges up to 1,200-1,500 miles per hop), FCC announced new rule-making on mobile radio communications between 25 and 50 mc.

ODM has set up for ionospheric scatter six, 400-kc bands. They are 32.6-33.0 mc, 34.6-35.0 mc, 36.6-37.0 mc, 46.6-47.0 mc, 49.6-50.0 mc and 54.0-54.4 mc. Bands in 30 mc range already are under government control. Other three bands officially released to government by FCC order issued Friday. Because of national defense requirements order was made effective immediately without normal rule-making and other administrative procedures. It was noted that there are no non-government authorizations or applications for ch. 2 spectrum space in areas west of Hawaii.

In exchange for three bands relinquished by FCC, government turned over to FCC for non-government use 1200 kc of spectrum space between 150.8 mc and 152 mc. FCC proposed to add this to presently allocated 152-162 mc band for mobile use. In addition to specifying deadline for use of 46 and 49 mc mobile bands (Dec. 31, 1959), FCC also proposed to reduce channel widths from 40 kc to 20 kc. Users in 46 and 49 mc band (safety and industrial) promised new space in 150-160 mc.

Scatter circuits, using dual frequency channels, are scheduled to be engineered so least interference is caused other services, and from other services, spokesman said.

Discussions with FCC on this transfer have been underway for past 18 months, it was learned. Reports that military was interested in tv frequencies came to light earlier this year [B•T, April 1 *et seq.*].

Scatter mode, investigated since 1951 and becoming operational all over the world in past three years, is new communications technique whereby high powered, directional stations, using king-sized parabola antennas kick vhf and uhf signals into air. These are receivable at distances ranging from 300 miles (using uhf and troposphere) to 1,500 miles (using vhf and ionosphere). Although extremely weak, they can be picked up and amplified to usable proportions by large antennas and highly sensitive receivers.

Caesar, Coca Reunite on ABC-TV For Helena Rubenstein's Tv Entry

In reunion of one of tv's most successful comedy teams, Helena Rubenstein Inc. (beauty preparations), N. Y., will sponsor new Sid Caesar and Imogene Coca show weekly on ABC-TV, starting Jan. 26 in 9-9:30 p.m. slot on Sundays, continuing through to end of 1957-58 season [CLOSED CIRCUIT, Sept. 16]. Oliver Treyz, vice president in charge of ABC-TV, said Friday that sponsorship marks Rubenstein's entry in tv. Advertiser has option to renew. Caesar-Coca contract with ABC-TV is long term, Mr. Treyz said.

Mr. Caesar left NBC-TV this year after failure to agree on future scheduling. ABC-TV show, Mr. Caesar said Friday, will be live and will use some experimentation. Comedian is negotiating with Carl Reiner who may return to Caesar-Coca program. Hal Janis, associated with Mr. Caesar during comedian's tv career as executive producer of program, has left NBC to produce new ABC-TV show. Oglivy, Benson & Mather, N. Y., is agency.

TOLL STOCKS SLIP

Check by B•T of stocks associated with toll television operations to gauge possible influence of FCC decision on pay tv (see page 27), revealed following: On Tuesday, day before FCC decision, Zenith Radio Corp. closed at 122 but dipped to 114¼ by Friday closing; Paramount Pictures (parent of International Telemeter) and Skiatron Electronics both slipped slightly, with former closing at 34 on Tuesday and 33¼ on Friday, and latter going from 7⅞ on Tuesday to 7¾ on Friday. Observers noted that Friday many industrial leaders, including Zenith, suffered worst setback in month.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 30.

PROFFERS PIECE OF 'PIED PIPER' • Liggett & Myers Tobacco Co., N. Y., sponsor of hour-and-half "Pied Piper" special on NBC-TV Nov. 26 (7:30-9 p.m.), is offering half-hour of it to agencies and advertisers. Production cost of program is $600,000 with $400,000 of that for first run. L&M is committed for two runs. McCann-Erickson, N. Y., is agency.

CLEANING SPOT • Oakite Products Inc. (cleaning compound), N. Y., today (Mon.) launches two-month spot drive in 12 markets, four of which—Syracuse, Tampa, Philadelphia, Los Angeles—will use tv, rest radio. Agency: Calkins & Holden, N. Y.

FCC Opens Door to All Stations For Remote Control Operations

The lid is off on remote control operation of am and fm transmitters. FCC Friday okayed 18-month-old NARTB request to permit all stations, no matter what power or whether directional or not, to be operated via remote control gear. Since 1953, Commission has permitted remote control transmitter operation for am and fm stations using not more than 10 kw and omnidirectional antennas. Commission stressed it had not changed rule requiring first class operator to be in charge of stations operating with power in excess of 10 kw and with directional antennas. It also warned that applications for remote control, which will be handled on case-by-case basis, will require showing that DAs are stable and in proper adjustment Commission said. Action taken by all commissioners except Comr. Mack, who abstained.

House Commerce Committee Plans Pay-Tv Hearing Early Next Session

House Interstate & Foreign Commerce Committee will hold hearings on pay tv "shortly after Congress reconvenes in January," Rep. Oren Harris (D-Ark.), committee chairman, announced Friday. Rep. Harris said hearings—with date to be set before Congress returns—were prompted by announcement that FCC would accept applications for toll tv operation on three-year trial basis (see page 27).

At hearing, FCC will be asked to inform committee of all developments involving subscription tv, and committee also will "scrutinize" all applications for pay tv.

at deadline

Ford's Donaldson Commends Tv Audit Circulation Plan

Development of tv audit circulation plan would be "a wonderful thing," Ben R. Donaldson, director of institutional advertising, Ford Motor Co., told NARTB regional meeting at Cleveland Friday. He is vice chairman of Advertising Research Foundation.

Asking if tv industry "is really giving sponsors the information they need," Mr. Donaldson said printed media supply only quantitative data in Audit Bureau of Circulations reports whereas new tv audit promises needed qualitative data. "Such tv data would be most helpful," he added.

He criticized networks for scheduling programs to suit their own competitive needs rather than needs of advertisers, citing two 8 p.m. Sunday variety programs as examples.

Mr. Donaldson called television "the greatest communications medium ever developed" but wondered if it is being "oversold" while radio is being "undersold." He cited recent survey in auto dealer showrooms which showed 73% of those interviewed having been influenced by tv [B•T, Sept. 16]. On the other hand, Ford-sponsored survey in six cities revealed, for example, that only 20 out of 845 persons in Boston remembered tv spots, only 14 out of 726 in Cleveland.

"We are firm believers in spot radio," he said, "and have invested three-quarters of a million dollars in it within a year." He observed only two radio officials have called on Ford advertising department this year, network salesman with big deal to sell and one station official who complained he wasn't on Ford schedule.

Cleveland NARTB Meet Urges Thorough Pay-Tv Study on Hill

Broadcasters should urge their senators and representatives to make thorough study of pay tv and FCC's proposed action, NARTB regional meeting delegates decided Friday at Cleveland meeting. They were advised in resolution to support proposals directing FCC not to act pending policy determination by Congress.

Other resolutions called on broadcasters to acquaint Congress and public with facts in music copyright situation and to fight for broadcast access to reporting of public events. Attendance at Cleveland meeting totaled 203, compared to 207 at same region's meeting in 1956.

Halsey V. Barrett, national sales director, Television Bureau of Advertising, gave sales presentation Friday morning. Charles Day, WGAR Cleveland news director, spoke on news coverage.

2 Tv Channel Changes Finalized, 2 Other Reallocations Proposed

FCC made final Friday two tv channels changes; denied a third and issued two proposals to reallocate frequencies. Commission ordered ch. 13 from Bemidji, Minn., to Hibbing, Minn., substituting ch. 9 for ch. 13 at Bemidji. It also finalized move of ch. 9 from Iron Mountain, Mich., to Wausau, Wis., substituting ch. 8 for ch. 9 at Iron Mountain. Both orders effective Oct. 24. In acting on ch. 9 reassignment in Minnesota, FCC denied request to move ch. 9 to Hancock, Mich.

FCC also proposed to: (1) Move Hartford educational ch. 24 to Waterbury, Conn., replacing it with Waterbury's ch. 53. Show cause orders issued to change WATR-TV Waterbury from ch. 53 to ch. 24, and Conn. Board of Education permit in Hartford from ch. 24 to ch. 53; and (2) allocate ch. 8 to McCook, Neb., and move ch. 3 from Cheyenne, Wyo., to Sterling, Colo. Last July FCC assigned ch. 8 to Ainsworth, Neb., and ch. 3 to McCook, Neb. Comments to both proposals due Oct. 15.

Am Buys by Hadlock, Werling Reported in California, Florida

Two am station sales, subject to FCC approval, announced Friday.

Group headed by James Hadlock, president of Hadlock & Assoc., Los Angeles agency, purchased KBUC Corona, Calif., for $150,000 from Radio Broadcasting Inc. Albert Zugsmith Corp. handled sale. KBUC is on 1370 kc with 1 kw day, 500 w night.

WJOE Port St. Joe, Fla., sold for $40,000 to Rupe Werling, former vice president of WIBG Philadelphia, by Vacationland Broadcasting Co. Vacationland President Wilbur Powell retains interest in WFTW Ft. Walton Beach, Fla. WJOE is 250-w daytimer on 1570 kc. Blackburn & Co. handled sale.

Schwartz Outlines Committee Aims

Dr. Bernard Schwartz, chief counsel of House Legislative Oversight Subcommittee, Friday addressed convention luncheon of Federal Bar Assn. in Washington. Dr. Schwartz outlined basic functions and goals of committee, which plans investigation of FCC and five other independent agencies, and appealed for public cooperation in reporting "abuses." He pledged to pursue all leads regardless of political consequences. (For earlier story on activities of Legislative Oversight Subcommittee and its staff, see page 78.)

FCC Comr. Frederick W. Ford and Richard A. Solomon, Commission assistant general counsel, were slated to address convention Saturday afternoon.

PEOPLE

ROBERT R. RIEMENSCHNEIDER, formerly with North Adv. and Schwimmer & Scott, Chicago, named chief timebuyer, Gardner Adv. Co., St. Louis, succeeding **GRACE McMULLEN,** who leaves to be married.

JIM TROY, program manager, NBC Central Div., resigns effective Sept. 30 to become executive vice president-treasurer of Mills-Park-Milford, N. Y. program-production firm. He will be succeeded by **KIRK LOGIE.**

WILLIAM M. LA CAVA, formerly with Compton Adv., N. Y., to Cunningham & Walsh, N. Y., as executive producer in radio-tv department, for tv production, art and general service.

Seven Fm's Granted—Three in S. F.; FCC Also Approves Four New Am's

Three fm stations granted by FCC in San Francisco, among seven announced Friday. Grants to H. N. Levitt (9.5 kw on 94.9 mc, 1,170 ft. antenna); KYA Inc. (4.9 kw on 93.3 mc, 710 ft. antenna); Bay Fm Broadcasters (Saul Robert Levine) (17.5 kw on 105.3 mc, 450 ft. antenna), all San Francisco, and Imperial Broadcasting System (Frank K. Danzig) (30 kw on 99.9 mc, 1,570 ft. antenna), San Bernardino, Calif.; Cornell Radio Guild (175 w on 101.7 mc, minus 210 ft. antenna), Ithaca, N. Y.; Macon County Broadcasting Co. (WFSC) (4.4 kw on 94.5 mc, 295 ft. antenna), Franklin, N. C.; and George Voron & Co. (20 kw on 106.1 mc, 480 ft. antenna), Philadelphia, Pa. Understood NBC planning to apply for fm in Philadelphia soon.

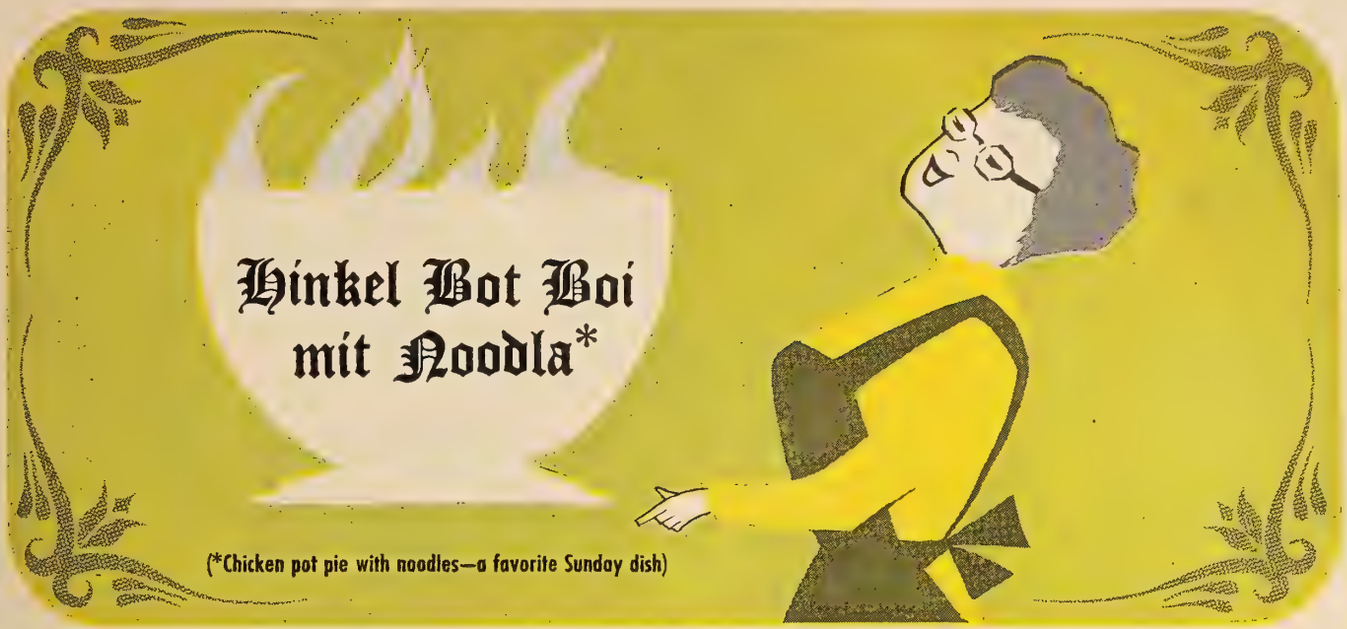
Commission also made four am grants, announced Friday: Bay Broadcasting Co., Valparaiso-Niceville, Fla. (250 w on 1340 kc); George A. Hormel II, Austin, Minn. (1 kw on 970 kc); Chesterfield Broadcasting Co., Richmond, Va. (5 kw day on 1590 kc), and O. K. Broadcasting Corp., Warrenton, Va. (500 w day on 1570 kc).

Tv Spot Rating System Validated

Practice of getting rating of tv spot announcements by using average of ratings of immediately preceding and succeeding quarter-hours has been validated by special study conducted for Television Bureau of Advertising by A. C. Nielsen Co., TvB Research Director Leon Arons announced Friday. He said study "documented" this "rather common practice" as "a working tool."

Richfield Ends Long NBC Stand

Richfield Oil Corp. Jan 1 will move its 26-year-old *Richfield Reporter* from NBC's Western Network to 29-station CBS Radio Pacific Network. Time remains same (10-10:15 p.m., Sun.-Fri.). John Wald, Richfield reporter for past 20 years, continues in that role. Move reportedly stemmed from desire of NBC to pre-empt first five minutes of program for its *News on the Hour.*



Pennsylvania Dutch Favorites

THE VIEWING'S "WONDERFUL GOOD"

EVERY day and EVERY night, viewers agree their favorite dish is WLBR-TV, Lebanon-Lancaster. Proof from Trendex:

	Average Rating	*Share of Audience*
WLBR-TV	**16.2**	**32.6**
WGAL-TV	21.4	43.0
WHP-TV	3.1	6.2
WTPA	2.8	5.7

ONE-SIXTH THE COST

With 73.2% UHF conversion—31.6% in Lancaster County and 278,044 UHF-equipped homes in its coverage area, WLBR-TV delivers LEBANON, LANCASTER, HARRISBURG AND YORK at ONE-SIXTH the cost of nearest competitor! Ask Blair-TV Associates for rates and availabilities.



LEBANON–LANCASTER–HARRISBURG–YORK . . .
AMERICA'S NUMBER 1 UHF MARKET

Sources: Trendex, Lancaster County, July 1957 / Trendex, Five-City Area, August 1957 / Television Magazine, September 1957

A TRIANGLE STATION

WLBR-TV
LEBANON—LANCASTER, PA.
INDEPENDENT • WORLD'S BEST MOVIES

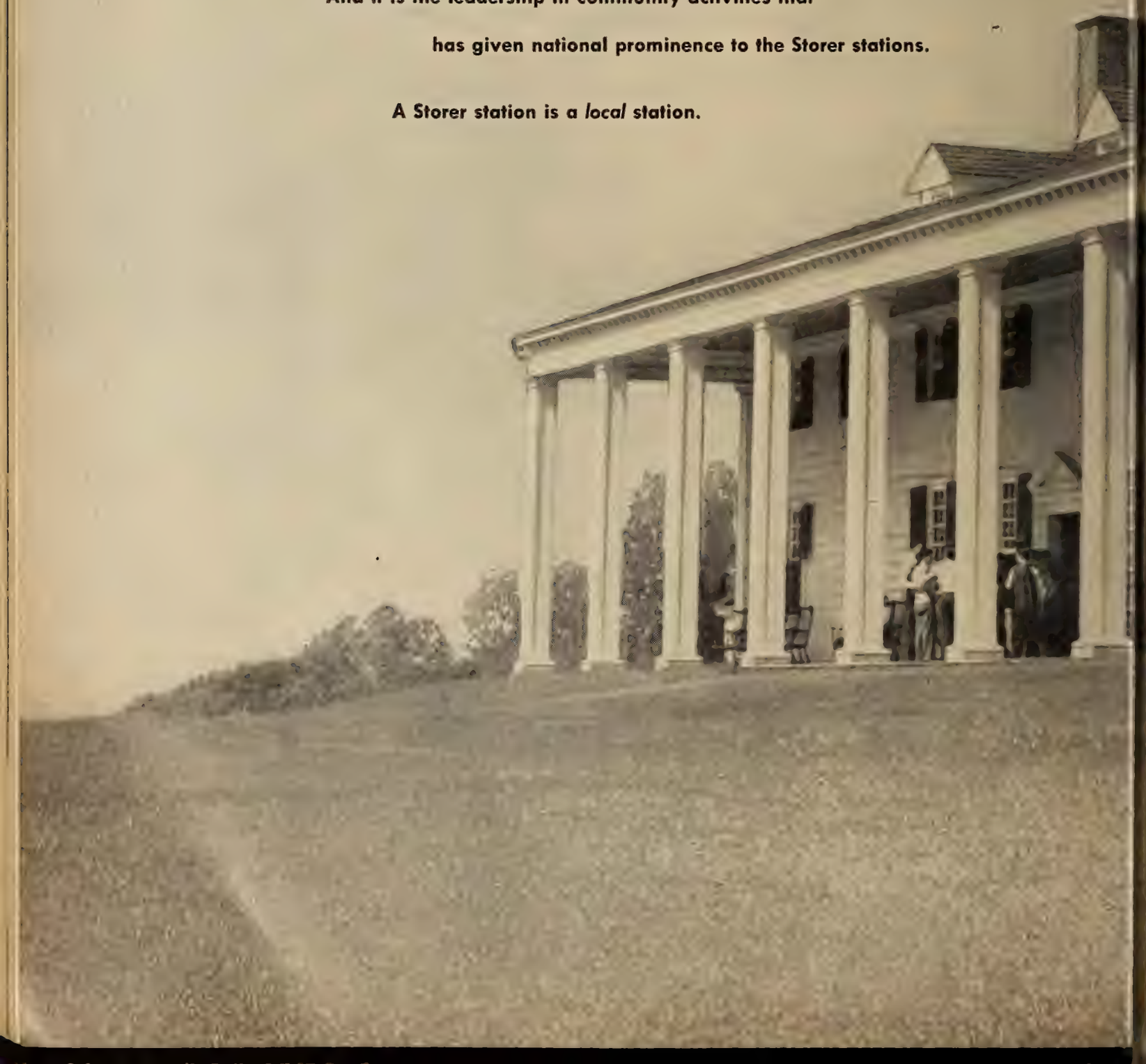
Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

Famous on the local scene...

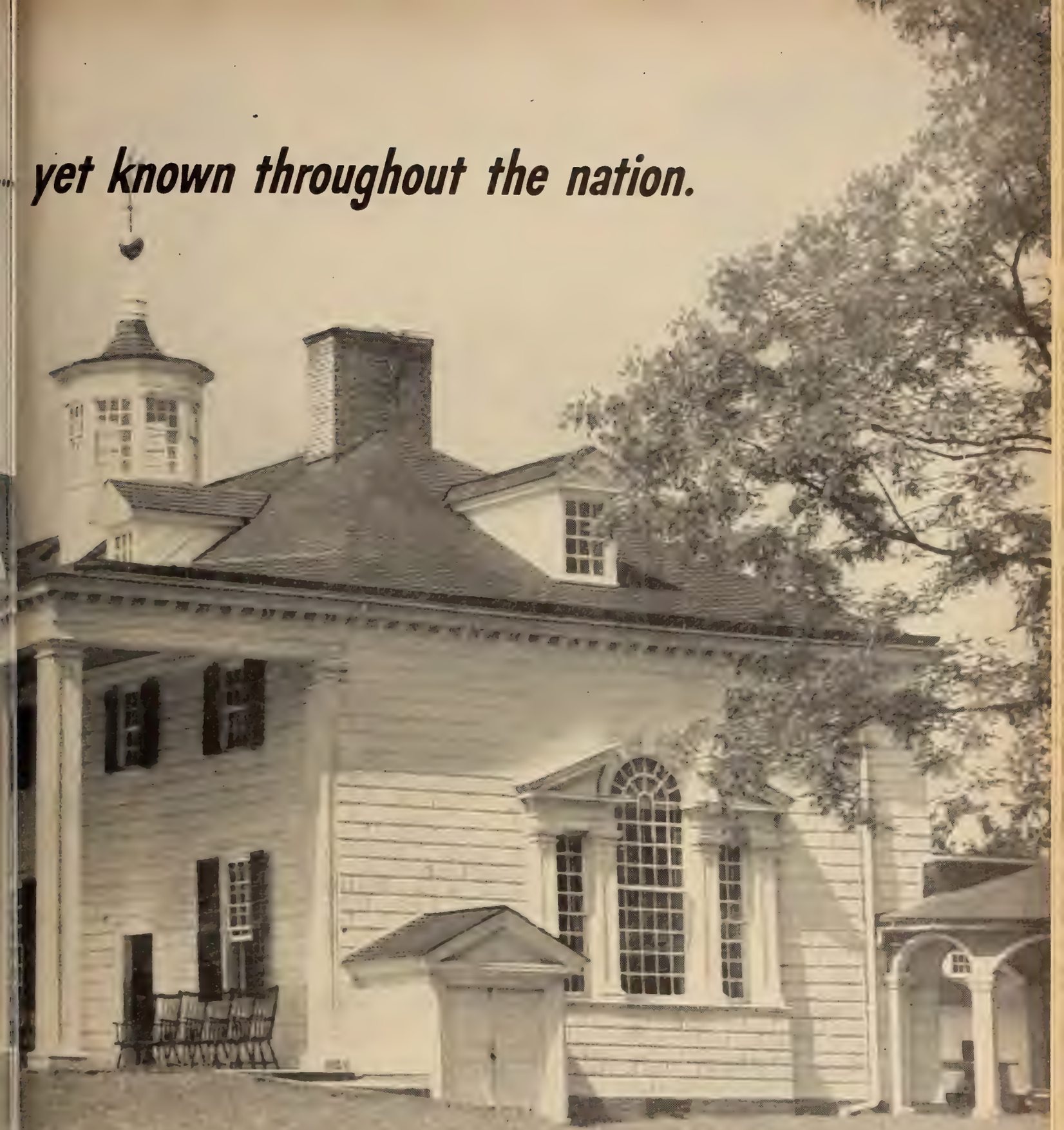
It was the leadership and inspiration of George Washington that changed Mount Vernon from a quiet country home into the country's number one shrine.

And it is the leadership in community activities that has given national prominence to the Storer stations.

A Storer station is a *local* station.



yet known throughout the nation.

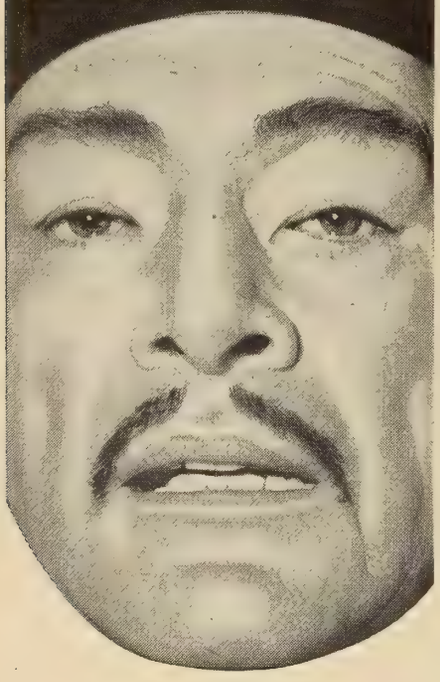


STORER BROADCASTING COMPANY

WSPD-TV Toledo, Ohio	**WJW-TV** Cleveland, Ohio	**WJBK-TV** Detroit, Mich.	**WAGA-TV** Atlanta, Ga.	**WVUE** Wilmington, Del.		
WSPD Toledo, Ohio	**WJW** Cleveland, Ohio	**WJBK** Detroit, Mich.	**WAGA** Atlanta, Ga.	**WIBG** Philadelphia, Pa.	**WWVA** Wheeling, W. Va.	**WGBS** Miami, Fla.

SALES OFFICES
NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940
CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

NEW
CHARLIE CHAN SELLS!



78 markets snapped up in first six weeks! Coca-Cola in Atlanta! NBC O-&-O in Los Angeles! Dixie Beer! Bowman Biscuit! Prescription 1500 in 10 markets! J. Carrol Naish, the NEW Charlie Chan, "the best ever to do the role." See it today, and you'll have to agree the new CHARLIE CHAN sells!

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

M SQUAD

The timeliness of 'The Golden Look," in which the driver of the getaway car ignores a stoplight and crashes into another car, killing both the driver and his six-year-old son he was driving to his first day at school, gives the program an emotional impact that gets *M Squad* off to a good start in the police drama handicap.

The opening—with trench-coated Lee Marvin standing, as Detective Lt. Frank Ballinger of the Chicago Police Department's M Squad, before a backdrop of the Wrigley Building and saying, "Chicago's my town; Chicago's my beat"—seemed almost a burlesque of *Dragnet* and *The Lineup*. But as the drama unfolded, *M Squad* showed itself an able imitator of those tv veterans, with as good acting, as tight direction and, at least for this inaugural telecast, with plot construction on a par with their best and a lot better than their average.

Essentially, the format is the same: the Police Department hero and his pal using patient persistence, countless interviews, tireless legwork and dogged determination to track down the criminal. Superficially, *M Squad* differs by its Chicago locale and by its hero wearing a narrow-brimmed bow-in-back hat, enough to identify him and the program easily without disturbing the familiar pattern.

More credit, then, to Joel Murcott for writing a story with a Poe-like plot of the bandit whom everyone identifies by his gold teeth that turn out to have been donned especially for the holdup. Director Bernard Girard and actress Ann Barton share honors with Mr. Murcott for the scene in which the wife-mother is shown the shiny new pencil box that proves the victims to be her son and husband.

Production costs: About $36,500.
Filmed by Revue Productions, Studio City, Calif., and telecast on NBC-TV, Fri., 9-9:30 p.m. EDT. Started Sept. 20.
Sponsored by American Tobacco Co. (Pall Mall) through Sullivan, Stauffer, Colwell & Bayles and Hazel Bishop through Raymond Spector, on alternate weeks.
Producer: John Larking of Latimer Production Co.
Director: ("The Golden Look") Bernard Girard.
Writer: ("The Golden Look") Joel Murcott.

BACHELOR FATHER

The word "adequate" and nothing more describes *Bachelor Father*, which alternates Sunday nights with Jack Benny.

On the plus side of the ledger are good acting chores by handsome John Forsythe, as Uncle Bentley, a Hollywood bachelor attorney, and Noreen Corcoran, a charming 13-year-old who plays the part of Kelly, the niece who comes to live with Bentley.

But on the negative side is the indication from the first program that plots may lapse into the run-of-the-mill situation comedy quandaries. There were the usual jokes connected with the hero's methods of extending his business activities to candlelight dinners with glamorous lady clients and there are indications that the oriental butler's singsong quips are a permanent fixture.

Most disturbing is the audience laughter dubbed onto the film soundtrack. The roars that follow rather ordinary quips can make a viewer wonder if he's lost his sense of humor.

Production costs: $45,000.
Sponsored by American Tobacco Co., through BBDO, on CBS-TV, Sun., 7:30-8 p.m. EDT. Started Sept. 15, to be presented on alternate weeks.
Package: Filmed by Forhop Production in association with Revue Productions
Producer: Harry Ackerman; Director: Jerry Hopper

LOOK HERE!

Secretary of State John Foster Dulles appeared as the first guest on NBC-TV's new "live interview-in-depth" series *Look Here!* Sept. 15, and, thanks to the interviewing skill of commentator Martin Agronsky, offered numerous personality-revealing issues. Mr. Dulles' opinions on free will versus determinism in the course of human events were brought out, as well as his views on the methods of modern diplomacy, the age-old "liberty or death" concept and the relaxation that can be obtained by a busy public official and his wife at an island vacation retreat.

Throughout the half-hour one could not help but be impressed by Mr. Agronsky's dexterity as an interviewer. He knew his subject and obviously understood the complexities of Mr. Dulles' job and life. But more than this, Mr. Agronsky managed always to remain polite, unobtrusive and subdued, never resorting to baiting, bullying or self-aggrandizement.

The sum impact of this initial *Look Here!* was two-fold: a television sketch of an important world figure was presented with clarity and fidelity; and Martin Agronsky, 1952 Peabody Award winner, again turned in a fine broadcast.

Production costs: Approximately $18,000.
Telecast sustaining on NBC-TV Sun 3:30-4 p.m. Started Sept. 15.
Producer: Robert D. Graff; Director: Richard Feldman

SALLY

The itinerant adventures of Sally and Myrtle form the basis of NBC-TV's highly improbable but generally amusing new comedy series about a brash salesgirl and a wealthy, pixilated society matron.

In the first show Sally (Joan Caulfield), a department store clerk, spots Mrs. Myrtle Banford (Marion Lorne) in the act of shoplifting. She covers up for the old gal and then eases her quietly out of the store. One word leads to another and Sally, sympathetic and knowing the lady only as "Mrs. Smith," offers her meal money and, finally, offers to share humble boarding house lodgings with Myrtle.

A newspaper ad placed earlier by the matron, seeking a traveling companion, catches Sally's eye and, before she knows it, car and chauffeur both are out front waiting —minus matron, of course. Obviously,

What's new at KOWH?

Nothing much—new ownership, but the same old rating story:

FIRST as usual.

Monotonous, isn't it?

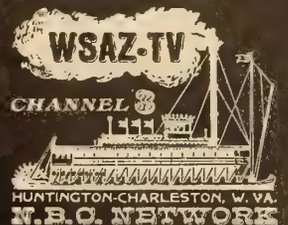
Nope, we love it—and so do our advertisers.

Latest (July-August) Hooper shows KOWH first in the morning, first in the afternoon, first all day with 36.4% share of audience

For availabilities, check General Manager Virgil Sharpe.

KOWH, Omaha

Represented by Adam Young Inc.

NIGHTTIME
WSAZ-TV
DELIVERS 1000 HOMES BETWEEN 7:30 and 10:30 P. M. FOR $1.30
The second station's cost per thousand homes is $2.39 84% Higher
The third station's cost per thousand homes is $5.42 317% Higher
AND ANYTIME WSAZ-TV delivers ONE THIRD more total homes than both other Huntington-Charleston Stations COMBINED
Source: June 1957 ARB
All figures based on 260-time frequency


CALL YOUR KATZ MAN

"Mrs. Smith" insists on going, too, and later explains her identity, with some humorously rewarding sequences.

Whatever *Sally* lacks in plausibility its writer seems to have made up in well-drawn lines of characterization, particularly that of the bird-brained matron. This is a strong point in itself but whether it will sustain Sally and Myrtle in their globe-trotting remains to be seen.

Production costs: $37,500.
Sponsored on alternate weeks by The Chemstrand Corp. (Acrilan Acrylic fibre, Chemstrand nylon) through Doyle, Dane & Bernbach and Royal Typewriter Co., through Young & Rubicam Inc., on NBC-TV, Sun., 7:30-8 p. m. EDT. Started Sept. 15.
Producer: Frank Ross
Director: William Asher; assistant director: Bud Brill; writer: Phil Shuken

EVE ARDEN SHOW

As a school teacher with a matrimonial eye on a fellow educator, Eve Arden kept *Our Miss Brooks* on radio and television for many years. Now it appears that Miss Arden has changed from hound to hare.

In the new *Eve Arden Show* she retains her delightfully dry humor, in portraying the role of a widow-mother-author all too easily terrified by life. Judging from the first program, Allyn Joslyn, as George Howell, her agent, is to be the pursuer. He's a good choice, possessing an urbane charm that matches Miss Arden's cryptic manner.

The first script was better than average for this type of situation comedy. There were times when one of Miss Arden's "twin daughters" was quieted when she started to explain that in "identical twins the seed is split off when . . ." Likewise, the other daughter unsuccessfully tries to tell about the old lady in the upper berth that wanted a drink of water. But most parents get the humor in this from their own embarrassing experiences with talkative youngsters.

One unhappy note is that the film has dubbed-in audience reaction, though in this show, the actual living room laughter will drown out much of that.

Production costs: $45,000.
Sponsored by Lever Bros., Shulton Inc., through J. Walter Thompson Co. and Wesley Assoc. Inc., respectively, on CBS-TV, Tues., 8:30-9 p.m. EDT. Started Sept. 17
Executive Producer: Robert Sparks
Producer: Edmund Hartmann
Assoc. Producer: Brooks West
Director: John Rich

WAGON TRAIN

NBC-TV's new adult western series, *Wagon Train,* has all the makings of good entertainment for the whole family. The continuing story of a group of pioneers traveling across prairies, mountains and deserts from Missouri to the Pacific provides a natural framework for the individual episodes. Use of different writers and stars each week permits a change of pace and the full-hour length gives time to develop characters as well as plot. Finally, the early evening hour is just right for all-family viewing.

The opening program, with Academy Award-winner Ernest Borgnine as a drink-sodden derelict whose accidental attachment to the wagon train and acquaintance with a "good woman" provide incentive and opportunity to fight his lust for liquor and regain his self-respect, sounded fine in advance. That it turned out to be the corniest kind of melodrama, whose characters were stereotypes rather than people, is no credit to writers William Cox and William Fay and director Herschel Daugherty.

Worse still, innumerable long shots of the wagon train moving slowly across a seemingly unending prairie and closeups of wagon after wagon fording the river induced boredom rather than suspense and evoked a reluctant conclusion that 45-minutes' worth of action had been padded with scenery to fill out the hour.

Given half a chance, Mr. Borgnine might have made a real person out of Willy Moran. But he was given no chance at all.

Ward Bond was believable as the hard but fair wagonmaster and Robert Horton looked the part of the scout but had little chance to do more in the first installment of the series in which they are continuing stars. Marjorie Lord, as the "good woman," was properly pure, if improbably friendly to a drunken bum; Donald Randolph and Andrew Duggan were thoroughly despicable as the treacherous wagonner and his brutal lieutenant; Beverly Washburn and Michael Winkleman were the cutest cute kids ever seen.

Production costs: Approximately $75,000.
Filmed by Revue Productions, telecast on NBC-TV, Wed., 7:30-8:30 p.m. EDT. Started Sept. 18.
Sponsored by Drackett Co. through Erwin Wassy, Ruthrauff & Ryan and Lewis-Howe Co. through McCann-Erickson, each sponsoring one-half on alternate weeks.
Producer: Richard Lewis.
Director: ("The Willy Moran Story") Herschel Daugherty.
Writers: ("The Willy Moran Story") William R. Cox and William Fay.

SUGARFOOT

ABC-TV's Tuesday night entry in the western sweepstakes is *Sugarfoot,* a series built around the character of Tom Brewster, handsome young sheriff who believes guns are for museums and law should be upheld with reason.

Will Hutchins is in the role of Brewster who takes a Jimmy Stewart approach to the problem of enforcing order in the Wild West.

In the premiere episode, "Brannigan's Boots," Brewster succeeds a sheriff (Brannigan) who was murdered. Inside the hour (less commercials), Brewster earns the name

Continues on page 108



WPST TV

WE'RE OPENING THE DOOR TO SOUTHEAST FLORIDA'S $2,000,000,000 MARKET

MIAMI FLA.

we're on the air!

TEN'S ON TOP — *Right! On top of 1,453,800 people, representing 581,520 families.*

TEN'S ON TOP — *Right! On top of 32,428 retail stores, employing 72,269 workers with a payroll of $165,482,000.*

TEN'S ON TOP — *Right! On top of more than 1800 manufacturing plants turning out products from milady's chemise to monsieur's carport.*

TEN'S ON TOP — *Right! On top of more than 3 1/2 million tourists who visit Southeast Florida and Miami every year (more than 75 per cent of whom view TV during their stay)*

PUBLIC SERVICE TELEVISION MIAMI FLA

WPST TV

CHANNEL 10 WPST TV

ABC NETWORK REPRESENTED NATIONALLY BY H-R TELEVISION, INC

FIRST TIME EVER!

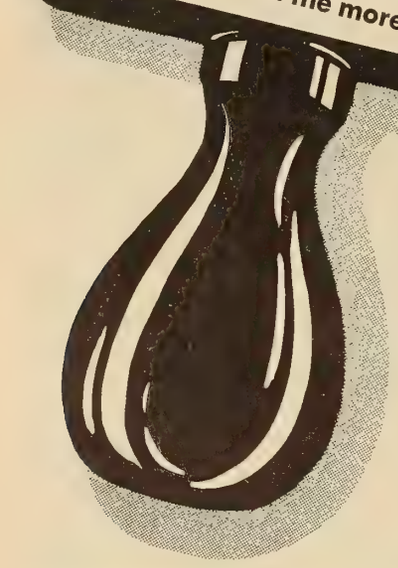
GUARANTEED SEPARATION

All Announcements Will Be Separated From . . .

1. All other commercial announcements by time for one complete musical selection.*
2. All competitive announcements by at least 15 minutes.

*Except 10 second, quarter-hourly time signals.

NO RIGHTS RESERVED
This reproduction of our rubber stamp is not copyrighted and may be used by any radio station—and the more the merrier.



WOLF with many firsts to its credit assures radio advertisers and agencies adequate separation for their commercials. This is not a new policy with WOLF. It is the proven sales formula that has brought in consistent renewals through the years from pleased clients representing top national advertisers.

We never had it so good—why spoil it.

RATING for RATING . . .
RATE for RATE
in CENTRAL NEW YORK it's WOLF



National Sales Representatives
THE WALKER COMPANY

SYRACUSE, N.Y.

OPEN MIKE

Support of National Tv Week

EDITOR:

I would like to thank you and your staff for the wonderful support that B•T gave National Television Week.

This year's observance demonstrated the tremendous potential the industry has for telling the positive story of television's contribution to the nation. I think that with the kind of help you are giving us we can have an even bigger and better Television Week next year.

Donald N. Martin
Asst. to the President in Charge of Public Relations
NARTB
Washington, D. C.

More on ASCAP-BMI

EDITOR:

As usual, I can only be impressed by the exhaustive documented job in your trenchant editorial analysis of the ASCAP-BMI squabble [B•T, Sept. 9], even though, in the traditional disclaimer language, I do not necessarily agree with your conclusions.

One stark economic truth that your factual material reveals is that the BMI license is a very poor dollar value for the broadcaster. ASCAP royalties are based on 2.25% of the gross after certain deductions. For all but the very smallest stations, BMI charges royalties of about 1.1% of the gross after similar deductions, or about half the ASCAP rate and, in other words, 33.3% of the broadcaster's royalty dollars.

Your figures show that for this fee BMI delivers 16% to 20% of the broadcaster's music. Based on these figures, the broadcaster is paying BMI just about double what it is worth based on the performance records. Obviously BMI should be getting only 25% of the ASCAP rate rather than 50% of it, if strict dollar-accounting methods are to be applied.

M. Robert Rogers
President
WGMS Washington, D. C.

EDITOR:

Let me, among no doubt dozens of others, congratulate you on the wonderful editorial regarding BMI and ASCAP.

I was with Fort Industry at the time BMI came into being, and I must say that it was one of the greatest things that ever happened, not only for the broadcasting industry, but for many other enterprises.

If there ever was a law that was slipped over on the American public, it was the law concerning ASCAP which went on the books in 1909, I think it was. If Sen. Smathers and others want to look into things, why not some others that need it far worse than BMI or ASCAP.

Nat L. Royster
Manager, Station Relations-Promotion-Advertising
WSVA-AM-TV Harrisonburg, Va.

EDITOR:

We compliment you highly on your in-



abc cbs

. . . for the famous industrial cities of NE Wisconsin and the WFRV — *Wonderful Fox River Valley!*

Aggressive and effective promotion and merchandising for station clients.

With the highest antenna in 5 state area, maximum power and popular public service participations.

1165 feet above average terrain.

WFRV TV GREEN BAY

would be a favorite and influential station in Any market!

For any specific information or for market data on Green Bay and Wisconsin . . . and this station's convincing coverage of 1/3 of the State Geographical and Population . . . ask **HEADLEY-REED TV**

. . . or phone or wire

Soren H. Munkhof, *Exec. V. P. & Gen. Mgr.*
WFRV Building, Green Bay, Wisconsin

RESPONSIBILITY TO VIEWERS AND TO ADVERTISERS . . . WFRV-TV

The South's Greatest Salesman
for 34 years
WWL
now welcomes his
CBS sales partner
CHANNEL 4
WWL TV
NEW ORLEANS CBS
a new television force
in New Orleans
now in its first month of
selling to the South
see your Katz Representative
for availabilities and data

formative and effective journalism dealing with the ASCAP-BMI issues.

Cy N. Bahakel
President
Cy N. Bahakel Stations
Roanoke, Va.

EDITOR:

Your editorial, "ASCAP's War on BMI" should be required reading for all broadcasters. I was intrigued, too, by the PLAYBACK article, "Disc Jockeys Music," written by Bernard Asbell for *Harper's* magazine. I never cease to wonder how the newspaper and magazine boys can always tell us how to run radio despite their own deteriorating situation. Probably by the same reasoning that ASCAP wants to tell us what we can do with BMI.

It's an established fact that the soap operas (which have done right well during the past 25 years) are written to appeal to the mentality of a twelve-year-old. The networks have never apologized for this, nor would anyone in his right mind claim that Lever Brothers and Procter & Gamble have wasted their money in sponsoring the soapers. The present generation now prefers music, so what's wrong about it?

Charles A. Sprague
General Manager
WMAX Grand Rapids, Mich.

Caught Spirit of Westerns

EDITOR:

I was delighted to see how completely B•T had caught the spirit of my article on westerns [B•T, Sept. 2]. I thought the illustrations were excellently selected. I admired the way in which your editorial know-how and layout skill helped to bring my ideas to life.

Dr. Ernest Dichter
President
Institute for Motivational Research
Croton-on-Hudson, N. Y.

Superb! . . . And Thank You

EDITOR:

The Bartlesville Telemovie story [B•T, Sept. 9] was superb!

Raymond F. Kohn
President
WFMZ-TV Allentown, Pa.

EDITOR:

I want to compliment you and Associate Editor Earl Abrams on the excellent coverage given the opening of Telemovies at Bartlesville [B•T, Sept. 9]. The issue has been read by our staff people with much more than usual interest, and the consensus is that you did a meticulously thorough job of wrapping up the many-sided story of TM at its inaugural.

Of course, none of us knows at this point how Telemovies will turn out or what impact they will have on the entertainment industry. But it's gratifying to know that B•T and other top trade publications are so keenly interested in our progress.

Henry S. Griffing
President
Video Independent Theatres Inc.
Oklahoma City, Okla.

in Rochester
everybody knows
WBBF's
Mort Nusbaum

...for 20 years
the most effective
salesman in town



WBBF

Mort's daily 7-10 a.m. show is just one of WBBF's BIG BUY features . . . just one of the reasons why WBBF has the "draw" power in Rochester



JOE DEANE
(daily 12:15-3:00 p.m. 6:15-8:00 p.m.)



NICK NICKSON
(daily 3:00-6:00 p.m. Sundays 5:05-7:30 p.m.)

Want to know more?...Call
VENARD, RINTOUL & McCONNELL, INC.
WBBF, Rochester, N. Y.

a star broadcasting station

WTLB, Utica • **WGVA,** Geneva

PROFILE OF YOUR KBIG AUDIENCE



61% Adult Women | 30% Adult Men | 4½% Teens | 4½% Children

MATURE . . .
MALE & FEMALE . . .
COMFORTABLY WELL OFF

THAT'S A QUICK PROFILE of the audience which rides the 740 spot of the Southern California radio dial, as analyzed in a new qualitative study by The Pulse, Inc.

FIVE YEARS OF WOOING with middle-of-the-road memory music, interrupted only by award-winning five-minute newscasts and easy-going but brief chats by matured announcers, have won an *adult, able-to-buy* audience for KBIG.

RENTAL GROUPS



45% $60 and Over | 32% $50 to $59 | 14% $35 to $49 | 9% Under $35

Any KBIG or Weed man would like to show you the full picture.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Henry Untermeyer



TWO decades ago Henry Untermeyer made a decision: radio and CBS offered opportunity. Today, the six-foot general manager of KCBS San Francisco can review a career of activity and achievement and justifiably be satisfied his judgment was perfect.

Twenty years in his chosen field of endeavor have taken Mr. Untermeyer a long way: across the continent from his native New York (where he was born Jan. 9, 1915) to its West Coast counterpart, San Francisco; up the ladder of success from his first CBS job as a junior writer for *Phil Cook's Almanac,* weekday early morning program on CBS-owned WCBS (then WABC) New York, to his present position at KCBS (also owned by CBS). But they have never, except for a 1941-46 hiatus when he was occupied with more pressing duties, taken him away from radio, or CBS.

Henry Untermeyer's decision to make radio his life work came while he was still an undergraduate at Cornell U., where he was active in campus politics and on the *Cornell Daily Sun.* It was at that time that he formed the opinion which he still holds—that CBS programming is challenging, stimulating and outstanding. After his graduation in 1936, he served an apprenticeship in communications on the *New York Journal* and in the New York office of the *Philadelphia Inquirer.* But when, in 1937, the *Almanac* writing job opened up and he was given a chance at it, young Mr. Untermeyer showed no hesitation in leaving the world of print for that of radio.

For nearly four years he served in the WCBS program department as reporter, editor, producer and, finally, program operations manager. Then, in 1941, Lt. Untermeyer, U. S. Army Reserve, was called to active duty as aide to the general in command of the Second Corps Area. After a term as executive officer of the Second Service Command's army specialized training division, he was sent to command and general staff school at Fort Leavenworth. On graduation, Maj. Untermeyer completed his military career as Army radio public relations liaison officer on the staff of Admiral Chester Nimitz on Guam. His final assignment was making arrangements for the radio broadcast of the Japanese surrender to General MacArthur. In 1946, he was separated as a lieutenant colonel in the Army Reserve.

BACK at WCBS, as director of special features, Mr. Untermeyer decided that sales offered the best radio future for him, so he obtained a transfer to the station's sales staff. In May 1950, he became an account executive of CBS Radio Spot Sales in New York. Three years later he was appointed sales manager of WCBS He was named general manager of KCBS in June 1956.

All during his sales career, Mr. Untermeyer's background in programming stood him in good stead. While he was with CBS Radio Spot Sales, representing 13 radio stations, he developed a 15-minute five-days-a-week program, *Good Luck to You,* to advertise Lever Brothers' Good Luck margarine. The program was so successful that a similar show was soon started on WBBM Chicago, where it ran 39 weeks.

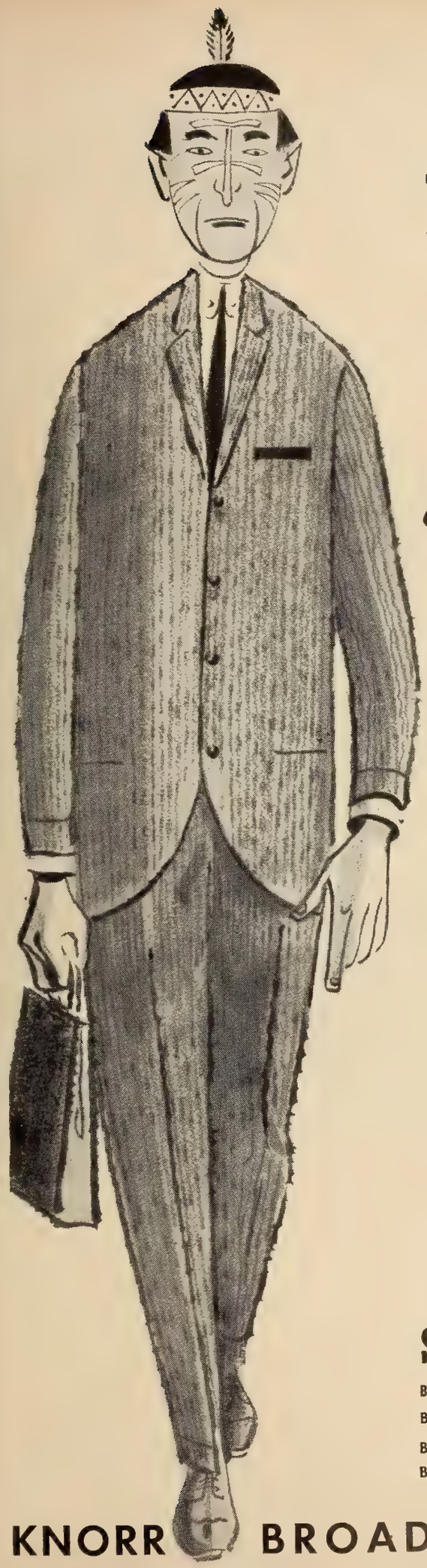
In San Francisco, Mr. Untermeyer is basing KCBS programming on the premise that a vigorous people want vigorous radio. "This live, vibrant city, the West's gateway to the world, needs and insists on a diversified program fare," he says. Under his supervision, KCBS concerns itself with art as well as sports, fine music of all times as well as pop tunes of today, interpretation and discussion of topics of special local interest as well as news coverage. Civic problems such as airport expansion, San Francisco harbor and transportation are among those which have been covered by KCBS' department of public affairs. Just yesterday (Sunday), KCBS launched a new 39-week half-hour series, *Classroom,* with area high school classes enacting before the microphones capsule reviews of regular classroom sessions.

Such programming pays off in advertising dollars as well as public praise, according to Mr. Untermeyer. "I firmly believe that the station that is listened to actively rather than passively will provide the advertising values of today and tomorrow," he says, "and KCBS is, above all, an active station."

Mr. Untermeyer's belief that a radio station should dig deep into community affairs does not stop at the microphone. Under his leadership, all KCBS personnel are encouraged to take an active part in the life of the community.

He has not permitted an overconcentration on serious community matters to the neglect of other interests of San Franciscans, however. KCBS carries an extensive schedule of sports broadcasts that covers golf and yachting and even archery, as well as all Stanford U. sports events. Mr. Untermeyer frequently can be found on Sundays refereeing polo matches in the city's Golden Gate Park.

He is a member of Sigma Delta Chi, national journalistic fraternity, the San Francisco Press and Union League Club, the San Francisco Advertising Club and the Sales Executives Club of New York.



TIME BUYER

Max So-Sioux-Me says:

"WKMH

HEAP GOOD BUY IN FORT DETROIT

WKMH make-um Detroit real Happy Hunting Ground with chief-size hunk of audience and lowest cost per thousand palefaces.* When Great White Father say "Buy Detroit," I make-um MY reservation on WKMH . . . best buy for your wampum in whole market! "

*According to PULSE — greatest share of audience, 12 to 12! lowest cost per thousand, at all hours!

Save up to 15%

BY USING 2 OR MORE KNORR STATIONS

Buy 4 or 5 Stations . . . **SAVE 15%**

Buy Any 3 Stations . . . **SAVE 10%**

Buy Any 2 Stations . . . **SAVE 5%**

WKMH Dearborn-Detroit
John Carroll, Managing Director

WKMF Flint, Mich.

WSAM Saginaw, Mich.

WKHM Jackson, Mich. Jackson B'cast. & Telev. Corp.

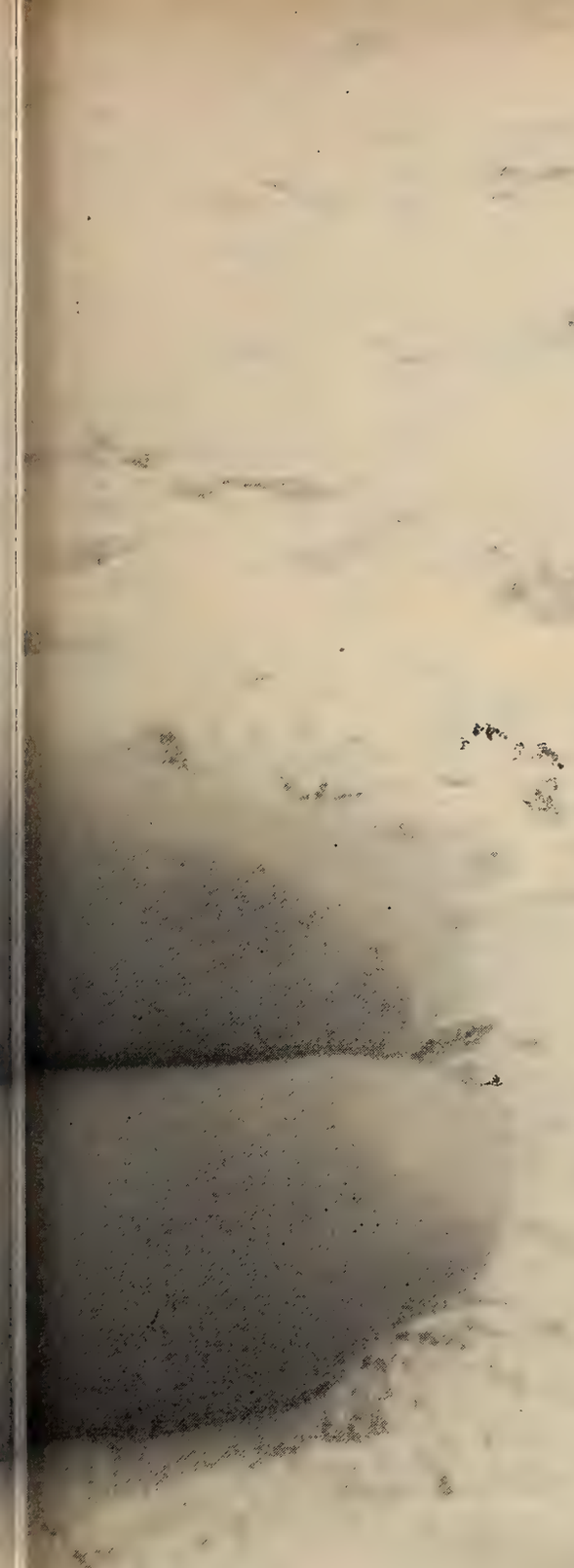
WELL Battle Creek, Mich. Southern Mich. Broadcasters

KNORR BROADCASTING CORP.

FRED A. KNORR, Pres.
Represented by Headley-Reed



**NCS, updated to 9-1-57.*



There's more to Florida!

It's no mean trick to be a vacation paradise and a bustling business area at the same time, but Florida has turned the trick neatly. Especially Jacksonville, whose location makes it the center of a commercial "sphere of influence" far beyond state borders.

There's Georgia, for instance

...where no less than 34 counties are counted in the Jacksonville distribution area—and the WMBR-TV NCS coverage area. This area accounts for 17.1% of drug sales for the entire state of Georgia. Since WMBR-TV's area embraces 22.7% of total Florida drug sales too, all told the station "delivers" 20.6% of drug sales for Florida and Georgia combined—a tremendous market for drug advertisers.

and WMBR-TV, Jacksonville

is far and away the top favorite with the 304,000 television families in its 67-county area. In the "outside" area, according to NCS WMBR-TV has an eleven-to-one advantage over its competition. And within the Jacksonville metro area, the latest ARB shows WMBR-TV the favorite by almost five-to-one.*

WMBR-TV —Channel 4. Jacksonville

Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales



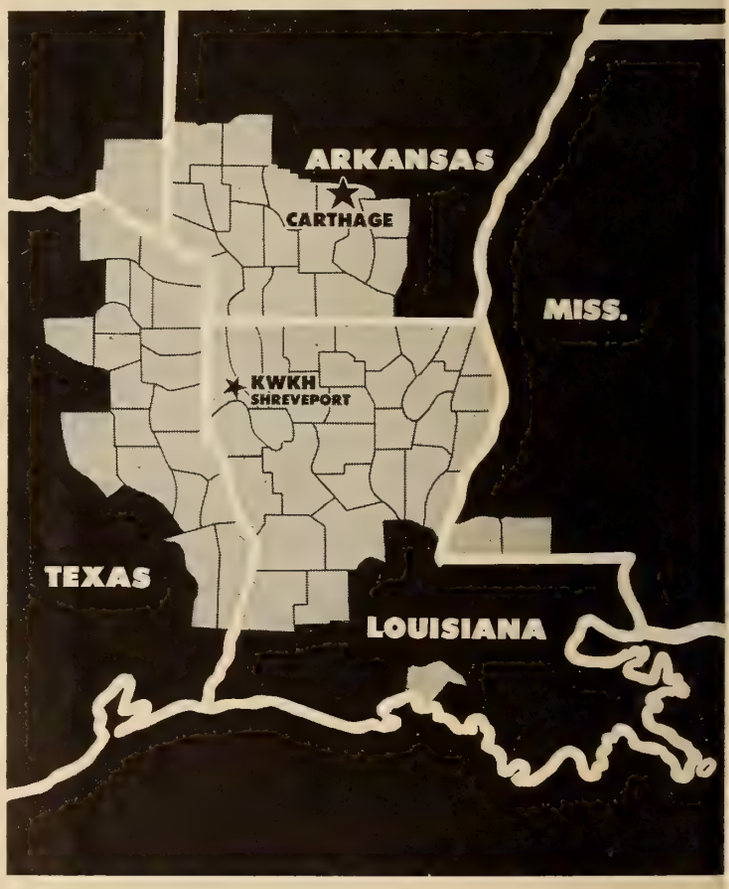
KWKH SHREVEPORT

CONQUERS CARTHAGE!

Carthage, Arkansas, is one of *hundreds* of towns and villages in KWKH's 140-county Nielsen coverage area. KWKH's weekly daytime penetration is actually 221,600 radio families!

And right at home in Shreveport, KWKH is also a family institution! In Caddo Parish, KWKH reaches *50% more homes* weekly than does the second station.

KWKH is tops in Shreveport—tops *outside* Shreveport. Gives you more audience than all other Shreveport stations combined! The Henry I. Christal Co., Inc. has the facts.



KWKH Nielsen coverage map (NCS No. 2, Nov., 1956) showing counties with daytime weekly audience of 10% or more of total homes. Nielsen actually credits KWKH with measurable audiences as far distant as Luna County, New Mexico!

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Henry I. Christal Co., Inc. Representatives

Henry Clay Executive Vice President

Fred Watkins Assistant Manager

BROADCASTING TELECASTING

Vol. 53, No. 13 SEPTEMBER 23, 1957

FCC ACTS ON PAY TV (SORT OF)

Plans to invite three-year test, but holds off until March 1, 1958

A bell rang for pay tv last week. But instead of a clanging call to action, the sound was a modest, hesitant clink.

• The FCC announced it has told its staff to draw up papers which would invite applications from broadcasters to try out pay tv on a limited, three-year, controlled basis. But even so, it emphasized, it couldn't promise that it would issue the order, or even grant an application if the order were issued. And, it was made clear, no grant would be made before March 1, 1958.

• The March 1 date, according to most observers, means that Congress can "take the ball," as FCC Chairman John C. Doerfer mentioned in his speech to the Radio & Tv Executives Society two weeks ago [B•T, Sept. 16]. Congress has been on the brink of intruding itself in the toll tv question for the last six months.

• Congressional reaction to the Commission announcement of intent was immediate and articulate. Both Sen. Charles E. Potter (R-Mich.) and Rep. Emanuel Celler (D-N. Y.), who have been in the forefront in opposing pay tv, demanded that a congressional hearing on subscription tv be convened early next year and that the FCC hold up any further action pending its outcome. Rep. Frank Chelf (D-Ky.), who has been one of the few on Capitol Hill favoring a tryout, applauded the prospective move.

• NARTB President Harold Fellows, at the first association regional meeting in Schenectady, N. Y., called on broadcasters to take a united and vocal stand against pay "schemes." He voiced the opinion that toll tv strikes a blow "at the very foundation of the American system of free broadcasting."

• Two plans for new subscription tv systems were submitted to the FCC early last week—Teleglobe's undistorted video over the air with audio via telephone lines, and Blonder-Tongue's reversed polarity method which envisages two programs on each tv channel, with the pay program activated via a telephone line cueing signal.

FCC MOVE PUTS PAY TV IN LAPS OF CONGRESSMEN, BROADCASTERS

Now it's up to the broadcasters—or to Congress—whether or not there shall be toll television.

That, in effect, is the meaning of the FCC's notice last week that it has issued instructions to its staff to draw up an order inviting applications to test subscription television.

The cautiously-worded announcement of another halting step along the road to toll tv was issued late Wednesday afternoon, in order, it was understood, to forestall any stock market repercussions.

It reported simply that the Commission has instructed its staff to draw up documents "looking toward" authorizing a three-year test of pay tv and indicating that applications for this purpose would be accepted from "present or proposed" television licensees.

The tests, the Commission signified, would be limited in scope and applicants would have to submit "detailed" information and accept "controlled" conditions.

The announcement specified that last week's action is not to be construed as a commitment to adopt any orders or to grant any applications. In other words, the Commission warned that when the official order is before it, a majority may not be in favor of it. This situation might also be true when the time comes to consider the first application.

The Commission also emphasized that no application will be granted before March 1, 1958—five months away.

[For text of announcement see page 29].

The action was taken by five commissioners. Only one dissented, Comr. Robert T. Bartley. New Comr. Frederick W. Ford abstained.

Comr. Rosel H. Hyde objected to the contents of the notice of instructions issued last Wednesday.

According to an informed source, the ordering document should be ready for Commission consideration late this week or early next week. It is assumed a majority of the FCC will vote in favor of its issuance, although a wrangle is expected over some of the details.

The toll tv action came after two days of intensive consideration by the full seven-man commission. The commissioners met on the subject all day Tuesday and from 10 a.m. to almost 4 p.m. on Wednesday.

The vote, in a way, was surprising. Early last spring, when an internal proposal was made to invite applications from station owners for permission to broadcast scrambled signals, it was understood three commissioners were opposed. They favored a further hearing. These were understood to be Comrs. Hyde, Bartley and Mack.

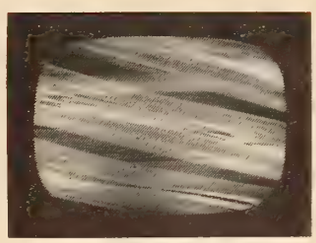
The March 1 date for grants is considered especially significant. The FCC's authority to approve pay tv has been challenged by members of Congress and by other opponents, including broadcasters and theatre exhibitors.

Since the second session of the 85th Congress reconvenes Jan. 7, it is felt there will be plenty of time for Capitol Hill opponents to institute congressional hearings. This move, it is believed, would be sufficient to require the FCC to postpone action pending the outcome of congressional investigation.

Congress has before it two bills (HR 586 and S 2268) which would prohibit the

The pay tv picture . . .

STILL SCRAMBLED



- **Commission's notice indicates it will accept applications**
- **But it stresses it may not even act on such requests**
- **And it says it certainly won't act until March 1, 1958**
- **Allowing plenty of time for Congress to take the ball**

charging of fees for the reception of telecasts; they were submitted during the past session of Congress by Rep. Emanuel Celler (D-N. Y.) and by Sen. Strom Thurmond (D-S. C.).

Last spring, Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, personally raised a number of fundamental questions regarding the power of the FCC to authorize pay tv, even on a test basis. The main point of Mr. Harris' correspondence with the Commission is the agency's legal jurisdiction to take any action on toll tv. The FCC in its replies to the House Commerce chairman maintained that the legislative history of the Communications Act of 1934 and its predecessor law, the Radio Law of 1927, empower it to consider subscription tv as broadcasting.

Another question asked by Mr. Harris was whether the Commission felt it had adequate power to control the tests.

The exact meaning of the phrase "present or proposed" television stations, which the FCC used in its announcement, has been subjected to varying interpretations. It is understood from a reliable Commission source that this means the FCC will consider applications from newcomers as well as holders of licenses or construction permits. It was stressed that an applicant necessarily would have to apply for a regular broadcast operation, as well as for special authority to broadcast a scrambled picture. Thus, it was noted, such ardent pay tv sponsors as Zenith Radio Co., Skiatron Electronics & Television Corp., and International Telemeter Co., could apply for a station and if granted become a television station operator.

It was observed the Commission in last week's notice made no mention of any finding regarding the three competitive toll tv systems.

Two late starters in the toll tv sweepstakes, each filing proposals for the first time last Monday, the day before the Commission's scheduled meeting on the subject, were Teleglobe Pay-Tv Systems Inc. and Blonder-Tongue Labs (see page 29).

It also was pointed out that the Commission's intent apparently is not to foreclose any station from making any arrangements with any sources—whether or not it is a method already proposed or not even thought of yet.

For example, it was observed that RCA, parent of NBC, holds a patent on a toll tv system. This was patented several years ago by Dr. Vladimir K. Zworykin of RCA.

Most interest centered on the details of what the Commission may evolve as a "limited" test and the detailed information and controlled conditions to be established when the FCC's order is issued.

The limitations and controls mentioned by the FCC, it is believed, will relate to the number of hours stations will be permitted to broadcast toll tv programs and also the type of city in which an applicant will be permitted to operate.

Some suggestions have been made that tests be limited to non-network affiliated stations in a community with at least four stations. Another recommendation has been made that tests be limited solely to uhf stations.

There have been strong hints also that the Commission is fairly unanimous in opposing any situation where free television service will be blacked out by pay tv operations. This would indicate a ban on pay tv for one-station markets.

Last May the Commission indicated the general areas in which it was interested. At that time it issued a list of questions addressed to both advocates and opponents of pay tv. These, which give a line on its thinking regarding the scope and nature of the information it might require in applications for pay tv test authority, dealt with such questions as:

- Where the tests should be held.
- Whether the trial operations should be

NARTB GETS PAY TV RUNDOWN

Wired television is expensive to install—$100 per home—but it might gross $7.7 million a year in a city of 500,000, judging by an NARTB projection. It might, that is, if a lot of "ifs" were to turn out favorably.

A look into the economics of closed-circuit video by Charles H. Tower, NARTB employer-employe relations manager, was unveiled last week to broadcasters attending the Schenectady, N. Y., and Cleveland autumn regional meetings.

Taking a hypothetical Pay City as base, Mr. Tower offered figures covering a wired tv system after it has been in operation five years. Pay City has 150,000 homes in the city limits. Of these 142,500 (95%) are tv homes and 106,875 (75%) subscribe to the wired service.

The wire system of trunk and distribution lines (coaxial cable, overhead) cost $3,000 per installed mile, or $2,531,250 (based on 160 homes per street mile and strand-mile density of 175). Cost of tapoffs at $25 per home totals $2,671,875. Home equipment comprising 106,875 recorders at $50 each would run a little over $5 million. Use of a coin box instead of a recorder would change the home figure.

Facilities used in the system, including cameras and projectors, would run $175,000 or $1.64 per home, bringing total equipment investment to $10,721,875, or $100.32 per home. Additionally, the cost of getting started would be substantial.

Looking into operating costs, Mr. Tower cited these items—technical $460,938 a year, program (excluding product) $35,000, sales $200,000, general - administrative $600,000, depreciation (non-wire) $1,424,375 on a five-year basis, depreciation (wire) $506,250—a total of $3,226,563 or $30.19 per home.

Mr. Tower said revenue estimates were difficult but he offered data based on a price of 75 cents per movie and $1 for other program features such as sports events. The average home in Pay City has $5,500 income and spends $30 a year on movies and $12 on other admissions.

His projection showed an average $72.50 per home spent by the average family for its wired service, grossing $7,748,438. With cost as one-third of total intake, net revenue is $5,165,625. Deducting $3,226,563 operating cost leaves a profit of $1,939,062 before taxes or $18.14 per household. Return on investment after taxes is just under 10%.

Thad H. Brown Jr., NARTB tv vice president, said a survey of mayors in the first 100 cities, by population, plus 20 high-income communities, showed that 52% of the 81 replying cities have provisions in municipal codes for granting of wire franchises, with 40% having no provision. He said the council or board of aldermen in 74% of cities could grant such a franchise or permit, with five referring the matter to the state utility commission. A few require a referendum vote.

The survey showed 66% of cities would grant non-exclusive franchises, 29% indicating they would grant either exclusive or non-exclusive. As to length of franchises, 31% said optional, 11% said six months to 10 years, 13% said 11-20 years, 18% said over 25 years and 26% fixed an upper limit of 25 years.

Few cities now have wire-tv application forms; 33% would require posting of bond and 66% said municipal codes would provide a tax on such facilities. Four cities reported formal franchise applications pending and nine said informal inquiries have been made. Four cities have made grants, two of which are for community antenna systems.

Mr. Brown said most of the wired tv interest is centered in California and the Southwest. He said mayors are anxious to get any information NARTB can supply on the subject.

He summed up the problem this way: "Engineering costs are not as low as some promoters would have us believe, without running afoul of the FCC's standards and picture quality; a multitude of political and governmental bodies are involved, including the general electorate in Denver, for example; one of the toughest nuts to crack is the matter of program sources and allocation of income to them, and there is a great intrafraternal controversy between the promoters of wired circuit television re the method of charging and collecting charges."

A. Prose Walker, NARTB engineering manager, described operation of the three main types of wire systems—coaxial, open-wire ladder and g-string or single wire. He said weather could interfere with service on open-wire or g-string systems and pointed to their radiation problems. He conceded they can be highly efficient under certain operating conditions.

John E. Fetzer, WKZO-TV Kalamazoo, Mich., NARTB Tv Board chairman, said in a filmed talk that broadcasters should study threats to free television as well as possible pre-emption of tv channels by the military (see spectrum story, page 46).

confined to a single station or a single system in a community or without limitation as to number of stations or systems.

• The time required to commence full-scale pay tv operations, including production, distribution and installation of coding and decoding equipment.

• The maximum and minimum number of subscribers to make the tests meaningful.

• Whether the decoding equipment will be sold or leased to the public and the terms of such arrangements.

• The number of hours for pay tv, on a daily, weekly or monthly basis required to make the tests meaningful.

The action taken by the FCC last week was not wholly unexpected. Early last spring it was known that there was an impasse between those favoring this course and those holding out for further hearings [B•T, April 1].

The pay tv controversy began in 1949 when Zenith Radio Co. suggested that television was too expensive to be supported by the traditional broadcasting method of advertising sponsors. Zenith President Eugene F. McDonald proposed that a scrambled picture be telecast over the air, with a decoding key to be transmitted via telephone wires. Subscribers would be charged for this service. In 1951 Zenith conducted a three-month test of its Phonevision system of pay tv among 300 Chicago families and in the following year it officially petitioned the FCC to authorize toll tv on a commercial basis.

Zenith was shortly joined by Skiatron and ITC (the latter is a subsidiary of Paramount Pictures Inc.), and not long afterward by a number of uhf stations feeling the effects of the competition from vhf stations resulting from the FCC's unhappy 1952 decision to intermix vhf and uhf channels in the same markets.

In 1955 the FCC issued its first rule-making notice on subscription tv, asking for comments on the various proposals before it.

More than 25,000 individual filings—ranging from bulky printed legal documents to post cards—poured into the Commission's files in response to this invitation. Aside from pleadings filed by parties of interest (broadcasters, proponents, theatre exhibitors), the preponderant volume was from the public. These indicated that the public was pretty well split in favor of and opposed to toll tv.

After several rounds of discussions, the Commission last May issued its list of questions seeking definite expressions of intent from interested parties. The answers were significantly disappointing to the Commission; some parties did not even submit replies.

Last week's action is the third by the FCC in the consideration which began two years ago.

HILL COMMENT ON TOLL ACTION: FROM POTTER, CELLER, CHELF

Taking cognizance of the FCC's announcement that it would accept applications from tv stations to operate on a trial subscription basis, two members of Congress last Thursday called on the respective Interstate & Foreign Commerce Committees to expedite hearings on pay tv when Congress reconvenes in January.

Sen. Charles Potter (R-Mich.) and Rep. Emanuel Celler (D-N. Y.)—both outspoken opponents of pay tv—were quick to comment on the Commission's action, while Rep. Frank Chelf (D-Ky.) praised the move.

Rep. Celler, author of a bill (HR 586) outlawing toll tv, said that a "study of the action taken yesterday demonstrates that the Commission has *not* authorized experimental pay tv. . . . It is particularly incumbent upon the Congress to take expeditious action at the early part of this next session to consider the entire matter. I am confident that once Congress undertakes such consideration, the FCC will defer a final decision in respect of experimental pay tv until Congress has resolved the problem.

"As the first step in congressional resolution of the matter, it is important that the House Interstate & Foreign Commerce Committee hold hearings as soon as possible on my bill which would make clear that spectrum space belonging to all people must not be utilized for tv at a price. This space should be in nobody's pocket.

"I must reiterate that authority of the FCC to authorize pay tv broadcasting on channels authorized for free tv is dubious at best. In addition, introduction of subscription television even on an experimental basis may bring in its train a number of disastrous consequences. These dangers, of which the Commission is well aware, contain such a grave threat to the public interest in television that no action authorizing even the experimental diversion of television should be taken without the express approval of Congress."

Sen. Potter, a member of the Commerce Committee, was in Cleveland Thursday to address the NARTB regional conference (see page 52). He said the FCC announcement "actually means nothing will be done" until Congress can act, since applications for pay tv operation will not be acted on until after March 1. He said Congress should make pay tv "our first order of business" and that he would ask the Senate Commerce Committee to adopt a resolution demanding that the Commission postpone any action until hearings can be held.

Recalling that he felt the pay tv subject is "clouding the electronic waters at a time of confusion over defense spectrum needs," Sen. Potter added: "This really stirs up the mud. This is like a little bit of pregnancy [in testing pay tv in a few, selected areas]. I violently disagree with the whole concept."

Rep. Chelf, who clashed with Rep. Celler once before on the subject [B•T, July 22], feels that the Commission's announcement is "a victory for the people" and is "long past due." He stated a test is necessary to find out if the American public will accept pay tv or "reject it completely."

Sen. Warren G. Magnuson (D-Wash.) chairman of the Senate Commerce Committee, reportedly is vacationing and could not be reached for comment. Sen. Strom Thurmond (D-S. C.), member of the Commerce Committee and author of a bill (S 2268) which would ban toll tv [B•T, June 17], currently is in Europe but has announced plans to push for passage of his bill early next January.

The chairman of the House Commerce Committee, Rep. Oren Harris (D-Ark.), said Thursday he would make a statement late Friday. Rep. Harris repeatedly has told the Commission he does not feel it has authority to authorize pay tv without prior congressional action.

THE FCC'S NOTICE

Here is the text of the FCC's announcement last week that it had instructed the staff to draw up documents on toll tv:

"The Commission, at a special meeting on Sept. 18, directed preparation of a document looking toward acceptance and consideration of applications from present or proposed television stations requesting authorization to conduct trial subscription tv operations on a limited basis, for a period of three years, subject to the furnishing of pertinent detailed information and controlled conditions to be set forth in the document (Docket 11279). Applications will not be acted upon prior to March 1, 1958. This action does not constitute a commitment that any applications will be granted nor does this action constitute adoption of a final order. (Commissioner Hyde voted 'no' on the approval of this notice; Commissioner Bartley dissented; Commissioner Ford abstained from participation.)"

TWO MORE PROPOSE SYSTEMS FOR BROADCAST SUBSCRIPTION TV

Even while the FCC was struggling with the controversial question of whether or not to make a move toward authorizing test operations of toll tv, two new systems were submitted to the Commission by newcomers to the subscription television arena.

One, submitted by Teleglobe Pay-Tv Systems Inc., proposed to broadcast the video portion of a telecast in the normal, unscrambled manner, while feeding the audio signal through telephone lines into the home. The other proffered by Blonder-Tongue Labs. Inc., Newark, N. J., suggested an ingenious method whereby two programs would be transmitted over the same channel with a key signal being transmitted over telephone lines to permit the second, toll tv picture to be seen and the first, free tv picture to be taken off the screen.

Teleglobe's method was principally conceived by Solomon Sagall, head of Scophony Ltd. during World War II. Scophony developed the tracer tube used in radar and other devices. Its American counterpart tied in with a number of motion picture producers, but after a Justice Dept. antitrust suit, signed a consent decree by which it disassociated itself from Hollywood interests. The American company became Skiatron Electronics & Television Corp., headed by Arthur Levey. Mr. Sagall established Telicon Inc. in the U. S. after the war. Telicon

developed an intra-video master antenna system, used in apartment houses and for closed-circuit operations. Currently, Mr. Sagall is consultant on commercial tv to the governments of Peru and Israel.

The Teleglobe method, a patent for which is pending, separates the audio signal from the video at the station. The video signals are broadcast as usual over the air; the audio, however, is brought to subscribers over wire lines.

Teleglobe explained that the system eliminates the need for encoding and decoding devices at both the station and the receiver.

"The mute, or silent, picture can be viewed free by any member of the public," the Teleglobe announcement said. "[It] would unquestionably be tantalizing enough to induce the public to subscribe for the audio part and thus obtain via the pay tv service the complete video plus audio program."

A call for the audio portion of a television program would be conveyed via a switch attached to the audio wire leading to a separate speaker in the subscriber's home, Teleglobe explained. The entire billing process would be done at a central switchboard or box office, Teleglobe suggested. Payment could be by monthly fee or on a per-program basis.

Teleglobe emphasized that its sysytem would be cheaper and more efficient than other proposed pay tv methods.

The Blonder-Tongue system was dubbed "Bi-Tran" by its promoters. Blonder-Tongue is a manufacturing company which is active in the community television field.

Using what the company called "contra-phase multiplexing," the system consists of simultaneously transmitting two video signals modulated on one carrier. "The effective modulation polarity of one video signal is switched back and forth at a rapid predetermined rate (frame, line or dot) relative to the other one," Blonder-Tongue explained.

For example, the company said, one signal, "A," is reproduceable on a standard receiver, while the second signal, "B," is not visible because of its reversed polarity.

The decoding signal, the company continued, can be sent to the tv receiver by any one of several means to activate the modified receiver so that the "B" picture becomes visible and the "A" picture disappears. One means would be via telephone lines.

The "Bi-Tran" system requires the modification of existing transmitters and receivers, the company explained.

It also, at this point, causes a reduction in contrast and brightness ranges, Blonder-Tongue declared, but not to a significant degree.

Such a system, the New Jersey company stated, would be established at a "fraction of the cost of a completely wired or coaxial cable system." There is no need to scramble the picture. The use of telephone lines also simplifies the billing problems.

Blonder-Tongue added that the proposed system still requires further development before it can be ready for commercial operation. The concept could, if adopted, it was pointed out, double the number of station broadcasts using the same number of channels as are available now. It also has military applications, the company noted.

In the more recent activity on pay tv the proposed use of wire lines to convey decoding or triggering signals and for billing

ADVERTISERS & AGENCIES

BBDO LOSES REVLON'S $8 MILLION

- **Warwick & Legler, LaRoche slated to gain extra billings**
- **Move, effective Dec. 31, affects half of advertiser's budget**

Revlon Inc., which just 19 months ago named BBDO, New York, to handle approximately one-half of its $16 million-plus advertising budget, is taking its products to other agencies, effective Dec. 31.

This is the largest slice of Revlon's billing, smaller amounts of which are handled by Warwick & Legler, C. J. LaRoche, Emil Mogul and Dowd, Redfield & Johnstone.

Revlon appointed BBDO early last year when the advertiser and Norman, Craig & Kummel disassociated their client-agency relationship that had lasted nearly eight years (including relationship with NC&K predecessor, William H. Weintraub agency). At that break-up, Revlon moved its billings into five agency shops, with BBDO getting the largest slice [B•T, Jan. 16, 1956].

The departure of Revlon from NC&K was marked by a difference of opinion. The agency claimed that some of the disagreement was over commission on talent. Revlon, however, flatly denied this assertion. The advertiser said it concerned a conflict of programs in that NC&K had taken on a new account, Speidel watchbands, which had contracted for a quiz program, *The Big Surprise* on NBC-TV. Revlon thought that program imitated its *The $64,000 Question*.

The Revlon-BBDO termination was treated with tight lips by the advertiser and agency, both officially labeling it as a "mutual agreement." BBDO earlier this summer resigned the $1.8 million Reader's Digest Assn. account because of a "conflict of interests" [B•T, July 22]. This occurred when BBDO was caught in the middle of a cross-fire set up by *Reader's Digest* magazine with American Tobacco Co. (BBDO handles $17 million worth of American Tobacco products).

Revlon is an extremely successful advertiser with an estimated $11.2 million invested in television alone. For the first six months ended June 30, it is estimated that Revlon sales were over $47 million, with $4.5 million in earnings, compared to the like period of 1956 when its sales were over $40 million, showing earnings of about $3.8 million. In this period, Revlon gained 15.7% in sales; Avon, a competitor, gained 17.9%.

Though formal product reassignment by Revlon has not been made as yet, this is the way it looked last week:

• Warwick & Legler Inc., currently billing in the neighborhood of $16 million, 33% of it in radio-tv (active broadcast users being Jacob Ruppert Brewery and Ex-Lax Inc.), is slated to inherit practically all BBDO-assigned products except Satin-Set hair spray. Products include Touch 'n Glow liquid makeup, face powder, rouge, eye makeup, Futurama lipstick line, and frosted and plain nail enamels. Principal part of the $5 million in Revlon billing to be gained by Warwick & Legler will go for two CBS-TV network shows, *The $64,000 Question* (wholly sponsored by Revlon) and *The $64,000 Challenge* (shared with P. Lorillard Co. for Kent cigarettes through Lennen & Newell). Warwick & Legler may gain another $1 million in eventual Revlon billing —for three new products assigned to the agency several months ago, but on which no advertising has yet been placed. Though no staff has been assembled to take over the enlarged account, two people immediately concerned with preparing groundwork are Russell A. MacDonnell, vice president and head of the agency's drug-toiletries division, and William P. Warwick, son of President H. Paul Warwick and the agency's radio-tv director.

• C. J. LaRoche & Co. stands to gain Satin-Set and the forthcoming ABC-TV *Walter Winchell File* (on which BBDO will collect commissions from premiere date later this fall to the end of the year). Currently, LaRoche services the following Revlon products: Love Pat, Moon Drops, Clean & Clear, White Sable, Waking Beauty, Build Up,

REVLON'S AD RISE

Up, up and up. Like one of its *$64,000 Question* contestants, Revlon Inc. has been climbing steeper advertising expenditure plateaus by the year. Currently spending well over $16 million in advertising—averaging no more than 17.5% of its annual sales—Revlon's ad budget climbed slowly from 1950-53, then, like Topsy, just grew and grew. (Its hottest competitor, Max Factor of Hollywood, currently spends roughly $13 million, 50% in broadcast media.) In 1950, Revlon spent $1.8 million total; in 1951—$2.7 million; in 1952—$3.2 million; in 1953—$4.7 million; in 1954—$6.1 million; in 1955—$9.9 million and last year jumped to $15.5 million. Last year Revlon's network appropriations doubled from an estimated $2.5 million to about $5 million.

purposes has usually been subsidiary to other methods—on-the-air cueing signals, coded, IBM-type punch cards, or coin boxes. Actually, Zenith Radio Co., the first and principal toll tv proponent, calls its system Phonevision because its original concept visualized the use of telephone lines to transmit decoding information to the subscriber, and for billing purposes. In fact, when Zenith tested its system in Chicago in 1951, it was in cooperation with the telephone company.

NARTB'S FELLOWS RENEWS STAND AGAINST SUBSCRIPTION TV TRIAL

NARTB President Harold E. Fellows issued this statement on the FCC's pay tv announcement:

"Our association has contended, after a searching study of the history of the basic broadcasting statutes, that the FCC does not have the authority to authorize the introduction of pay television into the broadcast band. That is still our position. We believe that the Congress intended that the American people should receive broadcast programs without charge after purchase of sets.

"I note that the Commission has set March 1, 1958, as the earliest date that it will consider applications for so-called 'trial run' demonstrations of pay television. This will give the Congress, which will then be in session, and its committees an opportunity to express their feelings on this action, including their responsibility on the public interest aspect. I am quite sure that the Congress, directly representing people from this country, will have something to say about this position which would add millions and millions of dollars to the entertainment budget of the American people, mainly for programming similar to that which they have been receiving free."

JEWISH WAR VETERANS URGE BAN OF BROADCAST PAY TV

The Jewish War Veterans of the U. S. has condemned broadcast pay tv and asked Congress to think about limiting any powers the FCC may have to grant pay tv channels. Similar resolutions have been passed by the Veterans of Foreign Wars [B•T, Sept. 2] and AMVETS [B•T, Sept. 9].

Delegates to the JWV 62nd national convention in Boston last month passed the anti-pay tv resolution unanimously. Withdrawal of sports, theatre and entertainment events from free tv to pay tv would "seriously cut the overall entertainment value afforded without charge to the tens of millions of Americans families who have invested approximately 15 billion dollars in their television sets," the resolution states. Advertisers would find tv, under such conditions, unremunerative, it adds.

Free tv service in the public interest was "well illustrated" according to the veterans, when JWV, with other veteran organizations and the Defense Dept., undertook to publicize the Reserve Forces Act. Such facilities "could not be made available except by the continuation of the present television system," the resolution asserts.

JWV has urged Congress "to investigate, at once, the desirability of limiting any powers which the FCC may have to grant pay tv channels in order that the owners of tv sets may not lose the entertainment, information, public interest, educational and other programs which they now enjoy free."

Second Nature, Sea Island, Intimate colognes and Liquid Asset. Philip Cleland is LaRoche account supervisor and Jerome Roscoe and D. M. Marshman are the executives.

• Dowd, Redfield & Johnstone, currently handling consumer advertising for Silicare lotion and powder, sun bath oil and Thin Down, a reducing agent, Thursday did not know whether it would come in for some of the new Revlon products that were to have gone to BBDO. Executive Vice President Edmund F. Johnstone is Revlon account supervisor and Homer P. Metzger is account executive. Gene McMasters is vice president in charge of radio-tv.

• Emil Mogul Co., New York, which reportedly has been approached by Revlon to assume some of the new accounts, apparently has its hands full with two new products that already have been assigned. Additionally, it has the Revlon men's line (Top Brass hair cream and other products), Acquamarine line (shampoos and fragrances), Silken-Net hair spray and Hi & Dri deodorants. Richard Lockman, vice president and head of the agency's drug-toiletries-cosmetics division, is account supervisor.

• Noyes & Sproul, Revlon's agency for ethical advertising, does not figure in radio-tv, but services medicated Silicare and baby powder accounts (non-consumer advertising). Doug Brewer is account supervisor.

PARKSON, NEW HELMSMEN SET SIGHTS HIGH

Parkson Adv., New York, with a major new account in as of Oct. 1 and Ted Bergmann, a tv heavyweight, joining the agency as president, also effective that date, has its sights on additional major accounts, it was learned last week.

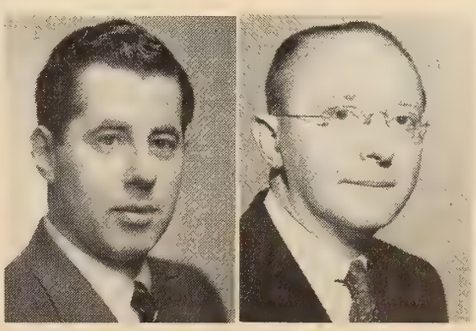
The agency, which will have about $20 million in billing, can be expected to be strong in television: Pharmaceuticals Inc. (which has bought out J. B. Williams) is ranked about 13th in the list of blue chip advertisers in network tv, and is the major account in the Parkson roster.

The expansion also will entail hiring of additional staff to meet the agency's needs according to Mr. Bergmann, who has resigned as vice president and associate director of radio and tv at McCann-Erickson, and who succeeds Edward Kletter, the newly-elected vice president and director of advertising at Pharmaceuticals.

Additionally, the Parkson Adv. board has elected Franklin Bruck, executive vice president, to chairman of the board.

Mr. Kletter, in addition to his above named posts, also will serve as a member of the executive committee.

Samuel L. Tedlow, executive vice president of Pharmaceuticals, formerly director of advertising, in addition to other duties, will direct his full efforts to overall functions of the corporation.



MR. BERGMANN MR. BRUCK

JWT: Interurban Growth May Alter Tv Networks

Current population trends eventually may require tv networks to re-examine their criteria for "must-buy" stations and may lead to greater efficiency for both tv and radio, J. Walter Thompson Co. suggested last week.

The suggestion was contained in a presentation to the New York chapter of American Marketing Assn. Thursday on the "Interurbia" study conducted jointly by JWT and Yale U. [B•T, April 29].

"Interurbia" is any interurban area which contains two or more metropolitan areas with two cities of 100,000 or one city of 100,000 and three cities of 25,000 or more, plus adjacent counties having less than 25% farm population and more than 100 people per square mile. The largest current one is the 600-mile urban strip from Boston to Washington, but the JWT study notes that 13 others are growing swiftly and predicts that by 1975 some 60% of the U. S. population and 70% of all retail sales will be centered in interurban areas. Currently, Interurbia accounts for almost half of the U. S. population and more than half of retail sales, although it occupies less than 4% of the nation's land area.

As Interurbia develops, the JWT study notes, many marketing, economic and social changes will result. The report expects that tv and radio "both may become more efficient, but for different reasons." It continues:

"Tv set ownership throughout Interurbia will increase to something close to the 90% that now exists in metropolitan areas. But tv network structures still lag behind the interurban development, due to their historical tie to individual markets. Thus an adver-

tiser seeking saturation coverage of northeastern Interurbia would have to supplement his 10 network stations with several spot stations. Future network requirements for 'must-buy' tv stations may be related more directly to Interurbias.

"Radio's future welfare in Interurbia may rest in part on it becoming more and more a vehicle for news and music—an economical type of programming which could help keep costs competitive with tv. The degree to which smaller local stations within Interurbia are used will depend, as in the case of small dailies and weeklies, on the saturation required in the new areas which retailers are cultivating.

"The big unanswered question about tv in Interurbia is the speed with which the magic of electronic journalism will focus on community life, and paint it with possibly more intimacy than is now true of the printing press. Until that day comes, it seems reasonable to suggest that newspapers and radio will continue to perform a rather specific editorial function in Interurbia, while magazines and tv, of necessity, do a broader job."

NARTB TV AUDIT PLAN UNVEILED

Television's answer to competing media and to the cry of time-buyers for definite circulation data has come off the planning board.

One of the major achievements of media history was unveiled last week to delegates attending NARTB regional meetings in Schenectady, N. Y., and Cleveland. It consists of a tested plan to show the coverage of all tv stations in every county.

Five years of planning, committee meetings, conferences and field research have gone into the project. The industry's best brains have pooled their experience and skills to develop an audit that will show time-buyers the circulation they can reach by television.

The fate of the plan rests on the verdicts of NARTB's eight regional meetings. Member and non-member broadcast station delegates are getting a detailed rundown on the project at the meetings. Their combined judgment will guide the NARTB Television Board in deciding what to do about it.

The future of the plan, assuming board approval, will lie outside the association's hands within a few months. It is conceived as an all-industry project to be operated by a corporation entirely independent of NARTB. This corporation would be financed by broadcasters, perhaps with some form of agency-advertiser participation.

At last week's regional meetings the delegate interest took a practical turn as cost questions were raised. Thad H. Brown Jr., NARTB tv vice president, and Richard M. Allerton, research manager, answered numerous questions about how the project can be financed.

Total cost, based on an estimate by a leading research firm, would run about $1.2 million for the first year's work. This includes a shakedown pilot study. Revised data could be obtained in future years at considerably less expense.

Assuming, for example, that 60% of 450-odd tv stations participated in the circulation project, the average cost to each would be $4,500 for the first year. The range would be from $1,100 for a station with $100-$199 per hour one-time rate to $25,000 for a station in the top category. The $4,500 average applies to a station with a $600-$699 one-time hourly rate.

That's not very high, delegates were told last week, since a current quotation to provide similar data in only 10 counties for a single station runs from $3,000 to $4,000, or $14,000 for 40 counties.

Here is a summary of what the circulation audit would show:

1—Number of homes and tv homes in each county in a station's coverage area.

2—Individual station circulation figures for each county.

3—Number of households viewing each station on an average day and week.

4—The kind of homes served (one or more tv sets, uhf, color, sex and age breakdowns, children, ownership of home).

All this information, which will fill perhaps a two-pound volume in published form, will be gathered by telephone interviews. The most closely guarded secret of all is the interviewing technique, based on long testing at Paterson, N. J., and High Point, N. C. The final questionnaire was based on these field tests and by accuracy checks supplied by special meters attached to tv sets.

One of these days, when the circulation audit is off the ground, the secrets of the interview questionnaire will be unveiled. The technique is described as a solid advance in media research.

Here is the way telephone interviews will be used to show the United States television circulation picture. An estimated 1,900,000 telephone calls will be made to obtain 800,000 completed interviews. The sample will range from a minimum of 300 interviews in a county or paired counties to a maximum of 1,200 in the case of populous counties. This sample will range percentagewise from a fraction of 1% to 15-20% of total population of a county or paired counties. A total of 2,300 counties (with pairs, 2,700 counties in all) of the nation's 3,070 counties will be surveyed. The 300-odd unsurveyed counties are not believed to be of research significance. Counties will be paired in thinly populated areas.

Field work will cover a full year. When it has been tabulated, the circulation unit will be based on a minimum of 15 minutes continuous viewing on a channel during a day.

Since the telephone technique will be used in surveying, a sub-study will be conducted in non-telephone homes.

The recording meter used in checking questionnaire methodology was developed by Dr. Franklin R. Cawl.

The audit circulation project was launched in December 1952 at an NARTB Tv Board meeting. Three board members have served as chairmen of the committees that directed the preliminary work—Campbell Arnoux, WTAR-TV Norfolk, Va.; Clair R. McCollough, WGAL-TV Lancaster, Pa., and Robert D. Swezey, WDSU-TV New Orleans.

WHAT THE AUDIT WOULD REPORT

THIS is what the all-industry television circulation audit will look like, using mythical state and county symbols.

Information will be provided for the entire nation, except 300 counties lacking research significance.

PART I

TELEVISION SET OWNERSHIP
BY STATE AND COUNTY

STATE	COUNTY	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	PERCENT OWNERSHIP	PERCENT of TELEVISION HOUSEHOLDS WITH MULTIPLE SETS	CAPABLE OF RECEIVING UHF	WITH COLOR SETS
ALFALFA	ADAMS	48,700	40,800	84%	4.6%	34%	0.6%
	POLK	13,900	8,480	61%	2.1%	16%	0.1%
	LINCOLN	21,200	18,190	86%	4.4%	62%	0.3%
	GRANT	140,400	120,000	85%	5.8%	10%	0.7%
	JEFFERSON	2,200	1,480	67%	1.2%	7%	*

*NEGLIGIBLE

PART II

STATION CIRCULATION INFORMATION
BY NUMBER OF TV HOMES

STATE — ALFALFA

COUNTY	STATION CALL LETTERS	AVERAGE DAY CIRCULATION	AVERAGE WEEK CIRCULATION
GRANT (120,000 TV HOUSEHOLDS)	WAAA	110,880	118,920
	WBBB	960	5,130
	WCCC	10,560	28,080
	WDDD	13,420	38,760
	WEEE	86,130	116,850

PART III

INDIVIDUAL STATION CIRCULATION
(IN ALL COUNTIES SHOWING AVERAGE DAY CIRCULATION OF 100 UNITS OR MORE)

STATION WEEE

STATE	COUNTY	AVERAGE DAY CIRCULATION	AVERAGE WEEK CIRCULATION
WHEAT	CONIFER	420	1,680
	FIR	42,600	44,520
	BALSAM	30,410	33,480
	PINE	12,530	14,820
	CEDAR	52,640	56,730
	etc		
STATE TOTALS		240,610	284,720
RYE	ROSE	18,420	22,500
	ASTER	32,500	37,850
	BRUIN	41,360	45,620
	etc		
STATE TOTALS		239,910	335,680
TOTAL CIRCULATION		480,520	620,400

PART IV

INDIVIDUAL STATION : SPECIAL DATA

STATION WEEE

TYPE OF DATA	PERCENT OF STATION'S TV HOUSEHOLDS
Television Households having more than one TV set	6.0%
" equipped to receive UHF signal	34.0
" " " Color	1.2
" having adult males	91.0
" having adult females	97.0
" with housewife in age group 18-25 yrs.	5.1
" " " " " 26-35 yrs.	22.7
" " " " " 36-50 yrs.	35.2
" " " " " over 50 yrs.	37.0
" with no children	49.0
" with one child	18.8
" with two children	16.5
" with three children	8.7
" with four children or more	7.0
" owning home	58.5

FIRST AGAIN in the entire area!

First we were first in metropolitan Richmond. Then we were first in ARB's 35-county Grade B area survey. And now ARB has conducted a survey covering *every single county in the 100-mv. area* of all 3 TV stations serving Richmond, Petersburg and Central Virginia. Here are the results of that survey.

Out of a weekly total of 490 quarter hours when 2 or more stations were on the air:

WXEX-TV was first in 49%

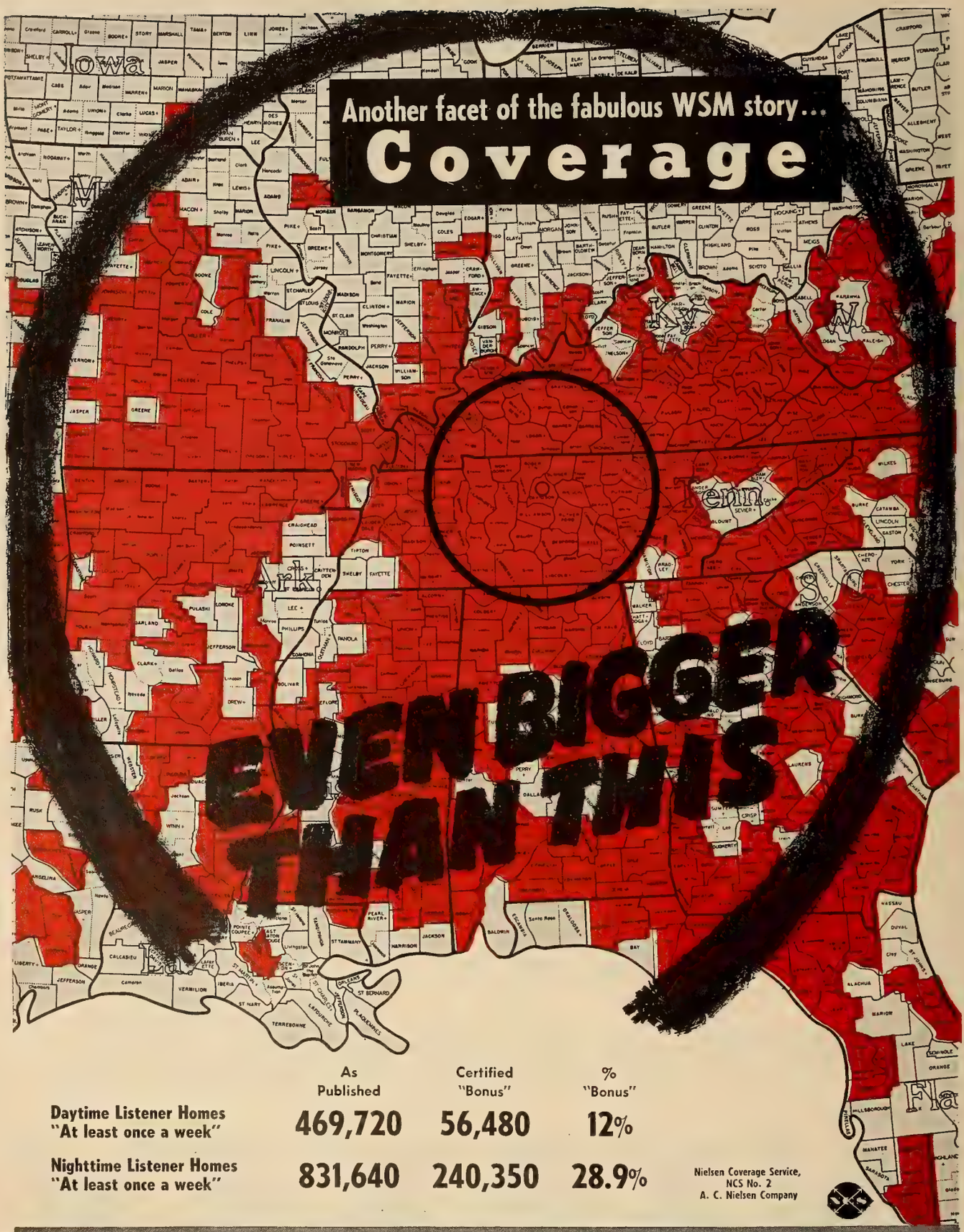
Out of 130 quarter hours from 7:30 P.M. to signoff:

WXEX-TV was first in 60%

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York; **Forjoe & Co.** in Chicago, Los Angeles, San Francisco, Seattle; **Clarke Brown** in Atlanta, New Orleans, Miami, Dallas



	As Published	Certified "Bonus"	% "Bonus"
Daytime Listener Homes "At least once a week"	469,720	56,480	12%
Nighttime Listener Homes "At least once a week"	831,640	240,350	28.9%

Nielsen Coverage Service, NCS No. 2
A. C. Nielsen Company

There is a difference...it's WSM radio

50,000 WATTS, CLEAR CHANNEL. NASHVILLE • BLAIR REPRESENTED • BOB COOPER, GENERAL MANAGER

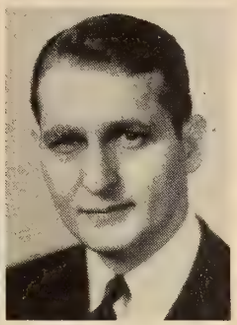
Cox Named K&E Board Chairman; Miller Heads Executive Committee

Edwin Cox, vice chairman of Kenyon & Eckhardt, New York, was elected chairman of the board, replacing Thomas D'Arcy Brophy, retired. Donald C. Miller, senior vice president and co-director of account management, was elected to replace Mr. Brophy as chairman of the executive committee.

Mr. Cox has been with the agency since 1933 as a vice president, senior vice president and then vice chairman of the board. He began his career in advertising as a copywriter for A. W. Shaw Co., Chicago. After six and a half years he joined Celotex Co. as advertising manager. Two years later he moved to Lennen & Mitchell, New York, and three years later joined Young & Rubicam before he went to K&E.



MR. COX



MR. MILLER

Mr. Miller, a director of K&E since March 1952, has been a senior vice president since April 1956. He joined the agency in 1948 and was elected vice president one year later. Prior to joining the agency he was with Campbell-Ewald, Detroit, as vice president of its subsidiary, Motor Publishing Co., and vice president in charge of sales of Fuller Houses Inc.

12 Advertisers to Sponsor NFL Games on CBS-TV Regionals

Twelve advertisers have signed for sponsorship of the 1957 National Football League games to be broadcast on CBS-TV regional networks beginning next Sunday, according to William H. Hylan, CBS-TV vice president of sales administration. The network has divided its facilities into nine regional networks and five sub-regional networks and plans on certain days to telecast six games simultaneously from various parts of the country.

Sponsors, with agencies in parentheses, follow: P. Ballantine & Sons (Wm. Esty Co.) for New York Giants and Philadelphia Eagles; Marlboro Cigarettes (Leo Burnett Co.) for Giants, Eagles, Baltimore Colts, Washington Redskins, Pittsburgh Steelers, Detroit Lions, Chicago Bears, Chicago Cardinals, Green Bay Packers, Los Angeles Rams and San Francisco '49ers; National Brewing Co. (W. B. Doner & Co.) for Colts; American Oil (Jos. Katz Co.) for Redskins; Duquesne Brewing Co. (Vic Maitland Assoc.) for Steelers; Goebel Brewing Co. (Campbell-Ewald) for Lions; Speedway Petroleum (Doner) for Lions; Falstaff Brewing Co. (Dancer-Fitzgerald-Sample) for Bears, Cardinals and '49ers; Standard Oil of Indiana (D'Arcy Adv.) for Bears, Cardinals and Packers; American Petrofina (Taylor-Norsworthy) for Bears and Cardinals; Pan American Oil Co. (Jos. Katz Co.) for Bears and Cardinals and Pabst Brewing Co. (Norman, Craig & Kummel) for Packers.

Bond Stores Moves Radio-Tv Ads From Joseph Katz to New KM&J

The radio-tv advertising portion of the Bond Stores Inc. account will move to the new Keyes, Madden & Jones Agency Nov. 1, with KM&J handling all broadcast activities for the national clothing chain in all states but California.

The account, billing slightly less than $1 million (50-50 radio and tv, with emphasis on spot and newscasts), has been handled by the Joseph Katz Co., New York and Baltimore, since June 1956. Prior to that time, it was serviced by Biow-Beirn-Toigo and its successor, The Biow Co.

West coast radio and television placement is out of Compton Adv., Los Angeles. The clothing chain places all newspaper advertising direct.

The account had been supervised at the Katz Agency by David Hale Halpern, former senior vice president and general manager, who has left Katz to become senior vice president and general manager at KM&J. Mr. Halpern will be located in New York.

Studies Plumb Fm Ownership In Philadelphia, Los Angeles

Separate studies on ownership of fm radio sets in Philadelphia and Los Angeles, revealed last week, showed a definite correlation between fm homes and the income brackets of those homes. The Philadelphia survey also went into am radio and tv ownership.

Fm homes own more radio sets and listen to radio more than am-only homes, according to the profile of Philadelphia fm homes conducted by Audience Analysts Inc. The study shows that 30% of the radio homes in the market listen regularly to fm radio, with 38% of these radio homes owning one or more fm sets.

The study showed that fm users own fewer tv sets, three times as many color tv sets and twice as many portable tv sets, compared to all radio homes. There are 3.2 radios per fm home, with fm users having an average 1.2 fm sets, it was found. Am-only users averaged 2.5 radios per home. According to the survey, 92.5% of fm users own one or more tv sets compared to 95.8% in the case of am-only users. On the other hand, 28.5% of fm users have two or more tv sets compared to 20.5% for am-only users, and fm users have more color tv sets.

Fm homes average 4.3 hours of radio listening on an average weekday, 4.1 hours Saturday and 3.3 hours Sunday, it was

COLORCASTING

The Next 10 Days
Of Network Color Shows
(All Times EDT)

CBS-TV

Sept. 25, Oct. 2 (8-9 p.m.) *The Big Record,* Pillsbury through Leo Burnett, Kellogg through Leo Burnett, Armour through Foote, Cone & Belding and Oldsmobile through D. P. Brother.

Sept. 29 (9-10:30 p.m.) *Dupont Show of the Month,* Dupont through BBDO.

Oct. 1 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

Sept. 23-27, 30, Oct. 1 (1:30-2:30 p.m.) *Club 60,* participating sponsors.

Sept. 23-27, 30, Oct. 1 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

Sept. 23, 30 (7:30-8 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel.

Sept. 23 (9:30-10:30 p.m.) *Eleven Against the Ice,* Timken Roller Bearings through BBDO.

Sept. 24 (8-9 p.m.) *George Gobel Show,* RCA-Whirlpool through Kenyon & Eckhardt.

Sept. 25, Oct. 2 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

Sept. 26 (7:30-8 p.m.) *Tic Tac Dough,* Warner Lambert through Lennen & Newell.

Sept. 26 (10-10:30 p.m.) *Lux Show,* Lever Bros. through J. Walter Thompson Co.

Sept. 28 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Sept. 28 (10:30-11 p.m.) *Your Hit Parade,* Toni through North Adv.

Sept. 29 (6:30-7 p.m.) *My Friend Flicka,* sustaining.

Sept. 29 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co. through Young & Rubicam.

Oct. 1 (8-9 p.m.) *Eddie Fisher Show,* Liggett & Myers Tobacco through McCann-Erickson.

Oct. 2 (starting 12:45 in originating city) *World Series,* Gillette through Maxon.

shown. Am-only homes average 3.9 hours listening on an average weekday, 3.3 hours Saturday and 2.4 hours Sunday. Fm homes average 4.3 hours of tv viewing weekdays, 4.6 hours Saturday and 5 hours Sunday. Am-only homes average 5.3 hours tv viewing weekdays, 5.8 hours Saturday and 6.1 hours Sunday, the survey revealed.

One middle-income bracket family in five in Los Angeles has an fm radio receiver, according to a survey of some 300 adults in middle-income homes made by the U. of Southern California's Department of Telecommunications.

The family income has a definite correlation with fm ownership, the survey disclosed, with fm sets found in one-eighth of the middle and lower-middle group homes. Dr. Kenneth Harwood, chairman of the Telecommunications Department and supervisor of the study, stressed the fact that the survey was confined to middle-income homes and admitted the probability that a survey of upper-income families would show a higher percentage of fm ownership.

Survey revealed that of the homes with fm radios (19.4% of those in which interviews were conducted), nine out of ten of the fm sets were in working order.

'LIFE' GOES TO A PARTY (ITS OWN)

By courtesy of NBC Radio, *Life* magazine went to a party Sept. 13 along with some 40 advertising agency executives, most of them "veeps" but all VIPs.

The luncheon affair was held at the Hunt Room of the Club 21 in New York, an eating place where the clientele usually is high-salaried and the cuisine rich. Occasion was a presentation at first hand of a radio show, *Life and the World* (NBC Radio, Mon.-Fri. 7:45-8 p.m.), that premiered July 29, is now 20% sold and will be 50% by Oct. 3. As its title indicates, the program, emceed by NBC's Frank Blair, covers the world's news fronts with the aid of NBC and *Life* foreign correspondents. The news people contribute to a feature dramatization of human interest and top news stories selected from the pages of *Life*.

Agency people, NBC Radio executives and *Life's* Alan Martin, assistant to the general manager, showed up as B•T gave exclusive coverage to how *Life* goes to its own party.

First of the VIPs who arrived a little after noon, were led to the bar and served luncheon by 12:30. Menu: clam chowder, sliced steak (or fish) and vegetable, mixed green salad, ice cream cake with sauce, coffee and cigars in two sizes. At approximately 1:30, after two transistor radios were awarded by Matthew J. Culligan, vice president in charge of NBC Radio (and host), taped portions of the program were heard; at about 1:45 Mr. Culligan addressed the assemblage; five minutes later a recording made by NBC's Moscow correspondent, Irving Levine, was played, followed by a live connection with London and then Bonn in West Germany.



VIPs at *Life*-NBC's party included (l to r) Gerald T. Arthur, vice president in charge of radio-tv programming, and Bernard Rasmussen, both with Fuller & Smith & Ross; Frank Blair, show's m.c., and Alan Martin, assistant to the general manager of *Life* magazine.



MORE VIPs at luncheon presentation (l to r): J. James Neale, vice president in charge of radio-tv, Dancer-Fitzgerald-Sample; Ed Cashin, BBDO vice president; Lansing Lindquist, vice president in charge of media, McCann-Erickson, and Tom McDermott, vice president in charge of radio-tv, N. W. Ayer & Son.



ROD ERICKSON, Young & Rubicam's vice president in charge of radio-tv, receives a transistor radio for guessing close to the number of onions (423) that "21" uses for martinis in an average day. NBC Radio Vice President Matthew J. Culligan hands over the radio. Watching: Norman Livingston of NBC.



JOHN McCARTHY of Doremus & Co. asks Bonn correspondents about the German national elections as NBC page holds mike. With them is Joe Casola of NBC.



IN the Hunt Room of Club 21 Lee Hall of NBC holds the attention of about 40 agency top radio-tv executives as she gives the facts about *Life*, NBC Radio and their program, *Life and the World*. Later, she joined Frank Blair and a few of the guests in talking directly with NBC and *Life* correspondents abroad. Mrs. Hall was the only feminine VIP to get in on the party.

KRON is TV in SF



San Franciscans are sold on KRON-TV

SPOT AVAILABILITY
"NIGHTMARE!"
Universal's Shock Series

S F CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS. GRIFFIN, WOODWARD

Leo Burnett Co. Names McMahan; Drops One Account, Adds Another

Leo Burnett Co., Chicago, last week hired a key television executive and resigned one account while picking up another, both client changes effective around the first of 1958.

The agency announced the appointment of Harry W. McMahan, New York advertising consultant, as vice president in charge of tv commericals and member of its plans supervisory committee. Before opening his own office, Mr. McMahan was head of tv commercial production and the creative plans board of McCann-Erickson Inc. for three years. Previously (1939-1954), he was head of Five Star Productions, Hollywood.

At Burnett, Mr. McMahan, an author (*The Television Commercial* and *Television Production*, the latter to be published next month), will conduct seminars for the development of tv commercial copywriters. He is credited with having written more than 3,000 commercials.

Meanwhile, Burnett resigned Pabst Brewing Co.'s Eastside lager beer account, reported to involve about $1.5 million in billings in radio, tv and print media, effective Dec. 31. Norman, Craig & Kummel, which recently opened a Chicago office in the Merchandise Mart, assumed the bulk of the Pabst business (about $7 million) from Burnett last May.

The other account switch involves the U. S. savings bond account (newspapers and magazines only), which moves to Burnett from Foote, Cone & Belding sometime after Jan. 1, 1958. The public service project is conducted for the Treasury Dept. by The Advertising Council, with several other agencies involved.

Barricini Switches to Mogul, May Increase Use of Radio-Tv

Barricini Candies Inc., Long Island City, N. Y., a regional confectionery manufacturer and retail chain, expects to double its advertising budget within the next year and is thinking seriously of making much more use of radio and television.

That's the word from Irving Burstiner, sales manager of the New York-New Jersey-Pennsylvania-D. C. chain which has appointed Emil Mogul Co., New York, as its agency. Heretofore, the $300,000 account had been serviced by Milton Stern Co., New York.

Mr. Burstiner pointed out that the principal reason Barricini switched agencies was that it is embarking on an ambitious expansion program which, among other facets, calls for a push into New England. It settled on Mogul—after screening some 17 bidding agencies—because of that shop's track record in broadcast media. Mogul's radio-tv-conscious clientele includes Rayco Mfg. Co. (seatcovers), Revlon Inc. and Knomark Mfg. Co. (Esquire shoe polish).

Barricini has not made heavy use of radio-tv before. It has sponsored Jewish language programs on WEVD and WMCA, both New York, and at Christmastime runs tv spot campaigns in New York, Philadelphia and Washington.

TRENDEX

TOP 10 NETWORK PROGRAMS

Tv Report for Sept. 1-7

Rank		Rating
1.	*Miss America Pageant*	34.7
2.	*Gunsmoke*	25.2
3.	*Climax*	23.2
4.	*What's My Line*	22.4
5.	*Lawrence Welk*	22.4
6.	*Arthur Murray*	21.1
7.	*Playhouse 90*	20.3
8.	*Undercurrent*	19.9
9.	*Groucho Marx*	19.6
10.	*$64,000 Question*	19.5

Copyright Trendex, Inc.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for Aug. 11-24

TOTAL AUDIENCE †
Number of Homes (000)

Rank		Rating
1.	*Gunsmoke*	12,574
2.	*Climax*	12,050
3.	*Playhouse 90*	11,889
4.	*Ed Sullivan Show*	11,687
5.	*20th Century Fox Hour*	11,445
6.	*United States Steel Hour*	11,203
7.	*I've Got a Secret*	11,203
8.	*$64,000 Question*	10,841
9.	*G. E. Theater*	10,680
10.	*Alfred Hitchcock Presents*	10,357

Per Cent of Homes *

1.	*Gunsmoke*	32.4
2.	*Playhouse 90*	31.0
3.	*Climax*	30.9
4.	*20th Century Fox Hour*	30.3
5.	*United States Steel Hour*	30.1
6.	*Ed Sullivan Show*	29.8
7.	*I've Got a Secret*	28.6
8.	*$64,000 Question*	27.6
9.	*G. E. Theater*	27.4
10.	*Alfred Hitchcock Presents*	27.1

AVERAGE AUDIENCE ‡
Number of Homes (000)

1.	*Gunsmoke*	11,768
2.	*I've Got a Secret*	10,317
3.	*$64,000 Question*	9,954
4.	*Climax*	9,632
5.	*United States Steel Hour*	9,511
6.	*20th Century Fox Hour*	9,229
7.	*G. E. Theater*	9,229
8.	*Undercurrent*	9,229
9.	*Alfred Hitchcock Presents*	9,188
10.	*Richard Diamond*	9,068

Per Cent of Homes *

1.	*Gunsmoke*	30.4
2.	*I've Got a Secret*	26.3
3.	*United States Steel Hour*	25.6
4.	*$64,000 Question*	25.3
5.	*Climax*	24.7
6.	*20th Century Fox Hour*	24.5
7.	*Alfred Hitchcock Presents*	24.0
8.	*What's My Line*	24.0
9.	*G. E. Theater*	23.7
10.	*Undercurrent*	23.5

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

Copyright 1957 by A. C. Nielsen Co.

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Climax (CBS-195): Chrysler (M-E), Thurs. 8:30-9:30 p.m.

G. E. Theatre (CBS-154): General Electric (BBDO), Sun. 9-9:30 p.m.

Gunsmoke (CBS-162): Liggett & Myers Tobacco, Remington Rand (Y&R), alternates, Sat. 10-10:30 p.m.

Alfred Hitchcock Presents (CBS-144): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I've Got A Secret (CBS-198): R. J. Reynolds Tobacco (Esty), Wed. 9:30-10 p.m.

Miss America Pageant (CBS-131): Philco (BBDO), Sat. Sept. 7, 10:30-12 p.m.

Arthur Murray Party (NBC-103): Bristol-Myers (Y&R), Mon. 9:30-10 p.m.

Playhouse 90 (CBS-134): participating sponsors, Thurs. 9:30-11 p.m.

Richard Diamond (CBS-184): General Foods (Benton & Bowles), Mon. 9:30-10 p.m.

$64,000 Question (CBS-180): Revlon (BBDO), Tues. 10-10:30 p.m.

Ed Sullivan Show (CBS-174): Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Twentieth Century-Fox Hour (CBS-133): Revlon (LaRoche) alternate, Wed. 10-11 p.m.

Undercurrent (CBS-162): Procter & Gamble (Y&R), Brown & Williamson Tobacco (Bates), Fri. 10-10:30 p.m.

U. S. Steel Hour (CBS-133): U. S. Steel Corp. (BBDO) alternate, Wed. 10-11 p.m.

Lawrence Welk (ABC-200): Dodge Div. of Chrysler Corp. (Grant), Sat. 9-10 p.m.

What's My Line (CBS-157): Helene Curtis (Ludgin), Remington Rand (Y&R), Sun. 10:30-11 p.m.

You Bet Your Life (Marx) (NBC-177): DeSoto (BBDO), Toni (North) alternates, Thurs. 8-8:30 p.m.

Longines-Wittnauer Expands 'Symphonette' to 55 Minutes

Longines-Wittnauer Watch Co., New York, is allocating more money to network radio by expanding its long-running *Symphonette* Sunday an additional 25 minutes. The series, on CBS Radio since March 13, 1949, now is heard Sundays, 2-2:30 p.m. Effective Oct. 6, it will run through 2:55 p.m., giving the network an estimated additional $150,000 in gross billing.

Negotiations for the expanded program were held for awhile because of the Sunday afternoon *Ford Roadshow* musical capsule with Rosemary Clooney, in the 2:30-35 p.m. period. CBS and J. Walter Thompson Co., Ford Div.'s agency agreed to move the program to 2:55-3 p.m. leading into a five-minute news show. The order is for an initial 24 weeks. Victor A. Bennett Co. is L-W's agency.

CBS Radio, meanwhile, noted an $8.8 million monthly sales record for the period Aug. 12 to Sept. 8 [AT DEADLINE, Sept. 16]. Among the advertisers ordering new programming are *Reader's Digest* (16 "Impact" segments, between Sept. 27 and 29 through J. Walter Thompson Co.) and Columbia LP Record Club (2 "Impact" segments, starting Sept. 22 through Maxwell Sackheim & Co.). Clairol Inc., through Foote, Cone & Belding, renewed a weekly "Impact" segment for 13 weeks beginning Oct. 19.



WMPS Dream Home,

promoted exclusively on station, draws spectacular crowds for advertisers

Larry Hewlett, vice president of Wallace E. Johnson, Inc., home builders, writes us: "Nearly everybody in Memphis and the Mid-South must listen to WMPS because it seemed that nearly everybody attended the Open House (including over 3,000 people who came in the rain on the final Sunday). Mr. Johnson, the president of our company, said **WMPS has accomplished in ten days what would normally have taken ten years. We have constructed thousands of homes and have had hundreds of model home showings, but nothing has ever compared with the unprecedented attendance during the WMPS DREAM HOME open house August 23 through September 1.**"

Successes like this show why WMPS has more local and national advertisers than any other station in the Mid-South.

Keep your eye on these Plough, Inc. Stations:

Radio Baltimore	Radio Boston	Radio Chicago	Radio Memphis
WCAO	**WCOP**	**WJJD**	**WMPS**

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

NEW YORK	CHICAGO	LOS ANGELES	BOSTON	ATLANTA	SAN FRANCISCO	SEATTLE
7 E. 47 St.	75 E. Wacker Dr.	111 N. LaCienga Blvd.	Statler Office Bldg.	217 Glenn Bldg.	110 Sutter St.	Tower Bldg.
MU 8-4340	FI 6-0982	OL 5-7597	HU 2-4939	JA 2-3872	GA 1-6936	EL 1868

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

PRODUCT DEBUT • Lever Bros. Co., N. Y., for new Lucky Whip (whipped cream ready-mix), having tested product over past year in Grand Rapids, Mich., and Davenport, Iowa, understood to be getting set for introductory push. Initial drive gets underway middle of next month in approximately 20 markets. Agency: Ogilvy, Benson & Mather, N. Y.

BUDGET BOOST • Glamorene Inc., N. Y., having spent close to $950,000 in spot tv during first six months of 1957, has allocated another $1 million to its fall promotion budget on behalf of its rug and upholstery cleaners. According to Product Services Inc., N. Y., Glamorene agency, this now puts client in $2 million tv budget category. Manufacturer cut back tv advertising this summer in keeping with "slack season" for rugs. Agency is now looking for availabilities for 20- and 10-second announcements in some 90 markets.

KENT NEWS • P. Lorillard Co., N. Y., last Thursday launched 4½ week campaign of 219 five-minute newscasts on Mutual. Drive, on behalf of Kent cigarettes [B•T, Sept. 2], will use MBS newscasts at 7:30 and 8:30 a.m. and 8:30 and 9:30 p.m. on seven-day schedule. Other newscasts will be added to fill out each day's saturation schedule. Agency: Lennen & Newell, N. Y.

NEW AND RENEW • Four advertisers signed for new and renewed business on ABN daytime shows. Newly signed for Don McNeill's *Breakfast Club* (Mon.-Fri., 9-10 a.m.), are Kretschmer Corp. (Kretschmer wheat germ), Carrollton, Mich., one segment weekly for 52 weeks through George H. Hartman Co., Chicago, and Scholl Mfg. Inc. (Zino pads), Chicago, one segment weekly beginning this Friday through Donahue & Coe, N. Y. Sandura Co. (floor and wall coverings), Philadelphia, renewed its one segment weekly in *Breakfast Club* through Hicks & Greist Inc., N. Y. Foster-Milburn Co. (Doan's pills), Buffalo, N. Y. signed for one segment weekly of *Herb Oscar Anderson Show* (Mon.-Fri., 10-11 a.m.), effective immediately through Street & Finney, N. Y.

'TWENTY-ONE' PLUS ONE • Pharmaceuticals Inc., has renewed its sponsorship of NBC-TV's *Twenty-one* (Mon. 9-9:30 p.m.) for 52 weeks, effective immediately. Agency is Parkson Adv., N. Y. Pharmaceuticals Inc. also will sponsor network's new panel show *What's It For?* which debuts Oct. 12 (Sat. 10-10:30 p.m.).

RETURN TO RADIO • Josiah Wedgwood & Sons Inc. (China), division of Wedgwood & Sons Ltd., London, has enlarged radio allocations by entering seven key markets via "good music" stations. Wedgwood, a regular user of WQXR New York two years ago (its president, Hensleigh C. Wedgwood, recorded personal "fireside chats" to New Yorkers via WQXR's *Breakfast Symphony*), has signed for stations in Boston, Washington, Atlanta, Chicago, Dallas and San Francisco. Wedgwood reported it experienced sharp drop in showroom traffic after dropping WQXR campaign. Agency: St. Georges & Keyes, N. Y.

MORE NEWS • Pennzoil Co. of Calif., Los Angeles, renewed three-day-a-week sponsorship of *Bob Green and the News* (Mon.-Fri. 4:55-5 p.m.) on KHJ Los Angeles and Don Lee network. Agency: Killingsworth & Assoc., Los Angeles.

WEATHER PLUS • Atlantic Refining Co., Philadelphia, in addition to expanded use of tv weathercasts, also placing heavy saturation radio spot schedule starting Oct. 10 for seven weeks in about 85 markets through N. W. Ayer & Son, N. Y.

SCISSORS' SEASON • Ungar Electric Tools Inc., Los Angeles, for its Snippy electric scissors, buying participations in 32 markets in such children's programs as Associated Artists Productions' *Popeye* between Thanksgiving and Christmas. M. K. Kelson Co., Los Angeles, is agency.

BAKERS' 100 • Bakers Franchise Corp., N. Y., this week launches 100-market campaign on behalf of low-calorie Lite-Diet bread, franchised to bakeries coast-to-coast. Spot radio—30 one-minute and 30-second announcements—will be used as well as filmed one-minute tv commercials. Emil Mogul Co., N. Y., is agency.

ZERONE IN • E. I. du Pont de Nemours & Co. (Zerone), Wilmington, Del., to sponsor 30 five-minute weather programs and five segments weekly of Don McNeill's *Breakfast Club* (Mon.-Fri. 9-10 a.m.), on American Broadcasting Network. Reports will feature Andre Baruch and Bea Wain. Agency is BBDO, N. Y.

TARGET: HOMEMAKERS • Wrigleys Super Markets, Detroit, has bought some $160,000 worth of broadcast time there. Market will be target of 128 spots per week on four local tv stations, 120 a week on radio, blanketing three traditional food shopping days. Food stores have broadcast campaign underway in six other Michigan cities. Agency: Simons-Michelson Co., Detroit.

COFFEE BREAKS • W. F. McLaughlin & Co. (Manor House coffee), Chicago, has purchased saturation radio schedule (primarily spots but some newscasts) on 35 stations in central Illinois, Indiana, Wisconsin and Michigan. Bulk of schedule has been placed on WMAQ (11 five-minute newscasts, 27 announcements per week for 52 weeks), WBBM, WGN, WJJD and WIND, all Chicago. Schedules fluctuate over six-to-eight-week periods. Agency Earle Ludgin & Co., Chicago.

THREE CORRALLED • Colgate-Palmolive Co. and National Carbon Co., both N. Y., and Luden's Inc., Reading, Pa., signed as participating sponsors on ABC-TV's *Sugarfoot*, alternating with *Cheyenne* in Tues. 7:30-8:30 p.m. period. Colgate (Palmolive shave creams and after-shave lotions) agency is Ted Bates & Co. Luden's (cough drops) agency is J. M. Mathes Inc. National Carbon (Prestone anti-freeze and Eveready batteries) agency is William Esty Co., N. Y.

FOR ELVIS' LATEST • Metro-Goldwyn-Mayer, N. Y., for new Elvis Presley film, "Jail House Rock," plans making extensive use of radio and tv in mid-October. Campaign to be placed through Donahue & Coe, N. Y.

BUICK GUNS ITS SPOT • Buick Div., General Motors Corp., Detroit, launching heavy spot radio campaign in more than 60 markets in late October to promote new Buick models for one week. Agency: Kudner Adv., N. Y.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 123,262,000 people in the U. S. over 12 years of age during the week Sept. 8-14. This is how they spent their time:

63.3%	(78,025,000)	spent	1,438.5 million hours	WATCHING TELEVISION
55.1%	(67,917,000)	spent	919.7 million hours	LISTENING TO RADIO
81.8%	(100,828,000)	spent	385.6 million hours	READING NEWSPAPERS
29.2%	(35,993,000)	spent	170.8 million hours	READING MAGAZINES
24.2%	(29,829,000)	spent	403.7 million hours	WATCHING MOVIES ON TV
46.1%	(56,864,000)	spent	237.9 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

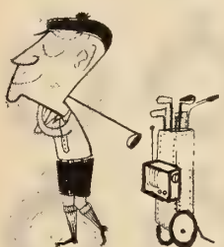


ticking 'em off!



clocking 'em off!





clipping 'em off!

It all totals up to
64 out of 68 quarter-hour leadership
for WGBI from 7:00 a.m. to midnight
in the latest combined Pulse
for the Scranton-Wilkes-Barre market.

WGBI radio scranton wilkes barre

C B S RADIO AFFILIATE

Represented by **H-R** *Representatives, Inc.*

Mrs. M. E. Megargee, *President* · Richard E. Nason, *General Manager*

TV NETWORK BUYS AND BUYERS

The blue-chip advertisers picked the hot weather month of July this year to establish a few benchmarks in time buying on the tv networks. Subsequent data for the other summer months and the fall season this year should present a clearer picture on whether these developments are a trend or flashes in the pan.

This is what happened, according to a compilation based on Publishers Information Bureau data:

• The top 10 network tv advertisers each spent more than $1 million in gross time charges to achieve their ranking. This occurrence has been rare in the past.

• American Home Products (whose products fall in drugs and remedies, foods, household cleansers and polishes categories), which had been showing an upward climb in gross time billing in the 1956-57 season, took over the no. 2 spot.

• Lever Bros. (principally soaps, some foods) similarly continued on a rising curve, gaining the no. 3 spot, followed by Chrysler, which, during this past season, has maintained the top network tv ranking among the big three auto firms (Ford and General Motors are the other two).

• Toiletries advertisers that had toppled food advertisers from the top spot on the network tv timebuying totem pole in June [B•T, Sept. 2] did it again in July. This may be a temporary situation that will shift in subsequent months.

The top 10 in July were the same advertisers that appeared in the June listing. Six of the ten billed more in time charges in July than in June. These were American Home, Lever, Chrysler, R. J. Reynolds, Bristol-Myers and Ford. Of the remaining four, Procter & Gamble, unchallenged in network tv billing supremacy, was off just a shade; Colgate-Palmolive, which slipped from no. 2 to no. 5, was under its June total only by about $20,000; General Foods spent nearly $90,000 less, and Gillette (the toiletries no. 1 advertiser in the medium) was only about $9,000 behind.

The top 10 advertisers' impressive time billing on the networks in hot July was performed during a month when the networks grossed more than $38.8 million, a 2.8% increase over that month last year.

TOP TEN ON TV NETWORKS JULY 1957

1.	PROCTER & GAMBLE	$3,997,734
2.	AMERICAN HOME PRODS.	1,603,605
3.	LEVER BROS.	1,577,390
4.	CHRYSLER CORP.	1,546,869
5.	COLGATE-PALMOLIVE	1,489,999
6.	GENERAL FOODS	1,245,353
7.	GILLETTE	1,230,754
8.	R. J. REYNOLDS	1,171,719
9.	BRISTOL-MYERS	1,070,953
10.	FORD	1,034,710

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING JULY '57 AND JANUARY-JULY '57 AS COMPARED TO 1956

	July '57	Jan.-July '57	July '56	Jan.-July '56
AGRICULTURE & FARMING	$	$	$ 49,290	$ 390,219
APPAREL, FOOTWEAR & ACCESS.	40,796	2,051,901	143,003	1,695,005
AUTOMOTIVE, EQUIP. & ACCESS.	3,710,797	28,515,156	3,766,446	34,795,235
BEER, WINE & LIQUOR	696,915	4,453,748	583,487	4,060,393
BLDG. MATERIALS, EQUIP. & FIXTURES	206,950	3,008,906	187,079	2,058,232
CONFECTIONERY & SOFT DRINKS	389,003	3,752,827	387,464	5,607,649
CONSUMER SERVICES	383,289	2,603,049	322,911	1,293,904
DRUGS & REMEDIES	3,506,096	25,881,342	3,096,246	21,406,030
ENTERTAINMENT & AMUSEMENTS	40,746	62,814		
FOOD & FOOD PRODUCTS	7,142,527	57,135,359	7,318,096	50,873,503
FREIGHT, INDUS. & AGRIC. DEVEL.	10,304	10,304		
GASOLINE, LUBRICANTS & OTHER FUELS	50,160	1,458,750	212,238	2,463,873
HORTICULTURE		102,223	4,948	208,401
HOUSEHOLD EQUIPMENT & SUPPLIES	1,426,521	11,331,898	2,066,605	17,273,130
HOUSEHOLD FURNISHINGS	194,839	1,812,767	207,120	2,670,072
INDUSTRIAL MATERIALS	803,639	7,563,840	1,042,742	5,764,890
INSURANCE	457,523	3,763,766	364,949	2,581,100
JEWELRY, OPTICAL GOODS & CAMERAS	402,200	3,987,875	396,531	3,361,026
OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES	234,041	1,793,985	274,075	2,435,702
POLITICAL				5,295
PUBLISHING & MEDIA	93,270	1,445,561	199,120	724,773
RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESS.	203,024	1,926,107	526,464	4,390,967
SMOKING MATERIALS	3,898,560	26,083,223	3,117,989	23,838,724
SOAP, CLEANSERS & POLISHES	5,780,550	39,719,408	5,364,063	34,055,920
SPORTING GOODS & TOYS	31,082	432,131	31,672	372,087
TOILETRIES & TOILET GOODS	8,242,954	56,177,850	7,773,948	47,643,322
TRAVEL, HOTELS & RESORTS	107,770	1,019,451	63,765	340,380
MISCELLANEOUS	758,542	3,384,062	104,454	1,805,185
TOTALS	38,821,094	289,478,303	37,604,705	272,115,017

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING JULY 1957

WILLIAMSON-DICKIE	$ 24,000
CHRYSLER	1,034,710
PABST	257,604
SHERWIN-WILLIAMS	80,685
AMERICAN CHICLE	165,926
AT&T	270,555
AMERICAN HOME PRODS.	1,501,239
HOWARD JOHNSON	40,746
GENERAL FOODS	1,245,353
STATE OF WASHINGTON	10,304
STANDARD OIL OF IND.	50,160
GENERAL ELECTRIC	448,831
ARMSTRONG CORK	110,664
U. S. STEEL	280,665
PRUDENTIAL	244,188
EASTMAN KODAK	218,220
SHEAFFER PEN	142,020
TIME INC.	93,270
RCA	66,564
R. J. REYNOLDS	1,171,719
PROCTER & GAMBLE	3,582,909
MATTEL	31,082
GILLETTE	1,230,754
GREYHOUND	107,770
BILLY GRAHAM	239,586

On Saturday morning in the Nation's Capital . . .



WRC IS THE SPEAKER OF THE HOUSE!

On Saturday morning, WRC Radio commands by far the greatest share of Washington area audience. From 6 AM to 12 Noon, WRC averages a 20% share of the total audience . . . an 18% advantage over the second station.

WRC's Saturday morning lead can be a great advantage to *you,* too. For shopping is a *weekend* affair in Washington. Just as their menfolk do, a great number of *women* go to business through the week in the nation's Capital . . . a joint working effort that has boosted Washington's family income right to the top of the national averages.

This double-duty workweek means *double-duty shopping on the weekend.* And when the working family brings home the groceries on Saturday afternoon, chances are you'll find an abundant assortment of WRC-advertised products.

What goes on in shoppers' minds reflects what goes on WRC. To put your product in more weekend shopping bags, have WRC speak for *you* in the nation's Capital!

WRC·980

WASHINGTON, D.C. SOLD BY NBC SPOT SALES

Source: NSI Report, Total Station Audience—Washington, D.C., Area—July, 1957

MILITARY HUNGER FOR VHF BAND, PAY VIDEO BRIEFED FOR REGIONALS

- **Area NARTB delegates acknowledge threats to existence**
- **Other problems: Hill pressures, upcoming ASCAP contracts**

Television's commercial future is tied to two unknowns—military ogling at tv channels and toll program services—broadcasters of 14 states agreed last week at two NARTB regional meetings.

By Friday evening the 400-odd delegates at sessions in Schenectady and Cleveland had been briefed on the basics of spectrum problems (story page 46) and on both on-the-air and wired pay television (see page 27). Serving well over a third of the nation's population, the tv broadcasters at the two meetings conceded the threats to their technical and competitive existence had never been so severe.

Their collective headaches were prodded during the week by two other problems affecting both aural and video broadcasting:

- Mounting congressional pressures, and
- High cost of music copyright fees plus the danger that they'll get higher when new ASCAP contracts are written.

With both member and non-member station delegates in attendance, broadcasters started off their autumn series of regional meetings by taking constructive steps to meet two situations created by the industry's evolution:

- They heard and talked over the details of an all-industry tv measurement project—a uniform circulation audit unveiled after five years' preparation (story page 32).
- They reviewed recent technical progress in automatic broadcast equipment not yet in widespread use because of outmoded FCC regulations.

The tv circulation project breaks important new ground in the research field, but one important reaction remained after broadcasters had examined it:

- The all-industry tv audit faces a stiff fight, the same fight that helped wreck the old Broadcast Measurement Bureau—objection by some paying subscribers to circulation data covering non-subscribing as well as subscribing stations.

In the Cleveland discussion of subscription tv, a number of broadcasters questioned the authority of the FCC in its Wednesday decision to consider applications for subscription tv on a three-year trial basis. "Congress will have plenty to say about this," one delegate commented. Many said they figured the plan was so full of "ifs" that its hard to form any conclusions at this time.

NARTB, which officially opposes introduction of subscription tv in the broadcast band, is awaiting issuance of the FCC's formal report and order within the month before deciding what steps to take. It's interested in who will be eligible to apply for a test grant and is concerned over the possibility of hearings in each community. The association figures pay tv has won a battle, at this point, but there's a lot of decision-making and experimenting yet to come.

There wasn't any consensus on the impact of the FCC's action on wired tv projects such as that at Bartlesville, Okla. An NARTB roundup of mayors shows wired tv applications for wiring franchises in these cities—Tulsa, Okla. (2); Lubbock, Tex. (5); San Diego, Long Beach, Los Angeles and San Francisco, in California; Houston and Dallas, each with several applicants, in Texas.

The association figures aural broadcasting has a big stake in wired tv inasmuch as Bartlesville and some projected services plan sound as well as video programming.

Thad H. Brown Jr., NARTB tv vice president, was first to alert delegates to the danger of military inroads into the vhf and fm bands, and possibly uhf as well.

Sen. Charles E. Potter (R.-Mich.), member of the Senate Commerce Committee, brought the Cleveland meeting his assurance that efforts will be made to find out what government agencies are doing with their spectrum space and to relate defense needs to the service provided by free broadcasting (story page 52). His criticism of paid tv and support of radio-tv coverage of public proceedings were welcomed by delegates.

The sounding of alarms about the potential military inroads on broadcast frequencies followed warnings first given last spring by B•T. The recent speedup of the guided missile and space weapon programs at the Pentagon could support the oft-voiced view that spectrum crowding is now a serious problem and indicate the need for broadcasters to protect their assignments.

A lot of attention was given pay tv, both wired and on-the-air, at last week's meetings and the discussion will be continued today and tomorrow at the third regional meeting in Asheville, N. C. (see story page 52).

NARTB President Harold E. Fellows said broadcasters are defending themselves "against a system of television which would alter considerably if not destroy our whole philosophy of free broadcasting in the United States—not only in television but conceivably in radio as well."

The solution, Mr. Fellows said, lies in improved broadcast service and "diligence in telling the public what we are doing." He added, "If we are divided, or we stand mute, our future will be dictated by outside forces."

A detailed outline of the music copyright problem was given by Vincent T. Wasilewski, NARTB government relations manager. He said the issues were summed up in graphic fashion in the Sept. 9 B•T. First disclosure that NARTB will support an all-industry move to negotiate on a common footing when the ASCAP radio contract expires next year came at the Tuesday morning radio meeting in Schenectady. A committee is likely to be set up next year, paralleling an all-industry committee that is handling negotiation of the ASCAP television contract.

The Schenectady meeting adopted a resolution urging broadcasters to inform Congress and the public of the actual music copyright facts because of "misinformation and lack of understanding."

This was the only resolution of industry significance adopted there.

Detailed explanation of the tv circulation audit project brought a lot of favorable comment and agreement that NARTB had done a notable job of developing a method showing where sets are and what stations provide them with signals.

But signs of trouble developed quickly at Schenectady over a problem that haunted the old Broadcast Measurement Bureau some years ago. The problem—Should the

RADIO: $794 MILLION BY 1965

Radio advertising expenditures in 1965 should reach an estimated $794 million, assuming the medium holds its present share of the media dollar, according to Charles H. Tower, NARTB employer-employe relations manager.

In a review of radio economics at the Schenectady, N. Y., and Cleveland NARTB regional meetings last week, Mr. Tower said radio's advertising share in 1945 was 14.8%, or $420 million, but in ten years the share had dropped to 5.9% while total radio income rose to $539 million.

The 1965 radio figure assumed the national economy would continue on its upward trend with no marked changes in radio listening habits and no substantial changes in the competitive media picture.

Profits of the radio industry amounted to $83.6 million in 1945 but dropped to $68.2 million in 1950 and $46 million in 1955, he said. The 1955 profit margin of 10% was down, but, he said, "Many industries would be happy with half this margin." In the current decade the largest percentage decline in profits occurred in the medium-sized station group, with small stations showing less decline and large stations having the smallest profit decline.

"Radio is still a good business measured by most standards," Mr. Tower said. "This entire story is a picture of an increasingly competitive industry." He recalled that total advertising expenditures in 1945 amounted to $2.87 billion, 2.4% of the amount spent by consumers for goods and services. The figure had tripled by 1955, reaching $9.19 billion, or 3.6% of the money spent on goods and services, and 1965 advertising will total $13.6 billion if the spending rate continues.

The "JAXIE" Station . . .

HAS THE TOP PROGRAMS TO SELL THE SOUTH'S BOOMING 1½ BILLION DOLLAR MARKET

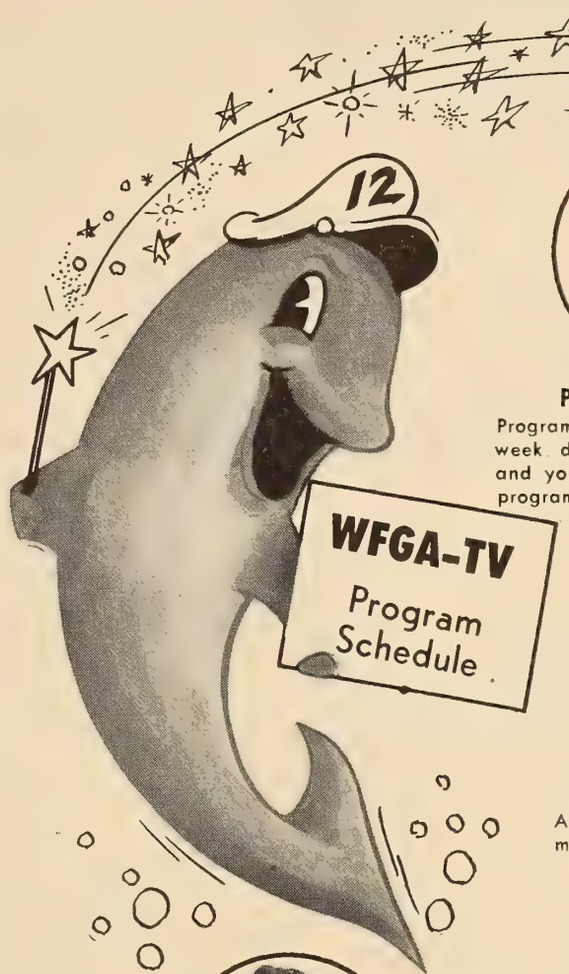
WARNER BROTHERS MOVIES
Feature films for family viewing . . . top stars and stories



THE SILENT SERVICE
Thrilling stories of our submarine combat patrols in World War II! Sundays at 6 P.M.

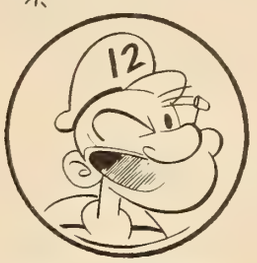


HIGHWAY PATROL
Action a-plenty . . . plus built-in ratings! Tuesdays at 9:30 P.M.





ROMPER ROOM
Young America's favorite . . . approved by Mothers, too! 9:00 A.M. week days for a full hour with Miss Penny.



POPEYE PLAYHOUSE
Programmed in a late afternoon week day strip with Skipper Al and young viewer-guests on each program



TWENTIETH CENTURY MOVIES
Another complete feature film library more great stars and stories!



NEWS - WEATHER - SPORTS
Complete fast coverage of all local and regional events by a well-staffed, well-equipped experienced department.

Plus basic NBC affiliation

WFGA-TV Channel 12 · Jacksonville, Florida



PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives



FLORIDA'S COLORFUL STATION!

circulation report show the coverage of stations that don't subscribe to it?

First to raise this point was C. Wrede Petersmeyer, Corinthian Broadcasting Corp., and a member of the NARTB board. He asked if it would be fair to give a nonsubscriber the benefit of the audit. Sam Cook Digges, WCBS-TV New York, questioned the value of a circulation audit that didn't list all stations. Mr. Fellows explained that while he was making no effort to "sell" the audit, he felt there was a serious need for one authentic system that agencies would accept.

Only a score of tv station delegates were in the meeting room when the circulation project was outlined at Schenectady Tuesday morning.

A concurrent radio session was well attended and drew spirited discussion. John F. Meagher Jr., NARTB radio vice president, and other staff officers led the discussion. Donald N. Martin, NARTB public relations assistant to the president, said 128 million radio sets are in use, plus 35 million auto sets, with 104 new am and fm stations having gone on the air this year. A lot of the radio delegates figured the lively radio meetings typified the renewed vigor of aural broadcasting.

In aural-video public service discussions, Mr. Martin said the broadcasting industry allocated $200 million in free time to this type of programming. Frederick H. Garrigus, manager of NARTB organizational services, told broadcasters how to cope with the flood of free-time requests they encounter.

Both radio and tv sales sessions provided business tips. Norman E. Cash, president of Television Bureau of Advertising, cited the increase in Revlon sales ($30 million) and stock earnings (49 cents a share) from 1954, before television, to 1956 ($85 million sales, $3.19 a share). He said 10-Day Nail Polish and Prudential Insurance show tv can be used to demonstrate products. He explained TvB's new "The Picture of Television" project, telling tv's influence in the home and in advertising to the public.

Mr. Wasilewski's music and legislative review covered such matters as the Smathers bill to deny broadcast licenses to any applicant engaged in the music business and hearings on Capitol Hill. He reminded that broadcasting "is the most newsworthy part of the business world," and the industry can expect to hold the legislative spotlight.

A feature of the program was a discussion of broadcast news by Charles Shaw, news director of WCAU-AM-TV Philadelphia (text page 54). Mr. Fellows described the talk as one of the most important he has heard on this subject.

Two pre-announced proposals to take polls of delegate views on NARTB projects failed to materialize. No showing of hands on the question of a tv circulation audit was taken at Schenectady because of the sparse attendance at this session. Nor did President Fellows draw a verdict on the plan to change NARTB's name back to National Assn. of Broadcasters. Again the poll idea was dropped because of a poor house. However, the topics will face industry votes later in the year. The NAB plan requires amendment of the bylaws and a referendum will be taken. Mr. Fellows said the fate of the tv audit circulation project is up to the industry. A vote will be taken later, probably by the first of the year.

Guest speakers at Schenectady were Gov. Averell Harriman, of New York, who made a political talk criticizing the Administration's handling of the admission of newsmen to Red China, and Philip D. Reed, chairman of the board, General Electric Co., who spoke on the responsibility of businessmen to inform the public about the role of business in the community.

Members of the resolutions committee at Schenectady were Alan C. Tindal, WSPR Springfield, Mass.; Paul Adanti, WHEN-AM-TV Syracuse, N. Y., and J. Maxim Ryder, WBRY Waterbury, Conn.

MILITARY THREATS TO VHF AIRED

Broadcasters were alerted last week by industry sources against the danger of military nibbling at vhf tv channels but they indicated they won't be caught napping if a sudden spectrum emergency develops.

Warnings sounded last spring and summer that defense officials were coveting vhf channels for new space-conquering weapons not yet in operation [B•T, April 1 to Sept. 16] received a thorough going-over at two NARTB regional meetings.

At Schenectady and Cleveland, broadcasters from 14 states heard Thad H. Brown Jr., NARTB tv vice president, review developments in the troubled spectrum field. Joining him were Vincent T. Wasilewski, NARTB government relations manager, and William B. Lodge, CBS-TV station relations and engineering vice president.

"Never since the assignment table was set up in 1945 has your tv channel been in such a tenuous position," Mr. Brown said. Mr. Wasilewski listed a series of federal "proposals, orders of inquiry, rebuttals and sur-rebuttals concerning the very touchstone upon which you operate stations, fulfill the public interest and make a profit."

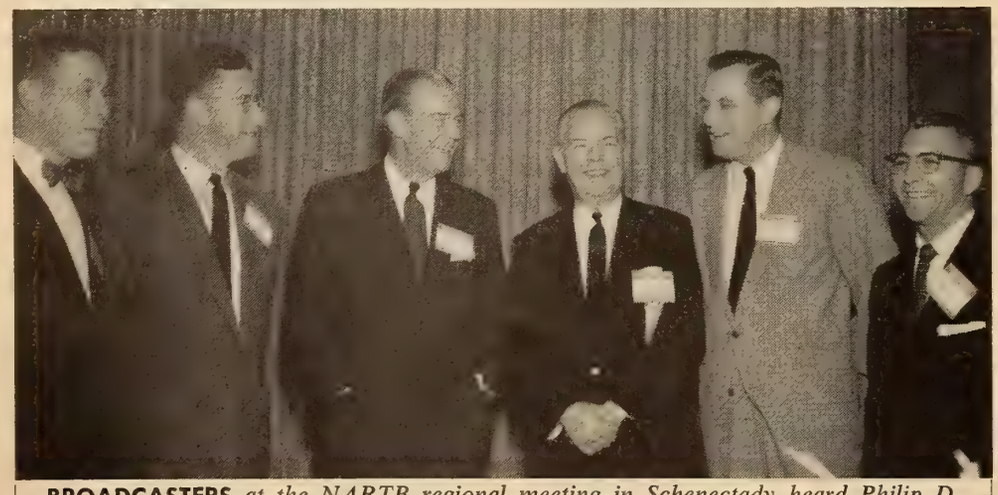
Their blunt presentation of the spectrum crisis was topped by Mr. Brown's declaration that chs. 2-6, particularly 40-60 mc, face a nibbling hazard from the Pentagon. Coupled with FCC and congressional developments, he said, is the fact that "any move in any facet of these can always result in a chain reaction, affecting all channels—vhf and uhf."

Then he added this solemn note: "The entire outlook of your channel operation can literally be changed overnight. You are literally fighting a drastic change in your very economic lives."

Washington developments involving the spectrum were listed in detail by the two NARTB officials, with A. Prose Walker, engineering manager, showing how they affected the separate problems of FCC allocation to broadcasting, government and other private interests as well as the FCC's individual channel assignments.

A phase of the spectrum crisis that has baffled industry sources was discussed by Mr. Lodge, member of the special engineering advisory committee to the Senate Interstate & Foreign Commerce Committee. He said a 268-page draft report highly critical of the FCC has been prepared but has not yet been acted on by the full committee, headed by Dr. Edward L. Bowles, engineering professor at Massachusetts Institute of Technology.

He said there is a possibility the committee may urge Congress to appropriate $1 or $2 million for a research job on television. Such a project might be conducted by a research company or institute. In effect it might lay present-day television



BROADCASTERS *at the NARTB regional meeting in Schenectady heard Philip D. Reed, General Electric Co. board chairman, sound a call for more aggressive spreading of the business message to the public. Greeting him at the Monday luncheon meeting were (l to r): Daniel W. Kops, WAVZ New Haven, Conn., District 1 radio director; William B. Lodge, CBS vice president, director; Mr. Reed; Harold E. Fellows, NARTB president; C. Wrede Petersmeyer, Corinthian Broadcasting Corp., tv director; Simon Goldman, WJTN Jamestown, N. Y., District 2 radio director and convention host director.*

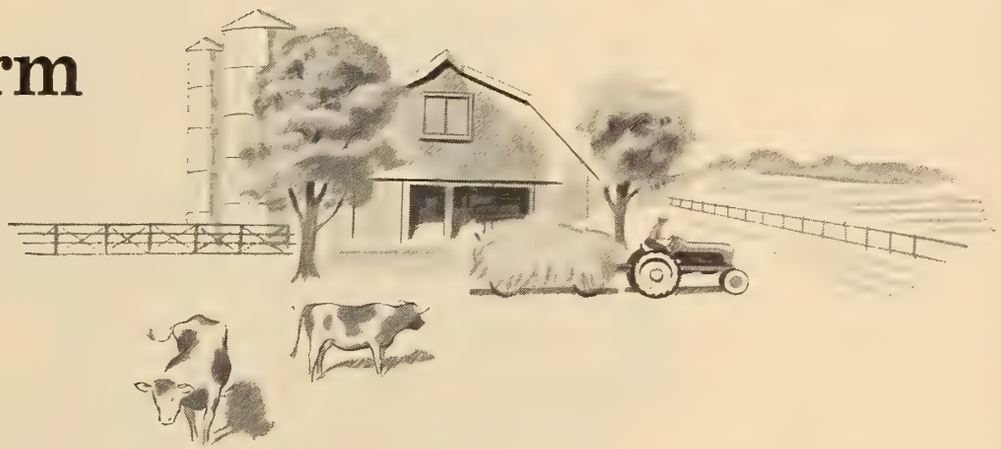
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comes from the



or the farm



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That's why you're using ten million trucks to live better in a NEW AMERICA!

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Thirty years together as one of America's best-loved comedy teams, AMOS 'N' ANDY are bigger and better than ever in their fun-packed syndicated series. Stripped across the board, the 78 half-hours are attracting large *daytime* audiences in such major markets as New York, Philadelphia, Springfield (Mass.), Washington, D.C. and Providence. And in Baltimore, the show is consistently the top-rated multi-weekly show on the air. AMOS 'N' ANDY rate high with *nighttime* viewers, too, in a wide variety of markets: Detroit (17.2), Jackson, Miss. (34.8), Joplin, Mo. (30.0) and Mobile (25.7). Naturally AMOS 'N' ANDY are advertisers' favorites as well... Food Fair (now in its third year of continuous sponsorship), National Home Furnishers, Brown & Haley Candy, Fidelity Federal & Security Life (insurance) and Kroger Food Stores, to mention a few. For hats-off results in your area, buy...

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CBS TELEVISION FILM SALES, INC.

"...the best film programs for all stations"

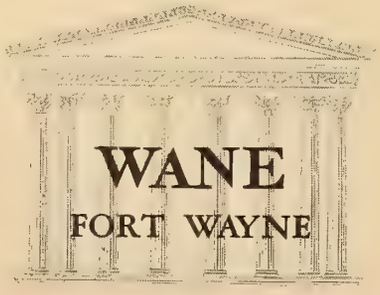
Offices in New York, Los Angeles, Detroit, Boston, San Francisco, Chicago, St. Louis, Dallas, Atlanta. In Canada: S. W. Caldwell, Ltd.

Source: Latest Pulse and ARB

WANE
first choice
in cost per thousand
in metropolitan Fort Wayne!

Latest Pulse shows that the average week-day cost per 1,000 homes in Metropolitan Fort Wayne is 35% lower than the next best station! This makes WANE *first choice* in cost! In Allen County alone, WANE showed a lower cost per 1,000 homes for 345 of the 360 quarter hours surveyed. And Fort Wayne is 27th in the nation's C.S.I. per household. Represented by Petry.

Sources: Pulse 4/57; SRDS 5/57



"The Pleasant Sound In Fort Wayne"

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Galveston, serving Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

on the table, dissect it and suggest radical remedies for any objectionable features.

"This could be dangerous," he said, and might "go into the wild blue yonder" by getting into such subjects as government operation. At this point the draft report is a sort of "Monday morning quarterback job," he continued, "appraising in 1957 the actions taken by the FCC in 1950."

In showing how the military can go after frequencies, Mr. Brown said, "The Dept. of Defense can, by law, sit by, secretly developing its own case and arbitrarily making demands by executive fiat upon television, especially chs. 2 through 6, while the non-governmental services fight their battles out in public."

He urged broadcasters to support the bills introduced by Sen. Charles E. Potter (R-Mich.) and Rep. William G. Bray (R-Ind.) proposing a three-man committee of laymen to re-examine the government's frequency needs. (See Potter story page 52.)

Mr. Brown recalled how spring and summer developments "smoked out the Dept. of Defense, but fast," and reviewed the threats made by Gordon Gray, Director of the Office of Defense Mobilization, in his reply to Sen. Warren G. Magnuson (D-Wash.), Senate Commerce Committee chairman [B•T, Aug. 12].

Threat to Broadcasting

Recalling Mr. Gray's suggestion that a congressional inquiry, if made, might well include use of the spectrum by private interests under license by the FCC, Mr. Brown said, "We might consider that a threat to private broadcasting."

He cited a belief that the FCC is about to propose "a swap of one megacycle of space around 45 mc in chunks of 250 kc each with the ODM in return for space at 170 mc. We don't for a minute believe this will satisfy the military and we think we can look forward to relentless, subtle pressure on chs. 2 to 6." He carried these dangers into portions of the uhf band.

Messrs. Brown and Wasilewski explained the elaborate field and committee studies being conducted cooperatively by Television Allocation Study Organization. The association feels FCC shouldn't dabble with allocations until this project has been finished some time in 1958. NARTB is one of the TASO participants.

NARTB will ask tv stations to join its effort to face the industry's spectrum challenges by answering an upcoming questionnaire. This will seek data on a national and local basis covering spectrum usage, use made of assignments, estimated coverage, sets-in-use and saturation, set cost summaries in each area, cost and revenue data, possible loss of service in vent of channel change, public service rendered to public and private agencies and economic effect of channel change on community.

"There must be individual effort, as never before, by every television station to make itself heard on record in the halls of Congress and specifically at the FCC," Mr. Brown said. "This is no time for panic. It is a time, however, for affirmative decisions and cohesive action."

The only Buffalo Station that can pass the "Thruway Test"



COMING EAST to the New York State Thruway, you pick up WGR RADIO *loud and clear,* way out in Ohio.

GOING WEST on the New York State Thruway, you pick up WGR RADIO *loud and clear,* just past Syracuse.

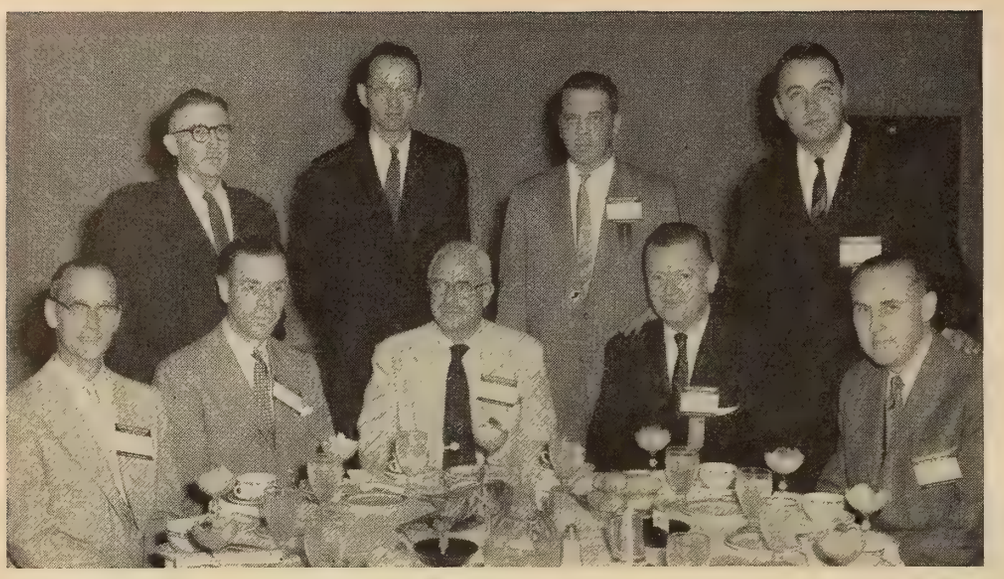
IF YOU WANT *maximum coverage* in the $3,000,000,000.00 Western New York Market, (plus big bonus audience in Canada) . . . buy WGR RADIO!

ABC AFFILIATE

NATIONAL REPS: Peters, Griffin, Woodward, Inc.

BUY *WGR* **RADIO**

"Buffalo's First Station"



DIRECTORS *and NARTB staff executives at the Cleveland meeting included (seated, l to r): Edward F. Baughn, WPAG Ann Arbor, Mich.; William Holm, WLPO LaSalle, Ill.; Robert T. Mason, WMRN Marion, Ohio, host director; John F. Meagher, NARTB radio vice president; John E. Fetzer, WKZO-TV Kalamazoo, Mich., tv board chairman. Standing, Edward H. Bronson, NARTB tv code director; Charles H. Tower, employer-employe relations manager; Vincent T. Wasilewski, government relations manager, and Thad H. Brown Jr., tv vice president.*

Potter Talk Treats 3 Broadcast Issues

In an address before the NARTB regional conference in Cleveland last Thursday, Sen. Charles Potter (R-Mich.) discussed three of the major issues facing broadcasting—(1) alleged designs by the military on the vhf band; (2) subscription television, and (3) "conclusive recognition as a news medium or, put another way, equal access to cover the public affairs of the body politic."

A member of the Senate Interstate & Foreign Commerce Committee, Sen. Potter has been outspoken on all three issues. He is the author of a resolution (SJ Res 106) which would set up a three-man commission to investigate the current utilization of the radio spectrum, with emphasis on the military's use and future demands for more space [B•T, June 24].

"Recent events have made it clear that the government, particularly those elements of it concerned with our national defense, is seeking more spectrum space, specifically in territory that might affect television service in the home," he said. "It is very difficult in the complicated new sciences of cold war to determine whether the need of the military in its ramified operations is more critical than that of the viewing public. . . ."

He said his resolution is not designed to salvage uhf, nor to promote vhf. "It is intended to develop facts to guide the Congress and the Administration along a path that will provide us with the ultimate security and the ultimate television services that are feasible. Some impartial investigative activity is indicated when reasonable doubt arises concerning our capacity to build a system of free tv offering competitive and selective service to the American people."

Sen. Potter said the problem is both technical and sociological, with the technical phase the most important because "we are dealing with a limited commodity [the spectrum]." The contributions of TASO will be invaluable, he felt.

"Until now I have been unable to find anyone in the military, in the Commission [FCC] or in the industry who has propounded what promises to be a lasting solution. Obviously, there can be no solution until facts are marshaled in such fashion that they can be evaluated in the best interests of the nation," he said.

On the question of pay tv, Sen. Potter said: "I am opposed to any form of subscription television that will cancel without recourse the promissory note of the federal government, signed when it established, by law and by regulation, that television would be free. This note was made out to the American people, who invested billions of dollars in receivers on the basis of it [free tv].

"If there is to be a system of television for which people will pay, then its priority is second to that of free television so long as the federal government has anything to do with allocations."

The senator said his proposal for a study of the allocations problem is closely related to pay tv. "To me, it is pre-eminently evident that we should first resolve the problem of channel utilization by government in the name of the defense and safety of the people before we embark upon another experiment [pay tv] that will only complicate a situation already approaching chaos," he stated.

"Nothing is more fundamental to the operation of a republic than the exposure of its day-to-day activity," Sen. Potter said in backing radio-tv's efforts to gain equal access to the courts and congressional proceedings. "The vitality of our system of government depends upon the participation —not the exclusion—of the people.

"You [broadcasters] are competent to report public matters and the people have the right to profit by your ability to do so. This right belongs to the people and you are no less its custodian than the man who prints a newspaper, the man who makes or interprets a law, or the man who serves in his country's uniform. . . ."

TOLL TV BOUT

A pay television debate will be held in New York Oct. 29 at the Palm Terrace Room of the Hotel Roosevelt. Ordinarily this topic—on the lips of FCC members, broadcasters and agency executives—would be certain to draw a crowd. But the two speakers lined up for the Radio & Television Executives Society's roundtable luncheon debate on pay tv can be expected not only to draw an audience but also national attention. To speak against pay tv: Rep. Emanuel Celler (D-N. Y.), chairman of the House Antitrust Subcommittee which has conducted investigations into network practices and author of a bill (HR-586) to prohibit pay tv. For toll tv: Paul Porter, former chairman of the FCC and a member of the law firm which is counsel for International Telemeter, a subscription tv petitioner.

Third NARTB Regional Meeting Begins Today In North Carolina

The third of the NARTB's fall regional meetings gets underway this morning (Monday) at Asheville, N. C., where Region 2 convenes at the Grove Park Inn. Host director is James H. Moore, WSLS Roanoke, Va.

Bowman Gray, executive vice president of R. J. Reynolds Tobacco Co., will address the Tuesday luncheon, while Rep. Hugh Scott (R-Pa.), onetime chairman of the Republican National Committee, is to be principal speaker at the Monday banquet.

Balance of the agenda for Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.) generally follows the pattern of last week's opening regional meetings in Schenectady and Cleveland (see story, page 44). Concurrent radio and tv sessions will run Monday afternoon and Tuesday morning with unified meetings the balance of the two days.

A variety of subjects including subscription television, tv code problems and the proposed tv circulation study will again be discussed by NARTB officials. NARTB President and Board Chairman Harold E. Fellows will address the Monday luncheon on "Time for Decisions."



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Not satisfied to rest on the laurels of ABC-TV's great strides forward, this "on-the-move" station in the nation's 10th market presents an *all-new* programming line-up for fall . . . the very flower of entertainment that *sells* in this rich metropolitan area.

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HIGHLIGHTS OF THE FALL SEASON

kid adventure

SHEENA,
6 p.m. Monday

FOREIGN LEGIONNAIRE,
6 p.m. Tuesday

JUNGLE JIM,
6 p.m. Thursday

BRAVE EAGLE,
6 p.m. Friday
Follow Mickey Mouse Club

family adventure

THREE MUSKETEERS,
6:30 p.m. Monday

JUDGE ROY BEAN,
6:30 p.m. Tuesday

SCIENCE FICTION THEATRE,
6:30 p.m. Wednesday

SOLDIERS OF FORTUNE,
6:30 p.m. Thursday

FRONTIER DOCTOR,
6:30 p.m. Friday

PRIME NIGHT-TIME
first-run shows

HARBOR COMMAND,
10:30 p.m. Thursday

STATE TROOPER,
10:30 p.m. Friday

O. HENRY PLAYHOUSE,
10:00 p.m. Saturday

live local shows

ROMPER ROOM,
11:00-12 Noon M-F

TOWN AND COUNTRY TIME,
2:30-3:00 p.m. M-F

STUDIO BOWLING,
11:20-12:20 a.m. Wednesday

all this and
The exciting new ABC-TV NETWORK fall schedule

wmal-tv *Channel 7*

WASHINGTON, D. C.

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DO RADIO-TV DESERVE EQUAL ACCESS?

Not until they win their professional spurs, says one who has

Charles Shaw, news director of WCAU-AM-TV Philadelphia, went before the NARTB regional meeting in Schenectady last week to talk about freedom of access for broadcasters on a par with other news media. His remarks did not follow the usual line taken on this subject; rather, he suggested that some subjective thought about radio and tv qualifications for equal access was in order. A condensation of his thought-provoking remarks follows.

I don't know whether you are going to like what I say to you this afternoon, because my remarks will be somewhat at variance with the opinions expressed by other members of the radio and television industry.

At the outset I shall express complete agreement with the opinion that radio and television should have the same access to information as newspapers do, that the time should come when changes are made in rules and regulations limiting radio and television's access to such information. But where I might disagree is in expressing doubt that that time has yet arrived. I feel that much remains to be done by the radio and television industry before we can rightfully assert the claims we are making and have been making for some time.

I have the feeling that some broadcasters hope to gain stature and prestige by gaining equal access to information rather than first developing stature and prestige in the field of news as a basis for asserting their right to equal access.

Now, it may seem downright treasonous for a broadcaster to imply that radio and television have not developed stature and prestige in the field of news, because they certainly have. But that stature and prestige have been developed by the networks, by certain large stations and by certain smaller stations with a fierce regard for integrity and professional reporting of news. Unfortunately, much remains to be done in making the professional attitude toward news a basic part of the entire radio and television industry.

I began my professional life as a newspaperman and, while I have been in radio and television now for 18 years, emotionally and temperamentally I remain a newspaperman. I always shall. There is a great tradition in journalism, our code is as sacred as that of medicine, the law and the clergy. We believe that it takes special training and a good bit of experience to become a good journalist and we resent the insinuation that anybody can be a reporter as much as any doctor would resent the insinuation that anybody who has learned how to use a hypodermic needle can practice medicine. We believe that a good education—academic and practical—is essential to the practice of journalism; we believe that the apprenticeship is long, and we believe that one becomes a good journalist when certain knowledge becomes intuitive and rather defiant of explanation. I don't know of any man in the world who could write out a list of rules for judging the news value of an event.

Now, what seems to be our No. 1 beef in the broadcast industry where news is concerned? It is the fact that, generally, we do not receive the same kind of treatment that newspapers do in the coverage of all news. Are we being really honest with ourselves in searching out the reasons for this?

I said before that stature and prestige *have* been developed in the field of news by the networks, by certain large stations and by certain smaller stations with a fierce regard for integrity and professional reporting of news. And what is common to all those networks and stations? This one thing: Their reporters and editors all are former newspapermen or men who have been trained by former newspapermen. They have won stature and prestige not because they once worked for newspapers, but because, by working for newspapers, they learned the business—they know how to cover stories, they win the confidence of news-makers, their reports are top-drawer. Of course, I'm not saying that every newspaperman is a paragon of virtue, but I am saying that radio and television, by and large, still have not developed any substitute for newspaper training.

PRO'S CAREER



◄ When Charles Shaw cites the viewpoint of a professional newsman, he speaks with authority. His own background: graduate, Allegheny College, Meadville, Pa., 1932; reporter, *McKeesport* (Pa.) *Daily News*, 1932-1936; reporter-rewrite man, *Pittsburgh Press*, 1936; managing editor, *McKeesport Daily News*, 1937; freelance writer during 1938 while on tour of U. S.; entered broadcasting in 1939 as news editor, KTSA San Antonio; CBS war correspondent in Europe, 1943-1946; news commentator, WCAU Philadelphia, 1946-1952; news editor, WCAU-AM-TV, 1952-present.

In this country, the principal objectors to equal access to news, as we call it, for radio and television reporters comes from the newspapers. I am grieved that certain doors are closed to us, but I can't honestly say that I do not understand why.

The fact of the matter is that, as a broadcaster, I share some of the feelings of the newspapermen. There is nothing that I resent more than the assignment by another station of a staff announcer with no education and experience in news, with no devotion to the traditions of journalism, to the coverage of a news event. He arrives with a tape recorder; he takes the microphone to the speaker's stand; if this happens to be a press conference, he takes a front seat, turns on the recorder and records everything that's asked and said in reply. He takes the tape back, edits out the questions, sometimes dubs in his own voice asking those questions, and he has himself a great show.

Or sometimes he hears a trained reporter ask a question which he likes and, when the press conference is over, he asks for a few minutes alone with the news-maker so that he can ask that same question himself and have the same room noise behind both question and answer.

Or a television station may send a cameraman—just a cameraman, not a reporter, too—to record everything that's said.

Now, I firmly believe that cameras and recorders should be permitted wherever public officials are making news. This is not a right guaranteed to broadcasters but a right guaranteed to the people. Freedom of the press and freedom of speech are not rights conferred by the Constitution on a certain group of journalists and speakers but rather they are the means of providing the people with the right to know.

But, as I see it, we of the radio and television industry must first of all agree that we have an obligation to deal with news as professionally, with as much integrity, as the newspaper profession does. We cannot assert the rights we claim so long as a great number of stations maintain no news departments worthy of the name, who have newsrooms which are no more than areas to house one, or at the most two, news machines, whose newsmen, so-called, are announcers who rip wire copy when a long record is being played and read it at the end of a music or chatter program, whose reporters are staff announcers, often station managers, who rush out of the building with tape recorders and hope to God that there are newspapermen around to ask the right questions.

I remember attending a press conference held by Sir Alexander Fleming, the discoverer of penicillin. A disc jockey was there with a recorder, and he didn't wait for others to begin their questioning. He jumped up right away and asked, "Sir Fleming (not Sir Alexander), how did you happen to discover penicillin?" Sir Alexander stared at his questioner and replied: "Sir, I did not *happen* to discover it." This same disc jockey attended a press conference held by Charles Sligh when Mr. Sligh was president of the National Assn. of Manufacturers. The announcer wanted to convince his listeners that he was buddy buddy with all the great and the near great, and he did what we knew he would do and awaiting which we held our breaths. He said, *"Chuck,* I want to ask you. . ." On both occasions I kept *my* tape recorder hidden.

The management of my station, like man-

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WHERE DID EVERYBODY GO?

One second ago 18,988,132 people were out there watching their TV sets. Maybe if that commercial had been just a little more fresh and imaginative . . .

Reeves arrives



Here's the

showmanship-

salesmanship

mood that makes the new,

live Jim Reeves Show click:



The **Jim Reeves Show** joins American Radio's **live,** weekday

Jim Reeves, whose song hit Four Walls is pushing the million sales mark, brings to American a 10-year record of radio success as a local musical personality, network guest star and persuasive air salesman.

His new musical hour, The Jim Reeves Show, originates **live** from WSM Nashville, home of today's hottest musical talent. Featuring the Anita Kerr Singers **(live)** and Owen Bradley's orchestra **(live),** it will boast regular guest appearances of such top-tune artists as Marty Robbins, Ferlin Husky and the Everly Brothers.

The **live** Jim Reeves Show is backed up by the showmanship-salesmanship skill of WSM and the new American Broadcasting Network.

October 7!





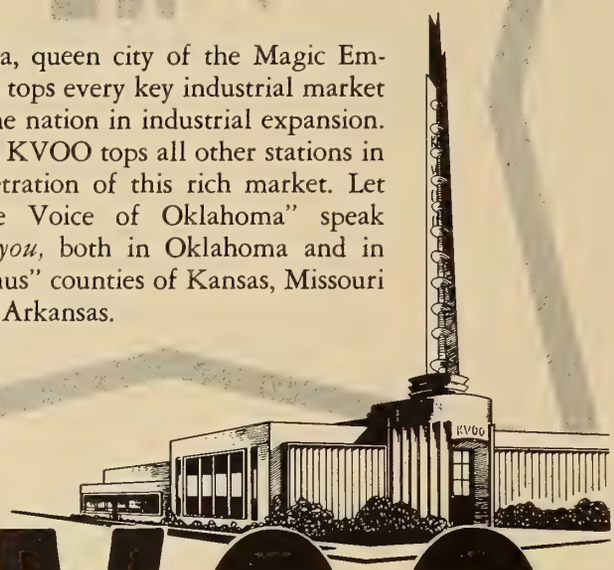
musical line-up Monday, October 7, 1–2 pm

the live one is

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Tulsa, queen city of the Magic Empire, tops every key industrial market in the nation in industrial expansion. And KVOO tops all other stations in penetration of this rich market. Let "The Voice of Oklahoma" speak for *you,* both in Oklahoma and in "bonus" counties of Kansas, Missouri and Arkansas.



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The only station covering all of Oklahoma's No. 1 Market

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"The Voice of Oklahoma"

agements of many good stations throughout the country, feels that news is very important. I would not be so naive as to say that our management does not think at all about the revenue-producing value of news. But our management feels that, so long as we are coveting and broadcasting news, we have the same obligation as our owner, *The Philadelphia Bulletin,* to cover and report news professionally. We spend an awful lot of money on news—a lot more than we really have to. As news director, I am a department head, responsible to the president on matters of overall news policy and problems, to the radio-tv vice president on matters concerned with a specific medium.

I feel that there are two conflicts to be considered as we examine the problem of equal access. There is the one conflict between broadcast industry and newspapers, and that is the one, it seems, to which most attention is being paid. But there is another conflict within the broadcast industry itself —between networks and stations which do a professional job of news coverage and reporting and stations which do not. I believe that second conflict has to be resolved before we can hope to have any success in dealing with the first.

So, as I see it, the first requirement is to raise the standards of electronic journalism —for every station, even though it may cost money, to employ qualified newsmen to handle news and not use staff announcers, disc jockeys and station managers to cover news any more than a newspaper would use its advertising manager or building superintendent to cover a story.

An Industry Assignment

One objective should be the creation of an industry-wide situation which would permit the development and training of qualified reporters and editors within the broadcast industry itself so that we wouldn't have to recruit our men from the newspaper field. Some of us now are able to do that, but there aren't many radio-tv news departments large enough to spawn a lot of newsmen.

Once we have set our standards and lived up to them, we shall still have our problems. Newspapermen will resent us then for other reasons—jealousy and fear. They'll try to keep us out wherever they can. But we then shall have deprived them of the very convincing arguments they now have.

Even today, lawyers, congressmen, judges city and town councilmen have their own selfish reasons for denying broadcasters the right to film and record their activities. Our opposition by no means consists of newspapermen alone. Public officials who fear the camera and the microphone will continue to keep the door closed to broadcasters as long as they are able. But when the news departments of radio and television stations attain the influence that newspapers now are able to exert, that opposition will be reduced. And such influence can be attained when each station creates a bona fide news department, staffed by professionals whose work is on a par with that of any newspaperman and the impact of which can be much greater.

I believe—and, of course, I'm prejudiced



...Rich Upstate New York

Within Your Grasp

NEW POLITZ STUDY SHOWS POWER AND IMPACT OF 4 LEADING RADIO STATIONS

Previous Politz studies have proved the power of great radio stations in individual markets. Now, for the first time, Alfred Politz Research, Inc. analyzes an entire region. This is the rich Upstate New York market reached by the BIG FOUR stations . . . WBEN (Buffalo), WHAM (Rochester), WGY (Schenectady) and WSYR (Syracuse).

This group of 4 leading radio stations has long delivered the largest audience, commanded the *respect* and *trust* of their listeners. But not until now . . . with this new Politz study . . . could you positively know how big a buy the BIG FOUR actually is.

The evidence drawn from the new Politz survey shows that with these BIG FOUR stations you can capture the tremendous, rich audience of the major portion of the Upper New York State market in the easiest, most economical way. The cost factor makes it a big buy *for numbers alone.*

The composite Upstate New York market, consisting of 52 counties, has a total adult population of better than three-and-one-half million. The BIG FOUR stations cover 88% of this audience. And it's an even bigger buy when you add the trusted character of these great stations, which makes people *heed* as well as *hear.*

The BIG FOUR story is available to advertisers and their agencies in a quick, revealing presentation. Call any Christal office and make a date to see it.

WBEN • WHAM • WGY • WSYR

BUFFALO ROCHESTER SCHENECTADY SYRACUSE

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WHAT TYPICAL BUDGETS WILL BUY ON THE 4 LEADING RADIO STATIONS IN UPSTATE NEW YORK

$18,000 . . . . *15 one-minute selling messages weekly for 10 weeks.*

$38,000 . . . *15 one-minute and 10 twenty-second announcements weekly for 18 weeks.*

$54,000 . . . *30 one-minute announcements weekly for 20 weeks.*

$85,000 . . . *5 quarter-hour newscasts weekly, including all costs, for 52 weeks.*

—that the greatest service radio and television can perform is in reporting news. I believe we are admirably equipped for that job and that we should be permitted to do more than we are doing and have done. I am very proud of what many of my colleagues have done, of the standards they have set. My only hope now is that their examples are followed by the entire industry. Once they are, nobody will dare slam a door in our face.

Three Speakers to Address RAB National Ad Clinic Oct. 8-9

Three of the speakers for Radio Advertising Bureau's third annual National Radio Advertising Clinic, to be held Oct. 8-9 at New York's Waldorf-Astoria Hotel with 550 advertising and agency executives expected to attend, are being announced today (Monday) by RAB President Kevin B. Sweeney.

They are Albert Brown, advertising and public relations vice president, Best Foods, New York; Julian Barksdale, marketing and planning vice president,, Stephen F. Whitman & Son, Philadelphia, and James J. Delaney, advertising manager, Sinclair Refining Co., New York. They will take part in the "How We Use Radio" segment of the two-day clinic.

Mr. Sweeney noted that each member of the trio "is an authority on advertising" and "represents a business organization which uses radio in big-league style and with great success. Their stories will contribute immeasurably to the enlightment of advertisers and agencies on many of the new and effective techniques of radio advertising."

Some 250 RAB members are expected to attend the clinic along with advertiser and agency guests. RAB will be host at a cocktail party and two luncheons.



H. L. MENCKEN, the late sage of Baltimore, was honored Sept. 12 by Sigma Delta Chi, national professional journalistic fraternity, with the marking of the *Sunpapers* in Baltimore as a historic site in journalism. WMAR-TV, Baltimore *Sunpapers* station, carried a live half-hour documentary of the life of Mr. Mencken, which also was kinescoped for CBS-TV. Seated is Alistair Cooke, moderator of *Omnibus,* who wrote and moderated the program. Standing (l to r) are E. K. Jett, vice president-general manager of WMAR-TV; Marquis Childs, syndicated columnist and chairman of SDX's historic sites committee, and Don Martin, NARTB public relations chief, SDX committee member.



JOHN F. PATT (c), president, WJR Detroit, takes over as national president of Radio Pioneers at an executive committee meeting in New York. Serving with him are Charles A. Wall (l), treasurer, who is president of Associated Music Publishers and vice president in charge of finance for BMI, and Raymond F. Guy (r), secretary, who is a senior staff engineer with NBC.

N. Y. Group to Fight State Ban

New York State's law denying access of microphones and cameras to public proceedings is unconstitutional, the New York State Assn. of Radio & Television Broadcasters asserted Wednesday at a meeting in Schenectady.

The association decided the state's bans, described as the worst in the nation, shouldn't be allowed to stand by default. A campaign to wipe the provision from the law books was agreed on and will be underway in once. In charge will be the Freedom of Information Committee headed by Joseph H. Tobin, WENT Gloversville. Other members are Merl L. Galusha, WRGB (TV) Schenectady; Michael R. Hanna, WHCU Ithaca, and Louis Saiff Jr., WWNY Watertown.

RTES to Hear Labunski, McLendon

A discussion this Wednesday on the future of the radio networks is slated as the first in this season's series of round table luncheons to be held by the Radio & Television Executives Society in New York at the Palm Terrace Room of the Roosevelt Hotel. Speaking on the topic, "Do Radio Networks Have a Future?" will be Stephen Labunski, ABN vice president, presenting the affirmative, and Gordon B. McLendon, who heads a group of radio stations in Texas and Louisiana, the negative.

TvB Issues Tv Audience Data

People in the U. S. spend nearly 300 million "people-hours" a day watching television and the average household watches 5½ hours every day. Of the 50 million homes in America, 40 million have tv sets. These facts are from a national study, "Who Are Television's Viewers," being distributed by Television Bureau of Advertising. The survey also points out that in the tv industry, nearly 500 stations program over 50,000 hours weekly, or over two million hours yearly.

Fellows Cites Radio-Tv Codes In Noting Pope's Encyclical

Radio and tv broadcasters of the United States have long recognized the great responsibility that is theirs under the American system of free broadcasting, NARTB President Harold E. Fellows, commenting on Pope Pius XII's encyclical *Miranda Prorsus* [B•T, Sept. 16], said last week. (See EDITORIAL, page 126.)

"Under the American system the individual broadcaster is the steward of the service he provides his community and is responsible for the programs he broadcasts," Mr. Fellows said.

He recalled that the association adopted radio Standards of Practice in 1937 and the Tv Code in 1952. "These two documents provided broadcasters with guideposts by which they maintain high standards of programming and advertising and at the same time preserve our traditions of freedom of speech and expression," he observed. "They are living documents designed to meet the changing needs of our society and new patterns in our growing industry.

"I believe that His Holiness' declaration is dramatic evidence of the vast importance of radio and television to modern civilization. News reports of the documents, the text of which I have not yet seen, quote the Pope as using the phrase 'privilege of our century' in reference to broadcasting, and it strikes me as a wonderfully apt description."

SCBA In Market for Director

Southern California Broadcasters Assn. has begun to screen applicants for a managing director to succeed William J. Taylor, who is resigning to become sales manager of KWIZ Santa Ana, Calif.

Loyd Sigmon, SCBA chairman, in announcing Mr. Taylor's resignation at the group's monthly luncheon Thursday, asked that applications be made in writing to the SCBA office at 6047 Hollywood Blvd., Hollywood.

DeGroot Heads Mich. AP Group

Don DeGroot, assistant general manager of WWJ-AM-FM-TV Detroit, was elected president of the Michigan AP Broadcasters Assn. Sept. 12 at the group's annual meeting in Hidden Valley. Eldon Garner of WKMF Flint was elected first vice president and Jim Sumpler of WMTE Manistee second vice president. Winners of awards for outstanding participation in AP cooperative newsgathering were WOOD-AM-TV Grand Rapids, representing largest stations; WHLS Port Huron, medium stations, and WLEW Bad Axe, small stations.

CCT Polls Uhfs on Toll Tv

The Committee on Competitive Tv, representing uhf stations, announced last week it has queried all uhf stations on their attitude toward pay tv and that when replies are received, an official report will be made. As of late last week, about 25% of the 87 commercial uhf stations on the air had answered, with the great majority opposed to subscription television, it was understood.



GENTLEMAN'S AGREEMENT
gory Peck, Dorothy McGuire, Celeste Holm



LEAVE HER TO HEAVEN
Gene Tierney, Cornel Wilde



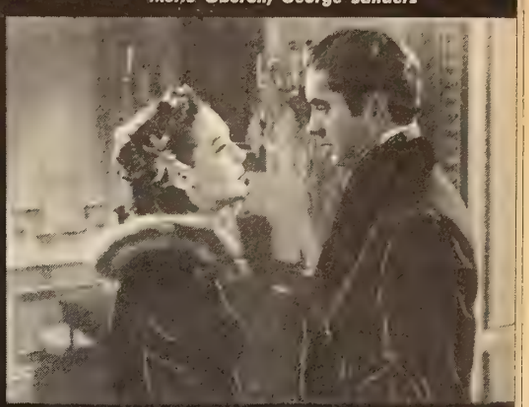
THE LODGER
Merle Oberon, George Sanders



GUADACANAL DIARY
lliam Bendix, Lloyd Nolan, Preston Foster



SITTING PRETTY
Robert Young, Maureen O'Hara, Clifton Webb



SUEZ
Tyrone Power, Loretta Young



FOREVER AMBER
nda Darnell, George Sanders, Cornel Wilde



13 RUE MADELEINE
James Cagney, Richard Conte



THE LATE GEORGE APLEY
Ronald Colman, Peggy Cummins

Can you name any other TV feature film package that contains so many great ones as...

NTA's "NIFTY BIG FIFTY"

...produced by 20TH CENTURY-FOX

reat pictures? Of course! nd they're *typical* of NTA's ize package of them—"The ifty Big Fifty." They can't miss when they've en produced at a cost of $60,000,000, and include no less than 29 Academy Award winners and nominees. With all the polish and finesse you expect from that master studio — 20th Century-Fox.

The moral is plain: For *assured* ratings and sales to match, phone, wire or write NTA *today* — and find out for yourself how nifty are these Big Fifty!

TRANSCONTINENTAL

NTA

Harold Goldman, Vice President in Charge of Sales
NATIONAL TELEFILM ASSOCIATES, INC.
60 West 55th Street, New York 19, N.Y.
PLaza 7-2100

'Operation Newsbeat' Planned As New Mutual's First Big Step

A nationwide-territorial service, "Operation Newsbeat," is Mutual Network's first major step under new ownership.

In essence the plan is a network-affiliate working arrangement to provide on-the-spot news coverage for the 34 daily Mutual newscasts. Robert F. Hurleigh, MBS news chief, described the idea as part of a broad plan to expand news-gathering facilities for the 7 a. m.-midnight daily news broadcast service to affiliates.

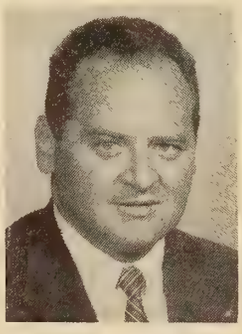
The 483 affiliates coast-to-coast and in Alaska and Hawaii are participating in the operation, which got under way Sept. 12. Each affiliate will assign a reporter to serve the network, with facilities available for emergency service when the station is not on the air.

Mr. Hurleigh said the service will provide color, background and on-the-spot descriptions of important stories through local reporting. He added that it implements the present world coverage provided by MBS and affiliates by United Press, International News Service, Reuters and overseas correspondents. The network has news desks in New York, Boston, Chicago, Detroit, Philadelphia and Los Angeles in addition to its Washington news headquarters.

News from affiliates will be worked into MBS prescheduled five-minute newscasts throughout the day. Important stories will be incorporated in special broadcasts. Many MBS affiliates now provide this type of service to the network but do not blanket the entire nation, Mr. Hurleigh explained. MBS offers five-minute newscasts on the hour and half-hour seven days a week.

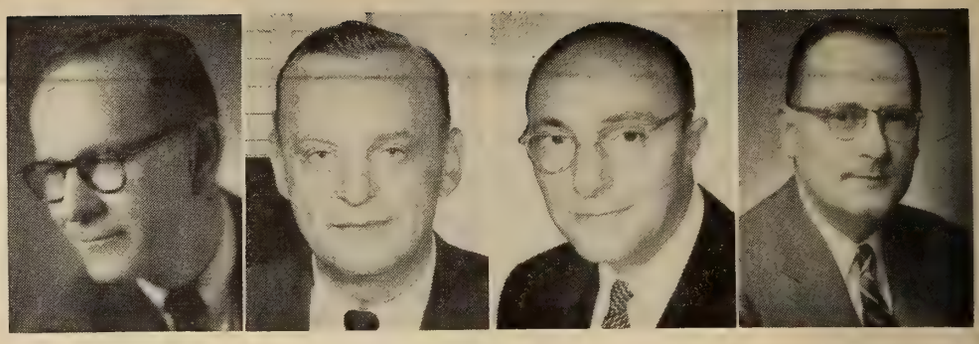
Lichtenstein Named to Direct ABN Promotions, Exploitation

Appointment of Irv Lichtenstein, WWDC Washington vice president, as director of promotions and exploitation for American Broadcasting Network is being announced today (Monday) by ABN President Robert Eastman.



MR. LICHTENSTEIN

He said Mr. Lichtenstein will "devote his complete time to promotions and exploitation projects to make listeners aware of the many new ABN programs and the top local features carried by ABN-affiliated stations." Mr. Lichtenstein has resigned as WWDC vice president in charge of publicity, audience and sales promotion and research, and will join ABN the first week in October. He joined WWDC in 1949 after serving as national publicity director for B'nai B'rith, as newsman for WINX Washington, and as an independent radio producer. He was named WWDC publicity director in July 1949, publicity and promotion director in 1950 and vice president last June.



MR. BOGGS MR. CAMPBELL MR. LaFRANO MR. BATESON

RKO Teleradio Promotes Four In Don Lee, Yankee Divisions

Three top level appointments were announced last week by Willet H. Brown, president of the Don Lee division of RKO Teleradio Pictures.

Norman Boggs, vice president in charge of sales, has been named vice president and general manager of Don Lee Radio. Wendell B. Campbell, vice president in charge of national sales for General Teleradio in New York, becomes a Don Lee vice president and general manager of KFRC San Francisco, owned by RKO Teleradio Pictures. A. J. LaFrano, director of operations for Don Lee Radio, has been promoted to vice president of this Pacific Coast radio network, in charge of programming and operations.

Also last week, Thomas H. Bateson, since 1955 director of national sales and sales service for WNAC-AM-TV Boston and the Yankee network in New England, was promoted to vice president of the Yankee division of RKO Teleradio Pictures, according to Norman Knight, president of Yankee. Prior to his association with Yankee, Mr. Bateson was with Northeast Airlines as system manager of reservation service and regional traffic and sales manager.

The Don Lee appointments follow the resignations of Ward D. Ingrim and William D. Pabst from the list of Don Lee executives to devote themselves to their tv station in San Francisco-Oakland. The FCC last summer granted the ch. 2 permit to San Francisco-Oakland Television Inc., of which Messrs. Ingrim and Pabst are majority stockholders [B•T, July 1]. Mr. Ingrim had been vice president and general manager of Don Lee Radio; Mr. Pabst had been general manager of KFRC.

NBC Radio Signings in 2 Weeks By 12 Clients Total $1.5 Million

Net advertising revenue totaling $1.5 million has resulted from new and renewal orders for full sponsorship and participation schedules placed with NBC Radio by 12 advertisers during the past two weeks, according to William K. McDaniel, vice president of NBC Radio network sales.

Dow Chemical (agency: MacManus, John & Adams), will sponsor *The Red Foley Show* (Sat. 12:30-55 p.m.) for 52 weeks starting Nov. 2. Pontiac Division of General Motors (MacManus, John & Adams) will sponsor National Football League championship game (Sun., Dec. 29). Bell Telephone System, (N.W. Ayer), renewed sponsorship of *The Telephone Hour* (Mon., 9-9:30 p.m.) for 39 weeks [B•T, Sept. 2].

Procter & Gamble has ordered 40 participations a week for 26 weeks on NBC's daytime schedule and in *Nightline* and *Monitor*. Anahist Co. (Ted Bates) ordered 13 one-minute participations a week in several programs for 26 weeks. P. Lorillard for Newport Cigarettes (Young & Rubicam) has ordered 10 *Bob and Ray* and 10 "Fibber McGee and Molly" *Monitor* segments each weekend for 13 weeks starting Oct. 5. F. Schumacher & Co. for Waverly Fabrics Div. (Ehrlich, Neuwirth & Sobo) ordered similar participations starting Jan. 4, 1958.

Carter Products (Ted Bates) ordered two 1-minute participations in *News of the World* and *NBC Bandstand* and a 1-minute participation in *Monitor* each week for 26 weeks effective immediately. RCA (Kenyon & Eckhardt) ordered six 1-minute and nine 30-second participations a week for eight weeks in *Monitor* starting Oct. 25.

Chrysler Division of Chrysler Corp. (McCann-Erickson) purchased a one-third sponsorship of *Life and the World* as well as two 1-minute participations in *Nightline* each week for five weeks starting Oct. 21. Dodge Div. of Chrysler (Grant Adv.) has ordered an additional 13 *Monitor* sports segments a weekend for five weeks effective Oct. 5.

R. T. French Co. (Richard A. Foley Adv.) ordered two 1-minute participations a week in *My True Story* for 13 weeks effective Sept. 3. H. J. Heinz Co. (Maxon) ordered two 1-minute participations a week for 10 weeks in *NBC Bandstand* starting Oct. 3.

NBC Gets Sugar Bowl 5 Years

NBC and New Orleans Mid-Winter Sports Assn. have signed a five-year contract for exclusive radio-tv coverage of the annual Sugar Bowl Game in New Orleans each New Year's Day, beginning with the 24th annual Sugar Bowl contest Jan. 1, 1958, according to Paul E. DeBlanc, association president, and Tom S. Gallery, NBC sports director. Mr. Gallery arranged details of the contract at a conference with Sam Corenswet, chairman of the Sugar Bowl's television committee, and officials of the association.

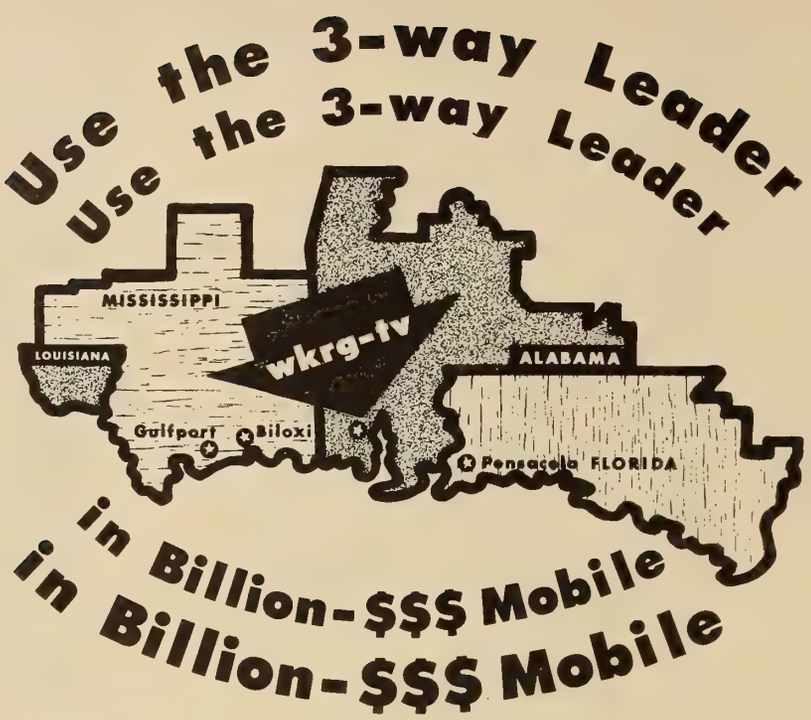


KDKA-TV joins CBS. That means the folks in the Greater Pittsburgh Market can get all the famous and fabulous CBS shows on their favorite Channel 2. It also means that advertisers have an even greater reason for scheduling their product messages on KDKA 2 TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

W B C

RADIO
BOSTON, WBZ+WBZA
PITTSBURGH, KDKA
CLEVELAND, KYW
FORT WAYNE, WOWO
CHICAGO, WIND
PORTLAND, [illegible]
TELEVISION
BOSTON, WBZ-TV
BALTIMORE, WJZ-TV
PITTSBURGH, KDKA-TV
CLEVELAND, KYW-TV
SAN FRANCISCO, KPIX
[illegible] represented by AM & FM Sales
WBZ-TV represented by Weed TV
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.



WKRG-TV LEADS THREE WAYS

No matter how you measure it, WKRG-TV is number one by a large margin in this Billion-Dollar Market.

NIELSEN Report number two shows WKRG-TV leading in every department . . . covering 33 to 26 counties for Station "X", with 45,000 extra homes in Channel 5's area.

A. R. B. (Feb., '57) WKRG-TV leads 281 to 150 in measured quarter-hour segments. At night, the lead is 139 to 59!

PULSE Telepulse (Sept., '56) shows WKRG-TV leading in 275 quarter-hours to 171 for Station "X".

HERE'S THE BILLION-PLUS MARKET

Within the area of WKRG-TV's measurable audience lies 1,258,000 people . . . 336,000 families with a Consumer Spendable Income of $1,467,000,000 and Total Retail Sales of $1,060,054,000 (all based on latest published SRDS figures).

Even if ratings were equal, which they aren't, here is the Coverage-Bonus WKRG-TV gives you in Big, Billion-Dollar Mobile:

	Population	Total Families	C.S.I.	T.R.S.
WKRG-TV	1,258,000	336,000	$1,467,000,000	$1,060,000,000
Sta. "X"	1,087,000	290,000	1,316,000,000	954,000.000
Bonus	161,000	46,000	$ 151,000,000	$ 106,000,000

Channel 5 CBS

WKRG-TV

Reps: Avery-Knodel

CBS Radio: $1.5 Million Gross Signed in New, Renewal Business

The signing by CBS Radio of four advertisers for new and renewal business amounting to more than $1.5 million in gross billings has been announced by John Karol, vice president in charge of network sales.

Philip Morris Inc. has expanded *Philip Morris Country Music Show* from a lineup of 70 stations to the full network, transferring the program to Sunday (9:05-9:30 p.m.) starting Oct. 6. The agency is N. W. Ayer & Son, New York. United Motors Service Division, General Motors Corp. (Delco batteries), through Campbell-Ewald, Detroit, has renewed *Lowell Thomas and the News* (Mon.-Fri., 6:45-7 p.m.). New business came from Campana Sales Co., through Erwin, Wasey Co., Chicago, which ordered one weekly "Impact" segment for 26 weeks starting Oct. 5 and H. J. Heinz Co., through Maxon Inc., New York, which purchased 10-weekly "Impact" segments for three weeks starting this Friday.

Benrus Watch Signs With MBS For Saturation Newscast Drive

Benrus Watch Co., New York, last week signed a saturation newscast campaign with Mutual Broadcasting System, but not until after a "misunderstanding" had been corrected. Early in the week, MBS received a letter of intent from Lennen & Newell, Benrus' agency, ordering 100 eight-second adjacencies per week on MBS daytime newscasts to begin Oct. 21, with instructions not to announce the purchase until the client had confirmed it. When the news leaked, Benrus officials denied having placed a firm order, then said they had canceled the letter "at 4:30 p.m. Tuesday."

By Thursday, however, Benrus let it be known that it was meeting at Lennen & Newell with top-echelon MBS brass to "renegotiate" the contract. At 6:05 p.m. Thursday, MBS and Benrus confirmed the campaign. The pre-Christmas push, however, originally scheduled for kickoff in late October, now won't start until Nov. 4 and will run as planned through Dec. 22.

White Heads ABN National Sales

John H. White, for two years spot sales manager for Ziv Television Programs central division, has been appointed national sales manager of the American Broadcasting Network, according to Thomas C. Harrison, vice president in charge of sales for ABN. Mr. White was an account executive for Ziv's St. Louis office before becoming central division spot sales manager for Ziv. Prior to that he was an account executive with KMOX St. Louis.



MR. WHITE



SOUNDMAN Ted Mann (l) and cameraman Gene Barnes of NBC News, Los Angeles, show a new portable sound-camera unit they perfected. Conversion of a regular Auricon 100 to handle 400 ft. of film enables them to shoot 10 minutes of film. The camera is joined to a small, light sound amplifier and power pack. The addition of a brace to support the camera makes the whole unit completely portable.

Five Advertisers Sign To Sponsor ABN Programs

Plough Inc., Campana Sales Co., H. J. Heinz, Rust Craft Publishers and Sleep-Eze Co., signed for sponsorships of American Broadcasting Network programs last week, according to Thomas C. Harrison, ABN vice president in charge of sales.

Plough (Musterole, St. Joseph aspirin, Dr. Edwards' olive tablets, Zemo ointment and Liquid and Mistol Mist) signed to sponsor 11:30 a.m. newscasts, Tuesday-Friday, Oct. 1-11; Monday-Friday, starting Oct. 14, and Monday, Wednesday and Friday, effective March 17, 1958, as well as newscasts at 2 p.m. on Wednesday and Friday beginning Oct. 16 and the 3 p.m. newscast on Thursdays and Fridays effective Jan. 9, 1958. Agency is Lake-Spiro-Shurman, Memphis.

Campana (Ayds) through Erwin, Wasey & Co., renewed its segment of Don McNeill's *Breakfast Club* effective Monday. Heinz, for its soups, is first sponsor to sign for *Jim Reeves Show* (Mon.-Fri. 1-2 p.m.) with one segment a week. Heinz also will sponsor a segment each of *Breakfast Club* and *Herb Oscar Anderson Show*. Heinz agency is Maxon Inc.

Rust Craft signed for a segment a week of *Breakfast Club* beginning Nov. 6 through Chambers & Wiswell Inc., in behalf of its greeting cards. Sleep-Eze, through Mottl & Siteman Adv., signed for two segments of *Breakfast Club* starting Oct. 4 in behalf of its sleeping tablet.



LIVING SOUND

captured at last in TV spot news on

SOUNDCRAFT

16mm MAGNA-STRIPE RAW STOCK

You can now get Soundcraft Magna-Stripe (film with pre-applied magnetic sound track) in raw stock form! The availability of Magna-Stripe Raw Stock, and equipment for its use—now enables you easily to convert from optical to magnetic sound track—to achieve living sound for your TV spot news films! Only Soundcraft's Magna-Stripe provides *Oscar-winning oxide formulation!

Because optical developing processes cannot affect sound already recorded on Magna-Stripe, you can develop your films for maximum optical clarity. All the advantages of tape recording are yours with Magna-Stripe! First adopted in CBS-TV Newscasts—Magna-Stripe has won viewer and critic plaudits for "live" sound quality in spot news broadcasts. To learn how easily you can convert to Magna-Stripe Raw Stock ...write Soundcraft today!

*1953 Academy of Motion Picture Arts & Sciences Award

REEVES SOUNDCRAFT CORPORATION

10 E. 52nd St., New York 22, N.Y. • West Coast: 338 N. La Brea, L. A. 36, California

WORLD'S LEADING MANUFACTURER OF RECORDING FILMS

UA Reveals Overseas, Non-Movie Tv Plans

United Artists Corp., New York, made known last week its intentions to enter (a) the foreign tv market with its two packages of post-1948 theatrical films and (b) the business of non-theatrical film syndication and/or program distribution.

UA has been in the "television business" since last September and over the past year has racked up an estimated $6.7 million in gross distribution sales. According to John Leo, tv sales manager, the tv arm of UA "no doubt" will surpass UA Board Chairman Robert Benjamin's prediction of $5 million sales on its recent package of 52 films by the end of the year.

Its first package of 39 films, now shown on some 90 stations, is still selling "fast," notes Mr. Leo, and gross sales to date are over $2.5 million; the subsequent package of 52 films—including such features as "Moulin Rouge" and "African Queen"—have been sold to 65 stations and have accounted for sales "in excess of" $4 million after only 3½ months of "hard selling."

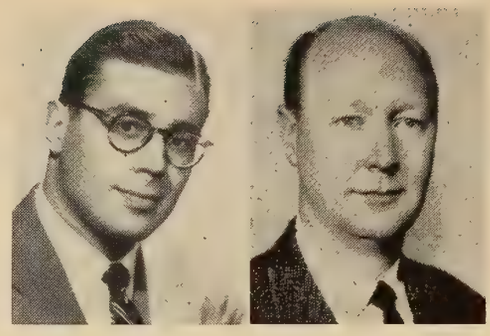
Last week, UA managed to sell the remaining half of its second package to WRCA-TV New York (26 films of this grouping had been sold earlier to WCBS-TV New York, plus two films of the first package which WRCA-TV subsequently rejected) and also broke into Chicago by selling the entire 52-film package to WNBQ (TV). Although Mr. Leo declined to make public the price tag per film, he reported, "We got our average price in both cities."

UA is in "tv for keeps." Mr. Leo noted that UA now is ready and willing to take on tv program series for distribution, will work with independent tv producers "not necessarily UA-contracted producers, either." Apparently UA—which has specialized in foreign film production and this has not been involved for the main with residual rights to U. S. unions and guilds—feels it can provide its producers now filming theatrical films in Europe with a "ready-made pipeline" to U. S. stations and even networks.

As to enlarging its theatrical film syndication operations, Mr. Leo expects shortly to announce UA's first sale to some 8-10 Canadian stations and is understood also to be eyeing the Latin American market for Spanish-dubbed versions of the post-1948 films.

Is Quiz Fame Really Fleeting?

Television Programs of America and Entertainment Productions Inc. have announced plans to co-produce a half-hour dramatic film series based on the lives of big-money winners on radio and tv quiz shows. Titled *The Turning Point,* the series will make use of EPI's files dating back 17 years. It will be produced in TPA's studios in Hollywood. EPI packages such tv programs as *$64,000 Question* and *$64,000 Challenge.*



MR. KINGSLEY MR. SHAW

Three Promoted, Ten Added In Ziv Tv Programs Expansion

Addition of 10 salesmen to the Ziv Television Programs Inc. staff and the promotion of three executives were announced last week by M. J. Rifkin, vice president in charge of sales, as part of a major expansion program [CLOSED CIRCUIT, Sept. 16].

Walter Kingsley, sales manager of Ziv tv's national sales department, has been appointed to the newly-created post of general sales manager of the syndication department under Mr. Rifkin. Succeeding Mr. Kingsley as sales manager of national sales is James Shaw, central division sales manager of national sales. Jerry Kirby, an account executive in the national sales department, has been promoted to Mr. Shaw's former post.

Mr. Rifkin reported that these three promotions have been accompanied by an expansion in the Ziv tv sales organization in the past two weeks, including the addition of 10 salesmen. They are: Tom Burkhart, John Cameron and James Parker, assigned to eastern division syndication sales; Walter Miller, Paul Weiss, Larry Bastian, R. J. Bidwell, Elmer Bieser, Floyd Dahlke and Bud Donnelly, central division sales. Mr. Rifkin said other appointments will be announced shortly.

The expansion program is being undertaken to make possible "greater service, information and direct contact with advertisers and stations in every part of the country," Mr. Rifkin said.

Three to Make 'Tussaud' Series

Robert Siodmak, Jules Buck and British film producer Charles Reynolds have acquired television rights from the famed London wax museum, Madame Tussaud's Ltd., for a new television film series, *Robert Siodmak Presents Madame Tussaud,* according to Mr. Reynolds. Initial filming of the 39 episode series is planned for early 1958 in England and on the Continent, Mr. Reynolds said, noting that this is the first time in its 200-year history the museum has lent its name and made its files available to an outside commercial venture. The series will be under the sales supervision of Don Getz. Mr. Siodmak and Mr. Buck currently are in London filming ABC-TV's *O.S.S.* (Thurs. 9:30-10 P.M.), which will be aired this fall.

Bonded Film Storage Group Makes Personnel, Other Changes

Bonded Film Storage Co., New York, and four of its subsidiaries have announced a "complete streamlining in all departments, including changes in procedure, shifts of personnel and major alterations to the home office" (630 Ninth Ave.), due to "tremendous growth in a short time," according to Chester M. Ross, president. The firm stores film for the networks, producers, distributors, industrial film producers, museums, advertising agencies and laboratories.

Bonded Tv Film Service Co., one of the subsidiaries affected by the "streamlining," ships, examines, stores, routes and expedites filmed programs and commercials and inserts commercials in film packages. It also handles spot commercials for agencies. Teleshippers, another subsidiary affected, combines shipments from various distributors to one television station into bulk shipments and receives the used film in bulk shipments from the stations, saving the stations sizable sums in transportation costs, Mr. Ross said. He added that more than 70% of all television film used in the U. S. passes through this organization. Other subsidiaries affected by the changes are Video Expediters Inc. and Bonded Film Distributors.

Mr. Ross remains as president of all the companies with Emanuel Kandel retaining the post of vice president. Benjamin Kandel becomes supervisor of the warehouse operations division of all companies. Aaron Rey is manager of all city operations. In the new control section, Seymour Lisker becomes controller for all 35 mm work and Carl Feuer is controller for 16 mm and television operations.

Caribe Films Formed in P. R.

Formation of Caribe Films Inc., said to be the first film producing company in Puerto Rico designed for stateside service, has been announced by Juan Viguie Jr. of Puerto Rico, president, and Paul Fanning of New York, executive vice president, art director and in charge of stateside operations. The company offers both complete package service and special services at a saving of 20% or more over mainland production costs, according to Mr. Fanning. The studio is located at Hato Rey, suburb of San Juan, with fully equipped labs and editorial and projection rooms. The New York office is 334 W. 12th St., New York. Telephone: Oregon 5-0209.

Firm to Make Films for Insurance

Formation of Insurance Films Productions Inc., to specialize in the production of films for the insurance business, has been announced by Martin Hersh of Universal Recorders, president of the new firm. Charles Brown, former vice president of Bing Crosby Enterprises, will be vice president in charge of sales and promotion. Ed H. Leftwich of Emperor Productions will be vice president in charge of production. Martin Ross, Emperor president, will be secretary. The new company will have offices at 6757 Hollywood Blvd., Hollywood. Telephone: Hollywood 9-8282.

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN AUGUST

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*All Star Theatre*	(Screen Gems)	Tues. 10:30	WRCA-TV	9.7
2.	*Highway Patrol*	(Ziv)	Mon. 7:00	WRCA-TV	9.1
3.	*Death Valley Days*	(McC-E)	Wed. 7:00	WRCA-TV	8.3
4.	*Men of Annapolis*	(Ziv)	Tues. 10:30	WABC-TV	7.5
5.	*Public Defender*	(Interstate)	Mon. 10:00	WPIX	6.6
6.	*My Little Margie*	(Official)	Mon.-Fri. 9:30 a.m.	WCBS-TV	6.4
7.	*Code 3*	(ABC Film)	Mon. 10:30	WRCA-TV	6.1
8.	*Whirlybirds*	(CBS Film)	Thurs. 7:30	WPIX	5.7
9.	*Federal Men*	(MCA-Tv)	Wed. 10:00	WPIX	5.6
9.	*Gangbusters*	(RKO Teleradio)	Sun. 5:00	WABD	5.6
9.	*Last of Mohicans*	(TPA)	Fri. 10:30	WABC-TV	5.6
10.	*Guy Lombardo*	(MCA-Tv)	Thurs. 7:00	WRCA-TV	5.5

LOS ANGELES *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*San Fran. Beat*	(CBS Film)	Sat. 9:30	KTTV	13.2
2.	*O. Henry Playhouse*	(Gross-Krasne)	Mon. 8:30	KHJ-TV	13.1
3.	*Search For Adven.*	(Bagnall)	Thurs. 7:00	KCOP	12.8
4.	*Highway Patrol*	(Ziv)	Mon. 9:00	KTTV	12.3
5.	*State Trooper*	(MCA-Tv)	Mon. 8:00	KHJ-TV	10.8
6.	*Confidential File*	(Guild)	Mon. 9:30	KTTV	10.5
7.	*Men of Annapolis*	(Ziv)	Thurs. 7:30	KNXT	10.4
8.	*Sheriff of Cochise*	(NTA)	Tues. 9:30	KTTV	9.6
9.	*Sheriff of Cochise*	(NTA)	Sat. 7:30	KTTV	9.2
10.	*Dick Powell*	(Official)	Fri. 10:00	KNXT	9.0

CHICAGO *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*State Trooper*	(MCA-Tv)	Wed. 9:30	WNBQ	16.0
2.	*Man Called X*	(Ziv)	Mon. 9:00	WGN-TV	14.5
3.	*Death Valley Days*	(McC-E)	Mon. 9:30	WNBQ	14.2
4.	*Sheriff of Cochise*	(NTA)	Sat. 7:30	WBBM-TV	13.3
5.	*City Detective*	(MCA-Tv)	Fri. 9:30	WGN-TV	12.5
5.	*Highway Patrol*	(Ziv)	Fri. 8:00	WGN-TV	12.5
6.	*Silent Service*	(NBC Film)	Tues. 9:30	WNBQ	12.2
7.	*Racket Squad*	(ABC Film)	Tues. 8:30	WGN-TV	10.9
8.	*Code 3*	(ABC Film)	Fri. 9:30	WBKB	10.7
8.	*Men of Annapolis*	(Ziv)	Mon. 9:30	WGN-TV	10.7
8.	*Secret Journal*	(MCA-Tv)	Sat. 10:00	WNBQ	10.7
9.	*San Fran. Beat*	(CBS Film)	Tues. 9:00	WGN-TV	10.4
9.	*Susie*	(TPA)	Sat. 9:30	WBKB	10.4

WASHINGTON *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Sat. 7:00	WTOP-TV	14.1
2.	*Silent Service*	(NBC Film)	Tues. 10:30	WTOP-TV	13.9
3.	*Golden Playhouse*	(Official)	Sun. 10:30	WRC-TV	10.6
4.	*Stories of Century*	(H-Tv)	Sat. 6:30	WTOP-TV	9.7
5.	*Men of Annapolis*	(Ziv)	Tues. 7:00	WTOP-TV	9.6
6.	*Favorite Story*	(Ziv)	Fri. 10:30	WMAL-TV	8.3
6.	*Lone Wolf*	(MCA-Tv)	Tues. 10:30	WRC-TV	8.3
7.	*Studio 57*	(MCA-Tv)	Mon. 10:30	WMAL-TV	7.3
8.	*Victory At Sea*	(NBC Film)	Sun. 10:30	WMAL-TV	6.9
9.	*Favorite Story*	(Ziv)	Mon. 9:30	WMAL-TV	6.8
10.	*Star And Story*	(Official)	Wed. 10:30	WRC-TV	6.6

MINNEAPOLIS-ST. PAUL *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Sheriff of Cochise*	(NTA)	Sat. 9:30	WCCO-TV	21.2
1.	*State Trooper*	(MCA-Tv)	Tues. 9:30	KSTP-TV	21.2
2.	*O. Henry Playhouse*	(Gross-Krasne)	Sun. 9:30	KSTP-TV	15.2
3.	*Highway Patrol*	(Ziv)	Thurs. 10:30	KSTP-TV	11.0
4.	*Championship Bowling*	(Schwimmer)	Sun. 1:00	WCCO-TV	10.4
4.	*Studio 57*	(MCA-Tv)	Wed. 9:30	KSTP-TV	10.4
5.	*Death Valley Days*	(McC-E)	Sat. 6:00	WCCO-TV	9.6
6.	*Secret Journal*	(MCA-Tv)	Fri. 7:30	KSTP-TV	9.1
6.	*Waterfront*	(MCA-Tv)	Fri. 10:30	KSTP-TV	9.1
7.	*Secret Journal*	(MCA-Tv)	Tues. 9:00	KSTP-TV	8.9
7.	*Superman*	(Flamingo)	Sun. 4:30	WCCO-TV	8.9
8.	*Racket Squad*	(ABC Film)	Sat. 10:30	KSTP-TV	8.8
9.	*Science Fict. Theatre*	(Ziv)	Mon.-Sat. 8:30	KMGM-TV	7.6
10.	*Susie*	(TPA)	Mon.-Fri. 4:30	KSTP-TV	7.5

SEATTLE-TACOMA *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Search For Adven.*	(Bagnall)	Wed. 7:00	KING-TV	35.5
2.	*Death Valley Days*	(McC-E)	Thurs. 8:00	KOMO-TV	28.3
3.	*Whirlybirds*	(CBS Film)	Thurs. 8:30	KING-TV	25.9
4.	*Highway Patrol*	(Ziv)	Thurs. 7:00	KOMO-TV	24.5
4.	*Silent Service*	(NBC Film)	Wed. 7:30	KING-TV	24.5
5.	*Sheriff of Cochise*	(NTA)	Mon. 7:00	KING-TV	24.1
6.	*Capt. David Grief*	(Guild)	Sun. 8:30	KING-TV	22.2
7.	*Soldiers of Fort.*	(MCA-Tv)	Sun. 8:00	KING-TV	21.6
8.	*Code 3*	(ABC Film)	Sun. 10:00	KING-TV	20.2
8.	*Man Behind Badge*	(MCA-Tv)	Mon. 9:00	KTNT	20.2
9.	*Superman*	(Flamingo)	Tues. 6:00	KING-TV	17.8
10.	*Badge 714*	(NBC Film)	Sun. 9:30	KING-TV	17.7

CLEVELAND *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Silent Service*	(NBC Film)	Sat. 10:30	WJW-TV	25.0
2.	*Sheriff of Cochise*	(NTA)	Sun. 10:30	KYW-TV	24.4
3.	*Mr. D. A.*	(Ziv)	Tues. 10:00	KYW-TV	22.8
4.	*Highway Patrol*	(Ziv)	Tues. 10:30	WJW-TV	18.1
5.	*Heart of City*	(MCA-Tv)	Fri. 10:30	WJW-TV	17.5
6.	*State Trooper*	(MCA-Tv)	Mon. 10:30	KYW-TV	17.3
7.	*Men of Annapolis*	(Ziv)	Wed. 10:30	KYW-TV	13.6
8.	*Soldiers of Fort.*	(MCA-Tv)	Tues. 10:30	KYW-TV	12.5
9.	*City Detective*	(MCA-Tv)	Sat. 7:00	KYW-TV	12.4
10.	*Frontier Doctor*	(H-Tv)	Mon. 7:00	KYW-TV	10.5

ATLANTA *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Badge 714*	(NBC Film)	Tues. 10:00	WSB-TV	17.4
2.	*Mystery Is Business*	(TPA)	Sat. 9:30	WAGA-TV	17.0
3.	*Highway Patrol*	(Ziv)	Fri. 10:00	WAGA-TV	16.1
4.	*State Trooper*	(MCA-Tv)	Wed. 10:00	WAGA-TV	15.8
5.	*Science Fict. Theatre*	(Ziv)	Tues. 9:30	WAGA-TV	15.7
6.	*Sheriff of Cochise*	(NTA)	Wed. 10:00	WSB-TV	14.5
7.	*Soldiers of Fort.*	(MCA-Tv)	Mon. 10:00	WAGA-TV	12.2
8.	*O. Henry Playhouse*	(Gross-Krasne)	Tues. 9:30	WSB-TV	12.0
9.	*Susie*	(TPA)	Mon. 10:00	WSB-TV	11.7
10.	*My Little Margie*	(Official)	M-F 4:30	WSB-TV	11.3

COLUMBUS *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Tues. 9:30	WBNS-TV	34.5
2.	*Last of Mohicans*	(TPA)	Sat. 9:30	WBNS-TV	28.7
3.	*Death Valley Days*	(McC-E)	Sun. 8:30	WBNS-TV	26.0
4.	*Frontier Doctor*	(H-Tv)	Fri. 9:30	WTVN-TV	25.1
5.	*State Trooper*	(MCA-Tv)	Mon. 9:30	WTVN-TV	21.1
6.	*Men of Annapolis*	(Ziv)	Fri. 8:30	WBNS-TV	17.0
7.	*Man Behind Badge*	(MCA-Tv)	Tues. 10:00	WLWC	16.8
8.	*Sheriff of Cochise*	(NTA)	Fri. 9:00	WTVN-TV	15.9
9.	*Frontier*	(NBC Film)	Thurs. 10:00	WTVN-TV	15.2
10.	*Annie Oakley*	(CBS Film)	Thurs. 6:00	WBNS-TV	14.5
10.	*Code 3*	(ABC Film)	Mon. 10:00	WLWC	14.5

BOSTON *two-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Secret Journal*	(MCA-Tv)	Tues. 10:30	WNAC-TV	22.9
2.	*State Trooper*	(MCA-Tv)	Sun. 10:30	WNAC-TV	22.8
3.	*Waterfront*	(MCA-Tv)	Sun. 7:00	WNAC-TV	21.5
4.	*State Trooper*	(MCA-Tv)	Fri. 10:30	WNAC-TV	19.4
5.	*Count of Monte Cristo*	(TPA)	Tues. 8:30	WNAC-TV	15.6
6.	*Studio 57*	(MCA-Tv)	Tues. 10:30	WBZ-TV	14.5
7.	*Highway Patrol*	(Ziv)	Wed. 10:30	WBZ-TV	14.0
7.	*I Led 3 Lives*	(Ziv)	Wed. 7:30	WNAC-TV	14.0
8.	*The Falcon*	(NBC Film)	Wed. 8:00	WNAC-TV	13.6
9.	*Combat Sergeant*	(NTA)	Sat. 8:30	WNAC-TV	13.4
10.	*City Detective*	(MCA-Tv)	Fri. 11:05	WNAC-TV	13.1
10.	*Star Performance*	(Official)	Sun. 10:30	WBZ-TV	13.1

FPA Schedules Promotion For 'Keep-'Em-in-N. Y.' Drive

Film Producers Assn. of New York last week announced a schedule of promotional activities this fall designed to advance its campaign to encourage increased tv and theatrical film production in the east.

The first project the association is undertaking is the establishment of an Eastern Academy of Motion Picture Arts and Sciences. During the next few weeks, FPA's board of directors will meet with representatives of all branches of New York's film industry and set up a committee to work with the mayor's office and with Wallace A. Rose, FPA's public relation counsel, in the development of the eastern academy plan. By the end of October, it is expected that a complete report will have been submitted to the mayor by Leo A. Larkin, assistant corporation counsel of New York, who has been investigating ways in which the city can support the film industry there more effectively.

Other promotional activities FPA is planning this fall: the second annual tv workshop in mid-October, at which a presentation of experimental film footage of commercials will be made to an audience of agency executives; participation by the association in the television clinic of the American Assn. of Advertising Agencies on Nov. 20 and in the program of the Industrial Audio Visual Assn. Oct. 29.

FILM DISTRIBUTION

Association Films Inc., N. Y., is making available free to tv stations new 20-minute film, *Mainline, U. S. A.,* which points up importance of railroads to nation's economy in peacetime and for national defense. Film is presentation of Assn. of American Railroads.

FILM PRODUCTION

George Bagnall & Assoc. Inc., Hollywood, reports it is producing half-hour underwater adventure series starring Buster Crabbe, titled *Davy Jones.* Pilot of series is available for screening by advertisers and agencies.

Commodore Productions & Artists Inc., Hollywood, begins production on tv series, *No Escape,* taken from files of Hawaiian Police Dept.

FILM SALES

Screen Gems Inc., N. Y., announced last week that 27 stations have signed for its "Shock" package which contains 52 Universal Pictures' "horror" feature films. Among latest buyers are KFJZ-TV Fort Worth, WSB-TV Atlanta, KXLY-TV Spokane, Wash., KBTV (TV) Denver, KENS-TV San Antonio, Tex., WTVJ (TV) Miami and KVII (TV) Amarillo, Tex.

AAP reports that it has made new sales of its cartoon packages (both Warner Bros. and Popeyes) to six stations, pushing total markets to over 75 mark for each. WNEW-TV Bay City, Mich., reportedly made its second buy of Popeyes within year, while KLAS-TV Las Vegas, Nev., which had just bought Popeye package, added Warner cartoons. Other purchases: WSEE-TV Erie, Pa., Popeyes; WEEK-TV Peoria, Ill., both Popeyes and Warner Bros. cartoons, and KFDA-TV Amarillo, Tex., and WCNY-TV Watertown, N. Y., Warner cartoon package.

MCA-TV announces sale of its *State Trooper* series to Fort Howard Paper Co., Green Bay, Wis., for showing in that state in Madison, Green Bay and Wausau. Company also reports RKO Teleradio Inc. has renewed series for its owned-and-operated stations, KHJ-TV Los Angeles and WNAC-TV Boston.

Trans-Lux-Tv, N. Y., reported sale of Encyclopaedia Britannica film library to WKOW-TV Madison, Wis., for period of five years. Station will begin to use library on Oct. 1.

Telestar Films Inc., N. Y., reports sales of its half-hour film series, *White Hunter,* in 50 markets "representing more than $800,000 worth of business."

United Artists Corp. reports that WNBQ (TV) Chicago has purchased package of 65 feature films for telecast starting in October. Package includes 52 post-1952 features and 25 in color.

RANDOM SHOTS

Ziv Television Programs Inc., N. Y., reported last week that Character Merchandising Co., same city, was named to handle licensing arrangements for Ziv Tv's new film series, *Harbor Command.* Line of children's items, covering games and clothing, are to be made available at cost to programs' sponsors for premium and prize use.

Trans-Lux Television Corp. reports it acquired "Hill 24 Doesn't Answer," first major English language film produced in Israel, for tv release in U. S.



MR. KREGER

◄ **Wilding Picture Productions Inc.,** Chicago, announces establishment of creative marketing services department, with **Leon A. Kreger** appointed manager. Unit will work with general sales department and be responsible for research, analysis, recommendations and followup of creating and developing sales promotions, merchandising and training programs for Wilding clients on national basis. Mr. Kreger has been with Wilding since 1948 as creative writer and merchandising specialist.

Warner Bros. Pictures Inc. reports that its N. Y. home office will move into new quarters later this fall in Tishman Bldg., now being completed on Fifth Ave. & 53d St. Feature of building will be theatre, containing two projection booths—one for 35 mm film and other for 16 mm film.

Atlantic Television Corp., N. Y., reports it is changing name of its current offering of feature films from 10th Anniversary Package to "10th Birthday Package," in deference to American Broadcasting Network's *Anniversary Package.*

Muzak Sold to Wrather, Loeb for $4.3 Million

Muzak Corp., pioneer in the field of "wired radio" a quarter-century ago and today probably the largest purveyor of background music for restaurants, factories, offices and other non-home locations, has been purchased by Jack Wrather, broadcaster-industrialist of Texas and California, and John L. Loeb of the New York brokerage firm of Carl M. Loeb, Rhoades & Co., for $4,350,000 from William Benton, former U. S. Senator from Connecticut, and H. E. Houghton, president of Muzak Corp. Messrs. Loeb and Wrather will acquire 100% of the Muzak stock in the transaction.

In addition to the Muzak franchises of its musical services to 146 operators in the U. S., Canada and Europe, the new owners also will acquire WBFM (FM) New York, this part of the transaction being subject to FCC approval.

Muzak also owns its own tape recording plant in New York and a music library of more than 10,000 specially arranged and recorded selections, to which some 500 new numbers are added each year by Muzak's own arrangers and orchestras.

Negotiations between the principals were conducted by Edwin Tornberg of Allen Kander & Co., national media brokers.

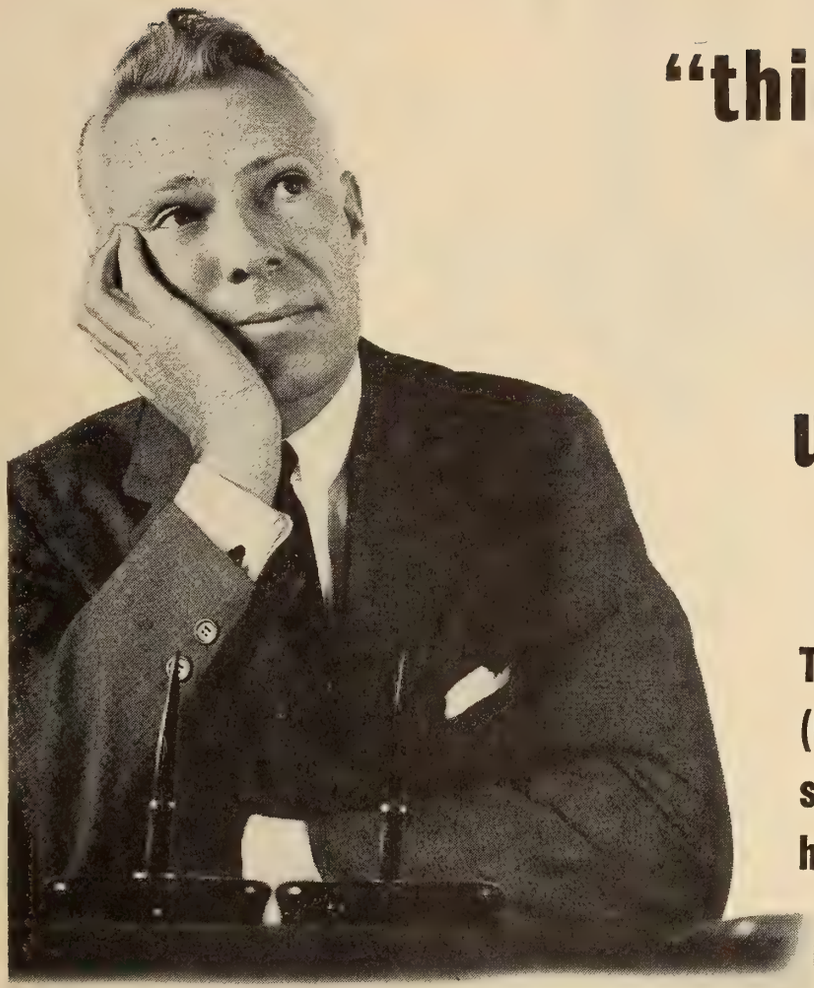
Commenting on the acquisition, Mr. Wrather said: "We believe the future of Muzak is limitless, not only in the field of background music, where we intend to work toward strengthening our franchisers' operations, but also in the area of electronic tape development for sound and television and in the utilization of its outstanding research facilities and talents for the development of hi-fi, audio communication and other electronic equipment for the public."

Mr. Wrather is president of KFMB-AM-TV San Diego and KERO-TV Bakersfield, both California, and owner of the radio-tv programs *Lone Ranger, Lassie* and *Sergeant Preston of the Yukon.* His non-broadcast interests include the Disneyland Hotel at Anaheim, Calif.

Sen. Benton, co-founder and former partner in the advertising agency, Benton & Bowles, said the principal reason for the sale of Muzak is to gain time for "politics and public service." He has been serving as board chairman of Encyclopaedia Brittannica and Encyclopaedia Brittanica Films and retains his ownership in those companies.

TNT Adds Canadian Theatres

Theatre Network Television announced last week that seven theatres in six cities in Canada have been added to the lineup that will carry the TNT closed-circuit telecast of the middleweight championship bout in New York tonight (Monday) between Ray Robinson and Carmen Basilio. Nathan L. Halpern, TNT president, said a total of 173 theatres in 130 cities have signed for the presentation, said to comprise the "largest closed-circuit network in history."



"things aren't what they used to be"

This sorrowful gentleman (like so many television station executives today) has a problem.

Once upon a time — and not very long ago — his station was synonymous with his market in every advertiser's mind. Now he finds this less and less so. Whose fault? Well, maybe it's not really his.

Since 1952, the number of TV stations has multiplied almost fivefold. There are enough applications pending to soon make it eightfold. Small wonder it becomes harder and harder for an individual station to stand out . . . to maintain its identity and prestige among advertisers and their agencies. Ordinary production line representation can't do it.

But *specialized* representation, tailored to a station's character, *will*. Created by Harrington, Righter and Parsons, it sells the individual quality, prestige and local leadership of a station along with its availabilities. This takes a lot more than phone calls and routine sales visits.

Specialized representation is possible for only a few . . . for stations of the caliber listed here. Perhaps you, too, belong among them.

HARRINGTON, RIGHTER & PARSONS, Inc.

NEW YORK • CHICAGO
SAN FRANCISCO • ATLANTA • BOSTON

television — the only medium we serve

WCDA-B-C *Albany* **WABT** *Birmingham* **WBEN-TV** *Buffalo*
WJRT *Flint* **WFMY-TV** *Greensboro/Winston-Salem*
WTPA *Harrisburg* **WTIC-TV** *Hartford* **WDAF-TV** *Kansas City*
WHAS-TV *Louisville* **WTMJ-TV** *Milwaukee* **WMTW** *Mt. Washington*
WRVA-TV *Richmond* **WSYR-TV** *Syracuse*

WJTV is King Pin in Jackson, (Miss.)

In Mississippi's "Money" Market, WJTV rolls a perfect game in every department.

1 Power

POWER — Now WJTV transmits at maximum power (316,000 watts) using the latest, most modern equipment, plus full network color. WJTV delivers top programming to 220,000 TV homes.*

*Television Magazine

2 Programming

PROGRAMMING — WJTV has 15 out of the top 15 night-time shows — leads in share of audience in every time segment — morning, afternoon, and evening, Monday through Friday. WJTV has the Number One network once-a-week program, multi-weekly program, local program, and film program.

3 Promotion

PROMOTION — WJTV has the staff and facilities for doing a complete promotional job in all media. For example, WJTV programs are promoted daily in Mississippi's largest newspaper.

First in the heart of Mississippi

WJTV

JACKSON, MISSISSIPPI



CBS

ABC

REPRESENTED BY THE KATZ AGENCY

Los Angeles Gives Go-ahead In Three C-C Toll Tv Bids

The Los Angeles City Council on Wednesday authorized the city attorney to advertise three franchises for closed-circuit toll tv systems for bids, which will be opened by the council Sept. 30. The three franchises are to be issued on the applications of Skiatron Tv Inc., Harriscope Inc. and one filed jointly by Fox West Coast Theatres and International Telemeter Corp.

A motion that the three franchises be advertised simultaneously and that the bids also be opened at the same time was made by councilman L. E. Timberlake, chairman of the council committee on industry and transportation, which had approved this plan before its submission to the full council, he said.

Its purpose, he stated, was to demonstrate beyond any doubt that there is no intention to give any subscription television company an exclusive franchise or even a time advantage over any other applicant for a city franchise. The council on Aug. 6 had dropped its plan to authorize advertising of the Skiatron franchise after Skiatron objected to the granting of a second franchise to Fox-Telemeter [B•T, Aug. 12], postponing the whole subscription Television question until last Wednesday.

Council approval of the Timberlake motion was by a vote of 12 to 1. John C. Holland cast the lone negative vote after he had tried unsuccessfully to have the city's franchise form amended to include a prohibition of any advertising on toll tv. Noting that the applicants had disavowed any intention to include advertising in the programs their subscribers will pay to see, Mr. Holland said they certainly could not object to having a non-commercial clause written onto their franchise. Other councilmen expressed the feeling that competition would prevent any of the companies from taking advantage of the public and that as far as the city is concerned, it will get 2% of all revenue of the toll tv operation, whether from subscribers or from advertisers.

Minskey Heads N. Y. ITC Office

International Telemeter Corp., operator of a proposed pay tv system, has set up an eastern office. Howard G. Minskey, who resigns as mid-eastern division manager for Paramount Film Distribution Corp., last week was appointed eastern sales manager for Telemeter and will head the new eastern office located at the Paramount Building in New York. Louis A. Novins, president of International Telemeter, a subsidiary of Paramount Pictures, said the move was made to handle "the continuing and steadily growing volume of inquiries and applications regarding the licensing of the Telemeter pay television system from all parts of the country."

New Quiz Show Being Offered

A new low-budget panel-quiz program packaged by two Tex McCrary Inc. program staff members—Executive Producer Bob Chang and writer Don Lipp—is being



Vacationers enjoy scenic wonderland in Waterton Lakes National Park, Province of Alberta, Canada.

Here you'll find the peace the whole world is seeking...

Waterton Lakes National Park, just north of Montana, in the Province of Alberta, is one of a great chain of national and provincial parks stretching the length of Canada from British Columbia to Nova Scotia.

Here you'll find breathtaking mountain scenery . . . magnificent peaks of red, green and gold, carved by ancient glaciers and reflected in sparkling wilderness lakes. You can ride spectacular trails or motor along scenic highways and glimpse buffalo . . . grizzlies . . . Rocky Mountain sheep. There's fishing, golf and tennis . . . boating, camping and swimming in a vacationland that offers true peace and relaxation.

In a broader sense, Waterton Lakes National Park is a living testimonial to the peace and international friendship the whole world is seeking. In 1932 Waterton Lakes joined with Glacier National Park, its counterpart across the border in the United States, to form the International Peace Park, commemorating more than 100 years of peaceful relations between two great powers. Theirs is the longest undefended border in the world.

Mapmakers call it the 49th Parallel—but it actually has no parallel in the world today.

FREE Tour Information



If you would like to visit Waterton Lakes, or drive anywhere in the U.S.A. or Canada, let us help plan your trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Ave., New York 20, N. Y. For more Canadian information, write Canadian Travel Bureau, Ottawa, Canada.

SINCLAIR SALUTES THE CANADIAN FORESTRY ASSOCIATION . . . for its devotion to all phases of conservation. Through the foresight and good judgment of the Canadian Forestry Association, important advances have been made in the management of forests, wildlife, water and recreation areas for the benefit of both Canadian and U. S. citizens.

SINCLAIR
A Great Name in Oil

(SORT OF A SUCCESS STORY)

KTTV has a new real estate show. It's called "Open House." Builders and developers buy time and sell houses.

Terrific idea...

One problem, though. We can't keep a sponsor on the show.

It sells them out of houses too fast.

It's really our fault. Some ambulance chaser in the sales department had the bright idea of an escape clause for any sponsor selling all his houses within four weeks. So, we're losing sponsors right and left.

We don't like to bother you with our problems, but we would suggest as follows:

If you've a product—not just houses, but any product that's in normally long supply—something you won't run out of in four weeks or so—put it on KTTV.

Your Blair-TV man has the necessary contracts with the 4-week escape clause carefully inked out...

KTTV

Los Angeles Times-MGM Television

Represented nationally by **BLAIR-TV**

offered for sponsorship late this fall. Titled *Double Exposure,* the series would bring back such oldtimers as singers Rudy Vallee, Gene Austin, actor Francis X. Bushman, boxer Max Baer and others and pit them against their 1957 contemporaries in identifying a blown-up picture related categorically to both but "scattered" jigsaw puzzle style. Top prize would be $5,000. Though no one advertiser has committed itself, it's understood that several publishers, including Time Inc., and manufacturers of photographic equipment such as Eastman Kodak and Ansco, have expressed interest.

Skiatron Electronics Royalties Reduced in New Pay Tv Contract

Skiatron Electronics & Television Corp. expects its new contract agreement with Matty Fox's Skiatron Tv Inc. to be approved this Wednesday at a speical stockholders meeting in New York. The contract covers payments to Skiatron Electronics for use of the wired Skiatron pay tv system.

Under an original contract (made in 1954), Skiatron Tv would pay Skiatron Electronics 5% of the gross income realized from on-the-air use of the Skiatron subscription tv system that uses a decoder and punch card to unscramble the signal. The new pact is similar except that royalties paid under a wired pay tv system are reduced to 2.5% of gross income. A special stockholders meeting early last week was postponed when a quorum was not in attendance. Stockholders there also expressed doubts as to reasons for the lower payments and as to the control of Skiatron Tv Inc. Skiatron Tv leases the system from Skiatron Electronics and pays royalties but is neither owned nor controlled by Skiatron Electronics, being independently financed. Skiatron Electronics spokesmen blamed a delay in obtaining proxy statements from the Securities & Exchange Commission for the Stockholders' confusion.

Reasons for the lower payment to Skiatron Electronics in wired pay tv: (1) additional investment in wiring and installation and (2) sizable incomes which must be paid to cities involved in operation of wired system.

30 Buy Commercial Aids, Jingles From SRTS Library

Thirty stations have signed in the past three weeks for Standard Program Library's commercial aids and jingles on a lease basis, it was announced by Milton M. Blink, president of Standard Radio Transcription Services Inc., Chicago.

At the same time he reported station acceptance of this offer has prompted Standard to introduce a combination package consisting of the aids and jingles and any 100 sound effects discs of stations' choice at a special price. The combination is being offered on an outright purchase basis, with the latter discs selected from Standard's 214 disc Super Sound Effects Library.

You can expect to read this headline in 1975 . . .

ROCHESTER, N.Y. [MONROE COUNTY'S] POPULATION PASSES 750,000



Third largest among the seven great N. Y. State Metropolitan Cities... Rochester is highest per capita in total retail sales, food store sales, department store sales, drug store sales, and sales of furniture, appliances, lumber and building material.

Source: Sales Management Annual Survey

Special Estimates Confirm Predicted Increase

ROCHESTER — This headline will result from current population increase projections of local business groups and industries as a guide to realistic long range planning.

This is of major importance to the hundreds of manufacturers who depend on Rochester's high per capita income for substantial sales. They can expect constantly increasing volume as the metropolitan population grows from its present 563,576 to 750,000 in the next 18 years.

U. S. News & World Report Verifies Data on Rochester

U. S. News & World Report magazine said in its issue of August 30, 1957 that in 1975 Rochester's population will be 750,000. (This corrected an erroneous figure published in their issue of August 9.)

Engineering studies by Rochester's utlilities and reports by the State Labor Dept. resulted in similar top estimates.

. . . and in Rochester, when they're not listening to WHEC they're watching WHEC-TV

CBS

WHEC of Rochester AM-TV

Representatives: EVERETT-McKINNEY, Inc. *New York, Chicago,* LEE F. O'CONNELL CO. *Los Angeles, San Francisco*



RCA STANDS TO RECOUP MILLIONS

- **Both RCA, Zenith could make patent claims under settlement**
- **Judge expected to dismiss antitrust-patent case next week**

RCA stands to recoup $2.8 to $4.7 million in patent claims through arbitration under terms of its $10 million settlement—and that of General Electric Co. and Western Electric Co.—with Zenith Radio Corp., announced a fortnight ago [B•T, Sept. 16].

On the other hand, Zenith and Rauland Corp. would be permitted to seek $1.7 to $2.1 million in satisfaction of similar claims, plus certain free royalty rights.

Essentially, these points represent the major considerations in the agreement to be submitted in Chicago's Federal District Court next Monday. At that time Judge Michael Igoe is expected to dismiss the 11-year-old antitrust and patent infringement case, which also involved GE and WE as defendants. Terms of the settlement as outlined are known by Judge Igoe, though he declined to comment on them.

Still undetermined was the future course of manufacturers' royalty payments—specifically what effect the settlement would have, if any, on licensing agreements among RCA and other electronics firms.

Attorneys reserved official comment on the settlement pending announcement of full details. They differed generally on the implications for patent licensing in the electronics industry.

One attorney intimate with patent work expressed doubt the action would have any far-reaching effects on royalty payment procedures, indicating his belief the agreement was "just another deal between private parties."

But, he said, certain aspects of the terms not now known conceivably could render its effects far-reaching. He cited the government's case against AT&T, Bell Labs, Western Electric and other groups which resulted in a consent decree Jan. 23, 1956. Under terms of that suit, he recalled, the parties agreed to make available all their patents (9,000-10,000) to other manufacturers free of royalties.

He questioned whether all terms of the agreement are known and whether figures mentioned as to respective patent claims between RCA and Zenith to be settled by arbitration are "realistic," if they cover past years. He said the company he represents is adopting a "wait-and-see" attitude. He thought RCA was "making the major contribution" to Zenith's $10 million recovery, perhaps as high as 85%, and that there was "no basis for a three-way split" with GE, and WE. He felt RCA would come out much better that was initially reckoned.

Another attorney took the opposite view, claiming the agreement would have general implications and particular effect on licensing procedures involving his company and RCA. He described the settlement as an example of "horse-trading," with some considerations offsetting others.

A third attorney asserted that "positively something" will result industry-wise from the settlement, claiming. "You can't license one fellow under one set of terms and another under another set."

Other terms of the settlement, it was understood, are:

• A mutual reciprocation agreement between RCA and Zenith-Rauland covering the exchange of free-from-royalty licenses for radio and television, including tubes, but not color tv and tubes—until Jan. 1, 1963—under patents the three parties have a right to grant.

• An exchange of free-from-royalty licenses between Zenith and GE for radio, tv and tubes—but again excluding color television and its tubes.

• An exchange between Zenith and Western Electric, and the related Bell Systems, for free-from-royalty licenses involving equipment used for common carrier communications.

• An agreement for payment of $10 million to Zenith and Rauland in annual installments of $1 million each year for 10 years, starting Oct. 1, 1957, from the First National Bank of Chicago.

There was speculation last week, as to what share of the $10 million would be sustained each by RCA, GE and WE. While one attorney felt RCA was shouldering the burden, another felt it would be presumptuous to conclude that the shares would not be equal.

The settlement does provide that WE, which already has arranged payments to the bank, is not obligated to contribute further and that RCA and GE undertake the remainder. Settlement of patent claims through an arbitrator yet to be selected is entirely separate from the $10 million recovery for Zenith and Rauland, its tube-making subsidiary.

As a matter of speculation, though none of the attorneys would discuss it, RCA, by recouping the maximum in future patent infringement claims, conceivably could stand to emerge with a $3-million-plus in patent claims (if it won $4.7 million and Zenith only $1.7 million).

The end result would be a close approximation of the share it's expected to shoulder in the $10 million settlement, although RCA spent an estimated $6 million on the protracted case, compared with Zenith's announced $2 million.

The agreement, which settles both the Chicago and Wilmington (Del.) district court suits, reportedly was signed by attorneys John T. Cahill of Cahill, Gordon, Reindel & Ohl, for RCA, and Thomas C. McConnell, of McConnell, Lutkin, Van Hook & Paschen, and Joseph Wright, of Zenith, for that firm.

GE to Make 'Scatter' Gear for AF

General Electric Co. announced last week that its technical products department has been awarded a $5,135,000 contract from the U. S. Air Force for the production of over-the-horizon scatter communications

Pittsburgh's *NEWEST* Look!

WIIC CHANNEL 11

Now On the Air



316,000 watts ERP

serving

1,237,000 TV Homes

in the nation's

EIGHTH MARKET

with effective buying income of

$8,731,815,000

REPRESENTED NATIONALLY BY

BLAIR TV

BASIC NBC AFFILIATE

73¢



per thousand*

A leading farm chemical company buys a thousand viewers for just 73c on KCRG-TV. (Sure we'll tell you who.)

KCRG-TV

Channel 9—Cedar Rapids—Waterloo, Iowa

ABC-TV for Eastern Iowa

The Cedar Rapids Gazette Station

REPRESENTED NATIONALLY BY WEED TELEVISION.

*Based on February ARB Survey.

equipment. A GE official said that although the equipment is designed primarily for voice and teletype communications, it may "also hold the key to trans-oceanic television via the scatter method."

Clearer Multiplexing Claimed for New Gear

Multiplexing that is free from crosstalk and such outside interference as ignition noise, with a subchannel signal as clear and clean as that of the main carrier, has been achieved, according to Jack Kiefer, president and general manager of KMLA (FM) Los Angeles, and William Tomberlin, KMLA's chief engineer.

The problem, Messrs. Kiefer and Tomberlin explained, has been to provide a subchannel signal free from crosstalk—that is, to deliver to the background music or specialized service clients programming that is not contaminated by a background of the primary programming.

A new receiver produced by Harkins-Hirshfield, of Phoenix, Ariz., has solved this problem, the KMLA officials said, by compressing the crosstalk to such a degree that even with the normal detuning that results from age and use it does not become annoyingly audible. "A usable subchannel signal can be described as one in which the crosstalk from the main channel is —45 degrees," Mr. Tomberlin said, "but this does not provide any margin of safety. The new Harkins-Hirshfield receiver gets the interference down to —55 and —60 degrees, providing an adequate safety margin."

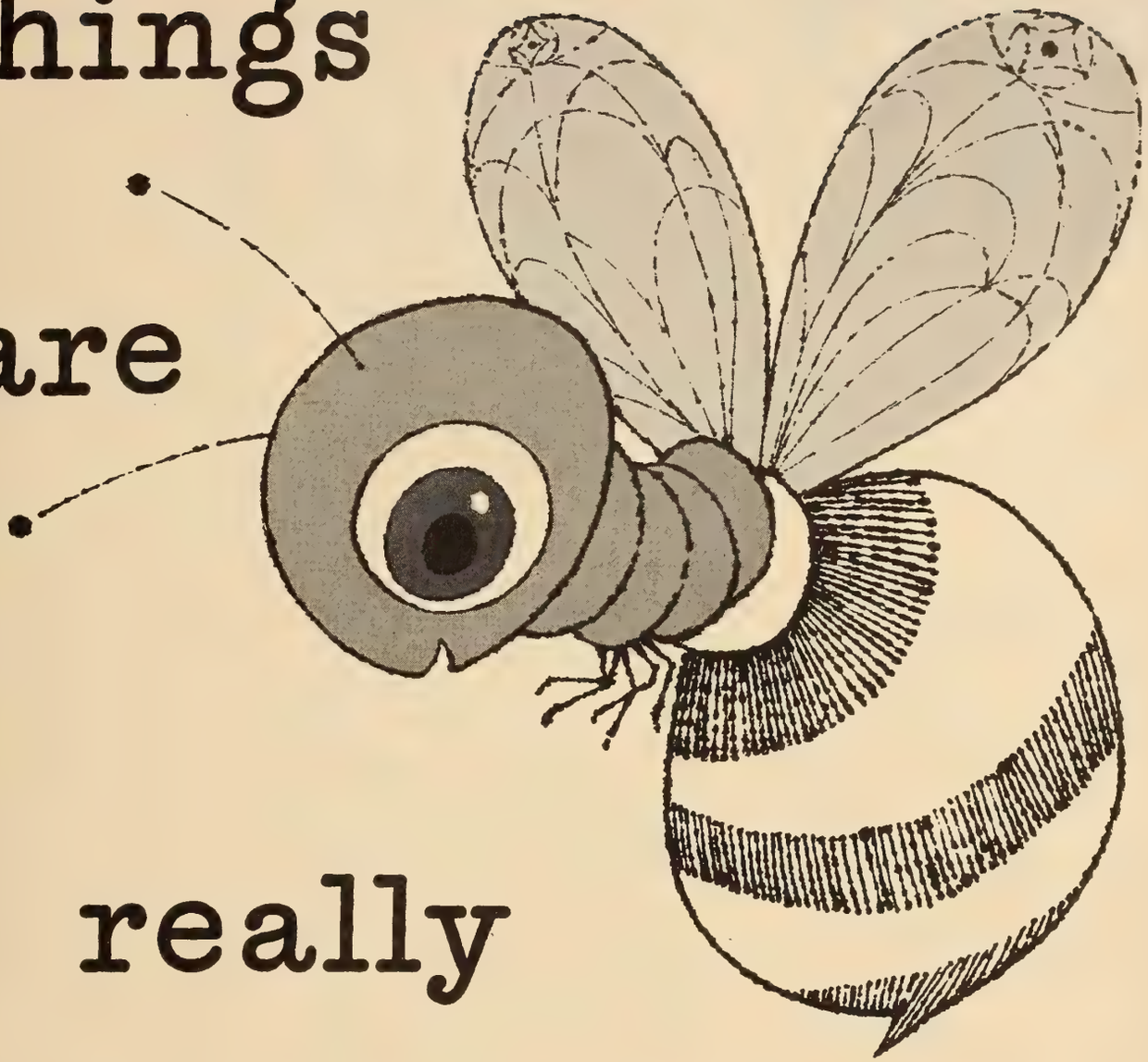
A demonstration backed up the enthusiastic words of the KMLA executives. Programs of KMLA and of KCBH (FM), the latter fed into the subcarrier channel of the KMLA transmitter, were received in a KMLA demonstration without a trace of crosstalk being audible. Mr. Tomberlin said he had driven through downtown Los Angeles and out along the highways and at no time was there any crosstalk or ignition noise. Steel buildings caused some loss in signal but this was overcome by moving the car a few feet.

At this time only this single receiver, handmade as the prototype of the new line, is available. Its design is different from that of multiplex receivers now in use, so they cannot be adapted to duplicate its improved performance, Mr. Kiefer said.

When the new receivers will be ready and what their price will be are as yet unanswered questions, but Mr. Kiefer said he'd consider himself lucky if he has half of the more than 1,000 units he needs for his Musicast service by March 31, 1958. In quantity, the price will probably be in the neighborhood of $150 a receiver, he estimated.

To fm broadcasters, multiplexing has offered a chance to augment an often slim income from programming for the home audience by adding a second service of background music for stores, factories, offices, restaurants and other establishments where the commercials of the home service would be out of place.

things are really



B·U·Z·Z·Z·I·N·G!

While some have been sleepy as gophers over the summer, the Young group have been "busy as bees." The result is more honey for the stations—and more stations to represent.

The new hives of activity are:

WSAI Cincinnati
WYDE Birmingham
WILD Boston
Worcester ***WORC**
Topeka ***KJAY**

Why not taste some honey yourself?

ADAM YOUNG INC.

NEW YORK • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO • BOSTON

*represented by Young Representatives Inc.



TO put ch. 31 WMBD-TV Peoria, Ill., in business next January, Robert O. Runnerstrom (l), vice president of WMBD-AM-FM-TV, has signed with E. C. Tracy, RCA broadcast equipment manager, for a 25-kw transmitter (million-watt signal), antenna and studio equipment—a half-million-dollar package.

WGH Multiplex Seminar To Draw Wide Audience

A seminar on fm multiplexing—multiple broadcasting on a single channel—will attract a nationwide audience next week when WGH Newport News, Va., is host at Old Point Comfort, Va., Sept. 26-27. The Virginia station operates WGH-FM (34 kw on 973 mc), with over 100 subscriber-receivers.

According to present FCC rulings, fm stations must begin multiplexing their specialized functional music broadcasts Jan. 1.

Originally, the FCC ordered fm stations to begin multiplexing by July 1, 1955. This deadline, however, was extended to July 1, 1957.

Last June the Commission, following petitions by fm broadcasters, extended that deadline to Jan. 1, 1958—but only for those stations then engaged in such operations.

The main objection by those stations opposing the multiplexing requirement has been that adequate equipment is not yet commercially available. Also causing them fear is the estimated large cost to convert outstanding receivers and transmitters to the multiplex operation.

The program prepared by the WGH hosts includes:

Sept. 26—Engineering panel, E. F. Hembrook, Muzak; Ross Beville, WWDC-FM Washington, D. C.; Clyde Heck, WPIC-FM Sharon, Pa.; George Sobol, WGH-FM; Victor Dawson, WFNC(FM) Fayetteville, N.C. Also scheduled to participate in this equipment discussion are representatives of Browning, Bogen, Gates, Collins, RCA, Halstead, and Harkins.

Sept. 27—Legal panel, Seymour Krieger, Washington (WGH attorney) and Douglas Anello, NARTB counsel; management panel, and general panel.

Among those scheduled to be in attendance, according to the station, are James E. Barr, Harold Kassens, Julian Dixon, Horace C. Slone and James B. McElroy, FCC; John Meagher, Prose Walker and Mr. Anello, NARTB.

QUIET WORK BY MOULDER GROUP MAY PRODUCE JANUARY HEADLINES

- **FCC could emerge as star target of federal agency inquiry**
- **Others probably will be called earlier on hearing calendar**

In a small and unimposing stucco building in Washington—dwarfed by the nearby Capitol and House Office Building—the 13-man staff of the House Legislative Oversight Subcommittee is working quietly to determine if six federal regulatory agencies have been administering the law as Congress intended.

And when the subcommittee—headed by Rep. Morgan Moulder (D-Mo.)—begins public hearings next January, this insignificant structure will become the focal point for news headlines many congressmen believe will have far-reaching effects.

As offspring of Congress, the agencies are charged with seeing that the nation's laws within their respective jurisdictions are properly administered. Individual board members and commissioners are appointed by the President and must be approved by the Senate. Technically, they operate independently of both the executive and legislative branches of government.

Just what authority the independent bodies have and how they should administer the laws has not been—and is not—always clear. If the attacks, advice and criticisms leveled at the FCC by individual congressmen in the past three years can be taken as a criterion, the question of the Commission's authority is foremost.

Last July, Rep. Moulder targeted the FCC as the first agency to face the subcommittee in hearings [B•T, July 8], but the staff's work indicates that the Commission may not—and probably will not—be first after all. In fact, letters reportedly have been sent from the committee's office stating the FCC would not be first. Rep. Moulder's statement, it is understood, was based on the assumption that one agency at a time would be investigated. Actually, work is being done at all six of the agencies to be investigated simultaneously.

Just what agency will be first has not been officially announced and probably will not be for several weeks. The feeling in some committee circles is that, assuming the FCC hearing will develop into one of the more important, one of the lesser agencies should be dispensed with first.

The Moulder subcommittee of the House Interstate & Foreign Commerce Committee was established last March after House Speaker Sam Rayburn (D-Tex.) called for such an investigation. It was given a special appropriation of $250,000, running through January 1958, and received no money from the parent committee's regular appropriation.

Other subcommittee members include Democrats John Bell Williams (Miss.), Peter F. Mack Jr. (Ill.), John F. Flynt Jr. (Ga.) and John E. Moss (Calif.); Republicans Joseph P. O'Hara (Minn.), Robert Hale (Me.), John W. Heselton (Mass.) and John B. Bennett (Mich.). *Ex-officio* members are Rep. Oren Harris (D-Ark), and Rep. Charles A. Wolverton (R-N. J.), chairman and minority leader, respectively, of the parent Commerce Committee.

Directing the work of the subcommittee's staff is its chief counsel, Dr. Bernard Schwartz, on leave as director of the New York U. Institute of Comparative Law. Among the staff members are Baron J. Shacklette, chief investigator; Oliver Eastland, assistant chief investigator; attorney Stephen Angland and investigator Joseph (Pat) O'Hara, who presently are working at the FCC; Herman C. Beasley, clerk; Herbert M. Wachsell, former assistant U. S. Attorney for the southern district of New York who directed the rackets investigation which led to the conviction of racketeer Johnny Dio; Francis X. McLaughlin, former Secret Service agent assigned to the White House and more recently investigator for the House Intergovernmental Relations Subcommitee; Mary Louise Ramsey, recognized expert in the drafting of legislation; Joseph T. Conlon Jr., recent Harvard graduate and Paul S. Berger, 1957 law graduate of NYU. Dr. Walter M. W. Splawn, former Interstate Commerce Commission chairman and at one time president of the U. of Texas, is serving on a parttime basis as a consultant.

The original plan was for the Moulder committee to investigate every administrative agency established by Congress, of which there are scores. But, because this would be an almost insurmountable task in the 18 months the committee has, the scope has been narrowed to include the six largest regulatory bodies—FCC, Federal Trade Commission, Interstate Commerce Commission, Civil Aeronautics Board, Federal Power Commission and Securities & Exchange Commission.

The committee's powers are practically unlimited in what it may investigate. It can delve into the largest and most significant—as well as the smallest—FCC decision; it can ask for and obtain files on highly controversial FCC actions and proposals; it can go into how the Commission spends its money, and, if it wants to, how efficiently the elevators are operated.

Soon after the avowed purpose of the committee was announced, cries immediately arose that it would degenerate into a "political witch hunt"; that it is a "hatchet" group out to get the FCC. While members of the subcommittee privately have admitted politics necessarily must be involved in such a venture, Rep. Moulder and Dr. Schwartz have denied politics will play any role.

"Politics? None whatsoever, absolutely



Represented nationally by John Blair & Company

*PULSE: January through July, 1957

Folks drop everything for **WWDC radio**

***1st *seven straight months* in Washington, D.C.—1st in share of total weekly audience, 6 A.M. to midnight—1st in quarter hour wins**

not!" the chairman stated. He also expressed satisfaction with the progress of the staff's work, which is "on schedule," and announced plans to call a special meeting of the committee "in about four weeks" [CLOSED CIRCUIT, Sept. 16] to discuss what has been accomplished and to plot a future course. He indicated other meetings also are probable before Congress reconvenes Jan. 7.

One phase of the staff's "progress" is of vital interest to the FCC—and to broadcasters. That is the work of Messrs. O'Hara and Angland at the Commission, where they have been working over two weeks. Reportedly, the first files they asked for were the highly controversial tv decisions in Miami (National Airlines and Cox-Knight-Trammel interests), Boston (WHDH-*Herald-Traveler*), Indianapolis (Crosley) and St. Louis (CBS). Working with the Capitol Hill investigators is Charles Smoot, FCC assistant general counsel.

"The FCC has given every indication of a full desire to cooperate with us and we hope and expect that such complete cooperation will be forthcoming," Messrs. Angland and O'Hara stated.

Rep. Moulder promised that there will be no "star chamber" type proceedings and that all hearings will be open. He said no surprises will be sprung on the FCC and other agencies and that they will be given opportunity to prepare themselves for appearances before the committee.

Dr. Schwartz also expressed satisfaction on the progress of the staff's investigation of the FCC and other agencies, but declined to answer questions on specific cases.

In backing Mr. Moulder's stand that the committee is not out to "get" anybody, Dr. Schwartz said: "On the contrary, we are seeking only to do a thorough, impartial study of the regulatory agency as a governmental device. The job of the staff is to get all the facts with regard to these agencies and we will get whatever facts are available.

"If the facts themselves lead to public approval—or condemnation—of any agency, that will be a necessary result of our work. It is our job to get and reveal the facts without any concern on our part as to which way they will point."

In a way the staff's investigations will be made by "ear," Dr. Schwartz said, in admitting that the field is "so vast that it will take a lot of narrowing down." He said various individual inquiries will be developed "as we go along."

Making an appeal for public help, Dr. Schwartz said: "An investigation such as ours is necessarily dependent upon cooperation by the interested public. Because of the wide range of our jurisdiction and the limited staff available to us, the success of the investigation will ultimately depend upon instances of improper agency action being brought to our attention by persons who may have knowledge of such action. If public spirited citizens could help us with our inquiry, we are confident that we can do the much needed job of uncovering any abuses that may exist." He said all meritorious complaints will be followed through.

Along this line, a letter was sent two weeks ago over Dr. Schwartz's signature to all attorneys practicing before the Commission. In it, Dr. Schwartz said, in part: "I should be most anxious to receive from you, either orally or in writing, any matters which you feel would be of help in our inquiry. If you should desire, it could be arranged for a member of our staff to talk with you on a wholly confidential basis."

Responses to the letter already are coming in but most of them deal with generalities, while the committee must have specifics, Dr. Schwartz said. Other letters have been, or will be, sent to attorneys practicing before the other five agencies to be investigated.

Earlier, Rep. Moulder sent a similar letter to all members of Congress. He said practically all had answered, expressing interest in the subcommittee's work and a desire to cooperate. A majority felt that there is a definite need for such a study.

Of the committee's work, one thing is certain: The FCC, the networks, attorneys, the trade associations—in fact, everyone with an interest in the broadcasting industry—are watching with extreme interest. Some have reservations and qualms; others high hopes and expectations. The answers should be forthcoming when Rep. Moulder starts his hearings.

MOULDER'S TOP LIEUTENANTS IN FEDERAL AGENCY PROBE

Dr. Bernard Schwartz, who as chief counsel will direct the Moulder subcommittee staff, is on leave of absence as director of the Institute of Comparative Law at New York U.

"Dr. Schwartz is one of the most brilliant, able and outstanding lawyers we could have selected for our type of work. He knows our objective and what we hope to accomplish," Rep. Moulder said last week.

Dr. Schwartz—who claims no allegiance to any political party—has said plainly he does not intend that the investigations will become a "political witchhunt." "So far as I am responsible, this will not be a partisan political investigation," he said.

"We are not out to get any particular agency, including the FCC. The agencies are not at all in the position of defendants in the dark. We are not out to prove them guilty of anything."

A native of New York, he went to City College and NYU at the same time, receiving an A.B. from the former and LL.B. from the latter in 1944. He was admitted to Harvard Law School, got his Master of Law degree in 1945 and that same year was admitted to the New York State Bar.

Since then, he has interspersed teaching and writing with studies abroad. In 1947, he received his Ph.D. from Cambridge U., England. In 1950-51, he studied in Paris as a Guggenheim Fellow and did research on a Fulbright grant. Last November he received an LL.D. from Cambridge.



DR. SCHWARTZ

Last year, a committee studying ways to overhaul Britain's administrative agencies asked for his testimony—the only American opinion sought.

Dr. Schwartz is not new to government functions. He served on a legal panel studying the right of federal departments and agencies to withhold information; he was a special consultant to the Second [Hoover] Commission, and more recently served as consultant to the House Government Information Subcommittee, headed by Rep. John E. Moss (D-Calif.), a member of the House Commerce Committee. His work with Rep. Moss led to his present position.

Dr. Schwartz has served as consultant to several private organizations, among them AT&T approximately 10 years ago.

Baron I. Shacklette, who heads the subcommittee's investigative staff, also is an attorney and industrial engineer.

He attended Alabama U. and Clarkson College of Technology, Potsdam, N. Y., receiving a B.S. degree in industrial engineering from CCT in 1933. He later received an M.S. degree from Clarkson in 1934 and an LL.B. from Harvard in 1937.

Mr. Shacklette became an agent for the Farm Security Administration in 1939.

He served in the Army from 1942-44, returned to the FSA and a year later transferred to the War Assets Administration, where, in 1947, he became director of the compliance and enforcement division.

When the General Services Administration was formed in July 1949 and took over the WAA duties, Mr. Shacklette was made director of the new agency's compliance and security division.



MR. SHACKLETTE

He was made a member of the GSA board of review and in January 1957 became chief investigator, Legal & Monetary Affairs Subcommittee House Government Operations Committee.

He was "drafted" from this group by the Moulder Committee.

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The only "twin full power" sight and sound combination in the Detroit and Windsor market!

First
-in NEWS
-in MUSIC
-in FILM

A "sound" investment in power and programming that gets results!

CKLW-TV 325,000 WATTS
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Canada Rep.


RESTONIC
Sleep Products
FEDERAL MEN
RAY MILLAND



BUFFALO'S OWN AGENCIES AND ADVERTISERS CHOOSE WBUF, CHANNEL 17, AS THE

MOVING FORCE IN BUFFALO

To promote Restonic Mattress sales in Royal Bedding's retail outlets throughout Erie and Niagara Counties, Buffalo's Bowman & Block Agency buys syndicated film shows on WBUF.

SYNDICATED FILM SHOWS, BECAUSE:
They command a good-sized initial audience that grows fast. Ratings for Royal Bedding's "Ray Milland Show" and "Federal Men" have nearly doubled in the first six months on WBUF!

They give Royal Bedding valuable prestige as the "owner" of big-name talent dramatic shows.

They're highly merchandisable, not only to the public, but to the dealers who sell Restonic.

WBUF, BECAUSE, in the words of Bowman & Block partner Nathaniel Block: "Use any measuring stick you choose – circulation, share-of-audience, signal-strength, coverage area, program quality, community integration—the word for WBUF is *growth*. The station was an economical buy to begin with and has become even more so with the phenomenal increase in audience and decrease in cost-per-thousand."

Coverage—up! Ratings—up! Billings—up! WBUF is the fastest-moving force in Buffalo today. Interested in selling the Niagara Frontier market? Here's the force that will do the job for you!

WBUF·17

BUFFALO, N.Y. **SOLD BY NBC SPOT SALES**

Left to right: Saul Kantor, President, Royal Bedding Company; Nathaniel Block, Partner, Bowman & Block; William B. Decker, WBUF Sales Manager.

TV STATIONS PASS HALF-BILLION MARK IN 1956—FCC

Tv stations had a total broadcast revenue of more than half a billion dollars in 1956, the FCC reported last week in issuing a breakdown of individual market data on revenues, expenses and income. Income for stations (as against total television broadcast income) came to almost $150 million. The chart (see below) indicates total time sales from networks, national and regional advertisers and local advertisers and revenues, expenses and income for 64 markets where there are three or more tv stations, and lump figures for 203 markets where there are fewer than 3 operating stations.

The table is part of the 1956 tv financial tabulations—the first part of which was issued last month [B•T, Aug. 26]. Total tv broadcast revenue was almost $900 million, with income approaching $190 million.

INDIVIDUAL TV MARKET DATA

1956

TIME SALES Tv Markets	No. of Stations in Operation	No. Reporting $25,000 or More Time Sales	Networks	National and Regional Advertisers and Sponsors [1]	Local Advertisers and Sponsors [1]	Total Stations Reporting	Total Broadcast Revenues [2]	Total Broadcast Expenses	Total Broadcast Income [3]
Albany-Schenectady-Troy, N. Y.	3#	3	$ 1,064,196	$ 2,276,346	$ 908,472	3	$ 3,860,285	$ 2,606,024	$ 1,254,261
Albuquerque, N. M.	3	3	267,643	355,407	650,397	3	1,389,849	1,642,009	252,160•
Atlanta	3	3	1,619,681	2,498,168	1,577,931	3	5,322,642	3,236,715	2,085,927
Baltimore	3	3	2,251,460	3,235,395	2,759,035	3	7,337,815	4,215,867	3,121,948
Boston-Cambridge	3#	2	*	*	*	3	*	*	*
Buffalo-Niagara Falls, N. Y.	3	3	1,556,774	3,013,267	2,275,918	3	6,204,080	4,515,493	1,688,587
Cedar Rapids-Waterloo, Iowa	3	3	509,057	1,334,139	341,425	3	2,061,862	2,035,675	26,187
Charleston-Oak Hill-Huntington, W. Va., Ashland, Ky.	4	4	957,567	1,457,401	976,465	4	3,372,992	2,896,795	476,197
Chicago	4	4	5,571,357	15,666,289	8,343,321	4	31,175,262	21,426,795	9,748,467
Cincinnati	3	3	2,000,833	3,190,263	1,942,459	3	7,674,826	5,002,875	2,671,951
Cleveland	3	3	3,743,376	5,990,592	3,079,425	3	12,694,969	7,386,100	5,308,869
Colorado Springs-Pueblo, Colo.	3	3	112,554	288,408	662,330	3	1,164,401	1,301,860	137,459•
Columbia, S. C.	3#	2	*	*	*	3	*	*	*
Columbus, Ohio	3	3	1,456,087	3,094,819	1,697,053	3	5,833,475	4,275,217	1,558,258
Corpus Christi, Tex.	3#	3	*	*	*	3	*	*	*
Dallas-Fort Worth	4	4	2,026,717	3,124,548	2,792,923	4	7,780,538	5,961,812	1,818,726
Denver	4	4	1,105,679	2,216,387	1,911,443	4	4,886,168	4,094,574	791,594
Des Moines-Ames, Iowa	3	3	1,415,762	1,646,727	663,505	3	2,942,528	2,645,119	297,409
Detroit, Mich.	3	3	3,942,451	7,125,928	5,072,627	3	15,225,811	7,737,896	7,487,915
El Paso, Tex.	3#	2	*	*	*	3	*	*	*
Evansville, Ind.-Henderson, Ky.	3#	3	*	*	*	3	*	*	*
Fresno-Tulare, Calif.	4#	4	569,988	1,477,400	764,569	4	2,461,759	2,270,583	191,176
Galveston-Houston, Tex.	3	3	1,371,774	3,405,279	2,276,079	3	6,406,238	5,457,119	949,119
Green Bay-Marinette, Wis.	3	3	446,666	806,356	638,772	3	1,838,702	1,862,847	24,145•
Greensboro-High-Point-Winston-Salem, N. C.	3	3	890,569	1,513,244	462,847	3	2,547,745	1,532,982	1,014,763
Harrisburg, Pa.	3	3	164,843	260,262	323,515	3	730,117	947,222	217,105•
Hartford-New Haven-Bristol-New Britain, Conn.	3	3	901,371	2,612,542	1,028,270	3	4,017,043	3,788,425	228,618
Indianapolis-Bloomington, Ind.	3	3	1,719,853	3,461,270	2,135,418	3	6,721,963	4,503,682	2,218,281
Kansas City	3	3	1,990,647	3,978,281	1,211,905	3	6,691,280	4,355,838	2,335,442
Knoxville, Tenn.	3#	3	444,303	699,488	487,266	3	1,491,614	1,399,976	91,638
Las Vegas-Henderson, Nev.	3#	2	*	*	*	3	*	*	*
Little Rock-Pine Bluff, Ark.	3	3	455,786	824,827	659,774	3	1,932,755	1,999,158	66,403•
Los Angeles	7	7	4,848,643	16,698,440	15,442,154	7	32,873,584	27,171,364	5,702,220
Madison, Wis.	3	3	200,192	488,581	592,405	3	1,330,487	1,360,521	30,034
Memphis, Tenn.	3	3	1,426,430	2,285,905	575,320	3	3,819,611	2,744,651	1,074,960
Miami-Ft. Lauderdale	4#	4	906,627	2,813,661	2,090,835	4	5,907,785	4,340,656	1,567,129
Milwaukee, Wis.	4#	4	1,719,730	4,455,469	1,338,089	4	6,800,657	4,829,900	1,970,757
Minneapolis-St. Paul	4□	4	2,108,738	3,530,245	2,958,587	4	8,662,556	6,430,405	2,232,151
Nashville, Tenn.	3	3	977,830	1,124,957	1,287,850	3	3,283,933	2,964,866	319,067
New York City	7	7	10,573,201	31,704,963	13,424,684	7	52,211,150	30,710,803	21,500,347
Norfolk-Portsmouth-Newport News-Hampton, Va.	3	3	921,956	1,628,333	815,375	3	3,155,195	1,784,362	1,370,833
Philadelphia	3	3	4,449,160	9,775,734	4,392,631	3	17,412,073	9,904,775	7,507,298
Phoenix	4	4	565,028	1,003,703	1,097,177	4	2,561,821	2,934,557	372,736•
Portland, Ore.	4#	4	1,116,251	2,856,608	1,075,755	4	4,484,214	3,516,736	967,478
Raleigh-Durham, N. C.	3#	2	*	*	*	3	*	*	*
Richmond-Petersburg, Va.	3#	3	1,026,229	1,334,439	494,510	3	2,921,467	2,311,798	609,669
Roanoke-Lynchburg, Va.	3	3	701,989	954,092	461,932	3	1,959,520	1,923,853	35,667
Rochester, N. Y.	3	3	1,154,173	1,933,985	1,018,198	3	3,811,292	2,676,004	1,135,288
Sacramento, Calif.	3	3	744,982	1,725,677	660,479	3	2,869,177	2,501,812	367,365
Salt Lake	3	3	918,994	1,225,274	1,228,219	3	3,184,644	2,728,670	455,974
San Antonio, Tex.	3	3	891,851	2,031,509	809,383	3	3,382,142	1,890,134	1,492,008
San Francisco-Oakland	4	4	2,926,136	5,246,102	4,012,190	4	11,422,839	6,837,885	4,584,954
Seattle-Tacoma	4	4	1,512,311	3,565,346	1,420,524	4	6,042,470	5,061,950	980,520
South Bend-Elkhart, Ind.	3	3	365,568	711,147	483,591	3	1,568,374	1,722,299	153,925•
Spokane, Wash.	3	3	442,906	1,634,270	835,128	3	2,573,122	2,176,459	396,663
St. Louis	3	3	2,156,951	4,157,438	2,902,037	3	8,175,174	3,895,044	4,280,130
Tampa-St. Petersburg, Fla.	3	3	614,508	1,428,560	1,003,280	3	2,876,872	2,789,555	87,317
Tucson, Ariz.	3#	3	112,788	168,914	958,210	3	1,215,911	1,228,543	12,632•
Tulsa-Muskogee, Okla.	3	3	1,045,618	1,397,755	1,000,187	3	3,414,747	2,922,975	491,772
Washington	4	4	2,265,112	4,867,280	2,055,914	4	8,810,453	6,266,370	2,544,083
West Palm Beach, Fla.	3#	2	**	**	**	2	**	**	**
Wilkes-Barre-Hazleton-Scranton, Pa.	4	4	631,921	800,766	902,659	4	2,181,902	2,254,235	72,333•
Wichita-Hutchinson, Kans.	4#	4	519,187	1,136,798	981,839	4	2,531,962	2,855,481	323,519•
Honolulu	3	3	176,285	738,994	1,079,162	3	1,815,234	1,560,067	255,167
Total 64 markets	215	209	$ 91,425,714	$199,732,252	$119,652,123	214	$387,905,543	$274,336,197	$113,569,346
Markets less than 3 stations (203)	266	249	$ 36,559,905	$ 81,460,636	$ 54,349,962	260	$163,445,313	$130,758,178	$ 32,687,135
Total 267 markets	481	458	$127,985,619	$281,192,888	$174,002,085	474	$551,350,856	$405,094,375	$146,256,481

[1] Before commissions to agencies, representatives and others.
[2] Total revenues consist of total time sales less commissions plus talent and program sales.
[3] Before Federal income tax.
Note: • denotes loss.

Not all stations in this market operated a full year during 1956.
* Data withheld because third station in this market in operation for short period during 1956.
□ Data incomplete.
** Data not published for groups of less than 3 stations.

The Best-Listened-To NEWS in South Texas



Frank Matthews



James Metcalf



Harold Baker

For over a quarter century WOAI News has been more than a service — it's an institution with millions of Texans — News by professional newsmen whose only job is writing and presenting news — complete, full, detailed news on every level — In Texas, listening to WOAI News is a habit.

Best Buy Ever!
YOU CAN BUY 10 PRIME 1-MINUTE ANNOUNCEMENTS A WEEK FOR $170

NCS No. 2 SHOWS WOAI HAS MORE LISTENERS: MONTHLY, WEEKLY, DAILY

WOAI HAS:

248% MORE RADIO LISTENING HOMES than San Antonio station #2
197% MORE MONTHLY LISTENING HOMES than San Antonio station #2
184% MORE WEEKLY LISTENING HOMES than San Antonio station #2
203% MORE DAILY LISTENING HOMES than San Antonio station #2

Count 50% counties — count all counties — count circulation in radio homes reached and, as usual, it takes BIG WOAI RADIO to cover BIG SOUTH TEXAS (and lots of bonus area, too)!

CLEAR CHANNEL · 50,000 WATTS
WOAI
SAN ANTONIO

NBC AFFILIATE • *Represented Nationally by* **EDWARD PETRY and COMPANY, INC.**

Justice Objects to AT&T Plan To Lease Out Radio Gear

The antitrust division of the Justice Department has filed a statement with the FCC protesting the American Telephone & Telegraph Co's attempt to do business in the field of private radio communications.

AT&T wants to lease out two-way radio equipment such as that used by trucking companies between their home offices and carriers on the road. But the Justice Department thinks such a move will "substantially curtail or eliminate" competition in this young industry.

Justice also told the FCC it thinks AT&T's entry into the field would violate a court decree of January 1956 in which the firm is barred from doing business under those government regulations which are without provision for antitrust measures.

Firms such as the Philco Corp., General Electric Co. and Motorola Inc., which supply private radio systems, already have objected strenuously to AT&T's proposal.

The proposal came in the form of a tariff filed under Title 2 of the Communications Act which governs common carriers. This section gives them the status of regulated monopolies, and is concerned with tariffs instead of the antitrust angle.

Last week AT&T replied to the Justice Department charges and said, "All we are doing now is filing rates to put our service under public regulation." It added that FCC "approval of this tariff would not give a telephone company any advantage over others in the field."

AT&T continued, "Nearly all the equipment that we furnish in providing this service is bought from outside manufacturers and we have no plans to enlarge our production of equipment used in this field."

FCC Grants Hearing to Decide Modification of WJTV (TV) Permit

The FCC last week, on the request of ch. 12 WJTV (TV) Jackson, Miss., granted a hearing to determine whether the necessary modification of WJTV's construction permit to allow ch. 20 WJMR-TV New Orleans to operate experimentally on ch. 12 would be in the public interest.

WJMR-TV had been granted authorization to operate simultaneously on chs. 12 and 20, while directionalizing to protect WJTV and permit direct comparison of uhf and vhf signals. However, New Orleans and Jackson are 28 miles short of the required 190-mile separation for co-channel vhf stations and WJTV claimed this modified its license without a hearing.

While granting WJTV a hearing, the Commission refused to stay issuance of program test authority to WJMR-TV once that station completes construction. WJMR-TV had applied for permission to begin telecasting on ch. 12 two weeks ago, but was denied by the FCC on the grounds it had not met Commission construction requirements [B•T, Sept. 16].

U. S. Set Tax Revenue Drops To $149 Million in Fiscal '57

The federal government received $149,192,000 from excise taxes on radio sets, phonographs, tv sets and component parts for fiscal 1957 (ended June 30), according to an announcement last week by the Internal Revenue Service. This represents a decline from the $161,098,000 collected from the same source in fiscal 1956.

For the three months ended June 30, radio-tv-phonographs increased the government's income by $34,475,000, compared to $34,909,000 for the same period of 1956. Total excise tax collections were over $10.6 billion, compared to $10 billion during 1956.

Initial Decision Reaffirmed

FCC hearing examiner H. Gifford Irion last week reaffirmed his initial decision of January 1956 favoring the grant of a tv station on ch. 7 Buffalo, N. Y., to Great Lakes Television Inc. because "nothing" in the record calls for a revision of that decision.

Last July the Commission ordered further study of the examiner's award for the limited purpose of taking a second look at the financial qualifications for one of the losing applicants, WKBW-TV Inc. The examiner ruled that WKBW-TV Inc. was still financially qualified, but again ruled in favor of Great Lakes.



UHF RATES GOOD – (LIKE WE KNEW IT WOULD)

UNIQUE TEST PROVES

1. WSUN-TV, only UHF in 3 station market, has large, loyal, audience.
2. Advertising on WSUN-TV packs solid impact.

WSUN-TV TAKES TOP RATING

In Challenge of MGM Premiere on VHF Station

Lowest Cost Per Thousand

WSUN-TV

Channel 38

Unduplicated ABC in the Tampa-St. Petersburg Market.

Represented by VENARD, RINTOUL & MCCONNELL, INC. Southeastern: JAMES AYRES.

Four days before competing VHF station's MGM premiere, WSUN-TV decided to challenge Leo and VHF. Competing station was concluding a month-long promotion campaign for MGM premiere.

This was largest television promotion blast ever launched in Tampa-St. Petersburg area. VHF station saturated with newspapers, radio, on-the-air promos, outdoor displays, MGM parades.

WSUN-TV's decision was to challenge with "African Queen" from United Artists package . . . and restrict promotion to its own television facilities — announcements only, not one cent in advertising, and only four days to promote.

WSUN-TV's purpose was to dramatically test pulling power of Channel 38 pitted against an all media compaign — a most severe test in view of one month of MGM promotion compared to only four days of station promos by WSUN-TV.

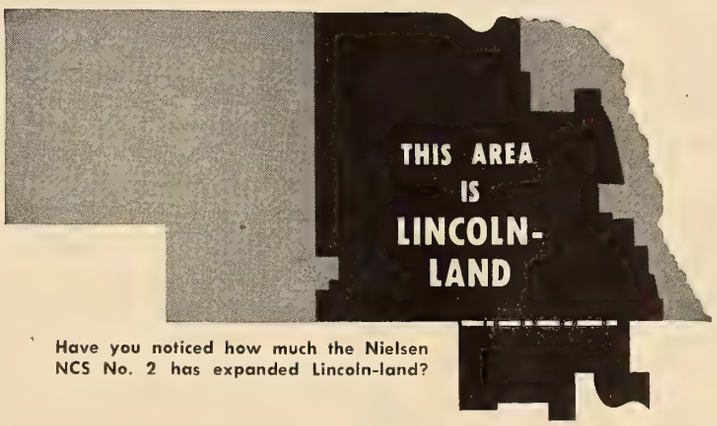
August 24, 10:30 PM, WSUN-TV played "African Queen" head-on against "Command Decision" on Station B. Result: WSUN-TV top rating among all three stations in ARB Co-incidental Survey.

In detail, 10:30-11:00 PM ratings were:

WSUN-TV (lead-in from "My Hero")_____16.4
Station B (lead-in from "Grand Ole Opry")__16.
Station C (lead-in from "Burns & Allen")____13.4



ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

ARB SURVEY — LINCOLN-BEATRICE MARKET
June 9-15, 1957 — 8:30-10:00 P.M.

This special ARB Survey of the Lincoln-Beatrice market was recently made at the request of an important national advertiser. It shows that even in EASTERN Lincoln-land only, KOLN-TV gets more than *twice as many viewers* as the leading Omaha station!

	Rating	Share
KOLN-TV	29.5	57.0
Station B	12.5	24.2
Station C	9.5	18.4
Others	.2	.4

KOLN-TV, one of America's great area stations, covers Lincoln-land — a rich 69-county market that is as independent of Omaha as Hartford is of Providence . . . or South Bend is of Fort Wayne.

Lincoln-land has 296,200* families with 191,710* TV sets. All surveys, including the latest 42-county Videodex, show that KOLN-TV gets the lion's share of the audience, all the time!

Ask Avery-Knodel for all the facts on KOLN-TV, the Official CBS Outlet for South Central Nebraska and Northern Kansas.

*See NCS No. 2

AM - TV - FM

The Fetzer Stations

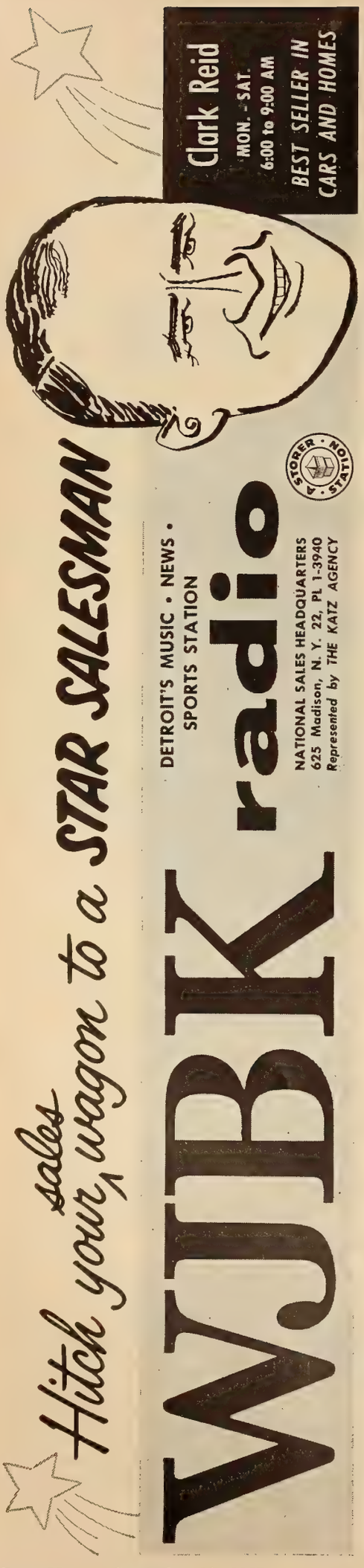
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives



DBA Board Approves Report By Senate Small Business Unit

A resolution expressing "complete accord and satisfaction" with the report of the Senate Small Business Committee on daytime radio stations was adopted by the board of directors of the Daytime Broadcasters Assn. at a special two day meeting in Chicago last week.

The report criticized the FCC for its delay in considering a DBA petition requesting increased and more uniform broadcast hours for daytime stations and made several recommendations for the solution of the problem [B•T, Sept. 16]. The board stated it felt the Senate report "supports fully the position taken by DBA" and was "especially gratified" that the full membership of the committee unanimously approved it.

Sen. John J. Sparkman (D-Ala.) is chairman of the Small Business Committee and Sen. Wayne Morse (D-Ore.) headed a special subcommittee which held hearings on the daytimer's request for more broadcast time.

The board also announced it will ask to testify before the House Legislative Oversight Subcommittee, which plans to investigate the FCC and five other federal independent agencies (see page 78). Ray Livesay, owner-president of WLBH Mattoon, Ill., is president of DBA.

Youngstown Tv Protest Denied

The FCC has denied the protest of ch. 73 WXTV (TV) Youngstown, Ohio, against a Feb. 20 grant to ch. 45 WKST-TV New Castle, Pa., to move its transmitter to Youngstown-New Castle area and increase its power and antenna height. Ch. 45 was reallocated in 1956 and the FCC majority ruled WKST-TV's grant is equally valid for the hyphenated area. Comr. Robert T. Bartley dissented, stating that the effect of the 1956 order "was to create a new channel allocation in Youngstown, thus making it available for competing applications."

FCC Affirms Ch. 6 Grant to KOPR

An initial decision granting ch. 6 to Copper Broadcasting Co. (KOPR Butte, Mont.) has been affirmed by the Commission. The grant is effective immediately.

Arthur W. Schweider, competing applicant for ch. 6, had withdrawn with the promise of $7,500 compensation for out-of-pocket expense [B•T, Aug. 19].

KOPR is 67% owned by the A. L. Glasmann interests.

Commission Makes Two Tv Grants

The FCC last week approved construction permits for two new tv stations. They were Plains Television Corp. for an outlet on ch. 33 Champaign-Urbana, Ill., with 178 kw visual power and a 570-ft. antenna; and a non-commercial station to Florida West Coast Educational Television Inc. in Tampa on ch. 3 with 14.1 kw and a 500-ft. tower.



FCC CHAIRMAN John C. Doerfer was the principal guest on the premiere broadcast last Monday of CBS Radio's *The Ford Road Show Starring Arthur Godfrey* (Mon.-Fri. 5:05-5:30 p.m.) and explained in detail how the Conelrad system operates. Both Mr. Doerfer and Mr. Godfrey agreed that radio had weathered a severe crisis in recent years and now seemed headed for better days.

Magazine Scores Boston Decision

"Massive oversight" on the part of FCC commissioners in their grant of Boston's ch. 5 last summer to the Herald-Traveler Corp., there, is but one of the biting charges made by *The Reporter* in its Sept. 19 issue.

In an article entitled "The FCC—Who Will Regulate The Regulators?" the Boston decision is stressed as a prime example of the thinking of a "legislative freak," the FCC, when under pressure. The staff-written feature appeared two weeks after a similar story in *Harper's* magazine [B•T, Sept. 2].

Ch. 7 Moved to Alexandria, Minn.

The FCC has amended its table of television frequency assignments by shifting ch. 7 from St. Cloud to Alexandria, Minn., largely because the assignment would provide "at least one television service" to that area. The members, with the exception of Comr. Rosel H. Hyde, said Alexandria is more than 100 miles from the nearest operating station and that over 235,000 persons would eventually benefit from ch. 7. At the same time, St. Cloud was assigned ch. 36.

ACLU Against License Extension

The American Civil Liberties Union has told the Senate Communications Subcommittee that so called sound business reasons do not justify the extension from three to five years of FCC station license renewals; this would lengthen the time check in which a station's record is reviewed to see if its broadcasts are in the public interest, Former FCC Chairman George C. McConnaughey and others have endorsed such an extension.

U.S. Rejects Red Chinese Plan

While American newsmen waited outside the Bamboo Curtain [B•T, Sept. 2], the U.S., in negotiations with Communist China in Geneva, has rejected a Chi-

nese plan for the mutual exchange of news correspondents on a reciprocal basis. The State Department announced it would consider applications for admittance of Red Chinese news personnel on individual merits.

The networks, meanwhile, have assigned the following to enter the Chinese mainland if the chance should come: Ray Falk, ABC Tokyo correspondent; Guy Searles, CBS Hong Kong correspondent; Robert Hurleigh, Mutual News Chief, and James Robinson, now in Tokyo for NBC.

WHAS-TV Bid Intervention Allowed

The petitions of WKRC-TV Cincinnati, Air Transport Assn. of America, Commonwealth of Kentucky, and other interested parties to intervene in a proceeding on the application of WHAS-TV Louisville, Ky., to change its transmitter and antenna location and acquire a 2,000 foot tower, were granted last week by FCC Chief Hearing Examiner James D. Cunningham.

WHAS-TV has made over the past five years 25 unsuccessful efforts to acquire a site for a 2,000 ft. above ground antenna, which, it claims, is required to adequately cover essentially rural Kentucky. In all applications for Airspace Panel approval it has been denied. Last March WHAS-TV asked the FCC to set its application for hearing and to charge the Airspace Panel to find a site for its proposed tall tower [B•T, April 1]. The station at one time proposed a site which brought objections from Lexington uhf tv stations.

Radio-Tv Reports Too Swiftly

FCC has been asked by the International Assn. of Fire Chiefs to restrain radio and tv from broadcasting disaster reports until at least 15 minutes after they occur. Meeting in New Orleans, the association said immediate broadcast reporting makes it difficult to get fire apparatus and equipment to the scene because of traffic congestion.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION 0

AWAITING ORAL ARGUMENT: 8

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57). Cheboygan, Mich., ch. 4 (6-21-57); Buffalo, N. Y., ch. 7 (9-13-57); Lubbock, Tex., ch. 5 (9-9-57).

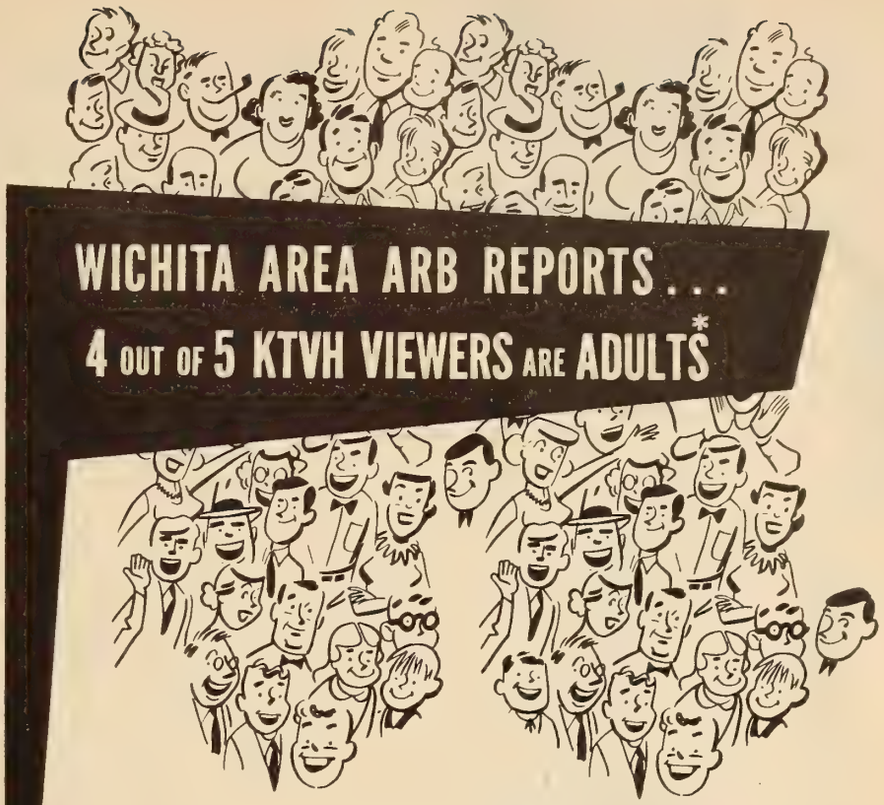
IN HEARING 8

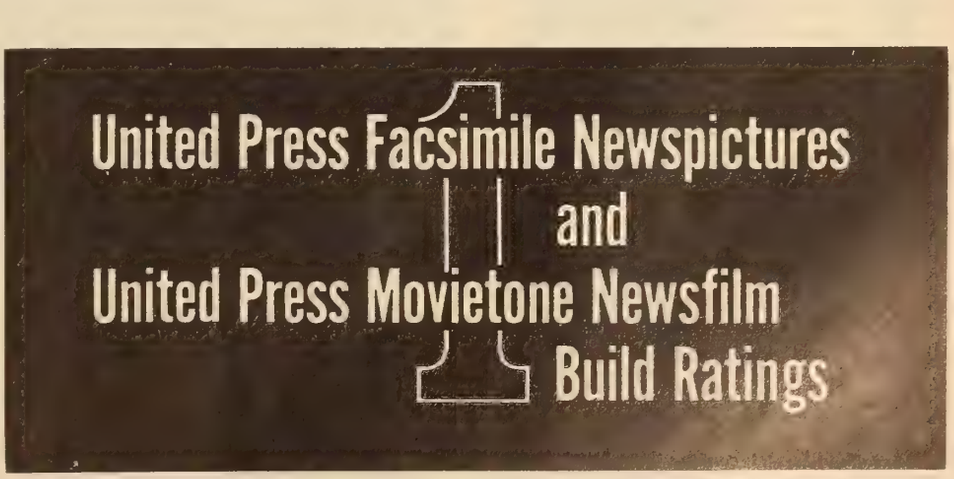
Mayaguez, P. R., ch. 3; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Ogden, Utah, ch. 9 (7-3-57); Baton Rouge, La., ch. 18 (7-11-57); Elko, Nev., ch. 10 (7-11-57); Beaumont-Port Arthur, Tex., ch. 12.

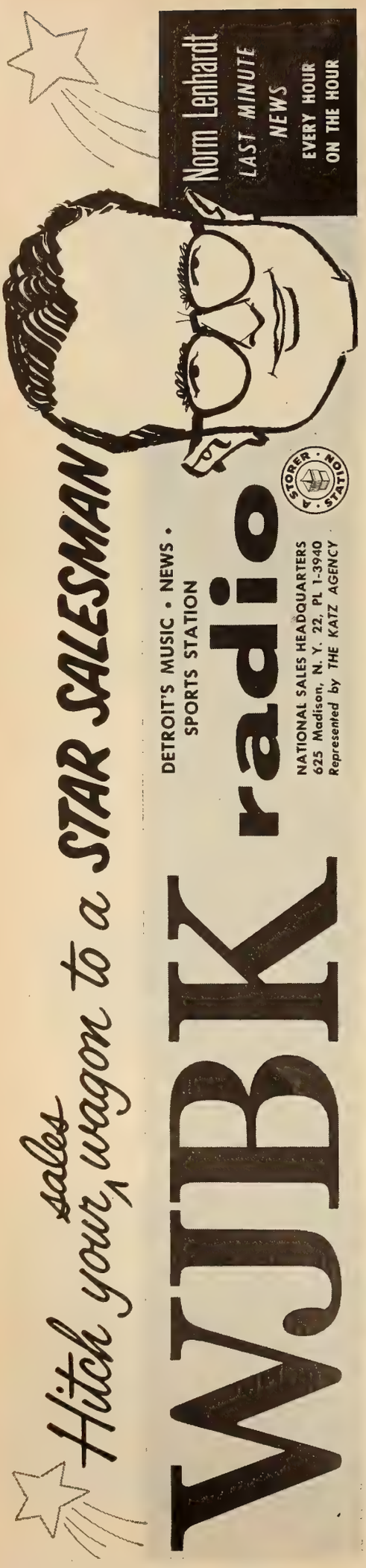
IN COURT: 5

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10; St. Louis, ch. 11; Boston, ch. 5.







WNEW Dropping 'Top 40' Hits To Keep 'Creative Urge' Free

WNEW Program Manager Hal Moore by airing popular music, is dropping the "top 40" list of hits, explaining that stations making "automatic use" of such lists have "almost eliminated the creative programming urge . . the ingenuity and imagination upon which the future growth of radio will depend."

Although playing of the "top 40" takes only two hours of WNEW's 24-hours-a-day, 7-days-per-week schedule (on Art Ford's Saturday morning *Make Believe Ballroom),* the move was viewed last week as "radical," since more and more stations reportedly are featuring "the tops in pops" as a staple diet of programming. WNEW was a pioneer in this format.

WNEW Program Manager Hal Moore conceded the "top 40" lists "serve a most useful purpose by showing trends and other pertinent information," but added that "such data should be treated as a source of information for a program rather than constituting the program itself." Furthermore, noted Mr. Moore, the music business has changed so much over the past few years—with the advent of the "LP" album—that single discs do not reflect the true status of U. S. musical tastes today, but rather a "restricted picture."

Texas Triangle Group Formed

The formation of the Texas Triangle, a new national sales group, has been announced jointly by Gordon B. McLendon, president of McLendon Corp., and Arthur H. McCoy, vice president of the John Blair Co. station representatives. Texas Triangle stations, reportedly embracing 73% of all Texas population, are KLIF Dallas, KFJZ Fort Worth, KILT Houston and KTSA San Antonio. All these stations are represented individually by Blair. All, with the exception of Tarrant Bcstg. Co.'s KFJZ, are part of the McLendon organization.

KGGM-TV Counts City Tv Sets, Finds Saturation of 92.4%

KGGM-TV Albuquerque, N. M., has completed a tv set tabulation in that metropolitan area and found a 92.4% saturation, according to A. R. Habenstreit, station president-general manager.

The station employed a three-man crew for the operation. Two members of the team covered the houses on each side of a street and the third tabulated the result in a car. The researchers knocked on doors and asked the occupant if there was a tv in the home. Only a yes or no answer was recorded. If an antenna was visible no inquiry was made. In the event an interviewer received no answer to his knock, a neighbor was queried and the answer found in this manner. Where no information was available the home was not counted. Based on 11,095 homes or 21.5%, of total homes, and projected against the 1955 census, the station reports a total of 50,591 sets.

WTIC-TV to Go on Air Today

WTIC-TV Hartford, Conn., is scheduled to go on the air today (Monday) at 7 p.m., operating on ch. 3 Officials reported that the station has signed more than $200,000 in national spot billings, plus sizable local business.

For the remainder of the first week, the station will be on the air from 6:30 p.m. to midnight on weekdays and noon to midnight on the weekend. The station is expanding its air time gradually until by Oct.



PENNSYLVANIA Gov. George M. Leader signs the first pledge to "hitch horse sense to horsepower" in the safety campaign launched on Triangle Stations Sept. 15 [B•T, Sept. 16]. Roger W. Clipp, Triangle radio-tv vice president (l), and Philadelphia Mayor Richardson Dilworth man the booth. In line behind Gov. Leader are Gov. J. Caleb Boggs of Delaware and Attorney General Grover C. Richman of New Jersey. The campaign, begun on WFIL-AM-FM-TV Philadelphia, covers five states for four months. Triangle stations participating are WFIL-AM-FM-TV, WNBF-AM-FM-TV Binghamton, N. Y., WFBG-AM-TV Altoona-Johnstown, Pa., and WNHC-AM-FM-TV New Haven-Hartford, Conn.

15 it will attain a 3 p.m. starting time. WTIC-TV is owned by Travelers Broadcasting Service Co., and represented nationally by Harrington, Righter & Parsons.

FM Unlimited Moves in N. Y., Adds Seven Station Clients

FM Unlimited Inc., Chicago, has announced the move of its New York offices and the addition of seven stations for which it has been appointed national representative.

The representation and promotion organization has moved quarters in New York from 11 E. 9th St. to 342 Madison Ave. (Tel.: Oxford 7-8890) and reported it "shortly" will announce opening of San Francisco and Los Angeles offices.

Fm stations joining FM Unlimited are WBAI New York, WPJB Providence, WFMB Nashville, WFMR Milwaukee, KCFM St. Louis, KPFM Portland, Ore., and KRCW Santa Barbara, Calif.

WGST Airs Editorials

WGST Atlanta reports that its new policy of running "electronic editorials" has met with success in its area. It has had several calls from listeners and local newspapers asking for copies of the various broadcasts. A few of the subjects of editorials used by the station have been Gov. Faubus of Little Rock, Ark.; Labor Day weekend, and the local Atlanta Schools Safety Patrol.

WRCA-TV Offers 'Sweepstakes'

WRCA-TV New York plans to inaugurate a "Honeymooners Sweepstakes" in conjunction with its new film series *The Honeymooners* (Tues. 7-7:30 p.m.) which stars Jackie Gleason and Audrey Meadows. The sweepstakes, which starts Wednesday, is open to any married couple which sends a letter with name and address to the station. A seven-day cruise to Bermuda will be awarded the three top winners. One thousand other prizes will also be given away. Winners will be selected by a drawing held after the contest closes Oct. 8.

KAKC Holds Heat Contest

A heat wave contest held by KAKC Tulsa, Okla., reportedly drew over 5,000 entries. Listeners were asked to guess the time and date the temperature would reach 102 degrees. KAKC disc jockey John Trotter, who planned and promoted the contest, awarded a check for $102 for the prediction that 102 would be reached at 2:35 p.m. on July 28. It was recorded at 2:40 p.m. on that date.

'Best Building Location in N. Y.'

WCBS New York has prepared an extensive sales presentation piece, "Best Building Location in New York," which concludes that WCBS is "the best buy" in New York for radio advertisers. The presentation stresses that the station is "the busiest thorofare in the world's busiest city," reaches "the world's most 'well-to-do neighborhood'" and has the "top sales people" in its lineup of personalities.

KIMN CRACKS CURTAIN

"Top 60" is a record formula that has been succeeding well for disc jockey Gary Owens of KIMN Denver. Wondering if this program philosophy might not be a universal truth, Mr. Owens set out to telephone Radio Moscow. For two days he negotiated strike-bound domestic service, the Russian Embassy, the Atlantic Ocean and connecting points on the European continent, finally reaching a "Mr. Chekov" of Radio Moscow's department of culture and music.

In English Mr. Chekov told the Denver d. j. that, no, Radio Moscow does not play "top tunes." Nor do "the people" like rock-and-roll, Mr. Chekov told his interviewer. Listener requests are honored, however. Music by Prokofiev and Khachaturian leads the list of requests in the Red capital.

The taped conversation was played on Mr. Owens' show Sept. 13.

WPAR Moves to $100,000 Plant

WPAR Parkersburg, W. Va., operating in temporary quarters since fire destroyed its plant [B•T, Feb. 18], has moved into its new $100,000 building downtown. A feature of the modern installations is a street studio, affording pedestrians a look at broadcast activity.

WAMS Conducts 20 Timebuyers On Tour of Wilmington Market

Twenty New York timebuyers from 16 agencies were guests of WAMS Wilmington, Del., last Thursday on an all-day junket there. The tour concentrated on the Wilmington market itself, purposely avoiding direct mention of the station.

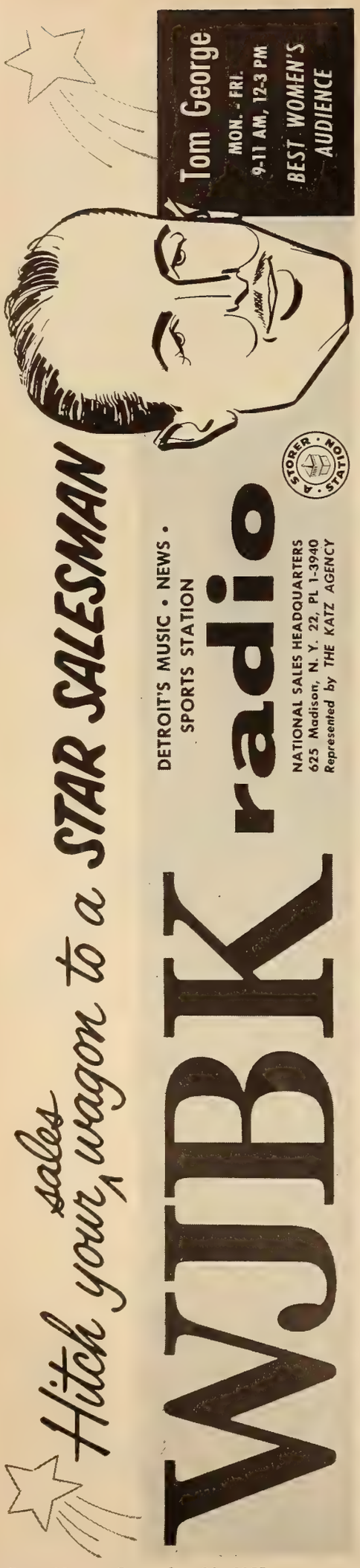
The guests, flown to Wilmington on a chartered flight, were met by Delaware Gov. J. Caleb Boggs; Rep. Harry G. Haskell (R-Del.); Mayor Eugene Lammot of Wilmington; O. Wayne Rollins, president of Rollins Broadcasting, WAMS owner, and Charles W. Stone, station general manager. The day included a tour of local industry sites, lunch at the DuPont Country Club and dinner at the DuPont Hotel. Sen. John J. Williams (R-Del.) spoke at the dinner.

The timebuyers returned to New York on a private Pennsylvania Railroad car.

WHYN-TV Sets Switch to Ch. 40

WHYN-TV Springfield, Mass., will switch from ch. 55 to ch. 40 on Sept. 30, it was announced last week by General Manager Charles N. DeRose. The move to the lower uhf channel brings the station's dial position closer to the other uhf stations covering the area, Mr. DeRose said. No change in transmitter site is involved but WHYN-TV will boost effective radiated power from 182 kw to 250 kw visual with a new GE transmitter, he said. WHYN-TV is a CBS-TV affiliate.





Trapp, Louis-Dreyfus Join Petry Tv in Expansion Plan

Richard Trapp, account executive with Blair Television Assoc., and Judy Louis-Dreyfus, sales service manager of WTVD-TV Durham, N. C., have joined the New York sales staff of Petry Tv as a part of a general expansion plan blue-printed by Edward Petry & Co., New York, it was announced last week by Martin L. Nierman, vice president in charge of tv sales.

Before joining Blair, Mr. Trapp was with CBS six years, the last two as a network tv account executive on *Good Morning* and *Captain Kangaroo.*

Mrs. Louis-Dreyfus had been director of continuity at WTVD-TV before her sales service manager position.

Other changes and additions to the sales staff of the Petry firm are the promotion of George Ledell from tv salesman in the Los Angeles office to manager of the San Francisco office and the appointment of Carroll McKenna and Paul Kennedy Jr. as radio and tv salesmen, respectively, in Los Angeles.

WJR Starts New Profit Plan

The establishment of a new profit-sharing trust for staffers of WJR-AM-FM Detroit, Mich., with an initial fund of $75,000, has been announced by John F. Patt, president. Currently, 63 employes are qualified for participation in the trust, composed entirely of company contributions, "with no supplemental financial participation required of the individual."

This new plan reportedly replaces the former WJR insurance pension trust, which had required five years' service from staff members before they could participate. Now only three years' service is required.

THE BIG DAY

What kind of a day was it? It was like any other day—but a lot bigger as far as KNX Los Angeles was concerned. On Aug. 27, KNX received program and spot announcement contracts totaling $75,000, making that day's business "the largest of any single day over the past five years," according to Maurie Webster, general sales manager of KNX and Columbia Radio Pacific Network. The "big day" was part of a "big week," reports Mr. Webster, the largest sales week in 1957. More than 15 business firms were represented in the day and week.

Broadcasts, News Stories Set Off Cosmic War Scares in 3 Places

The first half of September saw people at several points on the planet Earth looking for cover after they had misinterpreted broadcasts and newspaper stories as reports of cosmic war.

It happened in Connecticut, in Russia and in Canada.

The alleged incident in Hartford, Conn., occurred after a show on a CBS-owned tv station.

But CBS headquarters in New York denied there was a scare of any consequence in Hartford. CBS owns WHCT (TV) Hartford. The CBS spokesman in New York indicated that newspaper reports following a WHCT telecast Sept. 15 were greatly exaggerated.

At noon on the Sunday that opened National Civil Defense Week, WHCT's *Eye on Connecticut* undertook to show "what could happen in Connecticut in the event of an



THIS site on top of Pinnickinnick Mountain was the headquarters Command Post of Gen. George B. McClelland during the early days of the Civil War, but this month it becomes the site of WBOY-TV's (Clarksburg, W. Va.) 550-foot tower. Pictured above at ground breaking ceremonies are (l to r) George H. Clinton, WBOY-TV general manager; Mayor E. W. James of Clarksburg; Peter Lyman, production manager, and Vilah G. Brooks, chief engineer. The station is scheduled to begin operations Oct. 27 and is affiliated with NBC and ABC.



THE first step toward erecting a tower for KVII (TV) Amarillo, Tex., is taken by John L. McCarty (1), board chairman of the station, and Murry Woroner (r), president, as Herbert Hoff, Dallas, Tex., field representative for RCA, which is providing equipment, looks on where an 843-ft. tower will stand. The ch. 7 facility, granted last month [B•T, Aug. 5], expects to be in operation Jan. 1 as Amarillo's third tv station. KVII is reported to have affiliated with ABC. Mr. Woroner at present is business manager of KAMQ Amarillo, and Mr. McCarty, president of a Texas life insurance company, also heads a multimillion dollar shopping-residential development in Amarillo.

enemy attack," using film shots of missile and bomber maneuvers and civil defense drills and interviews with civil defense authorities. The program was identified at various times as a public service show.

At Tuapse, Russia, it was reported the same day that citizens took fright from a science fiction story in a newspaper and concluded they only had 40 days to live.

In Montreal, a French-language children's play Sept. 4 on CBFT (TV) inspired a flood of calls to the station, to CBC offices and to stations and newspapers.

The reported panic followed an installment in a serial on CBFT's *Operation Mystere* about a mad professor flying a saucer between Earth and Mars.

NARTB's Television Code states in part that "a television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements, nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. . . ."

New KTVX (TV) Call: KTUL-TV

KTVX (TV) Muskogee, Okla., moved last fortnight from Muskogee to Tulsa, changed its call letters last week to KTUL-TV. The ch. 8 facility is connected with KTUL Tulsa.

WWJ-TV Court Shows Canceled As Bar Asks Judges to Withdraw

WWJ-TV Detroit, opposed by the State Bar of Michigan in its presentation of judges on two courtroom shows, will withdraw *Traffic Court* and *Juvenile Court* from its schedule at the end of the month. *Traffic Court* has been on the air eight years and *Juvenile Court* since January 1956.

The State Bar ruled that participation in the courtroom re-enactments by Traffic Judge John D. Watts and Detroit Probate Judge Nathan J. Kaufman violated two canons of the bar's code of ethics, one discouraging a judge's use of "the power of his office or the influence of his name to promote the business interests of others" and another condemning use of the prestige of a judge's position to promote candidacy for judicial or other office. After the ruling, the judges agreed to withdraw from the shows.

WWJ-TV decided to take the weekly half-hour shows off the air after protests to the bar association failed. The station in its appeal cited awards the programs have received from the National Safety Council and others, 3,800 requests from viewers that the two series continue and rating evidence of their popularity. The Michigan Bar Assn. discussed the question at its meeting Sept. 11-13 [AT DEADLINE, Sept. 16].

Rabells Change KXOC to KPAY

Fred Rabell, new president of KXOC Chico, Calif., has announced that call letters will be changed to KPAY. Network affiliation will be dropped, and strong music and regional programming instituted for the Sacramento Valley. Rabell Enterprises, owned by Fred and Dorothy Rabell, bought the 1060-kc, 10-kw facility from Jack O. Gross, with approval by the FCC this month.

The station will open merchandising offices in Red Bluff, Willows, Corning and Marysville, all California, in addition to Chico, and a national sales office in Sacramento. Rabell Enterprises also owns KSON-KDFR (FM) San Diego, Calif.

WPTA (TV) Signs With ABC-TV

WPTA (TV) Fort Wayne, which was to launch broadcasting operations on ch. 21 last Saturday, signed as a primary affiliate of ABC-TV effective with the first day of operation, according to Ronald R. Ross, general manager of the station, and Alfred R. Beckman, vice president in charge of station relations for the network. WPTA, owned and operated by Sarkes Tarzian Inc., will transmit with 251 kw visual power and 129 kw aural power from a 775-foot tower.

New KLFY-TV Tower Recommended

The Airspace Panel of the Air Coordinating Committee last week recommended FCC approval for the new KLFY-TV Lafayette, La. (ch. 10), tower, which will be located at Church Point, La., and will be 973 feet above ground.

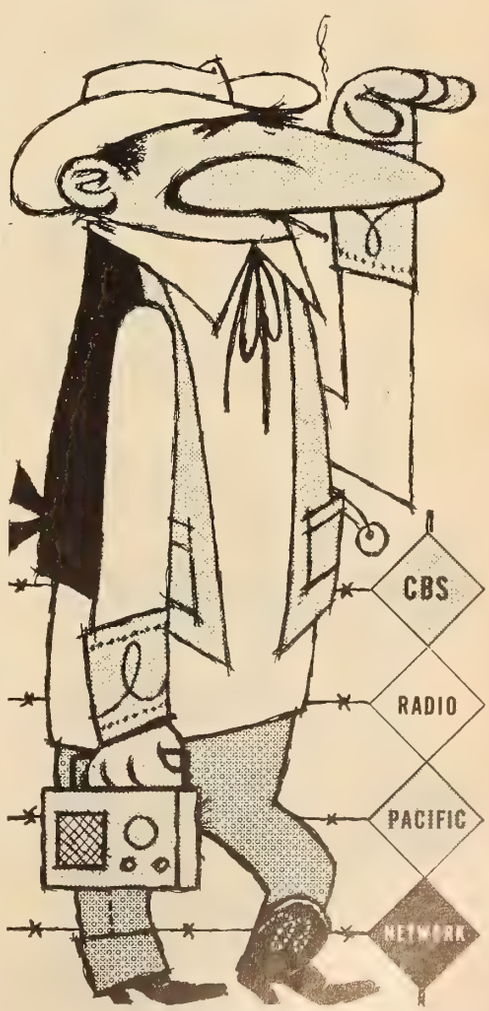
Westerners listen[1] to their favorite[2] programs on the CBS Radio Pacific Network[3]

1 Listen: This refers to "ears in use," not merely to "sets in use."

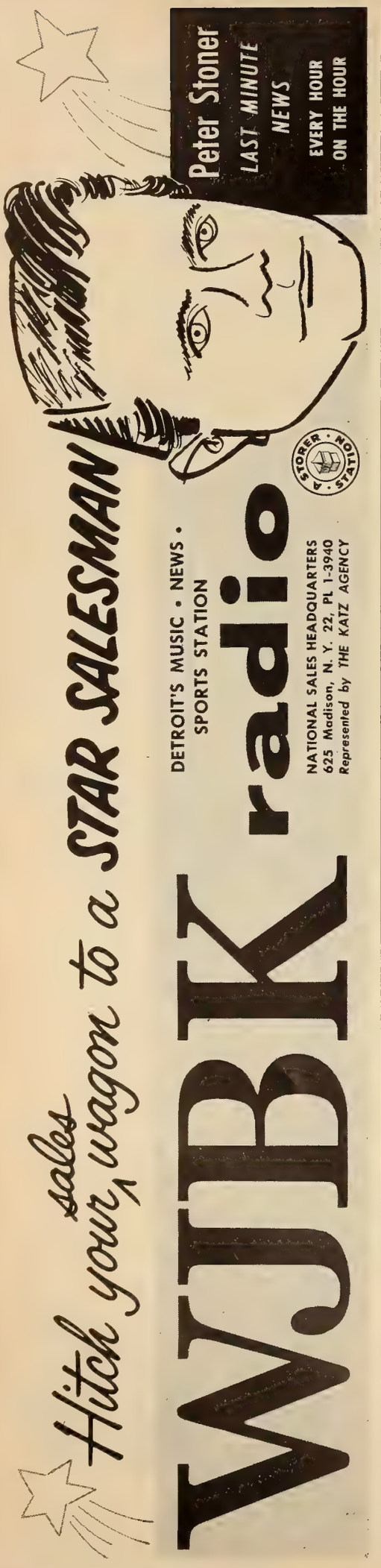
2 Favorite: As in Harry Babbitt, Sunday News Desk, Dave Vaile News, Ruth Ashton, Frank Goss News and Tom Harmon—to name just a few great CBS'rs.

3 Network: 245,000 watts to blanket the 3 Pacific Coast States.

Summary: Programs, Personalities and Power . . . that's why your message belongs on the CBS Radio Pacific Network.



REPRESENTED BY CBS RADIO SPOT SALES



DATELINES

Newsworthy News Coverage by Radio and Tv

NEW BEDFORD—A tip that a Northeast Airlines plane was overdue at New Bedford (Mass.) Municipal Airport Sept. 15, triggered action by WNBH-AM-FM New Bedford, that lasted all night and into the next day. WNBH crash coverage was utilized by the Yankee Network, 12 radio stations in Boston, New York and New England, two television stations and several newspapers, including the *Providence Journal,* which the station says based its morning lead story on WNBH reports.

Henry M. Solomon, manager of WNBH-AM-FM, enlisted listeners in the search for the plane and organized coverage from three points in and around the airport. When the search ended and rescue attempts were over, WNBH followed the story at the hospital and composed two hour-long documentary shows for broadcast Monday. The job earned an unqualified "best" commendation from the New Bedford's Civil Defense director and others.

NEW YORK—WINS claimed a beat with its on-the-spot coverage of the New Bedford crash. Making use of the station's beeper phone-to-air circuit, which is on a permanent standby basis for emergency news, WINS announcer Tom O'Brien in rapid succession spoke to the control tower at New Bedford airport, the city fire chief and a New York representative of the airlines. His broadcasts came minutes after the first wire reports of the mishap, the station claims.

PROVIDENCE—Cameraman George Clarke of WJAR-TV Providence, R. I., penetrated the fog surrounding the New Bedford crash to get newsfilm of the disaster. Wading through swampy woodland to reach the aircraft, Mr. Clarke filmed rescue operations for use on WJAR-TV early the next morning. The station put an "exclusive" claim on the film job.

CLEVELAND—United Nations General Assembly sessions on the Hungarian report this month were beamed to the Midwest by WERE-AM-FM. WERE-FM carried the entire proceedings, and WERE-AM broadcast highlights, making the reports available to 55 stations on its baseball network through Ohio, West Virginia, Pennsylvania and New York. Schools and colleges also were offered the broadcasts.

NEWPORT—WICE Providence, R. I., stole a march on news services reporting Arkansas Gov. Orval E. Faubus' news conference weekend before last, the station reports. Covering developments in the meeting between Gov. Faubus and President Dwight D. Eisenhower, WICE News Director Bill Steffy by-passed news telephones outside the governor's conference room and got his report out to WICE and its affiliated WCUE Akron, Ohio, in record time. The stations aired a series of six reports with news conference tapes following the meeting between the President and the governor on the question of Arkansas school integration.

PEORIA—Citizens of this Illinois city could predict that the City Council would vote negatively on integrating police and fire departments Sept. 10. This was possible because they could see the trend of the council's debate on WTVH (TV) Peoria. To cover the historic night meeting, WTVH hired a mobile truck, carrying two Zoomar-equipped cameras and nine microphones into the council room. Station newsmen provided commentary. The two-hour session was presented as a public service by the station and the *Peoria Journal.*

The newspaper, in extensive feature treatment given the tv coverage, reported that councilmen and women seemed to have dressed with cameras in mind (blue shirts and clothes freshly pressed), and that "no one waved at the cameras."

LITTLE ROCK and NASHVILLE—WIP Philadelphia followed school integration developments in two communities with telephone help from stations there. Just before a court injunction was handed down in Arkansas, WIP Special Events Director Sam Serota aired a report from Bob Kemp and Ed Chestnue of KARK Little Rock giving local feeling on the matter. From Tennessee, Bob Irwin of WKDA Nashville filled in WIP listeners by telephone recording on school integration there.

CHARLOTTE—A taped report by Jack Knell, news director of WBT Charlotte, N. C., on integration in local schools was to be broadcast by the Voice of America, according to WBT. Station newsmen recorded reports from four campuses when school opened this month.

KWG, KWLK, KYMO Change Hands With Tops $85,000 for KWG

Sales of three 250 w local radio stations were announced last week. All transactions are subject to usual FCC approval and were handled by Hamilton, Stubblefield, Twining & Assoc., station broker.

KWG Stockton, Calif., was sold by Western Broadcasting Co. (Douglas D. Kahle, president) to KGW Broadcasting Co. for $85,000. Buyers include Robin Hill, Southern California engineer, and Robert Reichenbach and Frank Axelsen. Station operates full time on 1230 kc, with ABC.

KWLK Longview, Wash., was sold by John McClelland Jr. to Triad Broadcasting Co. for $65,000. Triad comprises Morton Glant, former salesman for KJR Seattle; William E. Boeing Jr., Seattle industrialist (Boeing Airplane Co.), and Donald K. McBride, station representative in Seattle. Station broadcasts on 1400 kc, with MBS.

KLMO Longmont, Colo., was sold by Grady Franklin Maples and associates to Arline H. Steinbach for $63,000. Miss Steinbach is the former owner of KLVC Leadville, Colo., and recently sold KBMO

FAIR WARNING

Visiting friends of KRON-TV San Francisco may meet up with the "VTR Cocktail": vodka, tequila and rum. Douglas Elleson, program manager, thought it up; Mel Tate, moving spirit of Hanno's Hangout for San Francisco tv, radio and newspaper people, researched the appropriate formula to "perfection."

Benson, Minn. Mr. Maples and his associates retain their interests in KGMC Englewood, Colo., and in KLLL Lubbock, Tex. KLMO is a daytime independent on 1050 kc.

REPRESENTATIVE APPOINTMENTS

KXOC Chico, Calif., names George P. Hollingbery Co.

WBRD Bradenton, Fla., appoints Meeker Co.

WSMB New Orleans, appoints George P. Hollingbery Co.

STATION SHORTS

WABC New York reports its billings hit all-time high for month of August, paralleling business peak set by station in July. Billings for last month exceeded those of August 1956 by 21% and those of record high August 1955 by 16% station reports.

KGW Portland, Ore., announces 24-hour day programming.

KYA San Francisco has opened sales office in Los Angeles at 1441 N. McCadden Pl. Telephone: Hollywood 9-5409. Heading KYA Los Angeles office is **Jack Miller,** formerly assistant manager of KTVR (TV) Denver.

WDRC Hartford, Conn., reports it has extended its broadcasting schedule from 12:05 a.m. sign-off to 1:05 a.m.

WATV (TV) Newark, N. J., has moved its New York sales office to 580 Fifth Ave.

WHLI Hempstead, N. Y., reports it has dedicated its new remote broadcasting studio at Mid-Island Shopping Plaza in Hicksville. New $8,000 studio will be used for station's daily program *Luncheon Melodies,* heard from 1-2 p.m.

KXOC Chico, Calif., reports that station showed 56% increase in gross sales during August compared to same month of 1956. Station also reports 13.4% increase in July compared to July last year and that station has shown increase seven out of eight months of 1957 over same months in 1956. Total percentage of increase for year as of August is 11.8%.

WCBI-TV Columbus, Miss., will sign on with full-day schedule from 9 a.m. to 12 midnight daily, except Sunday, effective today (Monday).

KONA-TV Honolulu, Hawaii, has begun construction of new studio faciltities. Target date for shifting station's operation is late December.

PERSONNEL RELATIONS

SAG's Somerset Named to Head Hollywood AFL Film Council

Pat Somerset, assistant executive secretary, Screen Actors Guild, has been elected president of the Hollywood AFL Film Council, composed of unions and guilds representing 24,000 employes of the motion picture industry. Mr. Somerset, who also is president of the California State Theatrical Federation and a vice president of the California State Federation of Labor, will be inducted into office at the next council meeting tomorrow (Tuesday).

Other new film council officers are vice president, John W. Lehners, business representative, IATSE motion picture film editors Local 776; recording secretary, H. O'Neil Shanks, executive secretary, Screen Extras Guild; treasurer, Edwin T. Hill, secretary-treasurer, IATSA Affiliated Property Craftsmen Local 44; trustees, George Flaherty, IATSE international representative; Ralph Clare, business representative. Studio Transportation Drivers Local 399, and Albert K. Erickson, business representative, IATSE Motion Picture Laborers & Utility Workers Local 727.

16 L. A. Indies Signed—AFTRA

Negotiations between 17 non-network radio stations of the Los Angeles metropolitan area and the American Federation of Tv & Radio Artists for contracts to succeed those expiring April 30 have produced 16 signed contracts, Claude McCue, AFTRA's executive secretary, has announced. Negotiations with the remaining station, KXLA Pasadena, are proceeding amicably, he said.

Terms of the new two-year pacts generally call for wage increases of $10 to $15 a week for the first year, with additional second-year weekly boosts of $5 to $7.50; some include the 5% payment into the AFTRA pension and welfare fund and others, where stations have their own welfare plans, do not. The contracts with KBIG Avalon (Catalina), KGFJ Los Angeles, KALI and KWKW Pasadena and KDAY Santa Monica are similar to those with the first group of contracts to be completed [B•T, July 15].

Labor Group Votes to Delay Data

The executive board of the Chicago Federation of Labor has approved a proposal that a financial report on its owned WCFL in that city be withheld from union members and the public until after a forthcoming merger of AFL and CIO forces in Cook County, Ill.

William A. Lee, president of the union's executive board and the independent radio station had asked earlier that such a report not be released at this time.

Examiner Finds Against KARD-TV

KARD-TV Wichita, Kan., should cease purported efforts to discourage membership of employes in International Alliance of Theatrical & Stage Employes, according to a recommendation by Trial Examiner Thomas S. Wilson of the National Labor Relations Board. A hearing was held in May.

GET THIS

$2 MILLION



BONUS

The latest Nielsen Survey shows that KTBS-TV, Channel 3, Shreveport, Louisiana, gives you a *bonus* of 13,120 MORE TV HOMES than reached by Station B.

This gives you a *bonus* spendable income of MORE THAN $52,000,000.00* in this rich Southwest market with a total spendable income of more than $1,323,801,000.00.

* Sales Management June, 1957.

Your BONUS Station With Maximum Power

KTBS-TV CHANNEL 3

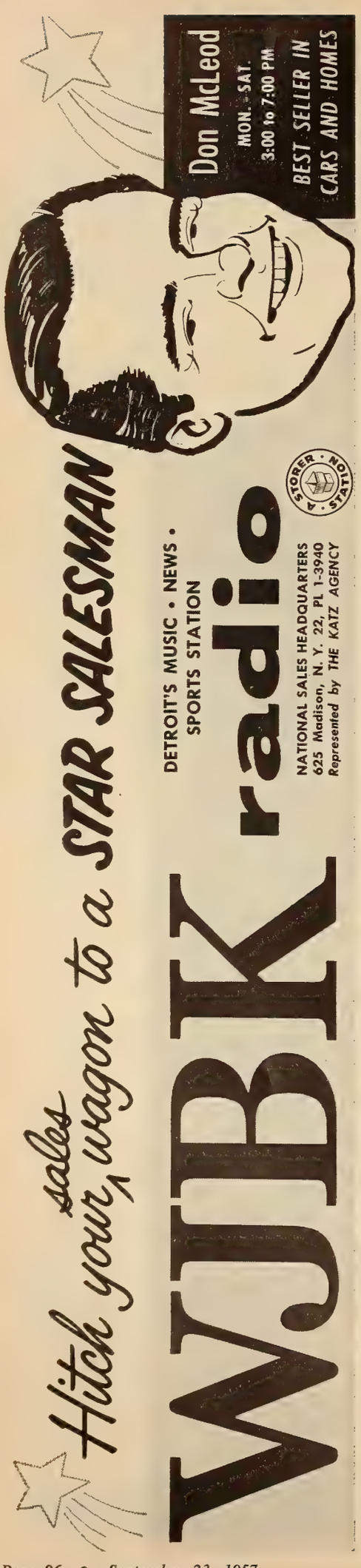
SHREVEPORT LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by

Edward Petry & Co., Inc.



INTERNATIONAL

CANADA NETWORK TV NEARLY SRO

With sponsorship of numerous live Canadian network television shows not yet finalized, it looks as if advertising time on Canadian network tv soon will be sold out. To date the bulk of shows signed are of American origination, either network or on film, and many are repeats from last season. Food, soap, cigarette and automobile manufacturers dominate the sponsors.

The following shows have been definitely booked for the CBC-TV network on most Canadian English-language stations:

Colgate-Palmolive Ltd., Toronto, Ont., sponsors *The Millionaire* and live Canadian show *The Plouffe Family* through Spitzer & Mills Ltd., Toronto; and jointly with Walter M. Lowney Ltd., Montreal, Que. (Candy), *Lassie,* through Foster Adv. Ltd., Toronto and Montreal.

Lever Bros. Ltd., Toronto, sponsors Canadian live show *Front Page Challenge* through Young & Rubicam Ltd., Toronto; *Tugboat Annie,* filmed at Toronto, through Cockfield, Brown & Co., Toronto; and part of *Perry Como Show* through Harold F. Stanfield Ltd., Toronto. Other sponsors of the *Perry Como Show* are Kimberley-Clark Products Ltd. (paper), Toronto, through spitzer & Mills, Toronto; Noxzema Chemical Co. of Canada, Toronto, through Young & Rubicam, Toronto; Simmons Ltd. (mattresses), Montreal, through Cockfield, Brown & Co., Montreal; Ogilvie Flour Mills Ltd., Montreal, through Kenyon & Eckardt Ltd., Montreal; and RCA Victor Ltd., Montreal, through J. Walter Thompson Ltd., Montreal.

Procter & Gamble of Canada, Toronto, sponsors the live *Canadian Hit Parade* and *Meet McGraw* through Benton & Bowles Inc., Toronto; live Canadian show *Country Hoedown* jointly with Robin Hood Flour Mills, Toronto, through Young & Rubicam, Toronto; *Disneyland* through Hayhurst Adv. Ltd., Toronto, jointly with Canadian Kodak Ltd., Toronto, through Baker Adv., Toronto; Swift Canadian Ltd., Toronto, through McCann-Erickson Canada Ltd., Toronto; and Disneyland Productions, Hollywood.

General Mills Canada Ltd., Weston, Ont., sponsors *The Lone Ranger* and *Burns & Allen* through E. W. Reynolds Ltd., Toronto, the latter jointly with Carnation Co. Ltd., Los Angeles, through Baker Adv. Agency, Toronto.

General Foods Ltd., Toronto, sponsors *December Bride,* the Canadian live drama show *On Camera* and *Dragnet,* through Baker Adv. Agency, Toronto, the latter jointly with S. C. Johnson & Son Ltd., Brantford, Ont., through Needham, Louis and Brorby of Canada Ltd., Toronto; and *Mighty Mouse Playhouse* through McConnel, Eastman Ltd., Toronto.

Prudential Insurance Co. of America, Toronto, sponsors *You Are There,* through Foster Adv. Ltd., Toronto.

Imperial Tobacco Ltd., Montreal, and DuPont Co. of Canada Ltd., Montreal, jointly sponsor *Father Knows Best* through McKim Adv. Ltd., and Vickers Benson Ltd., both of Montreal, respectively. Imperial Tobacco also sponsors live Canadian variety show *Juliette* through McKim Adv. Ltd.

Ford Motor Co. of Canada, Toronto, with Canadian Kodak Ltd., Toronto, sponsors the *Ed Sullivan Show* through Vickers & Benson Ltd., for Ford, and J. Walter Thompson Ltd. and Baker Adv. Ltd., for Kodak, all of Toronto.

International Nickel of Canada, Toronto, on Dec. 29, sponsors "Peer Gynt" live, with the Stratford, Ont., players, through Cockfield, Brown & Co., Toronto.

H. J. Heinz Co. of Canada Ltd., Leamington, Ont., and Harold F. Ritchie Ltd. (Silvikrin), Toronto, jointly sponsor *I Love Lucy* through MacLaren Adv. Co. Ltd., Toronto.

Canadian Westinghouse Ltd., Hamilton, Ont., will again sponsor *Studio One* through Spence W. Caldwell Ltd., Toronto.

Kellogg Co. of Canada Ltd., London, Ont., sponsors *Rin Tin Tin* through Leo Burnett Co. of Canada, Toronto.

Kraft Foods Ltd., Montreal, renewed *Kraft Theatre* through J. Walter Thompson Ltd., Montreal.

Chrysler of Canada Ltd., renewed *Climax* through McCann-Erickson, Toronto.

Bank of Canada, Ottowa, Ont., for four weeks in October for the Canada Savings Bond campaign, sponsors live Canadian drama *First Performance* through McKim Adv. Ltd., Toronto.

Thomas Lipton Ltd., Toronto, through Young & Rubicam, Toronto, and Harold F. Ritchie Ltd., Toronto (proprietary) through Atherton & Currier, Inc., Toronto, jointly sponsor Canadian film show, *Last of the Mohicans.*

Gillette Safety Razor Ltd., Montreal, sponsors the World Series baseball games through Maxon Inc., New York.

Tuckett Tobacco Ltd., Hamilton, Ont., sponsors live Canadian sports commentator Jim Coleman through MacLaren Adv. Ltd., Toronto.

Shell Oil Co., Toronto, through J. Walter Thompson Co., Toronto, and Canadian Tabacofina Ltd., Montreal, through Walsh Adv. Co., Montreal, jointly sponsor the Canadian *Big Four Football Games.*

Nabisco Foods Ltd., Toronto, through Kenyon & Eckhardt, Toronto, and Adams Brands Sales Ltd., through Baker Adv. Ltd., Toronto, sponsor the Canadian variety show *Holiday Ranch.*

Imperial Oil Ltd., Toronto, will again sponsor *NHL Hockey* games live each Saturday evening, through MacLaren Adv. Ltd., Toronto.

Whitehall Pharmacal (Canada) Ltd., Toronto, sponsors Canadian outdoors commentator King Whyte through Young & Rubicam Ltd., Toronto.

Milko Products Ltd., Toronto, sponsors the Canadian historical film series *Adventures of Pierre Radisson* through W. A. McCracken Ltd., Toronto.

'Scatter' Relay Links CMQ, Cuban Network, to NBC-TV

NBC-TV reported last week that the "first permanent overseas link" was effectuated on Sept. 13 when the Gillette *Cavalcade of Sports* boxing bout was relayed to Cuba and carried on the CMBF-TV network. The NBC-affiliated CMQ network will present the Friday night bouts regularly under the sponsorship of Gillette and plans to carry the World Series and other programs, according to Goar Mestre, CMQ president.

The link between the U. S. and Cuba was made via the new 180-mile "scatter" communications relay developed jointly by the American Telephone & Telegraph Co. and International Telephone & Telegraph Co. [B•T, Aug. 19]. The "scatter" system, according to NBC-TV, permits over-the-horizon wireless transmission of tv programs. In 1954, 1955 and 1956 the CMQ network telecast the World Series live by means of an airborne relay carried aboard a plane circling at a point between Key West, Fla., and Havana, NBC-TV reported.

Hawaiian Outlets to Pass Along 3½% Revenue Tax to Advertisers

Hawaiian broadcasters—losers in the first round of their fight against a territorial assessment of 3½% on gross advertising revenue—will pass along the additional cost to advertisers. The move is effective Oct. 1 and includes September business.

But the Hawaiian Assn. of Radio & Television Broadcasters, spearhead of the opposition to the tax, last week reiterated its intent to carry the fight to the public and to the legislature.

Over the past decade, Hawaii has assessed a 2½% tax on the gross revenue of all business concerns. Last July 1, the tax was increased to 3½%.

In the past the tax was not passed on to radio-tv clients because the stations were fighting the assessment in court and the tax payments were being held in escrow. The U. S. Supreme Court, however, earlier this year ruled against the stations and escrow monies went to the territorial government.

The 3½% tax was to have been passed on to clients last July 1, but after conferences in New York between HARTB representatives and agency executives and following a suggestion by McCann-Erickson Treasurer Frank White, a "turn-about period" was established. This gave agencies until Oct. 1 to present the facts of the tax situation to clients. An agreement was consummated on behalf of HARTB by past President Jack Burnet, President John D. Keating and Secretary-Treasurer Fin Hollinger.

HARTB said it expects all 10 Honolulu radio and four tv stations to start the campaign for public support with broadcast reports of the extensive public service programs and advertising already being donated by Hawaiian broadcasters. This, Mr. Hollinger said, amounts to "at least a quarter of a million dollars annually." He warned all broadcasters the Hawaiian tax case "may well set an ugly precedent" unless "such discriminatory legislation" is opposed by the entire radio-tv industry.

Russians Now Show Interest In Sen. Johnson's Tv Proposal

The Russian bear, after growling "nyet, nyet" for months, has changed his tone and it looks like something could come of the American proposal to exchange radio-tv programs with the USSR.

Soviet Ambassador Georgi N. Zaroubin has given strong hints, it was understood, that Russia might go along with the exchanges—first proposed by Senate Majority Leader Lyndon Johnson (D-Tex.) last June [B•T, June 17]. Mr. Zaroubin discussed this and other exchange subjects with William S. B. Lacy, special assistant to State Secretary John Foster Dulles. Mr. Zaroubin just returned from Moscow.

Sen. Johnson's suggestion for an "open curtain" between the two countries followed the now famous June 2 CBS interview with Communist Party boss Nikita S. Khruschev. Initially both *Pravda,* official Communist Party newspaper, and Radio Moscow blasted the suggestion.

INTERNATIONAL SHORTS

CHUC Port Hope, Ont., began broadcasting Aug. 18 on 1500 kc with 1 kw.

CFOR Orillia, Ont., has increased power from 1 kw to 10 kw on 1570 kc.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

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THE L.B. Wilson STATION
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On the Air everywhere 24 hours a day—seven days a week

DON'T BUY WORL in BOSTON

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Buy Our Competition, Instead

You see, one feller can't have Everything — So, we were willing to sacrifice the teenagers for what

WE HAVE— ADULTS

A pretty fair exchange, don't you think, considering that THESE are the folks who are the biggest chunk of

TODAY'S BUYERS!

So — we do not play the razzle-dazzle music of today's teenagers. We've left all that to our competition. Instead, we've launched a brand new concept in programming — Music in 3 Dimensions:

PAST, PRESENT & FUTURE

(giving listeners the Tommy Dorseys, the Frank Sinatras, the Perry Comos, the Glenn Millers, the Kay Kysers, the Harry James, etc.)

and with it, we get the

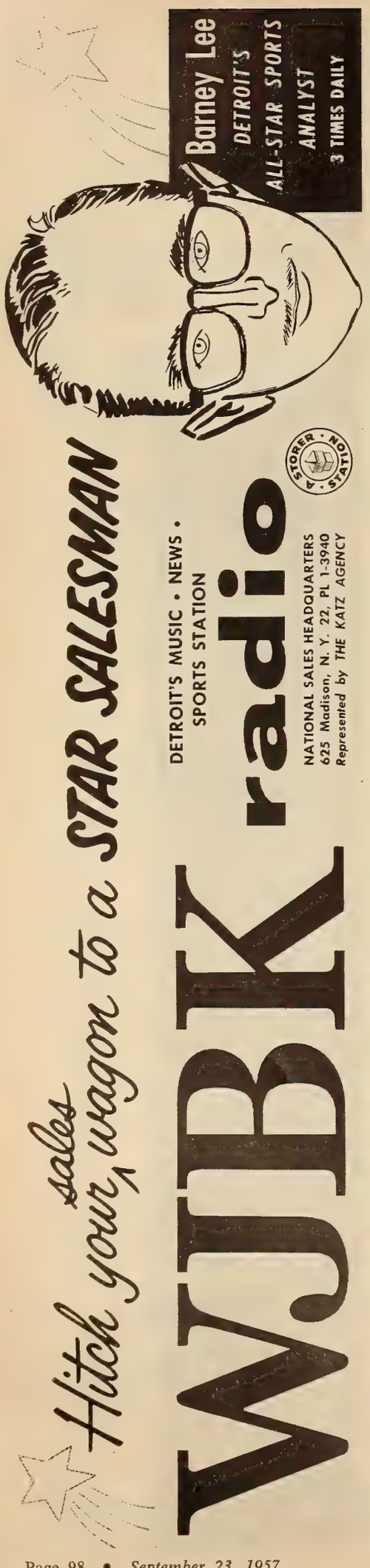
ADULTS!

It's as simple as all that — on

WORL

BOSTON

"The 950 CLUB" Station



PROMOTIONS HIGHLIGHT TV WEEK

The observance of National Television Week, Sept. 9-14, helped boost tv sales, according to preliminary reports from major cities channeled through Tv Week's steering committee.

Appraising the results, A. W. Bernsohn, chairman of the unit and executive vice president of the National Appliance and Radio-Tv Dealers Assn., said campaign reports from 50 cities indicated sales jumped 30% above normal for that period.

Mr. Bernsohn credited local chairmen largely for the success of the promotion and cited their initiative, imagination and ability to "use public relations and merchandising techniques." Many are participating in the Television Fall Festival merchandising campaign to increase tv's share of the consumer dollar, he added.

Tv stations and the three major networks joined with NARTB, Television Bureau of Advertising, Electronic Industries Assn. and electronics manufacturers and distributors in what Mr. Bernsohn called a "significant manifestation of the entire television industry's willingness to work as a team" [B•T, Sept. 9].

WBZ-TV Stages Contest

During the special week, WBZ-TV Boston viewers were given an opportunity to win a tv set for themselves as well as to donate one to a children's ward in a local hospital. The station sponsored six different contests built around Tv Week. Among the statements listeners were asked to fill in: "I would like a second tv set in my home because . . ."; "My family watches the 6:45 news because . . . "; "I like the new tv set styling because . . ," and "Tv is a member of our family because . . . " Films of the six different hospital presentations were carried on WBZ-TV newscasts. The station also used newspaper ads and on-the-spot announcements to promote the week.

WTWO (TV) Bangor, Me., combined its promotion of Tv Week with two other promotions. The station's third birthday and the spending of its first millionth dollar since its beginning, occurred during Sept. 9-14. A half-hour program to give viewers a behind-the-scenes view was presented to celebrate the three occasions. Cameras were placed in the control room and the studios so that all the functions of staff members in the preparation of a show could be presented. The staff was introduced by close-up shots as they performed their duties. The actual program was presented in the last ten minutes of the half hour. It included a birthday celebration speech by General Manager Murray Carpenter, presentation of the millionth dollar check, and an address by a city official.

Maine's governor, Edmund S. Muskie, was presented with a new 17-inch portable tv set by that state's six tv stations (WABI-TV and WTWO [TV] Bangor, WMTW [TV] Poland Spring, WCSH-TV and WGAN-TV Portland and WAGM-TV Presque Isle) to observe National Television Week in that state. Gov. Muskie issued an official proclamation designating the special week.

The Institute of Visual Training, New York, reports that over 167 stations throughout the country carried its 13½-minute documentary film, *The Story of Television*. The film traced the progress of tv from its beginning to the present development and expansion of the color tv era. It was presented by the Radio Corp. of America and produced by William J. Ganz Co.

WGN-TV Chicago, mindful that many station contests are never open to its employes, conducted one for them as a special promotion feature during National Television Week. Employes were asked to complete in 25 words or less the statement, "I'm glad I (or my husband, or wife, etc.) work at WGN Inc. because . . ." Top prize was an RCA Victor, 17-inch portable tv set.

WKAR-TV East Lansing, non-commercial tv station at Michigan State U., used a 20-foot department store window to display equipment and pictures of station personalities during the week.

A special program, *Report to the People,* was presented by WSLS-TV Roanoke, Va. The show featured a progress report on tv in the last 10 years, samples of the best news film, a run down on various types of programs (comedy, drama, quiz, news, etc.) and a speech by Executive Vice President James H. Moore.

Rep. Elizabeth Kee (D-W. Va.) cited National Television Week in the *Congressional Record* Aug. 30.

The signing of a Tv Week proclamation by Mayor James T. Hanlon was carried by WDAU-TV and WARM-TV, both Scranton, Pa., and a picture of the event appeared in the local newspaper.

Guests Take Over Show

WGR-TV Buffalo, N. Y., arranged for local dignitaries to take over the duties on its *Helen Neville Show* as its part in tv week. City Court Judge Madge Taggart emceed the show and other leading citizens were used as a cameraman, floorman, and announcer. Home viewers were treated to a detailed picture of the workings of a tv camera when the chief operator-tv master control instructed the guest camerman on camera angles.

Television's service to the community was plugged by KPHO-TV Phoenix with special station breaks and special one-minute announcements. The station reports that it used over 70 ten-second and 14 one-minute

HOOPER — PULSE — NIELSEN
KOSI
DENVER
NUMBER ONE RADIO BUY
SAN FRANCISCO
KOBY
KOSI See Forjoe
KOBY See Petry



AMONG the things used by KAYO Seattle to promote its new theme, "Smile with KAYO," are posters, taxi cards, colored post cards and various direct mail pieces featuring cartoon smiles and zany caricatures. Pictured above is one of a series of three posters being circulated by the station.

announcements throughout the week.

KBAK-TV Bakersfield, Calif., brought back one of the first tv operations (W6XAH-W6XAI) during Tv Week. The stations were owned by the Pioneer Mercantile Co. of Bakersfield and programmed about an hour a week. The programming consisted of variety shows, dance bands and lectures. The director of the Kearn County Museum, Dick Bailey, was interviewed on KBAK-TV's *Exclusively Yours* and told about his experiences in lecturing on the early tv station in 1933.

California Gov. Goodwin J. Knight issued a proclamation for Tv Week and urged citizens throughout the state to join him in "expressing appreciation for the positive and dynamic contributions which tv is making toward realization of fuller, happier and richer lives for all Americans."

'Perry Mason' Promotion Mailed

A letter addressed "Dear Juror" and signed "Perry Mason," a door key, a .38 caliber slug, a lipstick and a torn photograph, successively labeled as exhibits A, B, C, and D, were distributed this month to persons presumably interested in the new *Perry Mason* series which starts on CBS-TV this Saturday. Raymond Burr, who portrays the title role, is making an 11-day, 15-city tour to plug the new hour-long show.

'Don't Buy Pig in a Poke'

To promote radio programming in the Imperial and Mexicali Valleys, KICO Calexico, Calif., is mailing out a yellow cardboard pig saying "Don't buy a pig in a poke . . . know what you are buying," referring to the station's low cost coverage of the 80,000 people it reportedly reaches in the valleys.

Bartell Promotion Plugs WILD's Change to WYDE

To promote its Birmingham station call letter change from WILD to WYDE, the Bartell group took advantage of Labor Day weekend to launch a concentrated campaign. The station reportedly gave away more than 12,000 cups of coffee to Alabama travelers who wanted to keep "WYDE-aWAKE and safe" throughout the holiday. The coffee was given away for 85 straight hours by WYDE, and in addition, 40 restaurants in Birmingham and Atlanta cooperated with WYDE and its sister WAKE in giving free coffee to people who said, "I want to stay WYDE-aWAKE and safe."

In addition to the coffee promotion, 300 Birmingham buses carried "Welcome WYDE" signs outside and inside; teaser ads asked citizens to dial a special number. A recorded message said "Thank you for dialing . . . now dial 850 on your radio . . ."

Other promotions included the use of models wearing sandwich boards saying "I've got nothing on but WYDE"; people weighing 50-300 pounds carrying signs saying "I've gone WYDE . . . Have You?"; the distribution of dollar bills with recorded serial numbers which were worth $8.50 to people who came to the station and presented the serial number broadcast, and automobiles parked on the station's parking lot tagged with bumper stickers saying "Go WYDE . . . dial 850."

Gobel Goes on the Block

RCA Victor and Whirlpool Corp., sponsors of *The George Gobel Show,* are running an NBC network contest which gives George Gobel away to a city for a day. The contest is being promoted on NBC-TV's *Today*. It started Sept. 16 and runs through tomorrow (Tuesday), with viewers urged to watch the Gobel inaugural show in order to get an idea in 25 words or less on "What would I do with George Gobel if I won him for our town." The winner will get Mr. Gobel, who personally will deliver an RCA Victor 21-inch color set and an RCA Whirlpool freezer.

ABN Holds Babysitting Contest

To boost audience for its new live *Herb Oscar Anderson Show,* American Broadcasting Network staged a letter contest to find the mother who would like Mr. Anderson as a babysitter for an evening. ABN plans to fly Mr. Anderson to the winner's home for a Saturday evening "job."

WTTG (TV) 'Embassy Row'

WTTG (TV) Washington, has begun a new series entitled *Embassy Row*. The first show was presented in cooperation with the Egyptian Embassy and starred a nine-year-old Egyptian belly-dancer. The series will feature filmed and live entertainment provided by a different foreign embassy each Sunday. WTTG's Jock Laurence interviews the ambassador or designated diplomatic representative, asking questions about that nation's controversial affairs.

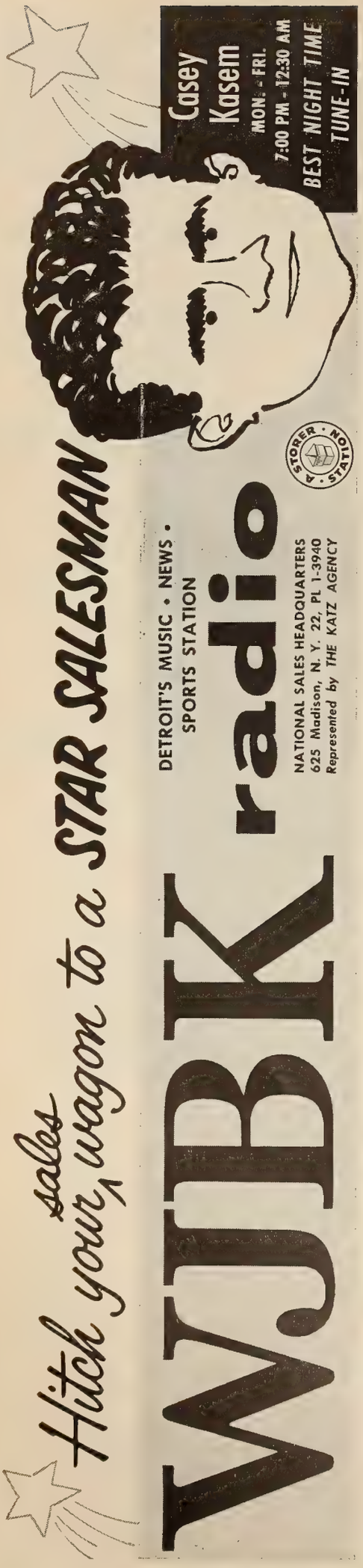
PRIZE PACKAGE!

Two-dozen opportunities for stations to capture prestige for programs; fellowships, medals, cash, etc. for newscasters and others. Deadlines near for '57; full information in Journalism AWARDS DIRECTORY containing up-to-date supplement. Send for copy, only $2. P. O. Box 434, Rye, N. Y.

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FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
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RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower
CBS
REPRESENTED BY AVERY-KNODEL, INC.



ABC AFFILIATE CHANNEL 2
Peters, Griffin, Woodward, Inc.
Representatives



KTLA (TV) 'Mystery Sitter'

KTLA (TV) Los Angeles launched a mystery flag pole sitter contest last week to promote its revamped program schedule "Gold Rush at Channel 5" [B•T, Sept. 2]. A well-known celebrity, wearing a black hood to protect his or her identity, arrived at the station in a "gold" cadillac and climbed to the platform on top of KTLA's tower. The mystery sitter will remain on the tower daily from sign-on to sign-off until he is identified. The station is featuring three different contests in connection with the promotion: one for its listeners, one for its employes and another for the press. (Employes of newspapers, magazines and advertising agencies are eligible.) The first prize in the listeners' contest will be a new automobile, the next five, hi-fi sets. The winning KTLA employe will receive an all-expense-paid trip for two to either Las Vegas or Carmel, Calif., and the winner of the press contest will receive a Fleetliner Dolphin cabin cruiser.

CKSO-TV Mails Uranium Ore

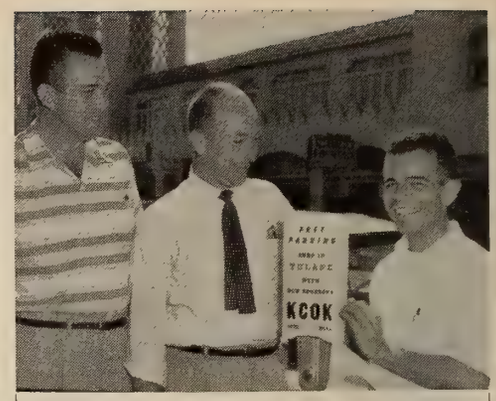
Uranium ore samples are being mailed to the trade by CKSO-TV Sudbury, Ont., to promote its satellite CKSO-TV-1 Elliot Lake, Ont. Enclosed with the ore is a Geological Certificate of Analysis which says "Description: CKSO-TV-1 satellite station, channel 3. Geological location: world's uranium capital, Elliot Lake. Method: drilling and blasting. Sample: uranium conglomerate. Fault: trace coverage. Remarks: Relay programs of CKSO-TV channel 5 Sudbury on CKSO-TV-1 satellite station channel 3, Elliot Lake, Fall '57. Recommendation: File your claim early with Wilf Woodill, general manager, CKSO-TV Sudbury."

Charlotte's 'Felt Hat Day'

WBT Charlotte, N. C., and twenty of its announcers, newscasters and entertainers cooperated with the local Merchants Assn. this month to promote "Felt Hat Day." The station set up a bandstand in the downtown shopping district and presented an hour broadcast from it. In addition, a large replica of a rabbit's head was erected and a free felt hat was offered to any man who succeeded in tossing his summer straw onto the animal's ear.

Mock Bombing of Stockton

When KSFO San Francisco disc jockey Don Sherwood and Hal Harper, who daily flies a weather-observing mission for the d. j., discussed a mock bombing on nearby Stockton last summer, little did they realize what they were in for. Listeners began calling and writing Mr. Sherwood to volunteer their services for the "attack" and as a result, the station organized the "Sherwood Harper Liberation Expeditionary Forces of the Greater Bay Area Inc," which hundreds of listeners reportedly joined. This month, a mock bombing was staged and 20,000 leaflets which read "Consider yourself bombed. . . . Stockton surrender—or else" were dropped on that city. The raid was the first of a series of "attacks" on Stockton and when the date of the city's surrender is set, a group of small boats and light planes will be used to escort Mr. Sherwood to Stockton to sign a peace treaty with civic officials.



IN a back-to-school shopper promotion, KCOK Tulare, Calif., picked up the tab on 450 parking meters for an entire day. Paper bags were slipped over parking meters in Tulare and each bag was imprinted with the stations call letters and an invitation to enjoy free parking while shopping with KCOK advertisers (see above). Officially opening the campaign are (l to r) Fred Allen Jr., KCOK local sales repesentative; Keith Munger, owner and manager of the station, and Tulare Mayor Raymond Joncoaltz.

ABC Offers '26 Men' Gimmick

ABC Film Syndication has announced that the latest item offered in connection with the merchandising program of its *26 Men* tv films series is a set of "clicker spurs," which click with each step taken by the wearer. Other *26 Men* promotional items include a personalized branding iron, stationery stamp, matchbooks, humming lariat, comic book, totem pole and ranger pass case.

WFBC Covers 'Little World Series'

The Chamber of Commerce, telephone company and local merchants cooperated with WFBC Greenville, S. C., in covering the "Little World Series" games from Billings, Mont. The station carried three separate games, each of which was sponsored, and reports they were relayed by remote broadcast for a distance of over 2,200 miles.



NBC Reveals New Plans For Its ETV Project

Robert W. Sarnoff, president of NBC, announced plans last week for a television study of the functions of the executive arm of the government as part of "ambitious new program plans" for the network's educational television project. Mr. Sarnoff spoke in response to the presentation to him of the American Legion's Americanism Award at the Legion's 39th annual convention in Atlantic City.

The award was presented to Mr. Sarnoff for "vision and leadership in launching the NBC Educational Television Project" and for making learning "more attractive and available to Americans of all ages and stations."

Outlining the government study, the subject of which is *How We Are Governed,* Mr. Sarnoff said NBC mobile units with live cameras will range the Nation's Capital. "Our cameras will probe behind the scenes of federal agencies, departments and bureaus to explore their operations and their relation to the news and issues of the day. The instructors will be in many cases national leaders. In thus dramatizing the work of the government we hope to create a broader understanding of its functions."

Mr. Sarnoff then said the government study would be one of five new series of live national television programs to be presented, in partnership with the Educational Television and Radio Center of Ann Arbor, Mich., over the country's educational tv stations beginning Oct. 28 [B•T, Aug. 26]. The first 13-week cycle of programs, also presented in cooperation with the center, were concluded last June.

Mr. Sarnoff said NBC will undertake a course on the International Geophysical Year, which he termed "perhaps the greatest scientific project man has attempted." There also will be a series on Greek mythology and the art it has inspired, he added, saying, "we hope to produce this from the Metropolitan Museum of Art in New York, using the museum's priceless Greek exhibits as a setting and for illustrations." Other courses planned include one in mathematics and a study of the effect of natural resources on civilization.

META Opens Production Center, Plans Regular Classroom Series

Metropolitan Educational Television Assn. formally opened its own production center last Monday in the Carnegie Endowment International Center in New York and this Wednesday shifts into high gear in cooperation with WPIX (TV) and the New York City Board of Education with the first of a series of four regular "classroom programs." META also will produce four special programs to be seen this fall on WCBS-TV New York.

The WPIX series beginning Wednesday is titled *Problems of Everyday Living* (Mon.-Wed.-Fri., 11:30 a.m.-12 noon). Effective Sept. 30, WPIX will commence *The Living Blackboard* (Mon.-Fri., 11-11:30 a.m.), a series of elementary and high school tv classes. The third series premieres Oct. 8 (Tues., 11:30-12 noon) and will "tour" New York's museums and institutes of higher learning. The fourth group of programs has not been announced.

META has signed the Budapest String Quartet for the first WCBS-TV program Oct. 27 (3:30-4:30 p.m.), marking this renowned aggregation's first tv appearance. Subjects for the other three programs (Nov. 10, 17 and Dec. 1) are not set.

META's plant (including control room) covers an area 44 x 42 ft. and includes three RCA image orthicon cameras, complete kinescope recording facilities, 16 mm projection, telop and slide units, tape recording units and facilities for future installation of color tv equipment. META is a non-profit organization. City-owned WNYC has been granted a permit by FCC for uhf ch. 31 but has no target date. META is backed by grants from the New York Foundation, Avalon Foundation, Fund for Adult Education, Rockefeller Bros. Foundation, Old Dominion Foundation and the Carnegie Endowment for International Peace.

Last Week—Lots of Listings
with
HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

During the Region 1 NARTB Conference in Schenectady which covered all the New England states, New Jersey and New York, and Region 4 which included Kentucky, Ohio, Indiana, Michigan, Illinois and Wisconsin, we had new listings in new areas.

Contact the nearest office listed in our ad on page 109 for state you are interested in purchasing.

WROV
IS RED HOT
IN ROANOKE!

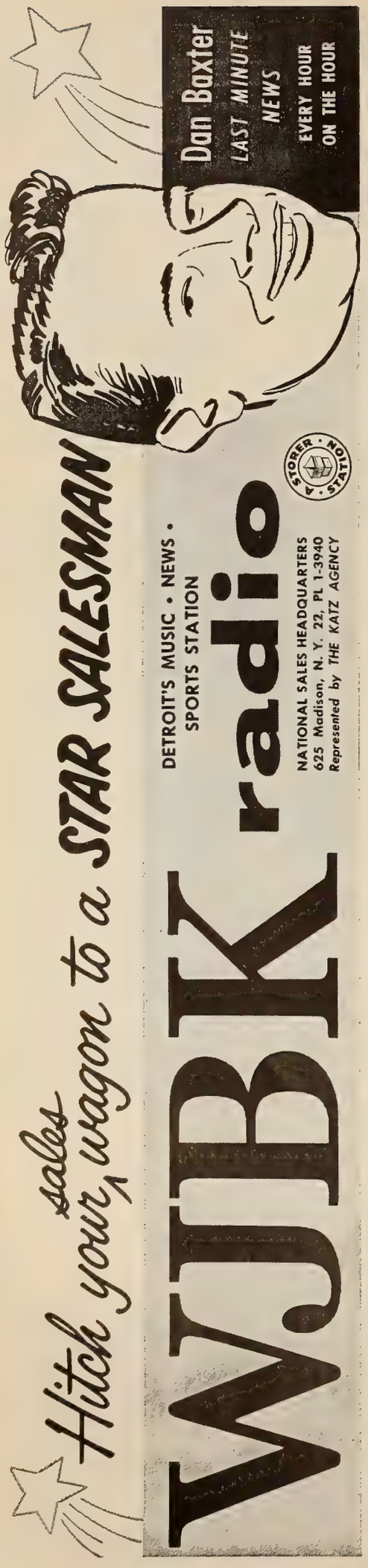
hot new ratings!
1st IN 20 OUT OF 28 QUARTER HOURS, 5 p m TO MIDNITE (average share of audience 38%)
2nd FROM 5:30 a m TO 5 p m

hot new program ideas!

hot new ideas in merchandising!

For the rest of the sizzling story, call Burn-Smith Co. or Burt Levine (collect)

the hot buy
WROV
ROANOKE • VIRGINIA
Burt Levine, President
1240 on your dial



Four-Station ETV Network To Be Financed by Florida

Florida has organized an educational tv network system using $600,000 appropriated by the 1957 state legislature, it has been announced. Part of the system will be a new station on ch. 5 Gainesville, which the state will finance with $222,555 budgeted for a U. of Florida station. The university has still to apply to the FCC for the grant, but no competition is likely, it was said.

Four stations will make up the state's educational tv network being organized by the ETV Commission. One of the four, ch. 2 WTHS-TV Miami, is operating at present. Ch. 7 WJCT (TV) Jacksonville plans to go on the air this year, and ch. 3 Tampa is being sought for educational use by a privately financed group. All except the Gainesville facility rely on private funds and public donations.

Of the $600,000 appropriated for the state network, $100,000 is to be used for administration of the state commission. Some of the remaining $500,000 will be used to build a microwave network.

Junior colleges of the state have been given first priority by the commission for use of the educational channels. Florida State U., as well as the U. of Florida, will figure in plans.

Judson Freeman, Jacksonville attorney, was elected chairman of the state tv commission. James P. Etheridge of Tampa was hired as executive secretary.

ONSET Formed in Chicago To Gain 'Patrons' for ETV

The Organization for National Support of Educational Television (ONSET) has been formed in Chicago to further develop the medium and to elicit "patrons" as sponsors for "educationally significant programs."

Edward L. Ryerson, president of the Chicago Educational Television Assn., licensee of WTTW (TV) that city, and former chairman of Inland Steel Co., will serve as president and a board of directors has been appointed. The group will work with existing agencies to strengthen programming and broaden educational tv's resources.

Mr. Ryerson explained educational tv's potential "must be realized in programs of increasing significance and production quality," because viewers' initial sympathy for the public good wears thin. He said ONSET is the outgrowth of production of programs financed through industrial grants and was formed because of the need for an "organization devoted to developing educational programs and to matching such programs with appropriate patrons."

Sherman Dryer, Sherman H. Dryer Productions and new board director, observed that unlike commercial tv station sponsors, ONSET patrons are accepted only by invitation and exercise no influence over program content.

KQED (TV) Gets $77,000 Grant

The Fund for Advancement of Education, an independent Ford Foundation agency, has granted $191,965, or $66,788 over last year's subsidy, to San Francisco State College which in turn has pledged $77,000 to KQED (TV) there for some live daily telecourses.

The non-commercial, educational ch. 9 outlet's teaching program includes science, psychology and popular economics. Televised courses will be worth nine credits at San Francisco State College.

Indiana U. Places Film Shows On 12 Commercial Tv Stations

The first experiment in tv adult education by the Indiana U. Dept. of Radio-Tv & Journalism, Bloomington, has been launched on 12 commercial stations. Stations will carry 62 half-hour kinescoped shows prepared by the university to cover "areas pretty much neglected in current broadcast fare," according to Prof. Elmer Sulzer, director of the department.

One series of eight programs, *Let's See*, deals with eyesight and uses trick camera work to demonstrate sight problems. Others deal with driver I. Q., Asiatic flu and other virus diseases, musical classics, the theatre, folk songs and dances, a documentary on Indiana railroading, the first of a series on Indiana industry and other subjects.

Stations using the shows are WFMB-TV and WLWI (TV) both Indianapolis; WFIE-TV and WTVW (TV) Evansville; WTHI-TV Terre Haute; WSBT-TV South Bend; WSJV (TV) Elkhart; WPTA (TV) Roanoke-Fort Wayne, WFAM-TV Lafayette, and WLBC-TV Muncie, all Indiana, and WAVE-TV and WHAS-TV, both Louisville, Ky.

Advertisement

WCUE VP Says CCA "Finest Promotion"

"It (CCA) is the finest promotion we have ever done at WCUE," says Jack Maurer, Vice President of WCUE Radio Station in Akron, Ohio.



JACK MAURER

In his letter to John C. Gilmore, Vice President of Community Club Awards, Maurer adds, ". . . everyone at the station is pleased with the results. The plans are already set for the second CCA campaign to start this Fall. In fact, the food chain (Acme stores) wants to be counted in on the next two campaigns. Their president told me that he was actually surprised with the success of the first go-round."

COMMUNITY CLUB AWARDS
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COMMUNITY CLUB AWARDS
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Phone: PLaza 3-2842

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES



◄ **Thomas J. Maloney,** formerly president, Cecil & Presbrey, to Dancer-Fitzgerald-Sample, N. Y., as vice president and member of executive committee. He will specialize in developing hard goods and institutional advertising for agency and also will be in charge of developing public relations.

John P. McElroy, formerly account executive at Foote, Cone & Belding, Chicago, and onetime advertising manager of Vick Chemical Co., to Edward H. Weiss & Co., Chicago, as vice president and account supervisor. He also was named to agency's management committee.

Robert Guggenheim Jr., manager, MacManus, John & Adams, L. A., and **Ralph Yambert,** whose agency was recently acquired by MJ&A, named vice presidents. Mr. Guggenheim will continue as manager of L. A. office and Mr. Yambert will act as supervisor of all account operations in that office.

Robert Fierst, account executive, Edward H. Weiss & Co., Chicago, elected vice president and member of agency's plans group.

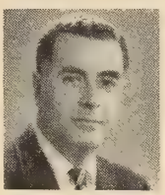
Paul N. Norton, art director, L. W. Ramsey Adv., Davenport, Iowa, and **W. A. Giraldi,** account executive, elected vice presidents.

Andew J. Shepard, vice president and assistant to president, Grant Adv. Inc.'s Chicago, has resigned and will announce his future plans at later date.

Charles A. Holcomb, formerly president of H. B. Humphrey, Alley & Richard Inc., N. Y., to Kudner Agency, same city, on special assignment to president. Mr. Holcomb has been in advertising business since 1920.



◄**Milton Fairman,** public relations director, Borden Co., N. Y., takes on additional duties as assistant vice president, with executive responsibility for advertising and public relations. Mr. Fairman, who has been with company since 1937, succeeds **Stuart Peabody,** who plans to retire on Dec. 31 after 33 years with company.



◄ **William B. Campbell,** manager of Borden's general advertising department, promoted to director of advertising.



◄ **Donald E. Cluck,** sales manager, Simoniz Co., Chicago, promoted to general manager. He has been associated with company for past 11 years.



◄**Paul J. Greenfield,** product management, Simoniz Co., named marketing manager. Mr. Greenfield will be in charge of product managers and advertising.

Richard W. Tully, vice president and account supervisor, Foote, Cone & Belding, N. Y., named general manager of agency's Chicago office.

Kenneth A. Harris, divisional sales manager, Kitchens of Sara Lee Inc. (bakery goods firm), Chicago, appointed advertising manager.

Jim Fish, formerly with Don Otis Adv. and C. J. LaRoche as account executive, to Allen & Marshall, L. A., in similar capacity.



◄ **Everett L. Thompson,** radio-tv director at Baldwin, Bowers & Strachan Inc. (division of Rumrill Co.), Buffalo, N.Y., named radio-tv director of Rumrill Co. He will supervise radio-tv operations for Rumrill Co.'s three offices in Buffalo, Rochester and Utica, all New York, and will headquarter in Buffalo.

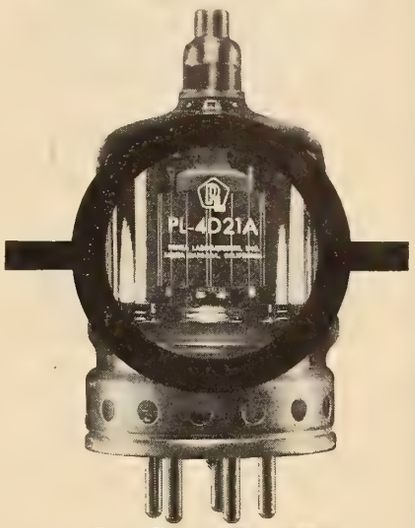
Lee Kahn, formerly with Hilton & Riggio, to Wilson, Haight, Welch & Grover Inc., as media head of its New York office.

Jean Replogle, media director, Johnson & Lewis, L. A., to Brooke, Smith, French &



"Henry, darling, you're back on KRIZ Phoenix!"

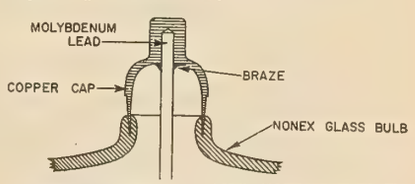
If you use the 125-watt 4D21... You'll like the cooler operation of this PL-4D21A



exclusive Penta ribbed-anode design makes the difference!

You get a lot more tube life and a lot more performance with *this* "4D21." Take plate dissipation, for example. The PL-4D21A is rated—not at 125 watts—but at 175! Penta does it with an exclusive ribbed-anode design, which gives you cooler operation. It's a *sturdy* tube, too... the plate cap is a rugged one-piece unit made of low-loss copper. No set screws or pieces to come loose... and it won't break off.

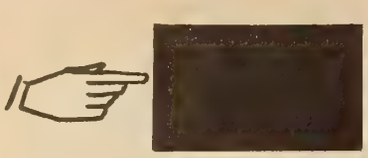
We have a free bulletin for you on the PL-4D21A. Write today for your personal copy.



PENTA LABORATORIES

312 North Nopal Street
Santa Barbara, Calif.

TRADE MARK REG. U. S. PAT. OFF.



This is a picture of a man winking at a pretty girl in the dark

IF YOU ARE WINKING AT THE HOUSEWIVES* IN SAN ANTONIO, DO IT WHERE IT COUNTS . . . ON

KITE

More Daily Home Audience in San Antonio Than Any Other Station‡

*"Cool Cats" get their kicks elsewhere!

‡NCS #2

Call Avery-Knodel, Inc.

Dorrance of Pacific Coast, same city, as senior media buyer.

Glenda Sullivan, vice president, Ben Sackheim Inc., N. Y., to Gore, Smith & Greenland, same city, as group account supervisor.

Joseph H. Radder, creative director, Baldwin, Bowers & Strachan Inc., Buffalo, N. Y., named copy chief.

Milton S. Loeb, account executive and assistant to president, Armand Prusmack Assoc., to Shaller-Rubin Adv., N. Y., as traffic manager.

Dr. Arthur H. Wilkens, Dancer-Fitzgerald-Sample, N. Y., to Benton & Bowles, same city, as project director in charge of copy research.

Marc Williams, formerly with WWJ-TV and WXYZ-TV, both Detroit, to Rossi & Co., same city, as director of publicity and public relations.

Duane A. Gordon, Erwin Wasey & Co., to Stromberger, LaVene, McKenzie, L. A., as art director.

John Luick, formerly account executive, Earle Ludgin & Co., Chicago, to Tatham-Laird Inc., same city, as merchandising counsellor.

Bill Wilson, formerly with Elliott, Unger & Elliott, N. Y., to Compton Adv., same city, as tv film producer.

Robert L. Sabin, president, Sabin Adv. Agency, Hurley, N. Y., elected president of Kingston area Chamber of Commerce.

Harry L. Baum Jr., president of Noreen Inc. (hair color rinses), Denver, Colo., appointed to President Eisenhower's Conference on Technical and Distributive Research in Washington, D. C., Sept. 23-25.

Kenneth J. Ward, vice president, J. Walter Thompson Co., Chicago, appointed chairman of public relations division of Chicago Heart Assn.'s 1958 heart fund drive.

FILM

King Horton, account executive, McCann-Erickson, to Telestudios Inc., N. Y., as vice president in charge of sales and promotion.

Hilly Rose, creative director, Kling Film Productions, Chicago, appointed vice president and sales manager, retaining present post. **Jack Trindl** named creative coordinator.

Charles N. Burris, president, Vision Films, New Orleans, to Beeland-Wood Films Inc., Atlanta, Ga., as business manager.

William Gargan Jr., sales manager, Van Praag Productions west coast office, moves to New York office where he will head national sales.

Emile N. Savini, 65, executive vice president, Astor Pictures and Atlantic Television, died in Atlanta Sept. 18 following brief illness.

NETWORKS

Marvin Stuart named production manager of NBC-TV's *The Californians,* succeeding **Clarence C. Eurist,** who leaves because of motion picture commitment in Mexico City.

Mitchell L. Gamson, first assistant director, Columbia Pictures, to ABC-TV Hollywood as production coordinator at Warner Bros. studio.

Arthur W. Carlson, formerly in sales and research, WDGY Minneapolis, to American Broadcasting Network, as station research specialist.

Paul David, veteran tv writer, added to regular writers' staff for *Date With the Angels,* tv half-hour film series produced by Don Fedderson Productions, Hollywood, and broadcast Friday evenings on CBS-TV.

James Sheldon has been signed to direct several episodes of *The Millionaire* tv film series telecast weekly on CBS-TV, starting with "Red Matthews Story," which goes before cameras at Republic Studios today (Monday).

...its words to the wise are sufficient



"After five years of day-in, day-out usage, we have come to rely on TelePrompTer, and its excellence of equipment, for sales and community activities as well as on-the-air application."

Mr. Donald W. Thornburgh
President and General Mgr.
WCAU-TV
Philadelphia, Pa.



WCAU-TV - and WABD New York - were the first two television stations with regular TelePrompTer installations.

TELEPROMPTER CORPORATION

Jim Blair, *Equip. Sales Mgr.*

311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

The new TelePro 6000 rear screen projector is an added creative tool for your sales staff

ALL-AMERICAN VOICE
RADIO WSRS
GREATER CLEVELAND'S NUMBER 1 STATION
SRS "Radio-Active" MBS



THE ADDITION of two old hands to CBS News Washington bureau brings the network's Washington news staff to a round dozen, the largest number CBS has ever had on exclusive Washington coverage. Theodore F. Koop (center), director of CBS News and Public Affairs in the capital, welcomes Howard K. Smith (l) and Robert Pierpoint, both newly assigned to the Washington bureau. Mr. Smith joins the Washington bureau after 11 years in London as CBS News chief European correspondent. Mr. Pierpoint has been CBS News Far East correspondent in Tokyo for the past 6½ years.

News coverage from Washington has more than doubled since this time last year, according to the network. With pick-ups and originations, the Washington bureau is averaging 85-90 news broadcasts a week.

STATIONS

Laurence Gross, formerly with KCOP-TV Los Angeles and KFMB San Diego, to KSON-AM-FM San Diego as vice president and general manager. Other appointments include **Thurston S. Holmes,** formerly with CBS and NBC Radio in New York, named station manager; **Jack Rabell,** chief engineer; **Dick Meads,** KSDO San Diego sales manager, to KSON-AM-FM in similar capacity; **Ted Beebe,** director-producer-copy chief, WRGB (TV) Schenectady, N. Y., administrative director, and **Regis Philbin,** assistant news editor with KCOP-TV, news editor.



◄ **James L. Brownell Jr.,** WQOK Greenville, S. C., to WFIS Fountain Inn, S. C., as general manager. He helped to construct WFIS one year ago and then left to join WQOK.

Gene Denari, formerly with WNDU-TV South Bend, Ind., to WTVO (TV) Rockford, Ill., as sales manager, succeeding **Edward Ruppe,** resigned. **Joseph W. Noble,** formerly WROK Rockford, and **Don Buchanan,** with WTTW (TV) Chicago, added to WTVO sales staff.

Art Crawford, publicity director and account executive, Dan B. Miner Co., L. A., to KCBH (FM) Beverly Hills, Calif., as sales manager.

Dee Junker, assistant manager of KONI Phoenix, named station manager of KONI and KELE (FM) in that city. Mrs. Junker replaces **James T. Ownsby,** stations' co-owner who has taken one-year leave of absence to serve as field director of station relations for MBS [B•T, Aug. 19].



◄ **Jack Adamson,** sales and merchandising executive, to KDYL Salt Lake City, Utah, as local sales manager.

Harold Dutch, program director, WLAM Lewiston, Me., and **Frank Sweeney,** chief announcer, promoted to station manager and program-promotion manager, respectively.



◄ **Robert McKinsey,** program director, WCCO Minneapolis, to WBAL Baltimore as program manager.

Andrew J. Murtha, assistant secretary and assistant treasurer, Twin State Broadcasting Inc. (WFBM-AM-TV Indianapolis and WTCN-AM-TV Minneapolis), named business manager of WFBM-AM-TV.

Clark B. Kelsey, promotion manager, WNDU and assistant promotion manager, WNDU-TV South Bend, Ind., to KEX Portland, Ore., as promotion manager. Mr. Kelsey replaces **A. H. (Chris) Christensen,** who has joined WJZ-TV Baltimore, Md., in similar capacity.

Karl Nelson, formerly sales manager of WICU Erie, Pa., and manager of WHOO Orlando, Fla., to WTAR-TV Norfolk, Va., as director of sales development. **Patrick Arnoux,** formerly with production departments of WTVT (TV) Tampa, Fla., WSPA-TV Spartanburg, S. C., and WRAL-TV Raleigh, N. C., joins WTAR-TV as production manager.



◄ **James G. Wharton,** promotion manager, WLAC-TV Nashville, to WSIX-AM-TV, same city, as advertising-promotion director.

Frank Tuoti, acting manager of advertising, sales promotion and research, WPIX (TV) New York, named director of department.

Alan Herbert, formerly program director and morning man, KDSJ Deadwood, S. D., to WNIX Springfield, Vt., as program director.

Clayton Kaufman, promotion and publicity director, WCCO Minneapolis, promoted to director of sales promotion and merchandising. **Gordon A. Mikkelson,** publicity and publications director with Midland Cooperatives Inc. (regional farm supply cooperative), joins WCCO as program promotion and public relations director.

Del Balbach, copy chief and traffic manager, WINZ Miami, Fla., to WINS New York as traffic manager.

Zelda Wolf, formerly with John C. Winston Co. (publishing firm), Philadelphia, to WIP, same city, as assistant traffic manager. **Joseph G. Sheward,** general sales manager, *Greater Philadelphia* magazine, joins WIP sales staff and **Joan Goodwin Banse,** N. W. Ayer & Son, appointed publicity copywriter with station.

Del Greenwood, sales promotion manager, KOA-TV Denver, named account executive.

Tom Maney, recently with Charles N. Stahl Advertising Agency, Hollywood, joins KHJ-TV Los Angeles as account executive.



MORE
FACILITIES
FOR YOUR PROGRAMS
MORE
VIEWERS FOR
YOUR MONEY
MORE
SALES
FOR YOUR PRODUCTS
•
CHANNEL 4
WWJ-TV
DETROIT
NBC TELEVISION NETWORK
ASSOCIATE AM-FM STATION WWJ
First in Michigan—Owned and
Operated by THE DETROIT NEWS
•
National Representatives
PETERS, GRIFFIN, WOODWARD, INC.



Only ONE is atop the
Continental Divide
Serving both the Atlantic and
Pacific Sides of America
KXLF - TV4 -:- Montana
Butte
East—The Walker Co.
West—Pacific Northwest Broadcasters

PEOPLE CONTINUED

Dick Joliffe, sales service manager, KTLA (TV) Los Angeles, named eastern sales representative.

Dave Hartman, WMAN Mansfield, to WHBC Canton, both Ohio, as sales representative.

Buddy Vanderheyden, sports announcer, WSTC Stamford, Conn., named sports director and reporter.

Hugh Bader, WHB Kansas City, named news director.

Robert Robinson, formerly with KTBC Austin, Tex., to WWDC Washington as night news editor.

Elmer Alley, head of programming and production, WSAV-TV Savannah, Ga., to WSM-TV Nashville, Tenn., as executive producer.

George E. Layton, announcer, KSCJ Sioux City, Iowa, named weathercaster for station's affiliate KTIV (TV), same city, and will continue announcing for KSCJ.

John A. Rickwa, personality, KTIV (TV) Sioux City, Iowa, to KTLN Denver as disc jockey.

Stan Mullins, announcing staff, KMJ Fresno, Calif., to KBIF, same city, as one of its "Big Four" disc jockeys.

REPRESENTATIVES

Junius R. Fishburn, account executive, Edward Petry & Co., Chicago, to Simmon & Assoc. Inc., same city, in similar capacity.

Martin McAdams, account executive, Burke-Stuart Co., Chicago, to Blair Television Assoc., same city, in similar capacity.

Hal Edward Chase, formerly sales manager of MCA-TV's San Francisco and Northern California territories, to H-R Representatives Inc., S. F., sales staff.

George Olsen, account executive, William G. Rambeau Co., and **Robert L. Dudley,** sales manager, Northwest Airlines in Hawaii and Phillipines, to Meeker Co., N. Y., sales staff.

PROGRAM SERVICES



◄ **Paul Garrett,** formerly vice president in charge of public relations for General Motors Corp. and head of his own public relations firm, to TelePrompTer, N. Y., board of directors.

Jerome M. Landay, vice president, Texanco Enterprises (radio program syndication firm), N. Y., to Recorded Communications Inc., packager of Arnold Michaelis' CBS Radio program *At Home*. Mr. Landay will head firm's radio-tv-recording production operations.

PROFESSIONAL SERVICES

Stanley D. Bachrack, account executive, Doyle Dane Bernbach, N. Y., to Endorsements Inc., same city, as executive vice president.

Phil Cowan, director of publicity and exploitation, Screen Gems Inc., N. Y., resigns to organize his own public relations firm, Phil Cowan Assoc., N. Y., specializing in radio-tv-film fields.

TRADE ASSNS.

Capt. Wilfred B. Goulett (U.S.N., retired), staff director of communications-electronics, Joint Chiefs of Staff, elected executive vice president, Armed Forces Communications and Electronics Assn. **M. C. Richmond,** Washington radio division manager, Western Electric Co., and acting AFCEA executive vice president, named association treasurer and **Julia Godfrey** was renamed secretary.



◄ **William P. Tidwell,** veteran Washington newsman and public relations consultant, named to head new Washington office of Advertising Federation of America, N. Y. AFA's Capital office will locate at 734 15th St. **Anne Lee** will be Mr. Tidwell's assistant.

Kenneth L. Walter, senior financial analyst, General Foods Corp., White Plains, N. Y., to Brand Names Foundation Inc., N. Y., as business manager and **Fred B. Newell Jr.,** formerly with Orr's Dept. Store, Easton and Bethlehem, Pa., becomes director of retail relations for BNF.

MANUFACTURING

Delbert L. Mills, formerly general manager of electric motor division of A. O. Smith Corp., Tipp City, Ohio, to Federal Telephone & Radio Co., division of IT&T, as executive vice president.

John Reine, central district manager, Graybar Electric Co., elected vice president of company, headquartering in New York.

Allen B. DuMont Jr., assistant tv receiver division manager, Allen B. DuMont Labs, appointed manager of division, succeeding **F. P. Rice,** resigned.



◄ **Roy A. Jausola,** formerly plant manager with Sylvania, to CBS-Hytron, Danvers, Mass., as manager of marketing administration. Mr. Juusola has been in electronics industry for over 15 years.

Richard B. Phillips, sales executive, joins Bell & Howell, Washington, as Atlantic

HOOPER — PULSE — NIELSEN
KOSI
DENVER
NUMBER ONE RADIO BUY
SAN FRANCISCO
KOBY
KOSI
See Forjoe
KOBY
See Petry

states sales manager for firm's tape recorders.



◄ **Robert H. Vredenburg,** formerly with General Electric Co., Schenectady, N. Y., to American Electronics Inc., L. A., as manager of eastern operations for marketing division.

C. R. Downing Jr., manager of supplies, Graybar Electric Co., Tulsa, appointed manager at Tulsa and **F. L. Cummings,** Tulsa manager, transfers to Denver in same capacity.

William T. Marx, director of personnel relations, Celanese Corp. of America, to Raytheon Mfg. Co. in similar capacity.

PERSONNEL RELATIONS

John W. Schallert, CBS film productions department, appointed tv contract administrator of Writers Guild of America, West, succeeding **Nora Padway,** resigned.

EDUCATION



◄ **Dr. Erling S. Jorgensen,** formerly associated with Michigan State U., to Montana State U., Missoula, as associate professor of journalism in charge of radio and tv training and as acting director of university studios.

Harriet Davis Dryden, program supervisor, Metropolitan Educational Television Assn., N. Y., formerly with NBC, CBS and Ford Foundation, has resigned.

Shannon R. Wallace, producer-director, WTVJ (TV) Miami, and **Wilson P. Griffith,** cameraman-director, join U. of Miami to supervise production and as instructors. Mr. Wallace succeeds **O. P. Kidder Jr.**

Randy Kraft, freelance radio-tv announcer, and **Donald Collins,** chief engineer, Metropolitan Educational Television Assn., N. Y., to New York U. as instructors.

Wallace M. Bradley, executive director, Committee for Competitive Television, Washington, to Capital Communications Dept., American U., same city, as radio-tv lecturer.

Merrill McClatchey, television producer and supervisor, U. of Michigan, Ann Arbor, joins International Cooperation Administration (division of U. S. State Department), and is assigned to Baghdad to help integrate tv broadcasting into Iraq's educational system.

INTERNATIONAL

Vicente Ramos named president of Latin American Networks Co., U. S. and Canadian offices for CMBF Cadena Nacional, Cuba.

John S. Straiton, creative coordinator, Young & Rubicam Ltd., Toronto, promoted to vice president.

Frederick L. Wood, product group manager, General Foods Ltd., Toronto, named advertising and sales promotion director.

AWARDS

Hull Heads Engineers List To Get IRE Honors Next March

The Institute of Radio Engineers has announced the winners of its 1958 awards, to be presented during IRE's national convention banquet in New York next March. Dr. Albert W. Hull, electron tube pioneer and consultant to the General Electric Research Lab, has been designated to receive the Medal of Honor for "outstanding achievement and pioneering inventions and development in the field of electron tubes."

Other winners and their prizes are Dr. W. R. G. Baker, vice president of the General Electric Co., the Founders Award, bestowed only on special occasions, for "outstanding contributions to the radio engineering profession . . . which have greatly increased the impact of electronics on the public welfare"; Edward L. Ginzton, professor of applied physics and electric engineering, Stanford U., the Morris Liebmann Memorial Award, for "creative contribution to the generation and useful application of high energy at microwave frequencies"; Edward Allen Jr., chief engineer of the FCC, the Harry Diamond Memorial Award, for "technical and administrative contributions in the field of radio spectrum utilization"; George P. Ginsburg, engineer for Ampex Corp., the Vladimir K. Zworykin television prize for "pioneering contributions to the development of video magnetic tape recording."

Radio, Tv Network Shows Cited By American Legion Auxiliary

The American Legion Auxiliary presented Golden Mike Awards to six radio-tv network shows Wednesday at the organization's national convention in Atlantic City.

The awards, based on a national poll of auxiliary membership, went to *Art Linkletter's House Party* on CBS Radio and Ralph Edwards' *This Is Your Life,* NBC-TV, for programs of greatest women's appeal. Carlton E. Morse's *One Man's Family* on NBC Radio and ABC-TV's *Lawrence Welk Show* were named family programs with freshest entertainment appeal. As youth programs with widest informational appeal the auxiliary picked Theodore Granik's *American Forum* on NBC Radio and *Disneyland* on ABC-TV.

WIS, Individuals Take Awards At S.C. AP Broadcasters Meet

Presentation of 18 news awards climaxed the annual meeting of the South Carolina AP Broadcasters Wednesday at Columbia. The special station award for cooperation in news protection went to WIS Columbia. It was held last year by WMUU Greenville. Other awards:

Comprehensive news—Bill Curry, WIS, superior; Bob Truere, WCOS Columbia, excellent; Ray Starr, WJAN Spartanburg, meritorious, and Elmer Rumminger, WMUU, honorable mention.

State and local—Mackie Quave, WIS, superior; Grant Hendrickson, WMUU, excellent, and Mr. Starr, WJAN, excellent.

Commentary and documentary—John Wrisley, WIS, superior; Mr. Starr, WJAN, excellent, and Mr. Hendrickson, WMUU, meritorious.

Sports—John Evans, WIS, superior; Frank Haydn, WORD Spartanburg, excellent, and Mr. Starr, WJAN, meritorious.

Women's news—Mr. Starr, WJAN, superior; Velma Edwards, WMUU, excellent.

Farm news—Jim Sparkman, WIS, superior, and Mr. Starr, WJAN, excellent.

Chicago Copywriters Awards Set

The Chicago Copywriters Club will honor its "copywriter of the year" from among some 250 entries in radio-tv and print media at a banquet in the Conrad Hilton Hotel Oct. 5.





VICTOR C. DIEHM, President and Gen. Mgr.

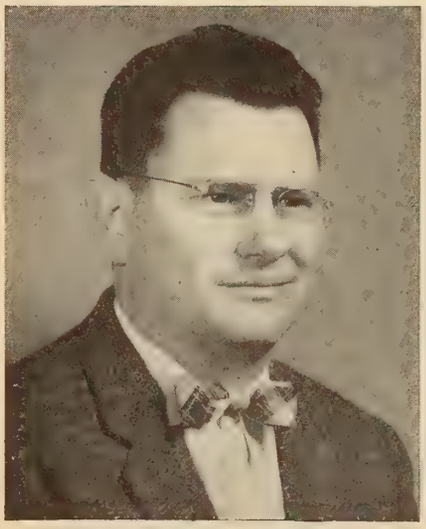
Like Hundreds of Broadcasters...

Station Manager
VICTOR C. DIEHM of

WAZL

and Chief Engineer
ELWOOD TITO

Selected STAINLESS TOWERS



ELWOOD TITO, Chief Engineer

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

of Sugarfoot—he hates guns because his pop made a living from guns, you see—and he wins the respect of the girl in the story (daughter of Brannigan) and uncovers the murderer.

In the interval, this "adult western drama" takes in a stagecoach robbery, a tense barroom scene and a showdown in a deserted street in the middle of town. Such familiar standbys as the blacksmith, man with beard, Billy the Kid, frightened bartender, pensive telegrapher and lots of ranchers turn up during the action.

Perhaps ABC-TV and producer Warner Bros. (also of *Cheyenne,* the alternating series) mark this one as "adult western" since so many adults can remember with nostalgia the ingredients that made Hoot Gibson, Ken Maynard and Tom Mix ten-gallon-hatted heroes. Mr. Will Hutchins has precedent to look back on and viewers have a lot of gun handling to look forward to.

Production Costs: $80,000.

Sponsored by Dentyne, Clorets, Rolaids, Beemans, Chiclets, Clove, through Ted Bates & Co., on ABC-TV, Tues., 7:30-8:30 p.m. EDT. Started Sept. 17.

Produced by Warner Bros.; Executive producer: William T. Orr; series producer: Carroll Case; premiere producer: Arthur W. Silver.

Director: Leslie H. Martinson.

Writer: Devery Freeman, based on screenplay by Frank Davis and Winston Miller from magazine story by Michael Fessier.

HAVE GUN . . . WILL TRAVEL

There's nothing self-righteous about the man who calls himself Paladin. A West Pointer and ex-Union officer turned professional gunman-for-hire, Paladin—a buckskinned version of the armor-plated mercenary of yore—doesn't, like so many of his contemporaries, spout the Bill of Rights while mowing down an Enemy of the People. For his innate honesty and his enterprise, Paladin must be admired and so must be Richard Boone, of *Medic* fame, in the role of Paladin.

The pilot entry—though perhaps too sharply edited for the viewer who likes slow fades and segues—bore the skilled directorial hand of Andy McLaglen, a young man who made *Gunsmoke* a salvation on many a hot Saturday night. Mr. Boone, in the opening opus, wore his spurs and shooting irons with as much finesse and aplomb as he carried his stethoscope a couple of seasons ago. Like Matt Dillon, the marshal of Dodge City, Paladin is a man of quiet wit given to understating his case. There was the feeling that this soft-spoken, authoritative, badgeless dick will be around for a long time.

Production costs: Approx. $45,000.

Sponsored by Lever Bros. Co. (J. Walter Thompson Co.) and Whitehall Pharmacal Co. (Ted Bates & Co.) on CBS-TV, Sat., 9:30-10 p.m. Started Sept. 14.

Producer: Julian Claman; director: Andrew V. McLaglen; exec. producer: Robert Sparks; creators: Herb Meadow and Sam Rolfe; editor: Fred W. Berger; cameraman: William Margulies.

SEEN AND HEARD

About other shows returning or starting the fall series:

Wide Wide World: The overstuffed "Baby Brownie" camera that is *Wide Wide World* is in dire need of a lens-cap. Either that or a new scriptwriter. Some day, the staff of *Wide Wide World* will get to know the true meaning of that Chinese proverb, "A picture is worth ten thousand words." To date, it seems to think that each picture has to be explained *in* a thousand words. Apparently, the show feels that its audience isn't quite adult enough to face up to the fact that a rocket aimed skywards has but one place to go. Or perhaps it fell victim to its own title, "The Challenge of Space." As *WWW* saw it a week ago Sunday, the challenge was how best to fill the 90 minutes with needless, flowery gab and lofty, almost senseless platitudes about the "nice people" in the good old cotton-pickin' country near Huntsville, Ala., one of whom, V-2 pioneer Wernher Von Braun, was summarily dismissed at the very outset of the program.

* * *

Playhouse 90: The trouble with *Playhouse 90* is that its multi-multi sponsorship structure calls for so many false stops and starts, and, as noted by occasional *Playhouse 90* contributor Rod Sterling, "It's obvious that a succession of phony curtains or emotional high points eventually dilute the effects of *any* play."

Take, for example, the first *Playhouse 90* entry for the current season, a maudlin, pseudo-sentimental tribute to Manuel Rodrigues, one of the greatest matadors of the 20th Century. "The Death of Manolete" did little to further the cause of the art of flirting with death or to enhance Manolete's posthumous reputation.

Although director John Frankenheimer tried to make the most of a wealth of newsreel footage showing Manolete as he faced the murderous Muira bull at Linares, its a safe bet the viewer never felt transported anywhere but to a soundstage at Television City, Hollywood. Blame the jerkiness of the transition or, if not that, actor Jack Palance lunging at camera 3. It's possible Mr. Palance, otherwise a superb craftsman, may have believed Manolete—a shy, unconfident ballet mast—to be an Andalusian version of the punch-drunk boxer-hero of last season's "Requiem for a Heavyweight."

* * *

Wisdom: Over the past summer months many have gone to New York's Museum of Modern Art to gaze—with some wonderment and more dismay—at the prolific output of 75-year-old Pablo Picasso. But it wasn't really until last Sunday at 2.30 p.m., when NBC-TV aired an abbreviated version of the Italian-made art film titled simply "Picasso," that many understood what made him palatable to some, revolting to others. The Picasso show, the first in this season's *Wisdom* series, was narrated by Daniel Catton Rich of Chicago's Art Institute and while it didn't help Picasso's cause any to have his career summed up within the short span of 28 minutes, it was most helpful to have Mr. Rich around.

Station Authorizations, Applications

(As Compiled by B • T)

September 11 through September 18

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through Sept. 18

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	288	431	144
Fm	539	519	55	73	0

FCC Commercial Station Authorizations

As of Aug. 31, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,068	520	365
Cps on air	3,113	532	528
Cps not on air	148	30	133
Total authorized	3,261	562	661
Applications in hearing	155	12	82
New station requests	340	37	77
New station bids in hearing	109	5	46
Facilities change requests	195	15	47
Total applications pending	1,118	148	382
Licenses deleted in Aug.	0	2	0
Cps deleted in Aug.	2	0	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Sept. 18

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	396	87	483[1]
Noncomm. Education	19	6	25[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	363	327	679[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,097	337	871	589	1,458[3]
Noncomm. Educ.	67		38	33	68[4]
Total	1,162	337	905	622	1,522[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

ACTIONS BY FCC

Butte, Mont.—Copper Bcstg. Co.—Granted vhf ch. 6 (82-88 mc); ERP 66,072 kw vis., 36,025 kw aur.; ant. height above average terrain 100 ft., above ground 300 ft. Estimated construction cost $260,521, first year operating cost $260,000, revenue $264,000. Post office address, % George C. Hatch, 146 S. Main St., Salt Lake City. Studio and trans. location Beef Trail Road 3½ mi. S. W. of center of Butte. Geographic coordinates 45° 58′ 30″ N. Lat., 112° 33′ 39″ W. Long. Trans. and ant. RCA. Legal Counsel Haley, Dotv & Wollenberg, Washington, D. C. Consulting engineer W. D'Orr Cozzens, Salt Lake City. Principals include Salt Lake City Bcstg. Co. (**KALL Salt Lake City**), 67%, and Ed Cooney, station manager, **KOPR Butte**, 33%. Grantee is licensee of KOPR. Announced Sept. 11.

TV CHANNEL SHIFT

By report and order in Docket 12075, the Commission amended its tv table of assignments by shifting ch. 7 from St. Cloud, Minn., to Alexandria, Minn., effective Oct. 18. Commissioner Hyde dissented.

APPLICATIONS

Wailuku, Maui, T. H.—Television Corp. of America Ltd., vhf ch. 8 (180-186 mc); ERP 3.67 kw vis., 1.83 kw aur.; ant. height above average terrain 6,097 ft., above ground 64 ft. Estimated construction cost $38,900, first year operating cost $36,400, revenue $40,000. P. O. address Box 1479, Honolulu 1, Territory of Hawaii. Studio location Honolulu. Trans. location Summit of Mt. Haleakala. Geographic coordinates 20° 42′ 45″ N. Lat., 156° 15′ 20″ W. Long. Trans., ant. RCA. Owners are **Richard C. Simonton, Jack A. Burnett, Arthur B. Hogan** and **Albert Zugsmith** (each 25%). Mr. Simonton has various music interests; Mr. Hogan owns 17.5% of **KSHO Las Vegas, Nev.**, 37.5% of **KVSM San Mateo, Calif.**, 18% of **KBYE Oklahoma City, Okla.**, 100% of **KFOX Long Beach, Calif.**; Mr. Zugsmith owns 55% of **KRKD-AM-FM Los Angeles**, 37.5% of KVSM, 18% of KSHO, 9% of KBYE, 55% of **KITO San Bernardino, Calif.** All four of these men each own 25% of **KULA-AM-TV Honolulu, Hawaii.** Announced Sept. 17.

Alexandria, Minn.—Central Minnesota Television Co., vhf ch. 7 (174-180 mc); ERP 26.6 kw vis., 13.3 kw aur.; ant. height above average terrain 1104 ft., above ground 1130 ft. Estimated construction cost $322,442, first year operating cost $152,000, revenue $183,000. P. O. address Box

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25, Alexandria, Minn. Studio location Alexandria, Minn. Trans. location Stearns County, Minn. Geographic coordinates 45° 42′ 40″ N. Lat., 95° 06′ 40″ W. Long. Trans.-ant. RCA. Legal counsel Segal, Smith & Hennessey, Washington 6, D. C. Consulting engineer Julius M. Hetland, Fargo, N. D. Principals include **Thomas A. Barnstuble** (21%). **Julius Hetland, Jarold W. Bangert, E. C. Reineke** (each 10%) and others. Messrs. Barnstuble and Hetland are employes of **WDAY Fargo**; Mr. Reineke has over 50% stock in WDAY, and Mr. Bangert is attorney. Announced Sept. 17.

Existing Tv Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KTUV (TV) Oakland, Calif.—San Francisco-Oakland Television Inc.

KWSL (TV) North Platte, Neb.—Goldenrod Tele-Radio Co., ch. 2.

KTUL-TV Tulsa, Okla.—Tulsa Bcstg. Co., ch. 8. Changed from **KTVX (TV).**

KVII (TV) Amarillo, Tex.—Southwest States Inc., ch. 7.

KVKM-TV Monahans, Tex.—Tri-Cities Bcstg. Co., ch. 9.

Translators

ACTIONS BY FCC

Community Television Project, Globe, Ariz.— Granted cp for new tv translator station to serve Globe and Miami, Ariz., to operate on ch. 83 to translate programs of **KVAR** (ch. 12) **Mesa.**

Surprise Valley T. V. Club, Cedarville, Calif.— Granted cp for new tv translator station to operate on ch. 71 to translate programs of **KOLO-TV** (ch. 8) **Reno, Nev.**

CALL LETTERS ASSIGNED

K71A Madras, Ore.—Jefferson County Tv Inc.

K76AE La Grande, Ore.—Grande Ronde Tv Association Inc.

New Am Stations

APPLICATIONS

Wickenburg, Ariz.—Vernon G. Ludwig, 1580 kc, 1 kw D. P. O. address Box 11134 N.W., Phoenix, Ariz. Estimated construction cost $11,000, first year operating cost $22,000, revenue $34,000. **Mr. Ludwig,** sole owner, was formerly associated with **KMED Medford, Ore.** Announced Sept. 18.

Pensacola, Fla.—Johnston Bcstg. Co., 610 kc, 500 w D. P. O. address Box 5767, Birmingham, Ala. Estimated construction cost $20,810, first year operating cost $50,000, revenue $60,000. Owners are **George Johnston Jr.** (60%) and **George Johnston** (40%), who also own equal amounts in **WJLD Homewood, Ala.** and **WJLN (FM) Birmingham, Ala.** Announced Sept. 11.

Lawrenceville, Ga.—Radio Gwinnett, 1360 kc, 1 kw D. P. O. address Eathel Holley, 5800 Brookgreen Rd., Atlanta 5, Ga. Estimated construction cost $6,710, first year operating cost $24,000, revenue $36,000. Owners are **Eathel Holley, Leslie E. Gradick Jr.** and **Stephen B. McGarity** (each ⅓), Mr. Holley is radio engineer; Mr. Gradick is engineer; Mr. McGarity is peace officer. Announced Sept. 16.

Indianapolis, Ind.—Ralph Luke Walton, 800 kc, 250 w D. P. O. address 311 Board of Trade Bldg., Indianapolis, Ind. Estimated construction cost $24,412, first year operating cost $93,400, revenue $110,000. **Mr. Walton,** sole owner, is in advertising. Announced Sept. 17.

Providence, Ky.—Graves County Bcstg. Co. Inc., 1050 kc, 250 w D. P. O. address 710 Pryor St., Mayfield, Ky. Estimated construction cost $1,000, first year operating cost $24,000, revenue $30,000. Owners are **Charles W. Stratton, H. D. Bohn** and **Mose Bohn** (each ⅓). All three own ⅓ each of **WKTM Mayfield,** to be deleted, and Mr. Stratton owns ⅓ interest in **WKOA Hopkinsville, Ky.** Announced Sept. 17.

Caro, Mich.—Water Wonderland Bcstg. Co. Inc., 1360 kc, 500 w D. P. O. address 215 Shearer Bldg., Bay City, Mich. Estimated construction cost $16,510, first year operating cost $46,025, revenue $52,000. Principals include **S. Franklin Horowitz** (19.6%), **Patrick J. Trahan** (13.7%), **Homer G. Nichols, Thomas M. Kinney, M. J. Dardas** (each 9.8%) and others. Dr. Horowitz is physician; Mr. Trahan has building and grocery interests; Mr. Kinney has dairy business; Mr. Nichols is in meat packing and foods; Dr. Dardas is physician. Announced Sept. 16.

Lansing, Mich.—Binder-Carter-Durham Inc., 1580 kc, 500 w D. P. O. address 3506 E. Kearsley St., Flint 6, Mich. Estimated construction cost $49,705, first year operating cost $35,000, revenue $50,000. Owners are **Richard S. Carter, Ernest L. Durham, Albert Binder** and **Harry J. Binder** (each 25%). Mr. Carter is sales manager **WMRP Flint;** Mr. Durham has record business and is announcer WMRP; Messrs. Binder have furniture interests. Announced Sept. 11.

Riverhead, N. Y.—Patchogue Bcstg. Co. Inc., 1570 kc, 250 w D. P. O. address Box 651, Patchogue, N. Y. Estimated construction cost $14,865, first year operating cost $45,000, revenue $55,000. Principals include **Lee Morrison** (35.9%), **Olga Moskowitz** (33.4%), and others. None of the stockholders has any business interest other than that in Patchogue Bcstg. Announced Sept. 11.

Van Wert, Ohio—Van Wert Bcstg. Co., 1220 kc, 250 w D. P. O. address Kenneth K. Kunze, 822 Union St., Port Huron, Mich. Estimated construction cost $11,923, first year operating cost $48,000, revenue $60,000. Owners are **Kenneth E. Kunze, Raymond M. Waldron** (each 25%), **Stephen S. Beard, George W. Wilson, G. Dale Wilson** and **Merl Knittle** (each 12.5%). Mr. Kunze is chief engineer **WTTH Port Huron.** Mr. Waldron is in sales; Mr. George Wilson is in dairy products; Mr. Dale Wilson is retail merchant; Mr. Beard is attorney; Mr. Knittle is in real estate. Announced Sept. 16.

Copperhill, Tenn.—Copper Basin Bcstg. Co. Inc., 1400 kc, 250 w unl. P. O. address Knox Williams, Etowah, Tenn. Estimated construction cost $12,925, first year operating cost $36,000, revenue $43,500. Owners are **Blaine Goss, Clint Goss** and **Leon H. Beaver** (each ⅓). Blaine Goss has motel interests; Messrs. Clint Goss and Leon Beaver are manager and assistant, respectively, of grocery. Announced Sept. 17.

Crane, Tex.—Joseph E. Young, 1380 kc, 1 kw D. P. O. address Box 638, Andrews, Tex. Estimated construction cost $18,014, first year operating cost $12,000, revenue $20,000. Mr. Young, sole owner, is owner-operator of **KACT Andrews, Tex.** Announced Sept. 17.

Existing Am Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KPAY Chico, Calif.—Rabell Enterprises, 1060 kc. Changed from **KXOC.**

KTYM Inglewood, Calif.—Albert John Williams, 1460 kc.

WXLI Dublin, Ga.—Radio South Inc., 1440 kc. Changed from **WKEA.**

WIOS Tawas City-East Tawas, Mich.—Roger S. Underhill, 1050 kc.

WCLW Mansfield, Ohio—Mansfield Bcstg. Co., 1570 kc. Changed from **WLWL.**

WCLC Jamestown, Tenn.—Jamestown Bcstg. Co. Inc., 1260 kc.

KBBB Borger, Tex.—R. L. McAlister, 1600 kc.

KOYE Ysleta, Tex.—John S. Chavez, *et al.,* 1150 kc.

WCUB Manitowoc, Wis.—Business Management Inc. Changed from **WKEW.**

New Fm Stations

APPLICATIONS

Riverside, Calif.—Ray Lapica, 92.7 mc, .687 kw unl. P. O. address 3633 Beechwood Place, Riverside, Calif. Estimated construction cost $6,500, first year operating cost $5,700, revenue $10,000. **Ray Lapica,** sole owner, is owner and general manager of **KACE Riverside, Calif.** Announced Sept. 11.

Baltimore, Md.—William Scott Cook, 97.9 mc, 10.323 kw unl. P. O. address 900 B Wilson Point Rd., Baltimore 20, Md. Estimated construction cost $5,400, first year operating cost $2,500, revenue $9,500. Mr. Cook, sole owner, is electronic engineer. Announced Sept. 16.

Existing Fm Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KDFR San Diego, Calif.—Music Unlimited. Changed from **KPAY.**

WFMG Glenside, Pa.—Melvin Gollub & Fred Gollub, 92.5 mc.

WAAM-FM Parkersburg, W. Va.—WSTV Inc., 106.5 mc. Changed from **WPAR-FM.**

Fm Allocations

By order, the Commission amended its allocation table for Class B fm stations, effective immediately, by adding ch. 233 to **Franklin, N. C.** This will facilitate consideration of pending application by **Franklin County Bcstg. Co.**

The Commission invites comments by Oct. 10 to proposed rule making to amend the allocation table for Class B fm stations by substituting ch. 281 for ch. 284 at **San Diego, Calif.,** and directed **Music Unlimited** to show cause by that date why its license for **KPAY** on ch. 284 in **San Diego** should not be modified to specify ch. 281. **KFSD Inc., San Diego,** petitioned for the change in order to eliminate objectionable interference.

By Order, Commission amended its allocation table for Class B fm stations by substituting ch. 260 for ch. 281 in Bangor, Me., which will permit prospective FM station on Mt. Washington, N. H. to receive signals from fm station WBCN (FM) Boston, Mass. for rebroadcasting without interference from possible operation on ch. 281 in event that channel is subsequently assigned in area.

Ownership Changes

ACTIONS BY FCC

KXOC San Diego, Calif.— Granted assignment of licenses of (1) **KXOC** to **Rabell** and (2) **KSON** to **Broadmoor;** exchange of properties plus payment of $60,000 cash by Broadmoor to Rabell. Announced Sept. 11.

WIOD Sanford, Fla.—Granted assignment of license from **Jack Siegel** and **Robert Wasdon** to **Kenneth J. Crosthwait;** consideration $45,000. Announced Sept. 11.

WCHK Canton, Ga.—Granted assignment of license from **L. H. Christian** and **C. A. McClure** to **Cherokee Bcstg. Co. Inc.** (L. H. Christian, president) through issuance and sale of additional stock. Announced Sept. 11.

KMLB-AM-FM Monroe, La.—Granted transfer of control from **Melba Liner Gaston** and **J. C. Liner III,** to **WSTV Inc. (WSTV-TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; WBOY-AM-TV** [formerly **WBLK** and **WBLK-TV**] **Clarksburg, W. Va.,** and **WPAR-AM-FM Parkersburg, W. Va.;** four stockholders have interests in **WPIT Pittsburgh, Pa.,** and **WHTO-TV Atlantic City, N. J.,** and one has interest in **WJPA Washington, Pa.**); consideration $105,000. Commissioner Bartley voted for a 309 (b) letter. Announced Sept. 11.

KTBS,-AM-FM Shreveport, La.—Granted assignment of license to **Foster & Associates Inc. (B. R. McLendon,** president, who with **Gordon B. McLendon,** own majority stock of **KLIF Dallas, KILT Houston,** and **KTSA San Antonio,** all **Texas**); consideration $200,000. Commissioner Bartley voted for 309 (b) letter. Announced Sept. 11.

KHAM Albuquerque, N. M.—Granted assignment of license to **KHAM Inc. (J. W.** and **Carl Hedges** and **J. L. Anderson**); consideration $50,-800. Announced Sept. 11.

KCMR McCamey, Tex.—Granted assignment of license to **Jim Sample** and **Donald Boston,** d/b as **McCamey Bcstg. Co.**; consideration $15,000. Announced Sept. 11.

KBBC Centerville, Utah—Granted assignment of cp to **Davis Bcstg. Co. Inc. (J. Fred Pingree,** president); consideration $2,000. Announced Sept. 11.

WATW Ashland, Wis.—Granted transfer of control from **Gordon F. Schluter, Norman C. Hoefferle** and **Terry E. Trott** to **Eugene A. Halker**; consideration $12,102. Announced Sept. 11.

WPFP Park Falls, Wis.—Granted assignment of license from **Eugene A. Halker, Gordon F. Schluter, Norman C. Hoefferle** and **Terry E. Trott**

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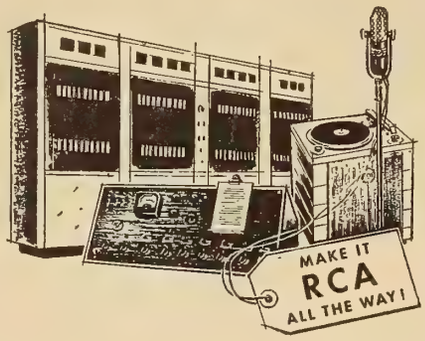
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to **Schluter** and **Hoefferle**, d/b under same name; consideration $11,945. Announced Sept. 11.

APPLICATIONS

KHUB Watsonville, Calif.—Seeks assignment of license from **William Morgan** and **Dorothy C. Morgan** to **Francis T. Crennan** for $59,400. Mr. Crennan, sole owner, is manager of **Philco Corp.**, Philadelphia. Announced Sept. 11.

WKEA Dublin, Ga.—Seeks positive control of licensee corp. by **John A. Boling** through acquisition of 50% stock from **Emerson W. Browne** and **Sarah A. Browne**. Mr. Boling owns **WHBO Tampa, Fla.** Announced Sept. 10.

WNEG Toccoa, Ga.—Seeks assignment of license from **Stephens County Bcstg. Co.** to **Stephens County Bcstg. Co. Inc.** Corporate change. No control change. Announced Sept. 17.

WNGO-AM-FM Mayfield, Ky.—Seeks transfer of control of licensee corp. from **R. B. Ligon** and **T. E. Brewer** to **Charles W. Stratton, H. D. Bohn** and **Mose Bohn** for $120,000. Messrs. Stratton, Bohn and Bohn will each own ⅓ of **WKTM Mayfield**. Mr. Stratton also has ⅓ interest in **WKOA Hopkinsville, Ky.** Announced Sept. 11.

WMRY New Orleans, La.—Seeks assignment of license and cp from **Southland Bcstg. Co.** to **Rounsaville of New Orleans Inc.** for $250,000, including real estate. Sole owner will be **Robert W. Rounsaville**, who also owns **WQXI Atlanta, Ga., WCIN Cincinnati, Ohio, WOBS Jacksonville** and **WIOK Tampa**, both **Fla., WMBM Miami Beach, WLOU Louisville, Ky., WSOK Nashville, Tenn., WATL-TV Atlanta, WQXL-TV Louisville** and **WQXN-TV Cincinnati**. Announced Sept. 18.

KMGM-TV Minneapolis, Minn.—Seeks transfer of control from **Thomas P. Johnson, Seymour Weintraub, Wm. F.** and **Rachel B. Adler, Lott Co., Lewis S. Greenburg, Oliver Tyrone Corp., George W. Eby, Larry J. Israel, Monroe H. Long Sr.** and **Henry Oliver Rea** to **National Telefilm Assoc. Inc.** for $650,000. NTA is primarily concerned with tv film distribution and production; this is the firm's first broadcast acquisition venture. Announced Sept. 16.

WGCM Gulfport, Miss.—Seeks assignment from **WGCM Bcstg. Co.** to **E. O. Roden** (40%), **W. I. Dove** (23%), and others, d/b as **E. O. Roden Assoc.** for $150,000. Mr. Roden owns **WBIP Boonville, Miss.**, 30% of **WTUP Tupelo, Miss.**, 50% of **WAZF Yazoo City, Miss.**, 40% of **WEGA Newton, Miss.**, 40% of **KREL Baytown, Tex.**; Mr. Dove owns 40% of WTUP, 17% of WAZF, 20% of WEGA and 23% of KREL. Announced Sept. 18.

KBMN Bozeman, Mont.—Seeks transfer of control licensee corp. from **Laura B. Penwell, Kenneth G. Penwell** and **G. Norman Penwell** to **Dale Grant Sherman Moore** (50.54%) and others, for $25,297. Mr. Moore is manager of **Penn Engineering Co.** Announced Sept. 16.

KXLJ-TV Helena, Mont.—Seeks assignment of cp from **The Peoples Forum of the Air** to **Capital City Television Inc.** Corporate change. No control change. Announced Sept. 16.

WEBO Owego, N. Y.—Seeks assignment of license from **Erdman Bcstg. Co.** to **Erdman Bcstg. Co. Inc.** Corporate change. No control change. Announced Sept. 11.

WCHI Chillicothe, Ohio—Seeks assignment of license from **Norman M. Glenn** to **Joseph H. McGillvra** and **Agnes I. McGillvra** (each 50%) d/b as **Chillicothe Bcstg. Co.** for $78,450. Mr. McGillvra owns 50% of **WBIW Bedford, Ind.**, as does Agnes McGillvra. Announced Sept. 18.

WOKE Oak Ridge, Tenn.—Seeks assignment of license from **Air Mart Corp.** to **WOKE Inc.** for $64,000. WOKE Inc. is owned by **Arthur D. Smith Jr.** and **Carter M. Parham** (each 50%). Mr. Smith owns 100% of **WMTS Murfreesboro, Tenn.**, 50% of **WDEH Sweetwater, Tenn.** and ⅓ of **WZYX Cowan, Tenn.** Mr. Parham is president and 22% owner of **WDEF-AM-TV Chattanooga, Tenn.** Announced Sept. 18.

KLYN Amarillo, Tex.—Seeks assignment of license from **Kenyon Brown** to **Nichols-Whitney Bcstrs.** for $76,000. Nichols-Whitney Bcstrs. is owned by **E. Boyd Whitney** and **Arthur Leroy Nichols** (each 50%). Mr. Whitney is 42.5% owner of **KLOS Albuquerque, N. M.**; Mr. Nichols has been announcer at **KWBB Wichita, Kan.** Announced Sept. 16.

KDOK Tyler, Tex.—Seeks assignment of license from **Dana W. Adams** to **KDOK Bcstg. Co.** for 2,000 shares of stock in the new company, 15% of which will be sold to **Sam T. Matthews Jr.**, and 5% of which will be gift to his wife, leaving Mr. Adams 80% control. Mr. Matthews has been commercial manager, **KGKB Tyler, Tex.**; Mrs. Adams is housewife. Announced Sept. 11.

WRAD Radford, Va.—Seeks assignment of license from **Perry E. Gresham** and **Alice C. Gresham** to **WRAD Bcstg. Co.** for $95,000. WRAD Bcstg. is owned by **Wooster Republican Printing Co.** Announced Sept. 11.

WLIP Kenosha, Wis.—Seeks assignment of license from **William L. Lipman** to **Kenosha Bcstg. Inc.** Corporate change. No control change. Announced Sept. 11.

Initial Decisions

Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of the application of **Parish Bcstg. Corp.** to increase power of **KAPK Minden, La.**, from 100 w to 250 w, continuing operation on 1240 kc unl.

Hearing Examiner Millard F. French issued initial decision looking toward grant of the application of **Texas Technological College** for new tv station to operate on ch. 5 in **Lubbock, Tex.**

Hearing Examiner H. Gifford Irion issued supplement to initial decision ordering remaining as before the ordering clause of his Jan. 31, 1956 initial decision which looked toward granting the application of **Great Lakes Television Inc.**, for new tv station to operate on ch. 7 in **Buffalo, N. Y.**, and denying competing applications of **Greater Erie Bcstg. Co.** and **WKBW-TV Inc.**

License Renewals

WFBR & aux. **Baltimore, Md.**; **WHJC Matewan, W. Va.**; **WINX Rockville, Md.**; **WJEJ Hagerstown, Md.**; **WJLS** (two main transmitters) **Beckley, W. Va.**; **WJMA Orange, Va.**; **WKAZ Charleston, W. Va.**; **WKEY Covington, Va.**; **WKIK Leonardtown, Md.**; **WKLC** & aux. **St. Albans, W. Va.**; **WKOY Bluefield, W. Va.**; **WKYR Keyser, W. Va.**; **WLEE Richmond, Va.**; **WLLY Richmond, Va.**; **WLOG Logan, W. Va.**; **WLOH Princeton, W. Va.**; **WLPM Suffork, Va.**; **WLSD Big Stone Gap, Va.**; **WLVA Lynchburg, Va.**; **WMAL Washington, D. C.**; **WMBG** & aux. **Richmond, Va.**; **WMEV** & aux. **Marion, Va.**; **WMMN Fairmont, W. Va.**; **WMNA Gretna, Va.**; **WNNT Warsaw, Va.**; **WNRG Grundy, Va.**; **WPDX Clarksburg, W. Va.**; **WPLH Huntington, W. Va.**; **WCAO-FM Baltimore, Md.**; **WCOD (FM) Richmond, Va.**; **WJEJ-FM Hagerstown, Md.**; **WLOG-FM Logan, W. Va.**; **WBJC Baltimore, Md.**; **WEMC Harrisonburg, Va.**; **WFOS South Norfolk, Va.**; **WHIS-TV KQH-24, Bluefield, W. Va.**; **KIP-81 Roanoke, Va.**; **KIP-82 Dismal Peak, Giles Co., Va.**; **KIP-83 Poor Mt., Roanoke Co., Va.**; **WMAR-TV KA-4498 to 4500, Baltimore, Md.**

Granted renewal of license of following **NBC** stations: **WRC-AM-FM** & aux ant., **WRC-TV**, main trans. & aux ant., **KA-4833-4 Washington, D. C.**, without prejudice to whatever action the Commission may deem appropriate at such time as presently pending antitrust actions involving **Radio Corp. of America** and **NBC** may be terminated.

Routine Roundup

ACTIONS BY FCC

By letter, the Commission returned as unacceptable for filing application by Supreme Bcstg. Co., Inc., for license to operate an experimental tv station on ch. 12 in New Orleans, La., denied request for program test authority and, construing license application and request for program test authority as a request for temporary

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authority to operate the experimental station pending completion of construction in accordance with the terms of the construction permit, denied such request. Construction does not comply with terms of permit. (On June 27 the Commission granted application by Supreme, permittee of WJMR-TV on ch. 20 in New Orleans, to operate an experimental tv station on ch. 12 for the purpose of making a direct comparison of simultaneous uhf and vhf operation.) Announced Sept. 11.

Basin Bcstg. Co. Durango. Colo.—Designated for hearing application for a new am station to operate on 1490 kc, 250 w, U. Announced Sept. 11.

KWWL Waterloo, Iowa—Is being advised that, unless within 20 days it requests a hearing, its application for extension of time to construct (increase of power from 1 kw to 5 kw, on 1330 kc) will be dismissed and cp will be cancelled. Announced Sept. 11.

By Order of Sept. 11, the Commission dismissed as moot a petition by A. A. Crawford, Beverly Hills, Calif., for review of an Order of the Chief Hearing Examiner dismissing with prejudice Crawford's application for a new am station.

The Commission on Sept. 11 granted a petition by Telecasting Inc. **WENS (TV) Pittsburgh, Pa.,** and extended the time from Sept. 16 to Sept. 30 to file reply comments in rule-making proceeding in Docket 12076 involving amendment of tv table of assignments in **Erie Pa., Akron-Cleveland Ohio, Clarksburg** and **Weston W. Va.,** and **Flint-Saginaw-Bay City Mich.**

By Memorandum Opinion and Order, the Commission dismissed a protest by Philco Corp., Philadelphia, Pa., directed against the Commission's July 18 grant to National Bcstg. Co., Inc., of renewal of licenses of WRCV, WRCV-TV and auxiliaries, Philadelphia. Commissioner Bartley concurred in result.

The Commission announced its Memorandum Opinion and Order of Sept. 11 granting pleadings by Puget Sound Bcstg. Co., Inc., to the extent of modifying July 25 Decision (which granted application of Queen City Bcstg. Co. for a new tv station to operate on ch. 7 in Seattle, Wash., and denied competing applications of KXA and Puget Sound) by incorporating therein specific rulings on the exceptions filed in Dockets 9030 et al., denied petition and motion for stay or rehearing in all other respects. Commissioner Hyde dissented; Commissioner Lee dissented and voted to grant the stay and reopen record.

The Commission announced its Memorandum Opinion and Order of Sept. 11 denying petitions directed against its Decision of Feb. 7 which granted, after comparative hearing, a construction permit to Public Service Television, Inc., for a new tv station on ch. 10 in Miami, Fla. (Dockets 9321 et al.). The petitions denied were those of WKAT, Inc., L. B. Wilson, Inc., and North Dade Video, Inc. (unsuccessful applicants), and Gerico Investment Co. (WITV, ch. 17, Fort Lauderdale). Commissioner Hyde dissented; Commissioner Bartley dissented and issued statement; Commissioner Craven abstained from voting.

The Commission announced its Memorandum Opinion and Order of Sept. 11 denying a petition for reconsideration filed by KSEM, Inc. (am station KSEM), Moses Lake, Wash., directed to Commission's Oct. 17, 1956, Decision which affirmed and made effective immediately a May 4, 1955, grant to Basin TV Co. for a new tv station (KBAS-TV) to operate on ch. 43 in Ephrata, Wash. Commissioner Bartley abstained from voting.

The Commission announced its Decision of Sept. 11 modifying original Order of Suspension to suspend for one month (instead of two months) the restricted radiotelephone operator permit of Firm C. Petty, Randallstown, Md., commencing 30 days from date of release of the decision.

The Commission announced its Memorandum Opinion and Order of Sept. 5 granting motion by WKST Inc. (WKST-TV), New Castle, Pa., to strike from the records in proceeding on its application for Mod. of CP a letter filed Aug. 12 by consulting engineers for WKBN Bcstg. Corp. (WKBN-TV), Youngstown, Ohio. Announced Sept. 12.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on the dates shown:

Ordered that hearings are scheduled in the following proceedings on the date indicated: New York Technical Institute of Cincinnati, Inc., for a cp to establish a new two-way common carrier station in the Domestic Public Land Mobile Radio Service at Detroit, Mich., and North American Bcstg. Co. (WMNI) Columbus, Ohio, on Oct. 7; Dispatch, Inc. (WICU) Erie, Pa. for mod. of cp, on Oct. 16; in the matter of Charles Henry Coney, Coney Dock, Beach Haven, N. J., and Palm Beach, Fla., suspension of restricted radiotelephone operator permit.

Granted petition of Video Independent Theatres, Inc., for dismissal without prejudice of its application and retained in hearing status application of Southwest Bcstg. Co., both for cps for new tv station to operate on Ch. 8 in Elk City, Okla. Action Sept. 9.

By Hearing Examiner Thomas H. Donahue on September 5 and 10:

Ordered that hearing scheduled for Sept. 5 and 10 is cancelled and the record in proceeding on am application of OK Bcstg. Co., Mobile, Ala., is closed; by Memorandum Opinion and Order, denied motion to open record filed by the Broadcast Bureau.

By Hearing Examiner Charles J. Frederick on September 9:

Ordered that a further prehearing conference will be held on Sept. 23 re am applications of Ralph D. Epperson and Williamsburg Bcstg Co., Williamsburg, Va.

Ordered that a further prehearing conference will be held on Sept. 25 in Ch. 18 proceeding, Baton Rouge, La., and rescheduled September 16 hearing for Oct. 2.

By Hearing Examiner H. Gifford Irion on September 9:

Denied petition by Charles R. Bramlett, Torrance, Calif., for leave to amend his am application to include the community of Compton, Calif., along with Torrance so that his proposal would be for a hyphenated community.

By Hearing Examiner Herbert Sharfman on on the dates shown:

Granted petition by Jackson County Bcstg. Co., Maquoketa, Iowa, for an extension of time for the exchange of exhibits due Sept. 10 and for continuance of hearing scheduled for Oct. 1 re its am application; the time for exchange of exhibits is extended, and the date for hearing is continued pending Commission action on applications of Parks Robinson, Wisconsin Valley Television Corp. (WSAU) and Kankakee Daily Journal Co. (WKAN). Action Sept. 5.

By Chief Hearing Examiner James D. Cunningham on the dates shown:

Ordered that hearings are scheduled to commence in the following proceedings on the dates indicated: Beehive Telecasting Corp. and Jack A. Burnett, for cps for new tv stations to operate on Ch. 11 in Provo, Utah and United Bcstg. Co., Inc., *et al.*, for cps for new tv stations to operate on Ch. 3 in Wilmington, N. C., on Oct. 21; Max M. Leon, Inc. and Independence Bcstg. Co., Inc., Philadelphia, Pa., on Nov. 7; Orange County Radiotelephone Service, Santa Ana, Calif., *et al.*, for cps in the Domestic Public Land Mobile Radio Service, on Nov 12. Actions Sept. 10.

Dismissed with prejudice for failure to prosecute am application of Northern Allegheny Bcstg. Co., Union City, Pa. Action Sept. 11.

By Hearing Examiner J. D. Bond on September 10:

Ordered, pursuant to the provisions of the Prehearing Order, that the Motion of General Services Administration for modification of the Prehearing Order (Order After Second Prehearing Conference, released Aug. 13, 1957), together with separate responses to the motion by AT&T and United Press, be set for oral argument on the record before the Hearing Examiner on Sept. 17; and further ordered that any interested party may, but no party is required to, appear and participate in the oral argument in private line-leased facility proceeding.

By Hearing Examiner Herbert Sharfman on September 9:

Issued Order After Prehearing Conference including continuance of hearing from Oct. 7 to Nov. 18 re applications of Music Bcstg Co. (WGRD), Grand Rapids, Mich., for authority to operate specified presunrise hours and Great Trails Bcstg. Corp. (WING) Dayton, Ohio, for renewal of license.

By Hearing Examiner Charles J. Frederick on the dates shown:

Order that a further prehearing conference will be held at 2 p.m., Sept. 24; that the parties shall mutually exchange their exhibits comprising their direct cases on or before Nov. 4, and that hearing scheduled for Sept. 12 is rescheduled for Nov. 12 in Ch. 12 proceeding, Beaumont, Texas. Action Sept. 10.

By Memorandum Opinion and Order, granted petition of Brown Telecasters, Inc., Beaumont, Texas, for leave to amend its application for cp for new tv station to operate on Ch. 12, to specify a new antenna site South of Sabine in lieu of its former site South of Sabine Pass. Action Sept. 11.

By Hearing Examiner Thomas H. Donahue on September 10:

Ordered that formal hearing date now scheduled as September 26 is postponed indefinitely and that on that date a prehearing conference will be held in Ch. 9 proceeding, Ogden, Utah.

By Hearing Examiner Elizabeth C. Smith on September 12:

Granted petition by Bosque Radio, Clifton, Texas, for continuance of prehearing conference re its am application from Sept. 16 to Nov. 15.

By Chief Hearing Examiner James D. Cunningham on September 12:

Granted petition of Obion County Bcstg. Co. (WTUC) Union City, Tenn., for dismissal without prejudice of its am application, and retained in hearing status application of Jefferson Bcstg. Co., Louisville, Ky.

By Hearing Examiner H. Gifford Irion on September 13:

Granted petition of Town and Country Radio, Inc., Rockford, Ill., to amend its am application with respect to the distribution of stock formerly held by WPEO, Inc., the financial data as to stockholders, change in main studio location, etc.

On request by Martin Theatres of Georgia, Inc. (WTVN) Columbus, Ga., the Commission on Sept. 16 granted extension of time from Sept. 17 to Sept. 24 for filing reply comments in TV rule-making proceeding involving Columbus, Ga.

By Commissioner T. A. M. Craven on September 13:

Granted petition by Don H. Martin (WSLM) Salem, Ind., for extension of time to Sept. 26 to file reply to petition for rehearing filed by Courier-Times, Inc., New Castle, Ind., in proceeding on their am applications.

Granted request of Charles R. Bramlett, Torrance, Calif., to dismiss his petition for enlargement of issues in proceeding on his am application, *et al.*

By Chief Hearing Examiner James D. Cunningham on September 13:

By Memorandum Opinion and Order, granted motion by Excursion Inlet Packing Co., Seattle, Wash., to dismiss proceeding (Docket 12036) on Order to Show Cause why the license for its Alaska Public Fixed and Public Coast Radio Station KWO 70 should not be revoked; proceeding is terminated.

By Hearing Examiner Jay A. Kyle on September 13

Granted motion of Jay Sadow, Rossville, Ga., for continuance of proceedings on his AM application, and the submission of measurements shall be on Nov. 20; informal conference on Nov. 25 and hearing Dec. 20.

By Hearing Examiner Millard F. French on September 16

Granted motion by the Commissioners of Cumberland County for continuance of hearing from Sept. 17 to Oct. 7 re application of Borough of Lemoyne, Pennsylvania, Lemoyne, Pa., for authorization in the Fire Radio Service.

BROADCAST ACTIONS

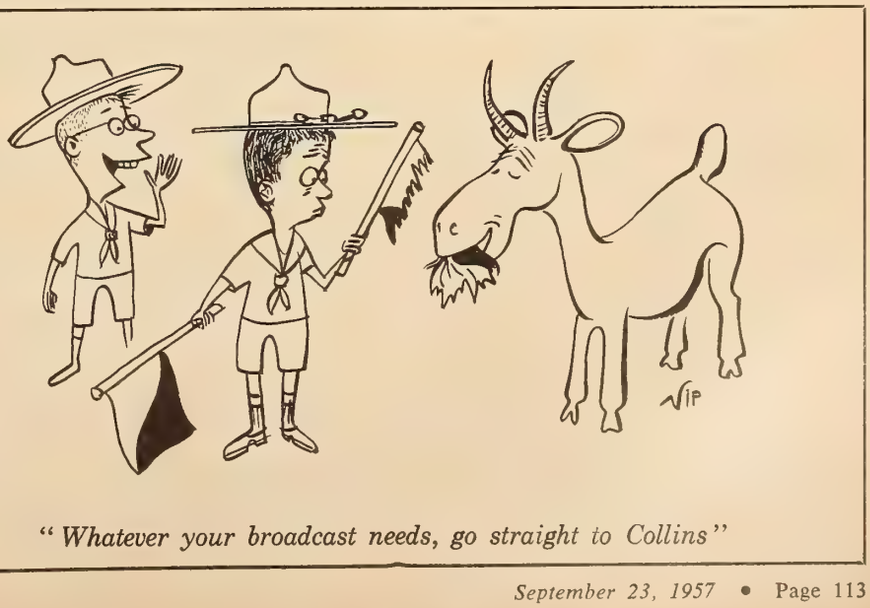
By the Broadcast Bureau:

Actions of September 13

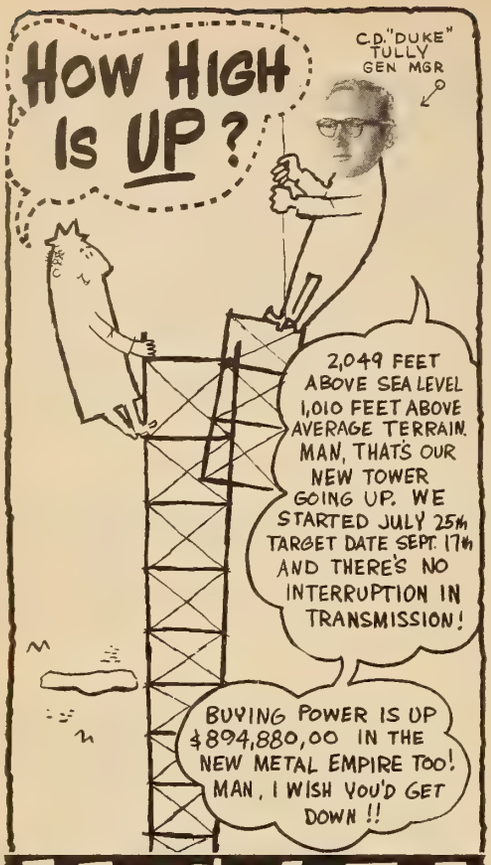
WVJS-FM Owensboro, Ky.—Granted license to change ERP to 10 kw, and change type trans.: ant. 370 ft.

KCBH Los Angeles, Calif.—Granted cp to replace cp to change ERP to 75 kw, and make changes in trans., which expired Aug. 8, 1957. Requesting 90 days additional time.

WSAU-TV Wausau, Wis.—Granted cp to change ERP to vis. 316 kw, aur. 178 kw, change type



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FOR THE RECORD CONTINUED

trans. and ant. and make other equipment changes and change trans. location; ant. height 1210 ft.

KEAP Fresno, Calif.—Granted Mod. of cp to change type trans., make changes in ground system and change name to B. L. Golden tr/as Radio Fresno.

WPRW Manassas, Va.—Granted Mod. of cp to change ant.-trans. location, change studio location, change type trans. make changes in ant. (decrease height) and delete remote control operation of trans.

WWDC-FM Washington, D. C.—Granted mod. of Subsidiary Communications Authorization to include both simplex and multiplex operation.

KIML Gillette, Wyo.—Granted mod. of cp to change type trans.

WWMT New Orleans, La.—Granted Extension of Special Temporary Authorization to remain silent in order to make realistic market surveys, etc., until Jan. 1, 1958.

KDFW Cedar Hill, Tex.—Granted permission to operate at reduced ERP of 25 kw because of difficulty with equipment.

KSHO-TV Las Vegas, Nev.—Granted extension of completion date to 4-1-58.

Actions of September 12

WQIK-TV Jacksonville, Fla.—Granted request for cancellation of cp and dismissal of application for extension of completion date; call letters deleted.

WTVS Detroit, Mich.—Granted Mod. of cp to change ERP to visual 178 kw, aur. 100 kw, ant. height 540 ft. and make minor equipment changes.

WTTV Bloomington, Ind.—Granted Mod. of cp to change type of trans. and install amplifier; ERP vis. 44.6 kw, aur. 26.8 kw, ant. 1250 ft.

WCOL Columbus, Ohio—Granted authority to operate auxiliary trans. by remote control.

Actions of September 11

WMOZ Mobile, Ala.—Granted cp to change ant.-trans. and studio location.

WHLN Harlan, Ky.—Granted Mod. of cp to change type trans.; condition.

KWEB Rochester, Minn.—Granted Mod. of cp to change type trans., studio location and operate trans. by remote control.

The following were granted extension of completion dates as shown: **KBBC Centerville, Utah** to 1-1-58; **WEAM Arlington, Va.** to 12-15; **WOIA** Saline, Mich to 11-24, conditions; **WPNX Phoenix City, Ala.-Columbus, Ga.** to 11-1, condition.

WBEV Beaver Dam, Wis.—Granted authority to operate trans. by remote control.

Actions of September 10

KWSL North Platte, Neb.—Granted assignment of cp to Goldenrod Tele-Radio Co., Inc.

KOAL Price, Utah—Granted license covering installation of a new trans.

KWSK Pratt, Kans.—Granted license covering installation of a new trans.

KCIL Houma, La.—Granted license covering change of ant.-trans. location and changes in ground system.

WPRA Mayaguez, P. R.—Granted license covering installation of a new trans. and changes in ground system.

KTUC Tucson, Ariz.—Granted license covering installation of a new trans. and changes in ground system and operate trans. by remote control.

KGU Honolulu, Hawaii—Granted license covering installation of new tranmitter, change ant.-trans. location, make changes in ant., increase power and operate trans. by remote control; conditions.

KULA Honolulu, Hawaii—Granted license covering change of ant.-trans. and studio location and make changes in ant. system; conditions.

KOAL Price, Utah—Granted license to use old main trans. as aux. trans. at main trans. site.

KELO Sioux Falls, S. D.—Granted license covering installation of a new combined am-tv tower (increase height); conditions.

KWOW Pomona, Calif.—Granted license covering change of ant.-trans. location and make changes in ground system.

WMUZ Detroit, Mich.—Granted license to change aux. trans. to alternate main trans.

KDLR Devils Lake, N. D.—Granted cp to install new trans.

KONG Visalia, Calif.—Granted cp to install new trans.

WTNT Tallahassee, Fla.—Granted cp to install new trans. and describe trans. location as 1820 E. Park Ave., Tallahassee, Fla.

WADP Kane, Pa.—Granted cp to install new trans.

WMAN Mansfield, Ohio—Granted cp to install old main trans. as alternate main trans. at main trans. site.

WLBZ Bangor, Maine—Granted cp to install new trans. and operate trans. by remote control while employing nondirectional ant.

WIPR San Juan, P. R.—Granted cp to install new trans. as an aux. trans. at main trans. site and change studio location.

WING Dayton, Ohio—Granted cp to install new main trans. and operate tran. by remote control.

KFBC Cheyenne, Wyo.—Granted cp to install new alternate main trans. at main trans. site.

WJET Erie, Pa.—Granted cp to install new trans. as an alternate main trans. at main trans. site.

WBIR-AM-FM-TV Knoxville, Tenn.—Granted Mod. of licenses and cps to change name to WBIR, Inc.

KPBA Pine Bluff, Ark.—Granted mod. of cp to change type trans. and specify studio location and remote control point.

The following were granted extension of completion dates as shown: **WHOT Campbell, Ohio** to 12-31, condition; **WEOK Poughkeepsie, N. Y.** to 10-30, conditions; **WNEM-TV Bay City, Mich.** to 11-1; **WBOC-TV Salisbury, Md.** to 4-1-58.

WHFM Rochester, N. Y.—Granted extension of authority to remain silent for an additional 3 months from Sept. 1, 1957.

KLUV Haynesville, La.—Granted extension of authority to remain silent for an additional 90 days from August 30, 1957.

Actions of September 9

The following were granted extension of completion dates as shown: **WTRI Albany, N. Y.** to 4-1-58; **KETA Oklahoma City, Okla.** to 3-18-58; **KOED-TV Tulsa, Okla.** to 3-21-58; **WBUF Buffalo, N. Y.** to 1-1-58; **KSWS-TV Roswell, N. Mex.** to 12-8.

KCCC-TV Sacramento, Calif.—Granted request for cancellation of license. Call letters deleted.

Action of September 5

WWBZ Vineland, N. J.—Granted license covering change in hours of operation and installation of directional ant. for night use; conditions.

Correction to Report No. 3083, Broadcast Actions, dated September 10: Approved specification submitted by **Tulsa Bcstg. Co.** for operation of **KTVX** (ch. 8) **Tulsa, Okla.** should not have shown change of transmitter location but station and studio locations from Muskogee to near Tulsa.

UPCOMING

September

Sept. 24: Academy of Television Arts & Sciences, luncheon session, New York.

Sept. 24-26: Western Regional Conference, National Community Television Assn., Ambassador Hotel, Los Angeles.

Sept. 25: Vermont Assn. of Radio and Television Broadcasters, Burlington Country Club, Burlington, Vt.

Sept. 26: Canadian Broadcasting Corp., Board of Governors, Dept. of Veterans Affairs Bldg., Ottawa.

Sept. 26: Washington State Assn. of Broadcasters, semi-annual meeting, Wenatchee, Wash.

Sept. 27: Northwest Appliance and Television Assn., annual Profit Clinic, Benjamin Franklin Hotel, Seattle.

Sept. 27-28: Tenth District AFA Convention, Hilton Hotel, El Paso, Texas.

Sept. 28: Annual Screen Cartoonists Guild film festival, Ambassador Hotel, Los Angeles.

Sept. 30: National Assn. for Better Radio & Television, annual Listener-Viewer Institute, Chamber of Commerce Bldg., Los Angeles.

Sept. 30-Oct. 1: Illinois Broadcasters Assn., fall meeting, Abraham Lincoln Hotel, Springfield, Ill.

October

Oct. 3: North Dakota AP Broadcasting Assn., Plainsman Hotel, Williston, N. D.

Oct. 3-4: Kentucky Broadcasters Assn., Hotel Beecher, Somerset.

Oct. 4: UP Broadcasters of Kentucky, inaugural meeting, Cumberland Falls State Park, Kentucky .

NARTB CONFERENCES

Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Sept. 23-24	Grove Park Inn Asheville, N. C.
Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Oct. 10-11	Muehlebach Hotel Kansas City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H.)	Oct. 14-15	Multnomah Hotel Portland, Ore.
Region 7 (Mountain States)	Oct. 17-18	Brown Palace Hotel, Denver
Region 6 (Kan., Okla., Texas)	Oct. 22-23	Baker Hotel Dallas
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 24-25	Peabody Hotel Memphis

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Young man, experienced, plenty of potential for our sales department, who can become manager. We'll help develop your best qualities, while you learn our operation, prepare for management, all time making above average sales guarantee plus. All our managers were former salesmen, never lost a good man. John McLendon, Box 2667, Jackson, Miss.

Sales

Experienced salesman wanted by daytime kilowatt near Chicago with night time application pending. $400 monthly guarantee against 15 per cent. Protected account list and territory. Bonus plus other fringe benefits. Personal interview necessary. List age, education, experience in detail. Box 250B, B•T.

Looking for a better deal? We need experienced salesmen in southern market who would like to work in competitive situation for above average compensation plus bonus. Box 253B, B•T.

Fourth largest market on west coast needs high caliber salesman with plenty of drive. Top NBC affiliate has choice opening, for aggressive, experienced man. We do not want the hot shot. Excellent earnings and future available. Send complete resume, plus past years billing to Box 254B, B•T.

Long established dominant CBS radio affiliate in major market looking for local radio salesman with management potential as ownership expands with CBS-TV affiliation. Experience and sales desire essential. Box 260B, B•T.

Northern Illinois. Strong indie. Top money and future for sales manager who loves to sell. Box 338B, B•T.

Excellent spot with top Indiana independent for hard hitting solid producing sales manager. Box 339B, B•T.

Salesman: Capable of future management. Leading independent in Detroit. Good guarantee, plus every benefit. Box 340B, B•T.

Sales manager. Enjoyable music station. Pacific coast. Requires good selling record and top personal reputation. Clean, sharp operation. Air mail application. Will phone immediately if you sell us. Box 351B, B•T.

Washington, D. C. market's red-hot 5,000 watt fulltime independent needs aggressive young salesman. New programming zooming station to top. Name your salary, commission. $5,000 to $20,000 opportunity. Box 389B, B•T.

Opportunity for experienced salesman. Good market. Good deal. KFRO, Longview, Texas.

Experienced salesman, radio. If you are aggressive—interested in making top money in substantial market with solid radio-tv operation, we want you. Opportunity excellent for permanent man who can produce. Guarantee and commission commensurate with your ability. No others need apply. Contact Jack Chapman, KTSM Radio, El Paso, Texas.

Wanted, experienced salesman for top CBS radio affiliate. 74th market. Opportunity for excellent earnings and executive advancement. Reply Manager, WARD, Johnstown, Pa.

We need a good program director with news announcing experience. If you qualify, send tape, photo, resume of previous experience and salary requirements to Louisville's first music and news independent daytimer, WKYW, 431 West Jefferson Street, Louisville 2, Kentucky.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted immediately by Florida station, experienced announcer, good newsman, some sports, capable of producing good taped announcements. Opportunity to sell if desired. Salary open. Write or phone Joe Bauer, WINK Radio, Fort Myers, Florida.

Announcer with good voice and first class ticket. State qualifications and salary in first application. Progressive station in southeast. Reply Box 976A, B•T.

Experienced announcers for new independent, in mountains of southeast. $75.00 starting salary. One country music personality desired. Write Box 206B, B•T.

Minnesota independent wants man with some experience for straight announcing. Start $72.50. Permanent position. Send tape, photo. Box 242B, B•T.

Kilowatt independent near Chicago wants experienced staff announcer who also has beat experience gathering and writing news. Personal interview necessary. Give age, education, detailed experience in resume. Box 251B, B•T.

Growing 1000 watt central Pennsylvania news and music operation wants a versatile announcer with ambition and good sound. Salary open. Good opportunity. Box 307B, B•T.

Dee jays, professional only!! You know the top tune format success story? We use it! Can you do it? Send tape. Use one oldie, one new, four hits, double spots, triple spots, promos for station and fellow dee jays, shoot gimmick breakers, etc. Washington, D. C. Box 353B, B•T.

Rhyming intros. Wanted, dj rhymes artists names in introducing records. Midwest. Box 387B, B•T.

In the vernacular. Spinner with informal slang manner of speaking, breezy-airy, Great Lakes. Whoop-de-doo style. Happy sounding dj. Be jolly for $155 week. Midwest. Box 388B, B•T.

Glib dj. Fast-paced delivery, experienced. Call Massillon, Ohio. Temple 3-7418.

Announcer-engineer. Combination board work and maintenance. First phone. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Wanted: Announcer, old station, entirely new building and equipment, 50-hour week approximately. Should be able to read and write English, handle console, play good music and deliver commercials as commercials and not time killers. We operate under the old public service school and not as a top 40 music box. Salary fair. Bert Wick, KDLR, Devils Lake, N. Dak.

Opportunity for good married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

Have immediate opening for an announcer or announcer-salesman. Prefer man from southwest. Call or write Clint Formby, KPAN, Hereford, Texas.

Immediately! Announcer-salesman or maintenance. Start seventy-eight dollars weekly, $340 per month plus commissions, talent, extras, good housing living, phone KPRK, Livingston, Montana.

Country and western disc jockey or announcer for all western music and news station. Please no floaters, drifters, or undesirables. Some copy essential. KSOP, Salt Lake City, Utah.

Announcer for all Spanish station. Restricted permit required, first class preferred. KSPA, Santa Paula, California.

Announcer, morning shift. Experienced. Five day week. Send tape, resume, salary. Fred Epstein, KSTT, Davenport, Iowa.

Have opening for combo man, announcer-engineer. Must have experience in maintenance. Send complete details first letter. KTUE, Tulia, Texas, c/o Lee McKinney.

RADIO

Help Wanted—(Cont'd)

Announcers

Need immediately, two personality announcers, one hillbilly, one pop! Clean, new 5 kw operation. Send complete resume, tape and photo. Rex Osborne, WDOC, Prestonsburg, Ky.

Announcer, first phone, no maintenance. Must have good voice, experience. Good pay to start, additional benefits. More for right person. Excellent opportunity for qualified person only. Radio Station WEED, phone 66736, Rocky Mount, North Carolina.

Experienced-versatile announcers. Music-news indie near large metropolitan area. If you want permanency with a top notch group send full facts, tape, picture, and salary requirements in first letter. Jim Brownell, General Manager, WFIS, Fountain Inn, S. C.

Two experienced announcers. One who knows hillbilly and can work pop. Good salary and working conditions. Give all details and tape in first letter. Positions must be filled immediately. Nathan Frank, WHNC, Henderson, N. C., Phone 7136.

Wanted immediately, experienced staff announcer. Radio Station WKBC, North Wilkesboro, N. C.

Experienced announcer for dj type staff work needed now at WLEC, Sandusky, Ohio. Salary open, above average fringe benefits. If you are enthusiastic in delivery, want a solid secure situation and are presently living in or near Ohio, call Bob Hinners, Sandusky, 5170, reverse charges.

Can you read well? If so, and have friendly voice, like well balanced music, shows; prefer keeping chatter to pleasant minimum; enjoy hourly newscasts; like to do things right instead of easiest way; we would be delighted to hear from you. To save time, send along resume and tape, WMIX, Mt. Vernon, Ill.

Mature announcer with first class ticket for Michigan independent music and news format. Salary open. Send tape and resume to WOAP, Owesso, Michigan.

Wanted, experienced announcer now working within 200 mile radius of WPIC, Sharon, Pa.

Wanted urgently, country dj, 1000 watt independent, Richlands, Va. Starting salary up to $75. Send tape, resume or telephone Jack Bundy, WRIC, 450.

Our top announcer-salesman must leave us. Has average $130 weekly past three years. Are you PD caliber? A bright, mature, permanent air personality? Want to sell and service your own accounts in small, friendly, fast-growing south Florida resort area? Send tape, qualifications to WSTU, Stuart, Florida.

Announcer, experienced in all phases for 5000 watter, regional. Contact General Manager, WWHG, Hornell, New York.

Negro dj's are you working part time, or in a small town, and want big time radio with all-negro station. Write us, send tape-photo. If you're good we'll train you to be better. Prefer men now in south. Apply today, immediate opening. William Anderson, Ebony Radio, Box 2667, Jackson, Miss.

Fulltime news man with imagination. Must be willing to work. Have mobile unit and unlimited source of news. We mean business. Call Mercer King, Plaza 44464, Tuscaloosa, Alabama, at your expense.

Technical

Immediate opening, experienced 1st phone, metropolitan New York area. 6 days, 48 hours, salary $80.00. Opportunity for over-time. Box 163B B•T.

Engineer for 1 kw Kentucky daytimer. Desire thorough maintenance experience, transmitter, studio, tape, disc recording, some announcing. Salary open. Complete resume and references first letter. Box 324B, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Experienced radio transmitter engineer for Corpus Christi station. Box 331B, B•T.

Chief engineer-announcer, excellent opportunity for strong announcer, must be good on news and commercials, $100.00 weekly for right man. Box 333B, B•T.

First class engineer, console operation, maintenance. Spanish knowledge helpful. KSPA, Santa Paula, California.

Wanted—Engineer with 1st class license, combo man who can either write copy, sell or announce. Top salary commensurate with ability. WBRV Boonville, N. Y. Phone 11.

F.C.C. LICENSE

QUICKLY!

More Jobs Than We Can Fill

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The Grantham course covers all the required subject matter completely. Even though it is planned primarily to lead directly to a first class FCC license, it does this by TEACHING you electronics. Some of the subjects covered in detail are: Basic Electricity for beginners, Basic Mathematic, Ohm's and Kirchhoff's Laws, DC Circuit Analysis, Magnetism, Alternating Current. The Sine Wave, Frequency and Wavelength, Inductance, Capacitance, Impedance, Resonance, Basic Principles of Vacuum Tubes, Transistors, Principles of Amplification, Classes of Amplifiers, Vacuum Tube Circuit Analysis, Oscillators, Power Supplies, AM Transmitters and Receivers, FM Transmitters and Receivers, Antennas and Transmission Lines, Measuring Instruments, FCC Rules and Regulations, and extensive theory and mathematical calculations associated with all the above subjects explained simply and in detail.

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821 19th Street N.W. Washington 6, D. C. **OR** 1505 N. Western Ave. Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my commercial FCC license quickly. I understand there is no obligation and no salesman will call.

Name ----------

Address ----------

City ---------- State ----------

I am interested in:

☐ Home Study, ☐ Resident Classes

RADIO

Help Wanted—(Cont'd)

Technical

Engineer with 1st class license. Fulltime transmitter opening. No announcing. Little or no experience accepted. 5 kw Gates equipment, insurance and hospital benefits. Send resume, references and salary requirements to Technical Director, WCHS, P. O. Box 1153, Charleston 24, W. Va.

Wanted: Chief engineer for Gates kilowatt station. Friendly small south Georgia town. Permanent position for right person who knows engineering, has fair voice and good personal habits. WCLB, Camilla, Georgia.

Combo man, first phone. Need not be best engineer-announcer but must be capable of fitting into congenial organization. Wonderful climate. Near beaches. Write or phone Alden Baker, WGAI, Elizabeth City, N. C.

Engineer, Radio and television. Young man, first phone, ambitious, with small station experience and electronic flair, technical school or equivalent background preferred; married; veteran; stable and dependable, with good references; one who wants a permanent berth. Scale starts at $80 for 40 hours. Salary commensurate with experience and ability. No announcing. Write or phone W. P. Williamson, WKBN, Youngstown, Ohio. Sterling 2-1145.

Need immediately, chief engineer for 250 watter at WNBT, Wellsboro, Pa. Combination man preferred, even without much experience. Write at once to John Fay, Box 466, St. Marys, Pa.

First class engineer needed immediately. Some announcing valuable but not necessary. Call, write or wire, WPLY, Plymouth, Wis. TWinbrook 3-2661.

WTIM, Taylorville, Illinois, needs a man with first class ticket. No announcing, no maintenance. $1.60 per hour, two weeks paid vacation. Wire collect giving phone number.

First phone man to combine either announcing or selling with maintenance work. Working conditions ideal. WWWF, Fayette, Ala.

Broadcast engineer, $370-$476, inquire Personnel Office, City Hall, Atlanta, Georgia.

Production-Programming, Others

News director, for live-wire news department in major north central market. Must have previous experience in same capacity, be a top-flight newscaster, thoroughly experienced in local reporting, etc., and able to direct other news personnel. An unusual opportunity. Reply in confidence, giving detailed previous experience, salaries, when available, and attach small photo. Box 216B, B•T.

Newsman-experienced. Gather, write, broadcast news. Top-rated midwest indie. Send tape, photo, background. Box 231B, B•T.

Continuity girl who can write good, clean, selling copy. Send samples, photo, background. Box 232B, B•T.

Ohio station needs top-notch program director capable of doing air work. Must have previous PD experience. Send full information about yourself and tape, audition. Box 236B, B•T.

Wanted: Program director-chief announcer for a 1000 watt independent in city of 11,000 in southwest. Should be experienced radio man with knowledge of music, news, sports and programming ideas. Car necessary. Salary open. Some talent fees. Send full information, photo, tape and references to Box 258B, B•T.

Wanted: Program director with news experience for 1 kw daytimer in Piedmont area North Carolina. Send resume and tape. Box 319B, B•T.

Expanding 5 kw midwest station seeking production manager to coordinate program department, supervise announcers, do some air work. Box 391B, B•T.

Copywriters: One for radio one for tv. Excellent opportunity with Montana's oldest established station. Only top calibre applicants considered. Top salary, profit sharing, two weeks vacation, excellent working conditions. Openings are immediate. Contact Mr. Spahr, Asst. Mgr. KFBB, Great Falls, Montana. No collect calls.

Wanted: newsman—Accent on local news and sports. Likeable working conditions, KMMO, Marshall, Missouri.

Immediate opening. Head radio continuity. Man or woman. Only qualified answer, please. Bill Frosch, WISH, Indianapolis.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Wanted-aggressive newsman to write, edit and deliver strong local news. Mobile unit available. Beginners with ability considered. Write resumes, tape and photo to Manager, KORC, Mineral Wells, Texas. State salary desired.

Immediate opening for radio home economics air work and some writing. Good salary, month vacation and other benefits. Degree required. Send complete information, audition tape to Ken Thomas, KSAC, Kansas State College, Manhattan, Kansas.

This top rated independent needs hard working staff man for fast pace production operation. Excellent working conditions with extra benefits. Top salary for right man plus talents. Send background, resume, photo, salary requirements and audition to Ed Holliday, Radio Station WOKK, Meridian, Miss.

RADIO

Situations Wanted

Management

Presently employed as manager, chief engineer, salesman, announcer and porter. Would like to move on after six years. Have increased station revenue here. Details by mail. Box 268B, B•T.

14 years experience as newscaster and night manager with largest independent station in metropolitan New York. Looking for permanent position as assistant manager or program director. Eastern states preferred. Box 328B, B•T.

Announcers

Rock & Roll—jazz dj, news. Now employed in million market. First rated experienced negro with first phone. Box 152B, B•T.

Sports announcer. Football, basketball, baseball. 7 years experience. Finest references. Box 974A, B•T.

Dee jay, personality. Run board, restr. ticket. Likes work. Looking for spot to grow in. Go anywhere. Tapes and resume. Box 991A, B•T.

Gal dee-jay, run board, double as receptionist if needed. Plenty of ideas to grab audience. Tape and resume. Box 992A, B•T.

Negro dee-jay. Good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 112B, B•T.

Top negro dj. Now in top market. Highly experienced all phases. Great job for great station. Box 151B, B•T.

Experienced, married announcer, versatile, college, non-drinker, presently employed, first phone—Jan. Box 269B, B•T.

Experienced engineer, polished announcer desires combo position with serious music station, fm or am, metropolitan area. Box 316B, B•T.

Experienced announcer, college degree, single, veteran. Experienced production and promotion. Box 317B, B•T.

Area's top dj, 24, single, draft exempt, college grad, 4 years experience radio-tv, strong commercial, news and sports. Presently employed by top station, excellent references, reliable, ambitious, looking for new opportunities, thoroughly experienced in all phases of station operation. Resume and photo available, desire personal interview, will consider all replies. Box 318B, B•T.

DJ-announcer, presently employed, prefer independent operation, 1st phone. Box 329B, B•T.

Colored dj combo man. Experienced on console. 3 years experience. Non drinker. 3rd class ticket. Deep resonant voice. Good diction, delivery. Can handle news. Can mimic several voices and dialects in conversation. High school grad, some college. Sell own accounts, handle remotes. Will go anywhere to better position. Want permanent position, no floater. Tapes, resume upon request. Box 335B, B•T.

Attention, fast moving station. Experienced announcer in sports play-by-play, news, sales, dj work. Will travel. Married. Prefer college town but consider other locations. BA Degree, available immediately. Box 336B, B•T.

Announcer, newscaster, dj experienced. Locale unimportant if future and salary lucrative. Box 337B, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Sports announcer: College graduate 24 years old, former army officer, married, 5 years radio experience as sports director, play-by-play announcer, and newscaster. FCC permit, 2 years organized baseball experience. Athletic director 2 years in Europe. Box 341B, B•T.

Announcer-dj, desires permanent job on west coast. Now Portland market. Box 342B, B•T.

Personality-dj, now working in major market of 4 million. First-phone, will travel if price is right. Vet, 24. Box 345B, B•T.

Experienced announcer, 1st phone, wants position in north-west. State salary. Box 347B, B•T.

Mature announcer wants opportunity with progressive station in east. Box 349B, B•T.

Hot OP dj wants change, indie only. 1 and 2 for nine years in 3 big markets. $150.00 per. Write Box 357B, B•T.

Young, blind street musician, born in Vermont 24 years ago, seeks position with radio station as disc jockey. Two years high school education in addition to Perking School for the Blind and Cambridge School of Radio and Television. American Foundation for the Blind has supplied reading glasses which give sufficient independence to stand at mike. Interested mainly in doing country disc jockey show. Box 359B, B•T.

Announcer, music, news, commercials; experienced. Tape available. Prefers competitive market. Box 360B, B•T.

Available now New York area only. Freelance, news, sports, special events, film, commentator, editor, writer. Radio-tv. Executive type. Presently with major network in New York City, has free time for work in New York, Connecticut, New Jersey, Pennsylvania. Many years in field in USA and abroad. Box 361B, B•T.

Announcer-dj, desires position with progressive station in Delaware, Virginia or Maryland. All offers considered. Experienced, dependable, conscientous. Excellent references. Presently employed. Box 366B, B•T.

Calling all stations! East, west, north, south! Looking for announcer's job with future. Ready and willing to learn all phases of station operation. Have advertising agency experience in copywriting. Hours and salary secondary to professional experience. Have tape or record, photo, at request. Box 367B, B•T.

Deep resonant voiced announcer with working knowledge of the business. Serious, getting married in December. Prefer news, commercials, dj. Available immediately. Box 368B, B•T.

Seeking job as staff announcer radio-tv. Thoroughly trained. Live commercial experience. Pleasing voice, personality. Tape available. Box 369B, B•T.

Dynamic husband-wife team. Can offer you any combination of two announcers, first and third tickets, two copy-writers, assistant program director, stenographer, sales. Experienced. Available in January. Best offer gets this money-making combination. Box 370B, B•T.

Available October 1, sportscaster, three years play-by-play-color Big Ten football. Central-southern Florida preferred. Reply Box 372B, B•T.

Top country-western dj. Staff. Guitar. Third. Thoroughly experienced. Box 373B, B•T.

Announcer: Would like to settle in midwest. 24 years old, married, veteran. Have 4 years experience with records, news, sportscasts and tv announcing. Box 382B, B•T.

Negro dj, 26 years, married. Stable, three years experience. Can supply best references. Trained in Storz programming. Strong on news ad lib, want to get ahead. Midwest, north preferred, no deep south. Tape and resume on request. $100 minimum, am worth it. Box 394B, B•T.

2 announcers. Both studying for first phone. Both versatile, reliable, hard working, competitive, good voices. 1 with 2 years experience, 1 short on experience. Both veterans. Opportunity more important than starting salary. Phone National 2-1672 or write 4914 Oakdale, Chicago 41.

Stop! Will a competent broadcasting school graduate meet your requirements? Contact Parker Gronwold, 1338 Marenge Ave., Forest Park, Illinois.

RADIO

Situations Wanted—(Cont'd)

Announcers

Staff announcer. All staff duties. Married, experienced, Helder, #1—West 7th Street, Frederick, Maryland, Monument 2-4331 after 4 P. M.

Top country and rhythm and blues dee jay—available immediately. Fast, breezy, program, good adlib, with rural appeal. I do not have a 1st ticket. Contact Jack Moshier, 1109 Wayne Avenue, Dayton, Ohio.

Staff announcer, 26, available immediately, specializes in all sports, operate console, has tape, 3rd class, desires permanent position. Larry Myers, Loveland, Colorado.

Girl staff announcer, continuity, traffic, board, newscast. All staff duties. Helen Rose, 737 11th Street, N.W., Washington, D. C.

Experienced announcer-dj, twenty-one months with top rated tristate indie, desires affiliation with progressive station in medium market. Presently employed, smooth, sincere delivery, solid background including tv, operate board, 3rd phone. Married, vet, have car, Cris Rogers, 511 North 25th Street, Middlesboro, Kentucky. Phone 576.

Experienced staff announcer. 26, married, veteran. Prefer state of Wisconsin. Norman Smith, Route 3, Box 335, Vienna, Virginia, Jefferson 2-0046.

Five years radio, third class, married, college. Needs job now. Wally Wagner, 604 East 20th. Jasper, Alabama.

Desire Texas or Oklahoma for personal reasons. 14 years experience with western-country and pop personality shows. Nodrifter. Have worked at only 3 stations in 14 years. References galore. Excellent early morning man. Multi voices. Have first phone. Write, wire or call, Bostick Wester, KBAB Radio, Town and Country Hotel, San Diego, California.

Top notch disc jockey and sportsman desires to relocate in metropolitan market on east coast, preferably Washington, Baltimore, Philadelphia, or New York. Presently have top-rated morning show in Savannah, Georgia. Play-by-play all sports both live and recreated. Top ratings can be yours. Salary minimum $500.00 monthly. Contract basis only. Ten years experience all phases, married and three children. If interested in top ratings and who isn't in radio, write Box 395B, B•T.

Technical

Engineer-announcer experienced available soon. Box 376B, B•T.

Chief engineer, want larger station or tv. Box 384B, B•T.

First phone men available. Contact Grantham School, 1505 N. Western Avenue, Hollywood, California.

Production-Programming, Others

Experienced girl Friday available for small radio or tv station. Can do copy, traffic, air work, take dictation, have car, single. Veteran. 32. Box 286B, B•T.

5,000 watt news director wants to learn more in top news station. Salary no object. Box 323B, B•T.

Employed, want program directorship, family, 5 years radio, 2 television. Box 326B, B•T.

Valuable air woman, over ten years experience. No prima donna or phoney. Community-client-air liaison produces results. Target: Sound professional climate, lively market, interesting potential. Box 348B, B•T.

Trouble shooting team. Will make your music-news operation top rated station in your market within six months. This service provides PD, copywriter, two top rated dj shows daily. Our background assures success. $355.00 weekly. For details write Box 355B, B•T.

Classical music is my line. Past four years program director of one of nation's largest classical music stations. 18 years radio experience: announcing, programming, production, promotion, sales and management. Two years manager of one of nation's outstanding symphony orchestras. Box 392B, B•T.

FOR SALE— TWO STATIONS IN FAR WEST

STATION 1—250 w full time in city of 35,000. Price $150,000 with terms available. Receivables of $20,000 go to buyer. Studio and transmitter rental $150 monthly. Station grossing at more than $130,000 rate and netting in excess of $40,000 to present owners.

STATION 2—5 kw daytimer with 1 kw at night available, in city of 5,000. Price $75,000 but will consider less with substantial down payment. Approximately $7,000 in accounts receivable goes to buyer. Station grossing at $65,000 rate. Studio rental $100 per month. Exceptional economical operation in good market.

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NEW YORK
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CHICAGO
35 East Wacker Drive Randolph 6-6760

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

If there are ten music-news indies in your market and you want top spot, allow me to put ten years of hot OP experience to work for you as PD. $160.00 weekly. Write Box 356B, B•T.

Copywriter with AB Degree, I've brought top results often. Top salary required. Box 364B, B•T.

TELEVISION

Help Wanted

Announcers

Two live and booth announcers wanted for new NBC-ABC station opening in late October. Send full details, picture and tape to Box 379B, B•T.

Technical

Wanted-operator with first class license for radio-television operation. No experience. No announcing. Good working conditions. Located north central area. Box 294B, B•T.

Two engineers needed by gulf coast vhf. Box 330B, B•T.

Immediate opening for engineer with 1st phone license. Salary based on experience. Leading Kansas station, film and live color. Contact R. V. Goyette, KARD-TV, Wichita, Kansas.

Immediate opening engineer with first phone license. Expanding schedule. Excellent salary based on experience and ability. Permanent position. Send resume, references and photo first letter. Chief Engineer, KKTV, Colorado Springs, Colorado.

2 engineers with 1st class licenses. Fulltime studio control room openings. RCA equipment at maximum power station. Insurance and hospital benefits. Send resume, references and salary requirements to Technical Director, WCHS-TV, P. O. Box 1153, Charleston 24, W. Va.

Television engineer opening exists in our engineering department for experienced man or recent television school graduate. New building, 40 hour week, time and one-half for all over 40 hours, air-conditioned operating spaces, 5 holidays per year, paid vacation and excellent living conditions. Contact Chief Engineer, WFMY-TV, Greensboro, N. C.

We have an opening for an experienced engineer due to expansion of our facilities. Contact Chief Engineer, WJBF, Augusta, Ga.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Director-announcer seeking advancement opportunity. Need man capable of assuming operation-management now and moving up to manager's assistant in sales promotion, etc., if he can deliver. Excellent opportunity. Southwest. Send resume, recent snap shot, present salary to Box 277B, B•T.

TELEVISION

Situations Wanted

Management

Nine years television experience. Administrative and sales management. BA Degree, 34, family, proven record. Box 289B, B•T. for complete resume. Desire move within ninty days.

Sales

Salesman. Need someone who will work? Ten years radio/tv, sales and sales management. Family. Thirties. Stable. Good record, good references. Resume. Box 374B, B•T.

Announcers

Ten years play-by-play college-high school football-basketball and minor league baseball. 13 years radio. 2 years tv sports shows, football films, panel and variety shows. Desire radio-tv combo with sports schedule. Excellent references. Married. Employed. Box 239B, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Talented young man with highly successful children's tv show, plenty of experience in this field—consistently outrated network competition, many commercial success stories, would like move to larger market. Industrious, loyal, references, resume available. Box 321B, B•T.

Happy with but not married to present job. One-man package, consisting of news director-caster, weatherman, and announcer (all top accounts), is looking for a home. 7 years radio, 4 years tv. Sincere, believable presentation. Pleasant, authoritative voice. Family. Consider any real opportunity in major east coast market if money guarantee is right. Box 332B, B•T.

Experienced announcer, 2 years tv, 3 years radio, wants TV. Staff, sports, production. Married, 27, tape, photo, resume. Box 350B, B•T.

Sportscaster, 6 years commercial tv. Experienced film production, editing local, state sports. 10 years present location. Ripe for change with future at right financial return. Box 378B, B•T.

Technical

Engineer, 8 years experience, 2 years DuMont studio and transmitter, 6 years RCA studio monochrome and color, 3 years at key net station. Box 334B, B•T.

1st phone, 5 years am-fm-tv desires position in Florida in radio or television. Married and reliable. Box 354B, B•T.

Experienced tv transmitter engineer desires position preferable in southeastern U. S. Reliable family man experienced both uhf and vhf studio and transmitters. Box 380B, B•T.

Production-Programming, Others

Director. Two years experience. "Can give high quality productions with low cost know how, can handle local commercial spots with variety and care, a very good imagination with the ability to put it to good use." Box 804A, B•T.

For hire: Character, ability, experience, personality. Producer-actress-writer-director with long experience every phase show business. Ten years top network tv New York and Hollywood. Top awards for production. Educated, cultured, attractive, smart. Looking for future management level with television/radio station, advertising agency or public relations firm. Can be gold-mine for progressive organization desiring quality and creativeness. Box 117B, B•T.

Continuity director with traffic, promotion, art experience desires permanent position in southwest. Arizona, Nevada, New Mexico preferred. Single, college, presently employed. Box 229B, B•T.

What's new, your major am-tv market will know if I'm your news editor or director. English degrees, resonant voice, familiar all news techniques. Box 308B, B•T.

Producer-director. PD experience. 3 years tv, college grad, single, 27, veteran. Box 315B, B•T.

SRT program-production grad, some writing news, fiction, secretarial, female—what have you? Box 381B, B•T.

Experienced program director—versed in all phases of television, available September 15. Non-drinker, college man, married, 5½ years experience television. Box 385B, B•T.

Sales. Extensive contacts ad agencies, tv, radio, film. Thorough knowledge all phases programming. Personable, good mixer, mature, executive type who inspires respect, confidence of top brass. Box 393B, B•T.

FOR SALE

Stations

500 watt daytime independent station in California one-station town. Asking $35,000.00 with $20,000.00 down. Must sell. Box 301B, B•T.

Florida! East coast city. 250 w full time. Excellent equipment with good signal in attractive booming market. Price $165,000. Half down. $12,000 in net quick included. Box 363B, B•T.

Daytime kw independent in warm, sunny winter resort area. Ideal for experienced broadcaster who wants to enjoy life while making a good living. In black and billings increasing daily. $75,000 full price. Terms to suit buyer. Write Box 390B, B•T.

FOR SALE

Stations—(Cont'd)

Florida small market station. $35,000. Terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Carolina single station market station including physical plant, $45,000 total, half financed. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Metropolitan market, small, in booming southwest. $150,000. Paul H. Chapman Company, 84 Peachtree, Atlanta or 17 East 48th, New York.

California 24 hour kiilowatt metropolitan independent $65,000.00 down. Terms. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles, California.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

For sale: 12 kw GE uhf transmitter, frequency modulation monitor. Unusual opportunity. Box 734G, B•T.

UHF equipment, used. 1 kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Very reasonable. Box 946A, B•T.

Presto tape recorder—Includes tape transport mechanism, type 900 R-1, serial #152 amplifier type 900A-2, serial #732 in portable cases. Box 283B, B•T.

Retma Sync generator. 14" rack mount. Good condition. First $875. Box 322B, B•T.

4-bay General Electric fm antenna. Box 325B, B•T.

1 kilowatt UHF tv transmitter complete visual and aural in perfect condition, with transmitter control console. Diplexers, filterplexers, frequency and modulation monitors and antenna. All you need to go on the air are film projectors, vidicon camera, and sync generator. Will install and guarantee operation. Best price will get it. Make an offer. Box 358B, B•T.

Ampex model 400 portable, presently in operation at professional recording studio. Best offer over $400.00. Box 365B, B•T.

869-B rectifier tubes, new Government surplus in original cartons guaranteed. Only $45.00 each. Box 371B, B•T.

Three Blaw-Knox type CN self supporting towers 200 ft. overall including complete lighting on each. Towers now standing. Also available antenna tuning units for same. Make offer. WHIS, Bluefield, West Virginia.

1 Gates RCM12 remote control system complete. WMTA, Central City, Kentucky.

WANTED TO BUY

Stations

Principal interested in medium sized stations in midwest. Give complete details as to gross, net, price, terms, etc. Strict confidence respected. Box 228B, B•T.

Would like to invest in existing or proposed radio station and participate actively. Background covers all phases of radio, tv. Box 290B, B•T.

Radio station wanted with annual sales of $100,000-$300,000 by responsible, well-financed individual. East or midwest. Box 327B, B•T.

Sales manager, 10 years solid experience. Has enough personal capital for operating funds, interested leasing radio property, option to purchase. Box 375B, B•T.

Radio executive will buy one or two small New England stations. No brokers. Offers strictly confidential and acknowledged. B. D. Caster, Box 507, Madison, Conn.

Stations wanted. Texas, New Mexico, Colorado, Missouri, Kansas, Arkansas, Louisiana, Oklahoma. Ralph Erwin. Broker, Tulsa.

Stations wanted now! Not interested in your gross receipts or your net profits or your private life. If the station has a market and a signal, please holler at me now. Ralph Erwin. Broker. Tulsa.

Stations wanted. Private, conservative service to station owners. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

WANTED TO BUY

Stations—(Cont'd)

Stations wanted. Sold: 60% of all the AM stations offered by this agency since its establishment. Ralph Erwin. Broker, 1443 South Trenton, Tulsa.

Radio station grossing from $80,000 to $100,000 in south, southwest or Pacific coast. Radio and News, Inc., Box 128, Sweetwater, Texas.

Equipment

Need low priced, used 250 or kilowatt radio transmitter and all studio equipment. Box 344B, B•T.

Wanted: RCA BQ-1A turntables (2), which play only 33 and 45 microgroove. Chief Engineer, WFBR, Baltimore 2, Md.

Wanted: Portable sync generator. Prefer RCA but will consider any make. Give complete information and price. WHIS-TV, Bluefield, West Virginia.

INSTRUCTION

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821-19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

MISCELLANEOUS

Wanted! Stories, biographies, and photos of gospel singing groups, gospel music dee-jays, from your station for publication in "Who's Who in Gospel Singing." No charge! Gospel Singing Director, 536½ Broad Street, Gadsden, Alabama.

RADIO

HELP WANTED

Announcers

ATTENTION

MONEY MAD DJ'S

With a uranium mine in the family, we've got money. Would like to share same with you if you are an outstanding personality dj with excellent rating in your present market. Send air check of disc show and newscast. Make it exciting, our checks are.

In addition to uranium and money, we also own radio and tv stations in seven markets. Let's hear from you today. Box 386B, B•T.

WANTED—ANNOUNCER

An opportunity for an experienced announcer to handle important morning programming. Considerable creative skill and commercial ability required. Send resume of background and experience with audition tape and photograph to Vernon A. Nolte, WJBC, Bloomington Illinois.

RADIO

Situations Wanted

Announcers

TOP AREA WAKER UPPER

Entertainer and informer who can also handle midmorning and afternoon spots —12 year DJ desires change—Competitive market only

Box 362B, B•T.

BOB JONES OF
"GROANS BY JONES"

Popular morning show for years

Available!

11 Branch Court
Greensboro, N. C.

Tel. No.
BR 5-7625

Production-Programming, Others

HI!

Here's a music show that's rated tops in a big market without using all rock and roll. Just good programming. Interested?

Box 346B, B•T.

TELEVISION

Help Wanted

Sales

WANTED: Salesman and saleswoman for new UHF Television Station, WOWL-TV, Channel 15, Florence, Alabama. Guaranteed draw and commission. Conversions going fast in UHF island. Right man has the opportunity to be commercial manager, assistant manager and even manager. Modern plant facilities, excellent communities in which to live. Send all information air mail including experience, picture and minimum draw required. Experience not nearly as necessary as basic ability, enthusiasm energy and drive.

DICK BIDDLE
P. O. Box 634
Florence, Alabama

TELEVISION WRITER

VanSant-Dugdale, long established 4-A Baltimore Advertising Agency of 100 people needs a writer for growing TV-Radio Department. He must be experienced in commercial writing, able to develop ideas and write with a minimum of supervsion. Work involves live and film TV and radio. Salary open, profit-sharing, retirement plan, life insurance. If you qualify send resume, including salary requirement, to Robert V. Walsh, Director of Radio-TV, 15 E. Fayette Street, Baltimore 2, Maryland.

FOR SALE

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

WANTED TO BUY

Equipment

WANTED—750'-800' guyed tower

3 or 10 KW FM transmitter

3⅛-6⅛ transmission line

Cash waiting

WLNA—Peekskill, New York

EMPLOYMENT SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 Fourteenth Street, N. W.
WASHINGTON 5, D. C.

INSTRUCTION

96% OF ALL GRADUATES OFFERED POSITIONS IN RADIO OR TV!

Courses in Announcing, Acting, Writing, Production. 1 year of intensive training. Founded in 1934. Professional teachers with national network background. Term starts September 26th.

NATIONAL ACADEMY OF BROADCASTING
1736 Wisconsin Ave., N.W. Wash., D. C.
Dept. B

NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel.

SPOT IN '57 TO REACH $660 MILLION

- **SRA says $460 million expected in tv, $200 million in radio**
- **Webb reports healthy business conditions in B•T interview**

Station Representatives Assn. this week celebrates its 10th anniversary. To find out what it has accomplished, what its objectives are, what its position is on important business questions—and to appraise the state of spot radio and television as a whole—B•T invited Lawrence Webb, managing director of SRA (formerly known as National Assn. of Radio & Television Station Representatives), to participate in a tape-recorded interview. Here are the questions and his answers.

Q: Sept. 26 marks the 10th anniversary of Station Representatives Assn. Tell us what SRA stands for? Why was the association formed? What has the association accomplished in the last ten years?

A B•T INTERVIEW

A: SRA was founded by a group of radio (which now includes television) station representative firms on Sept. 26, 1947, to do all things necessary and proper to encourage and promote the customs and practices which will strengthen and maintain the ability of its members to serve the stations represented by them, the broadcasting industry, and the public; to foster and promote the development of non-network radio (and now television) advertising; and to gather and disseminate information about radio and tv broadcasting and the advertising industry, which will be useful to its members and enlightening to the public.

Q: How many radio and tv station representative firms are members of SRA?

A: There are now 21 radio and tv representative firms who are members of the association.

Q: How does a radio or tv representative firm become a member of SRA?

A: By action of the board of directors, or a vote of the entire membership of the association.

Q: What percentage of the national radio and tv spot business is placed by member firms of SRA?

A: The exact percentage is not known, but judging from the number of stations represented by member firms in the important marketing areas, it is estimated that member firms of SRA account for approximately 60% of the total national spot business.

Q: How does SRA define spot radio and/or television? In other words, what do you mean by spot?

A: Spot radio and/or television is defined as the use of local radio or tv to the fullest extent an advertiser can use it, including every market in the country, or only those markets where the advertiser's distribution and sales problems call for special advertising support. Spot radio or television allows advertisers to pick the markets, the times, the stations, and the local personalities who will do the most productive selling job possible.

Spot radio or television has one tremendous advantage over other media, because of the flexibility and, above all, the immediacy of the radio-tv. Such features, coupled with the fact that you can prove you get results from the sales.

Q: Just what is the situation in national spot? Maybe we'd better consider radio first.

A: Spot radio is good. The estimated figures for 1957, which have just been released for the first six months, total $95,401,000. Sales for the same period in 1956 were estimated at $69,215,000. That represents a 1957 gain of 37.9%

Q: Do you have figures for '55?

A: We do not have figures for the first six months of 1955, but for the year 1955 we know total spot radio sales were $120,400,000. That, of course, is national spot radio.

Q: In the first half of this year you are almost up to, or better than three-fourths of the way toward the full year '55 in spot radio?

A: That's right. Please remember, these are estimated figures for the years 1956 and 1957. They are not official FCC figures. These are the figures compiled for SRA by Price Waterhouse Co. from information submitted to Price Waterhouse by the member firms of SRA.

Q: What does your estimate show for the entire year of 1957?

A: We have estimated total spot radio sales at $200 million for 1957. If the last six months turn out as well as the first six months, we are not going to miss the $200 million mark very far. We may even exceed that figure.

Q: This will be the best year you have ever had, won't it?

A: Yes.

Q: What's the highest, $150 million?

A: On an estimated basis, the sales for 1956 were $149,921,000. Officially, 1948 was the biggest year, when total sales were $134 million, according to FCC figures.

Q: And spot television . . . how's it going?

A: As you know, the television figures are released by TvB, but for the year 1957 we have estimated that spot television will do $460 million. For the first six months of this year, total tv spot is estimated at $235.8 million, according to the information released by TvB.

Q: That is ahead of the same period last year, isn't it?

A: Yes. By approximately, 16%, if I am not mistaken.

Q: How do you account for radio's increase in spot? Why do you think it's so much bigger this year than it was the year before, and the year before that?

A: Well, I think it can be summed up by saying that advertisers have rediscovered the selling power of spot radio. With the tremendous out-of-home listening, spot radio delivers an audience for the advertiser at a cost-per-thousand that cannot be matched by any other medium.

Q: By out-of-home listening, do you mean automobiles?

A: Automobiles and portable radios. I don't know who coined the phrase, but "wherever you go there's radio" is a fact. One member firm of SRA recently pointed out to advertisers that radio is now taking the place of billboards. Perhaps you have read the presentation pointing up this fact. I am sure you will find a great deal

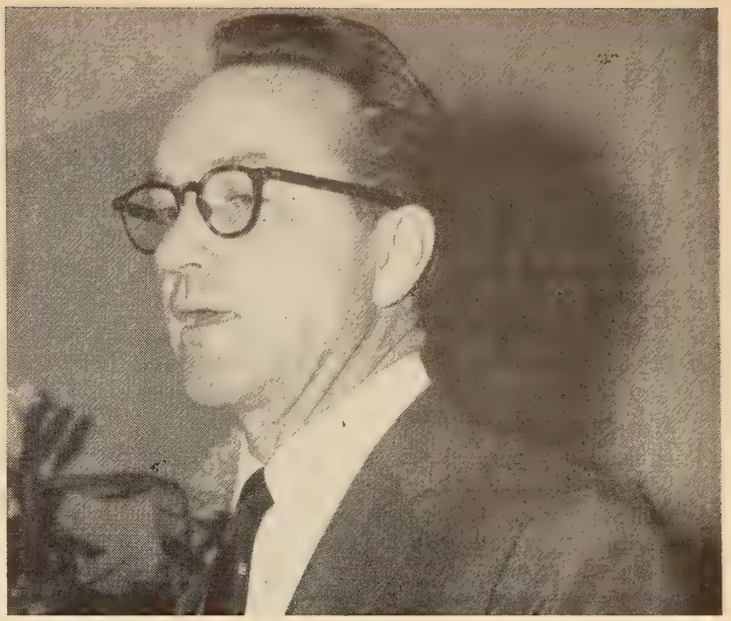
more of such information in the months to come, because radio is truly a great outdoor medium of advertising. Our greatest problem at the moment is finding the proper way to measure the tremendous out-of-home audience. But we will find a way.

Q: At least one newspaper and at least one television network say that there is a softness in the television market. Do you find that true in spot television?

A: In general, no. The story which was released by the newspaper was wrong, insofar as spot tv is concerned. Had they gone into detail, they would have discovered that spot television was not down over last year. They were talking primarily about the networks, and I am sure even the networks will prove the story was wrong before the year is over. But there's probably no question that some markets . . . and this is true in radio . . . in some of your smaller markets there is, to use an often misused word—softness—in radio as well as television. That's primarily true in some of your newer tv markets. They are not generally classified as major markets.

Q: You don't think that there's any slackening in television spot buying?

A. No. As a matter of fact, buying in spot television has increased. There are many new spot campaigns under way, and I



feel sure spot tv will reach the estimated $460 million figure. Advertisers are finding new and better ways to make spot tv advertising work for them.

Q: You said advertisers are finding new ways of using spot. Is there anything specific you would like to talk about?

A: Advertisers are finding new ways to make half-hour spot programs work for them, and they are finding new ways to promote spot buys in the different markets throughout the country. There have been some exceptional promotion campaigns for spot buys, which have greatly increased the value of tv spot advertising for the client.

Please let me point out that I do not mean to indicate that network television is not a good buy for some advertisers. But there are many, many advertisers who can use spot television to a greater advantage, depending on their market situation and the products which they are selling.

Advertisers are finding new ways to promote their spot buys in the different markets. They have come up with new merchandising slants and gimmicks which not only increase the audience of the program, but also they are able to promote it to their distributors and their local dealers.

Q: There appears to be some pressure by advertisers against the 52-week contract in network buys. Is there any indication of that type of pressure so far as spot is concerned?

A: To my knowledge, the answer is no. Ordinarily advertisers can buy spot on as small as a 13-week basis. Of course, if they're buying a syndicated program, then the time deal with the station generally goes along with the commitment which the advertiser or the station has made for a syndicated program. I think you'll find the minimum is 26 weeks on a syndicated basis.

Q: Carrying that just a little further, if a station buys a program from a syndicator, sells it to the advertiser, and if he had bought it for, say, a full year . . . does he insist on the advertiser taking it for a full year?

A: If the station buys a program from a syndicator, he's going to try to sell it to one advertiser, but he does not insist that one advertiser take it for 52 weeks. He can sell it to one advertiser for 26 weeks and, if at the end of such period the advertiser does not renew, the program can be sold to other advertisers.

Q: But like a network, wouldn't the station prefer a 52-week contract with one advertiser?

A: Of course.

Q: You said earlier that television network was still a good buy for some advertisers. Would you tell our readers why advertisers should buy spot?

A: The biggest advantage of spot is the versatility and the flexibility of the medium, whether it be radio or television. The advertiser gets better sales results and, after all, the greatest thing he has to consider is whether or not the advertising medium will sell his merchandise. If it doesn't, he isn't going to use it. That's why spot television and spot radio will continue to show increases, because they *will* sell merchandise.

Q: What is the average station lineup for spot buys today? Is it bigger today than it was in past years?

A: Yes. Many advertisers not only are buying the top markets, they are buying also the secondary markets—markets over the 100 classification. However, the largest gains are shown in the top 25 or 50 markets.

Q: By big gains, do you mean frequency?

A: Increases in frequency will add up to increases in dollar volume for any market.

Q: What you're saying is that spot business has increased tremendously for top markets but not much for the smaller, secondary markets?

A: That's right.

Q: What can the stations in the secondary market do about it? Is there anything that these stations initially can do to increase their billings more?

A: In trying to answer the question, you must consider the problems of the advertiser, whether or not he has distribution in such markets. If his product is available, is it a problem spot for his product. He may have bad or no distribution. He may have a bad dealer setup. Some stations have been very successful in working with advertisers in helping them solve their problems, and as a result more advertising dollars are being spent in their markets. Of course, stations must constantly try to improve the quality of *their* product —their programming—which makes it more attractive as an advertising medium.

Q: Is any consideration given to the regional advertisers who are the most likely prospects for the secondary markets?

A: Yes. In that respect a lot of the selling to regional accounts directly is done by the station as well as the station's national representative. Member firms of SRA do a lot of work with regional advertisers. The representatives' regional offices—in Detroit,

Atlanta, Dallas, Houston, on the West Coast—are constantly selling spot radio and tv to the regional advertiser.

Q: In radio the early morning, noon and late afternoon periods are going well. What are the other periods of the day doing?

A: So far as nighttime radio is concerned, it looks much better. As a matter of fact, in some of your top markets nighttime radio is becoming as hot as the other segments of the day.

Q: In major cities?

A: Yes. For example, I am told that it is difficult to buy spot radio in Los Angeles at any time on the better stations.

Q: Is there any particular reason why this should happen in Los Angeles, and not in Chicago or New York?

A: I think it can be attributed to the outstanding job of programming which they are doing. In the past, many stations have relied too heavily on networks to program their evening hours in radio, and they've done rather a bad job of it. Networks have not concentrated on programming for radio at night. It is beginning to dawn on stations that if they're going to sell nighttime, they must program it themselves. And many stations are doing a good job of it. Ratings prove they have a nighttime audience and, as a result, advertisers will buy.

Q: What program formats are proving most successful at night?

A: Generally a news and music format, a program format which even the networks have been using quite extensively, but not with the same results.

Q: You mean the stations are doing it better than the networks?

A: Yes. Networks will never be able to replace local personalities —the people who really sell the merchandise for the advertiser.

Q: There seems to be some difference of opinion among rep firms as to whether the move to expand nighttime activities should be (1) to reduce rates or (2) to sell harder and program better. Has SRA taken a position on that?

A: The thinking among the firms who are members of SRA and, I think you'll find it true of practically all representative firms in this business, is that we must improve the quality of the product into effect probably would not average more than 10%.

Q: What would you say is the situation on daytime television as far as sponsors are concerned?

A: The daytime sales have increased. But there are, I'm sure, some good availabilities to be had in almost any market in daytime television.

Q: This includes morning?

A: Right.

Q: How about nighttime?

A: Nighttime in a lot of markets is very tight, but in some markets there are some availabilities. As a whole, the tv spot picture is good.

Q: What are some of the big problems that spot faces, or does it have any big problems?

A: The day spot radio and tv cease to have any problems is the day to start worrying, because the day you have no problems, business is really bad. The spot radio and spot television business is good and we do have problems. One of the problems in tv is bartering time for films.

Q: What is SRA's position on bartering?

A: Film-for-time bartering deals are bad for the advertiser, the station and the syndicator.

Q: Why?

A: Many film barter deals are either outright brokerage arrangements or very close to them. As you know, the FCC objects to brokerage arrangements. Film barter deals could invite an FCC slapdown, which may have restrictive consequences in other areas, and there are indications that the FCC may take a very close look at all such deals. Most of the barter deals tie stations up for as many as three to five years, thereby constituting a lien on station time which the FCC might interpret as loss of program control by the licensee.

Some barter arrangements grant preferential rates to one group of advertisers which are not available to others, which is in violation of the provisions of the standard AAAA contract. Barter deals make it possible for film vendors to sell time at lower than rate card rates in competition with the tv station's own salesmen

A B•T INTERVIEW CONTINUED

and sell harder. That's the way most of them are talking to the stations. If we are going to sell nighttime programming, we must improve the quality of the product, thereby increasing the listening audience.

Q: At least one firm says that advertisers and agencies have psychologically written off radio, more or less, and that the only way to get them back into it is to be dramatic and cut rates, that just programming better won't do it.

A: I answered that one previously when I pointed out to you that we have proven that by improving the quality of the product you can sell it. Cutting rates will not increase a station's audience, and without an audience radio or television advertising would be a bad buy at any price. Price cutting is not the answer. I am not a believer in rate cutting. In many cases, increasing the cost of whatever you're trying to sell will do a better job of selling than cutting the rates.

When you start cutting rates, you are too apt to leave the impression that it's no good at any price, whereas if you increase the rates, you obviously are improving the quality of the merchandise or the product which you are selling. I've seen it work where new management has moved into a radio or tv station, and it will work in many more cases. Radio has been underpriced for too long. Advertisers have been buying it for bargain prices for too many years.

Q: Are many stations raising rates?

A: The percentage is small, and the raises which they have put and representatives. Barter deals which trade time for film and authorize resale of time by the film vendor, run counter to the exclusivity provision in most representative contracts, thereby embarrassing the representative by creating a competitive and confusing alternate source of time for national advertiser. Barter deals frequently consume time and availabilities which could be sold to national or local advertisers for good dollars.

Any way you slice them, barter deals are not the answer to any problem, and they will wind up being the most expensive deals advertisers and stations ever got mixed up in.

Q: Could you be specific about the "indications" that the FCC may become interested in such deals?

A: The FCC network study group has asked many questions about barter deals. The matter, no doubt, will be covered in the forthcoming report of this group. It is inconceivable that such a study group could condone such practices, since they could very well lead to a monopoly in the business.

Q: Has SRA taken any position on the Bristol-Myers-General Foods deal?

A: The television trade practices committee of SRA reached the conclusion that under such arrangements

(a) advertisers may be regarded as alternate sponsors of any schedule so purchased

(b) the arrangements between two or more such advertisers do not involve time brokerage, since the stations concerned thoroughly understand who the clients are, which products

are involved, and at what rate each client shall be charged

(c) such arrangements do not grant the advertisers a hiatus, since contracts have definitely established when each advertiser will use the spot schedule purchased

(d) because such arrangements between two or more advertisers represent a definite commitment on the part of these advertisers for the period of time involved, the station concerned is not confirming orders more than thirty (30) days in advance

(e) apart from any conclusions reached by this committee, or by other persons interested in these matters, in the final analysis stations have the right to accept business under conditions they deem in their best interests, as long as they grant other advertisers similar opportunities.

Q: Going back to our first question, what has the SRA accomplished in the last ten years?

A: During the last ten years SRA has, in cooperation with its member firms, made literally thousands of presentations to time buyers, media directors and account executives of advertising agencies, as well as advertisers on the value of spot radio and tv advertising. It started the Crusade for Spot Radio in 1953, which was the beginning of the medium's climb to even greater heights than it was thought possible. SRA sparked the drive which led to the establishment of the Television Bureau of Advertising. It created and published the Spot Radio Estimator, which was distributed to practically every advertising agency throughout the country.

Working with member firms of the broadcast media relations committee of the 4As, SRA devised and made available to all representative firms a standard availability form for presenting availabilities to agencies. It established the formula for the use of the Nielsen Coverage Studies No. 1 and No. 2. It conceived and promoted the SRA standards of IDs in television to the point where the standards are accepted by practically every station in the country. It conceived and promoted the plan known as "Operations Desk," enabling agencies to use such name in the transmittal of all commercial material to tv stations. This plan has been accepted by about 99% of all tv stations.

Working with Price Waterhouse Co. for the past two years, SRA has gathered and released estimated spot radio dollar volume figures, as well as a product category breakdown of such figures. This is a continuing project of the association, and we hope we may eventually work out a means whereby such figures will be broken down by advertiser and product. SRA maintains the most complete up-to-date register of time buyers, account executives and media directors, as well as a list of the top advertisers for the use of its member firms.

Q: What are some of the new projects SRA is working on?

A: One of the current projects is the elimination of excessive paper work involved in the transactions between a representative, agency and station. Another project, which we have not given up on, but I am sorry to say we have not made much progress on, is the establishment of a central billing system for all spot.

Q: Could you tell us more about this project?

A: The possibility of establishing a central billing system for all spot radio and television has been under consideration for some time. The great problem for such a project is trying to work out a means of doing it whereby it will save the greatest amount of money for everybody concerned. In my opinion, such a system could be set up on the basis of a non-profit organization owned by the stations, much in the same manner as the organization of Broadcast Music Inc.

Q: What do the stations think about such a plan?

A: The station people I have talked with are very interested, inasmuch as they can see where they can save money, and also speed up the entire process of billing, as well as the elimination of errors, which is one of the problems we are always faced with.

Q: A few years ago there were a great many per-inquiry deals in radio. Do you find that there are many of these deals still around?

A: You may find a few stations still taking such advertising on a per-inquiry basis, but by and large, stations are not interested because they can sell the time at card rate. Insofar as television is concerned, per-inquiry deals never have made progress, except perhaps in smaller markets.

Q: What about the credit problem in radio and television advertising? Do stations have difficulty in collecting?

A: As a rule stations do not have any problem insofar as credit is concerned. This is especially true of the national advertiser. Once in a while a problem does arise with an advertiser who has overestimated or perhaps has gone in too deep, but I am sure you will find credit losses for radio and television stations are very small.

Q: Does SRA help its member firms where credit information is concerned?

A: Yes. If there is any question about an advertiser who may be new to the business, or who may not be established and does not have a credit rating, we try to find out as much of the background of such an advertiser as possible for all the member firms, who then can make their own decisions insofar as credit is concerned.

Q: Going back to the subject of ratings, do you find advertisers buying strictly on ratings, or are they learning more and more to evaluate other factors in the purchase of spot?

A: Although ratings are important, they are not always the answer when it comes to making a good spot buy in radio and television advertising. There are many factors which agencies and advertisers obviously take into consideration in making spot buys, such as the market itself, the stations located in the market, the programming of the individual stations, the management of the stations, their place in the community, the personnel of the stations and the relations between station management and the merchants in any given market who may be handling the advertiser's products.

Q: What about programming? Does SRA concern itself with station programming?

A: As an association, no. Member firms of SRA in working with their stations are always trying to improve the quality of the programming of their stations, because that is the product which they are trying to sell. Therefore, it behooves every representative to try to help their represented stations in improving the programming format, which in turn will increase the value of the station insofar as an advertiser is concerned.

Q: Has SRA concerned itself with trying to measure out-of-home radio listening?

A: SRA continues to search for ways and means of measuring such an audience, but I am sorry to report we have not found a truly effective way. We are fully aware that radio listening is so tremendous through the day and night that it is almost impossible to measure all such listening.

Q: In your opinion, what lies ahead for the station representative?

A: The role of the station representative has increased tremendously, and his importance to the welfare of the station, the advertising agency, and the advertiser has never been greater. The independent representative firms that truly do a selling job for their represented stations are most important cogs in the radio and tv advertising industry. They have been placed in an almost indispensable position as a result of their knowledge of markets, station operations, programming, research, marketing, and the general problems of the industry.

Stations can exist without networks, but they can't very well stay in business without some one to represent them in the market places of advertising. The representative will continue to grow in importance to the industry as the volume of radio and tv advertising increases.



Why Fels & Company prefers

Crosley WLW Stations

for Instant Fels Naptha

Golden Soap Granulets

"WLW Stations offer that important extra of mighty grocery merchandising tied up with top Station Talent. Yes, leading TV–Radio personalities star in product merchandising–promotion as the Crosley Stations' experts cover the store fronts by top–level trade contacts, personal calls and point–of–sale push. So the Talent–tuned, power–packed merchandising–promotion of the Crosley Stations really means business for advertisers."

Max Brown

Max Brown, Director of Sales
Fels & Company

Like Fels & Company, you'll get mighty merchandising–promotion for your products too with the WLW Stations. So before you buy, always check first with your WLW Stations' Representative. You'll be glad you did!

WLW *Radio* **WLW–T** *Cincinnati* **WLW–C** *Columbus* **WLW–D** *Dayton* **WLW–A** *Atlanta*

Network Affiliations: NBC; ABC; MBS **Sales Offices:** New York, Cincinnati, Chicago
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

MONDAY MEMO

from **LUCIAN CHIMENE,** *broadcast analyst, J. Walter Thompson Co.*

WHAT THE AGENCY TIMEBUYER REALLY WANTS: INFORMATION, PLEASE—AND LESS NOISE

A broadcast station is generally expected to supply time buyers with information about itself and the market it serves. Nowadays many thoughtful station operators are becoming concerned about the type and quantity of such information they should include.

And well they might be. Some timebuyers, having in mind the communication engineer's division of transmitted messages into an information (or meaningful) part and a noise (or meaningless) part, are beginning to have a feeling of drowning in noise while seeking the information necessary to do a better job. But occupational hazards aside, what type of data will be most helpful to the buyer and, in the long run, to the station that provides it?

Clearly, the most valuable information will be whatever relevant data the buyer does not already have, or have ready access to. By way of elaboration, consider first what this does *not* mean.

Ratings, while valuable, tend to be much over-emphasized in promotion material—usually, to be sure, by the station that has the fat ones that month. In all agencies sizeable enough to subscribe, the rating services are already being scanned by buyers, with particular reference to wherever a campaign is considered. And usually the rather special analyses made of ratings (such as, say, the number of quarter-hour firsts in non-network evening hours on weekends in summer) are not at all applicable to, or even comparable with, other situations which are being bought on presumably equivalent considerations, and which should be measurable by the same yardstick.

A BARE STATISTIC IS USUALLY MEANINGLESS

Another set of facts which could stand some de-emphasis is the group of garden-variety market statistics such as a city's population, effective buying income, total retail sales and all the rest. Any buyer who does not know which of the many fine statistical sources to use when he wants this information probably won't be using it anyhow. Furthermore, a statistical fact is never valuable by itself, but only as it properly relates to all others under consideration. It does little good for a buyer to be told a city has a population of 50,000, since that might place the city at the top or bottom of a list, depending on the type of campaign. The buyer will have to go to his source book anyway, to check on the rest of the list. And even when comparisons are already thoughtfully supplied to him, it may still leave the buyer uneasy.

A station might maintain, for instance, that when all its counties are added in, the market thus created is larger than Topeka, Tucson or Terre Haute. This sort of argument can shake up a buyer's list, until he pauses to reflect that if counties are likewise added to the stations in Topeka, etc., things return to normal, and these cities regain their places. Peace descends on the list again, but no good impression remains in the buyer's mind for the upsetting factor.

Turning to the positive side, how happy a buyer would be to reach into a station file and come out armed with information he cannot get elsewhere. He might find, for example:

- This is a factory town, with unusual shift times, which are . . .
- This town is down in a valley, so tv signals . . .
- An annual event brings in many visitors with a particular interest in common, who can be reached by . . .
- Local customs differ from normal, so the heaviest shopping days are . . .
- The reason the rate book lists the antenna as 270 feet below average terrain is that it gives the advantage of . . .
- Although ratings may not fully show it, a certain program has been so popular for the last ten years that . . .
- Trade is seasonal in this town, so it's best to concentrate advertising during . . .

THE TIMEBUYER SHOULD BE ALERTED

As an example of one of these, consider the small market of Sebring, Fla. During the week or so when important sports-car races draw car-fanciers from all over, Sebring becomes a concentrated market for certain types of products. Or take Holland, Mich., which stages each year a tulip festival that attracts gardeners and flower-lovers. Holland then becomes the center of another type of specialized market. A buyer may not even realize these opportunities exist; certainly he has no idea of the size of the available audience unless some alert broadcaster picks it up, develops the information and passes it on.

The point is, all these are verifiable facts which can best be dug out and documented locally, and updated as need be. If sent on to the buyer, they will surely be preserved and referred to—and the station's call letters at the top of the page as the supplier of information certainly won't harm its chances at that point.

Some stations, notably among them those under the guidance of one or two wise representative firms, have for some time been putting out this kind of information. In their enlightened efforts, the buyer sees hope of a less noisy tomorrow, full of the information which will make his job the easy one which he knows in his heart it will never really become.



Lucian Chimene; b. 1928 in Austin, Tex.; 1946 graduate of U. of Chicago. Joined J. Walter Thompson for a short term before putting in two years Army service where he was instructor in divisional radio school. Returned to JWT's media department, buying time for Ford and Ford Dealers, Lever Bros. and RCA. In 1956 took over newly-created post of broadcast analyst at JWT. Most important project thus far was analysis of Nielsen Coverage Study No. 2, resulting in tv coverage figures for agency use.

FCC Slug in the Toll-Tv Slot

WITH one eye cocked toward Congress and the other on the stock market, the FCC labored for two days last week on pay television and delivered a ruling on which both sides can claim victory.

The FCC didn't authorize on-the-air pay tv tests, as advocated by the proponents. It did instruct the staff to prepare a "document" looking toward limited tests, based on detailed explanations from station licensees and applicants (not the subscription tv entrepreneurs) as to how, when and with what equipment they would propose to experiment.

But the FCC then made a virtual nullity of this by stating that its action cannot be construed as an authorization for any test, and that it would not, under any circumstances, begin consideration of applications before next March 1.

The most important aspect of the FCC's action, if indeed it can be construed as such, is that it isn't going to authorize any test until after Congress will have been in session for more than 60 days. Thus, it is not defying those members of the House and Senate who advocate legislation to preclude any pay tv—open circuit or closed circuit—and who have admonished the FCC not to tamper with the temper of Congress.

Despite the circumlocutions, we think the FCC has acted wisely. The subscription tv picture has become hazy since the FCC last tackled the question. Broadcasters were almost solidly opposed to on-the-air toll tv before the promoters of closed circuit tv became active. The Bartlesville Telemovie experiment is on. These ventures, if successful, could have a profound effect upon free tv.

There is no assurance that the "open-wire" type of installation proposed by such entrepreneurs as Skiatron Tv, at comparatively low cost, will work within interference tolerances. And there is yet no assurance that the infinitely more expensive coaxial type of service involved in the Bartlesville experiment will prove economically feasible.

The big "if," assuming closed circuit wins initial public acceptance, is whether telecasters would choose to venture into "open-circuit" toll tv on their own assigned channels on a part-time basis. That they will be encouraged to do so by Zenith and others who espouse open-circuit is already strongly evident. The degree of their success or failure will be reflected in the replies to the FCC's new "document" which constitutes a ruling without a decision.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"It's tough drawing tv cartoons today . . . by the time I get a good gag about a show, it's canceled!"

The Pope's Encyclical

THE Catholic Church in every country is now under orders from the Vatican to organize a regular system of screening motion pictures, radio and television.

As reported in this publication last week, Pope Pius XII has issued an encyclical directing the church in all countries to use "positive action and authority" in preventing Catholics from being exposed to movies and radio-tv programs which conflict with Catholic doctrine.

The 13,000-word encyclical, which we have read in detail, is a firm but temperate document. It exhorts the priesthood to guide the Catholic laity in choosing movies to attend and radio and television programs to tune in (or out). It urges Catholics to disassociate themselves from the production of objectionable films and air programs. On its surface it is a directive confined to the Catholic community and, as such, would seem to be an in-the-family matter about which non-Catholics could have little legitimate concern.

It is in the execution of the Pope's orders, however, that there is reasonable cause for alarm. The encyclical directs the enlistment of the entire Catholic priesthood and laity in a massive program of self-discipline. Can this program be put into effect without the coincidental creation of machinery for censorship extending far beyond the Catholic community?

Under the Pope's directive, the general membership of the church in each country will receive its instructions from a national office of supervision which will view movies and monitor radio and tv. Can it be supposed that a national office of supervision in the U. S. can direct the millions of U. S. Catholics to tune in or tune out a radio or tv program without also exerting a profound influence on the program choice of non-Catholics? In short, can a system as extensive as that ordered by the Pope be invoked so deftly that it has the authority to command Catholic compliance but not the power to force off the air programs which, however distasteful to Catholicism, are perfectly acceptable to other faiths?

The answer to these questions will not be definite until the Pope's encyclical is put into effect. Meanwhile, it will be the considerable responsibility of the Catholic hierarchy in America to establish an organization confined to the church itself and the job of broadcasters to circumvent, however possible, the expansion of the organization into non-Catholic affairs.

OF ALL those who were alarmed last week by news that commercials can now be injected into a tv program too quickly to be seen but slow enough to sell (the subconscious), we venture that none was more frustrated than the fellow who first invented a ray gun to "tune out those annoying commercials."

They call it subliminal perception, but we call it justice.

The Shrinking Spectrum

IF THE matter were not so vital, we would permit ourselves a moment of personal gratification that broadcasters and electronics manufacturers are becoming concerned about the military's present and planned use of television frequencies.

Some of our readers may remember an exclusive story in our April 1 issue reporting that the military was eyeing vhf channel space for use in future defense systems. Not many people took us seriously at the time. Indeed, some tried to prove that we made the story up.

The fact that we were reporting—not inventing—has been clearly established. For example, the Electronic Industries Assn., whose members individually are aware of military planning because they are working on secret defense projects, has urged a complete study of spectrum use [B•T, Sept. 16]. We agree with the manufacturers, and we are delighted to see support for an investigation come from other powerful sources like the NARTB and the Assn. of Maximum Service Telecasters [B•T, Sept. 16].

For all we know, the military may indeed need more room in the air. The point is that no one outside the military knows whether it needs more or less than it has. An impartial investigation of the matter is imperative.

THE leader IN st. louis

...Fred Moegle

AND WARNER BROS. CARTOONS



With 'Little Rascal' films, "The Fred Moegle Show" dominated its time period and reaped fabulous mail responses.

The most recent ARB (April) credits this show with an average 12.4 rating over ten quarter-hours to the competition's 8.7 and, within a month, a local client's offer resulted in more than 10,000 replies.

Now, with the help of the Warner Bros. Cartoons—"Tweety", "Daffy Duck", "Sniffles"—and a longer time period—Monday thru Friday 5:00-6:00 p.m. —only the sky's the limit!

Join the new St. Louis sales team of Fred Moegle and those wonderful Warner Bros. Cartoons. Call the nearest KATZ office today.

KWK-TV FIVE AND TEN PLANS APPLY

SERVING THE GREAT ST. LOUIS MARKET

the **LEADER** in St. Louis television

KWK TV CHANNEL 4

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

To Hit HARDER and Go FARTHER

in the Heart of America

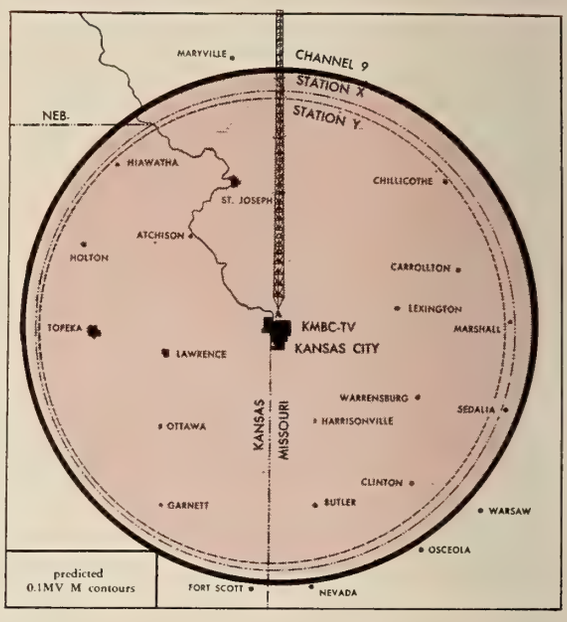
Get on the Air with this Powerful Pair

KMBC-TV Channel 9

Kansas City's Most Popular and Most Powerful TV Station

For broadest coverage in the Heart of America, your money and message go farther on KMBC-TV. You get the best and the most in a rich market of more than 564,500 families . . . 1,802,000 people—representing $3,276,543,000 in buying power. In fact, Channel 9 provides Class A primary viewing to 31,500 *more* families than any other TV station in the Kansas City market!

And KMBC-TV's preferred programming pulls top ratings for you—in station-produced shows and in ABC-TV network productions. Best of all, from popular morning shows to mid-evening "Mystery & Adventure Hour" and "Magnificent Movies", you can sell harder with full minute (not just chain-break) availabilities. No wonder more and more time buyers are placing KMBC-TV *first* for sales in the big Heart of America market!



KMBC-KFRM Radio

The Kansas City Trade-Area Radio Team that is 1st in the Heart of America

Talk about complete coverage of the great Kansas City Trade Area and you're automatically talking about KMBC-KFRM Radio. Look at the map—coverage and trade area fit like a glove. This town and country team saturates a rich area of 1,229,500 families . . . 3,984,510 people. The new 236-mile Kansas Turnpike brings thousands of new customers to Kansas City . . . and KMBC-KFRM send your message right down the pike with 'em! Furthermore, this top radio team matches their $6,717,924,370 buying power with new selling power. KMBC-KFRM win listening preference with personality programming that Heart of America residents listen to, react to! You name it, KMBC-KFRM broadcasts it—Music, News, Sports, Major League Baseball, Farm Service, Women's Programs . . . Here's personality radio at its best, radio that sells as it serves!



KMBC of Kansas City — 5,000 Watts on 980 Kilocycles
KFRM for the State of Kansas 5,000 Watts on 550 Kilocycles



In Kansas City *the Swing is to* **KMBC** **in Radio and TV**

abc

FINEST AND BIGGEST STUDIO FACILITIES



DON DAVIS, President
JOHN SCHILLING, Executive Vice President
GEORGE HIGGINS, Vice Pres. & Sales Mgr.
MORI GREINER, Manager of Television
DICK SMITH, Manager of Radio



PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION SEPTEMBER 30, 1957 35¢ PER COPY

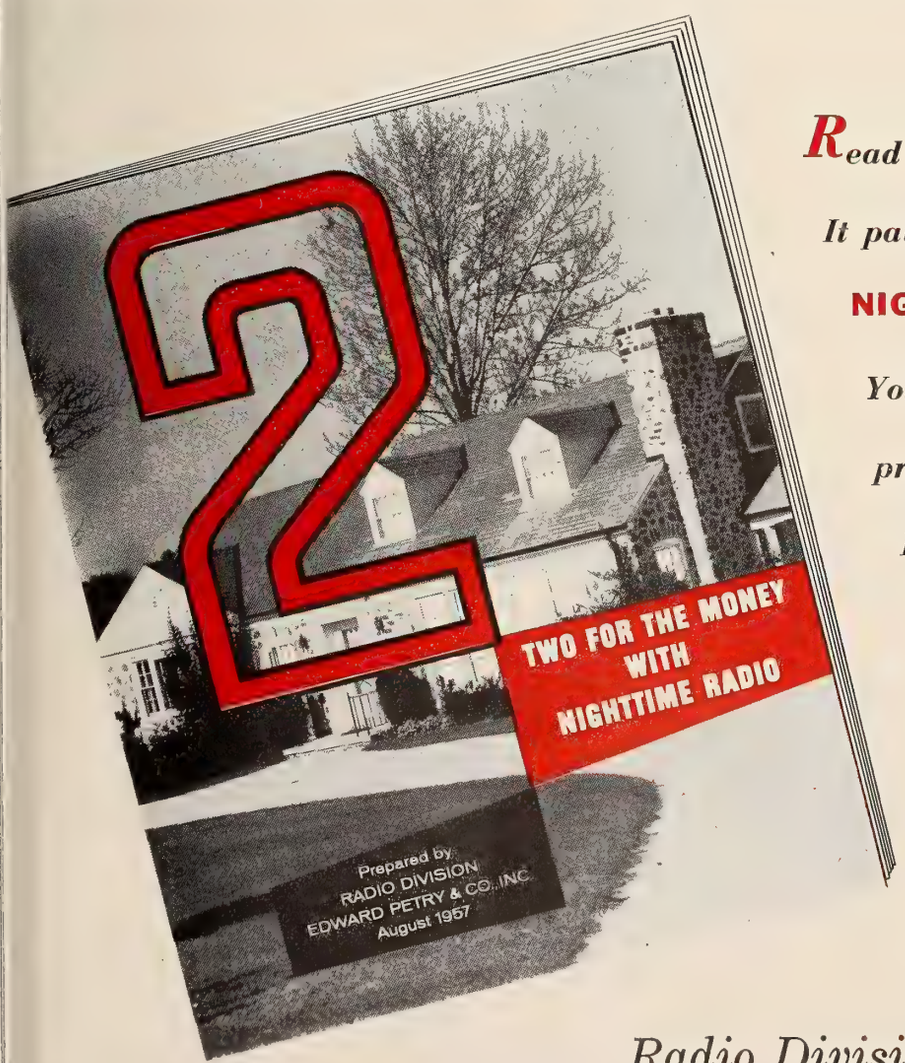
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Advance on Barrow report

Too much for tv — Reynolds

St. Louis wheeling-dealing



Read this presentation.

It paints the true picture of

NIGHTTIME RADIO *today.*

You can get your copy of this presentation from your Petry representative. Learn all the details about the huge audiences available at low cost to the shrewd advertiser who uses **NIGHTTIME RADIO** *now.*

Radio Division

EDWARD PETRY & CO., INC.

The Original Station Representative

NEW YORK · CHICAGO · ATLANTA · BOSTON · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

NO CONTEST in Sioux City

every survey ever taken proves . . . .

KVTV DOMINANT

New Proof? . . . Aug. '57
Sioux City Pulse



CBS TELEVISION

abc television network

TOP 19 SHOWS	8 OF TOP 10 SYND. SHOWS	TOP 35 LOCAL SHOWS	5½ TO 1 MORE ¼ HR. WINS
46 OF TOP 50 SHOWS	TOP 24 NET SHOWS	60% MORE AUD. FOR LATE MOVIES	⅔ MORE AV. CLASS A AUDIENCE

dominant

7 days a week
day and night

* Aug. '57 Pulse—all audience figures refer to time periods when both stations are on the air. 374 quarter hour wins for KVTV— 68 for station B. 53% more audience for KVTV.

KVTV Channel 9

A Cowles station. Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, General Manager.

How FIRST can you get?

July ARBs*

1. Gunsmoke	WCHS	51.4
2. Highway Patrol	WCHS	38.9
3. I've Got a Secret	WCHS	35.7
4. Alfred Hitchcock	WCHS	34.8
5. What's My Line?	WCHS	33.0
6. To Tell The Truth	WCHS	32.4
7. Undercurrent	WCHS	31.1
8. Richard Diamond	WCHS	30.9
9. Playhouse 90	WCHS	30.7
10. $64,000 Question	WCHS	29.3
The Millionaire	WCHS	29.3

Eleven out of the top ten programs in West Virginia's biggest market! Some stations can garner 7 out of 10, 8 out of 10, 9 out of 10, and rarely, 10 out of 10. But 11 out of 10 of the top-ten in the biggest market shows what WCHS-TV offers in the Charleston-Huntington-Ashland area. These are the ARB figures released 8/27/57. WCHS-TV with its 1,000 foot tower and maximum power reaches a great and growing market. Call Branham or Jack Gelder, Vice President and General Manager, WCHS-TV.

WCHS·TV

*Ten top-rated television programs in CHARLESTON. Compiled from ARB audience study for the survey week of July 25 through 31. All figures copyrighted by the AMERICAN RESEARCH BUREAU, INC. Released 8-27-57.

. . . SERVING CHARLESTON-HUNTINGTON-ASHLAND

FROM THE BIGGEST MARKET . . .

Charleston's only TV Station!

BASIC CBS

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Balboa covered a vast territory . . .

*In 1513, **Vasco Nunez de Balboa,** Spanish conquistador, penetrated the tangled jungles of Central America and led his men on an epic march across the steaming Isthmus of Panama to the discovery of the Pacific Ocean.*

today WGAL-TV covers a vast MARKET territory

- 3½ million people
- in 1,015,655 families
- owning 917,320 TV sets
- earning $6¼ billion annually
- buying consumer goods that add up to $3¾ billion annually in retail sales

It's the coverage that makes WGAL-TV America's 10th TV Market!

CHANNEL 8 MULTI-CITY MARKET

WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

closed circuit.

SPARK OF LIFE • NTA Film Network reportedly is planning to launch live programming in 1958. Blueprinting coincides with moves of parent company, National Telefilm Assoc., in station ownership field. With NTA hoping to acquire five tv stations, network could be assured of live programming on its own stations plus other affiliated stations desiring it. NTA has bought WMGM-TV Minneapolis and is in closing negotiations for WATV (TV) and WAAT, both Newark.

B•T

Following up program clearance pitch to affiliates at their meeting two weeks ago [B•T, Sept. 16], NBC Radio officials have written stations to ask specifically what additional clearances can be expected from each one. Returns to date described as "extremely satisfying." Network's goal is to get clearance picture to point where it can guarantee advertisers that it will deliver 100% of network lineup (in terms of rates), as CBS Radio does. NBC's current rates guarantee 75% clearance. If clearances of any program fall below guaranteed figure, advertiser is rebated proportionately. But NBC Radio officials say they're currently averaging above 80%, meaning advertisers are getting bonus. When NBC is able to guarantee 100%, rates presumably will go up.

B•T

NO IMMUNITY • Rep. Emanuel Celler (D-N. Y.), chairman of powerful House Judiciary Committee, believes Congress has constitutional right to pass legislation regulating closed-circuit subscription television. Mr. Celler and his legal staff reached that conclusion after extensive research. He'll state it as his definite belief in speech to be delivered tomorrow (Oct. 1) at meeting of Assn. of Advertising Men & Women, New York (see page 10).

B•T

Coincidentally, it's learned, FCC legal staff also researched same question of federal control over intra-state wired systems and came to same conclusion—that it's within Congress' constitutional power to pass legislation. Question which FCC staff still hasn't solved is whether FCC, under existing laws, can touch intra-state, wired toll tv.

B•T

EXPENSIVE REHEARSAL • It's costing Crosley Broadcasting around $37,000 a week to sweat out FCC deadlock over approval of equipment of WLWI (TV) Indianapolis. Ch. 13 station has been producing full program schedule daily since Sept. 15, its planned starting date, but only for closed-circuit purposes. It could not go on air when planned because FCC tied 3-3 on vote to approve modifications in equipment—normally routine matter for clearance. Station is losing $30,000 a week business it had on books Sept. 15 and is supporting weekly payroll of $7,000.

B•T

FCC last week again was unable to break 3-3 tie on authorization of operation for ch. 13 WLWI (TV) Indianapolis which has been waiting since Sept. 15 for approval of equipment. Because of 3-3 tie, FCC at its Sept. 18 meeting decided to ask new Comr. Fred W. Ford to examine record and determine whether he could participate in case. But Mr. Ford had not completed voluminous record last Wednesday, with result that no action is likely before this Wednesday (Oct. 2).

B•T

FAR AWAY PLACES • While programming of NARTB regional meetings has been generally regarded as best yet, first leg of autumn series showed one painful flaw: site selection. Asheville, N. C., in western end of state, drew scant Pennsylvania attendance, and Schenectady, N. Y., hotel was inadequate for New England-New Jersey-New York broadcast delegates.

B•T

Pennsylvanian who traveled far and by devious routes to Asheville raised this point: With considerably more convenience and less expense, he could have hopped over to Cleveland for the previous week's regional meetings which covered substantially same topics. NARTB indicated it would discuss feasibility of region border crossing in such extreme cases.

B•T

NEW TARGETS • Add cold remedies and vitamins to list of product advertising being scanned by House committee looking into ad claims. Group headed by Rep. John A. Blatnik (D-Minn.) held hearings on cigarettes and reducing aids during summer. Reports on these subjects will not appear until next congressional session, but speculation has had them recommending such steps as censorship by Federal Trade Commission over drug-cosmetic ads, and criticizing FTC on cigarette regulation.

B•T

Lutheran Laymen's League, which spends $1.3 million annually on The Lutheran Hour *broadcast, reported to be so pleased with results that it plans to seek at least 10% increase in budget to expand program's coverage for 1957-58. Program is carried weekly in U. S. on more than 400 MBS stations and 70 NBC Radio stations, and more than 700 stations abroad in more than 50 languages. League appears particularly interested in expanding overseas. Budget may be set this week.*

B•T

ABSENTEES • Vexing problem at NARTB regional meetings has been mass exodus of delegates on second (final) day of sessions. At Asheville, N. C., last week, Tuesday luncheon speaker Bowman Gray of R. J. Reynolds had much to say about critical problems facing one of broadcasting's blue chip clients (story page 32). But bare third of delegates stayed around.

B•T

Dr. Bernard Schwartz, chief counsel of House Legislative Oversight Subcommittee which has begun investigation of FCC and other independent agencies, has been getting plenty of informed advice from veterans of earlier congressional investigations. Among these are Herb Maletz, chief counsel to House Antitrust Subcommittee, who masterminded that group's probe of television networks and music licensing and who is known to feel (like his chief, Rep. Emanuel Celler) that FCC is only reed in industry wind.

B•T

NOT IN PICTURE • Contrary to published reports, William S. Paley, chairman and largest single stockholder in CBS Inc., is not identified with acquisition of *New York Herald Tribune* by J. H. Whitney & Co. Mr. Paley is brother-in-law of Jock Whitney, ambassador to Great Britain, but is not connected with Mr. Whitney's business ventures in mass communications field. Corinthian Broadcasting Corp. (KOTV [TV] Tulsa; KGUL-TV Galveston-Houston; WANE-AM-TV Fort Wayne and WISH-AM-TV Indianapolis) is wholly owned subsidiary of Whitney & Co.

B•T

Albert R. Lanphear, general manager of WNJR Newark, understood to have been promoted to new post of sales director of parent Rollins Broadcasting Co., with headquarters in Wilmington, Del. Rollins properties include WAMS Wilmington and WJWL Georgetown, both Delaware, WRAP Norfolk, Va., WBEE Harvey, Ill., WGEE Indianapolis, WPTZ (TV) Plattsburgh, N. Y., and WNJR. Mr. Lanphear's successor reportedly will be Hal Walton, assistant general manager of WNJR.

B•T

PAPER CITY ERASED • New York's on-again-off-again plans for construction of giant "television city" now understood to be shelved indefinitely. Reason: report for CBS on housing and space requirements in East by Robert Heller & Assoc., Cleveland [CLOSED CIRCUIT, June 10], while stressing need to keep tv "alive" in New York, underscores impracticability of "go-it-alone" attitude. Heller organization feels that unless ABC-TV and NBC-TV cooperate, construction of such project would not be feasible. To date, CBS's rivals are quite cool to project, immediate result being that real estate tycoon William Zeckendorf (Webb & Knapp) and management of New York Central Railroad (which owns property on which "city" would be built) have scrapped plans, also indefinitely.



in Kansas City

when eyes
are right
(and they usually are)



they're right on

KCMO-TV

We parade the facts: More quarter-hour firsts, according to Nielsen, June 1957, than the two other stations combined:

KCMO-TV	**255**
STATION B	**54**
STATION C	**104**

ANOTHER M MEREDITH STATION

KCMO-TV	**Kansas City**	**channel 5**
WHEN-TV	Syracuse	channel 8
KPHO-TV	Phoenix	channel 5
WOW-TV	Omaha	channel 6

Joe Hartenbower, General Mgr.
Sid Tremble, Commercial Mgr.
Represented nationally by Katz Agency
KCMO-TV . . . One of Meredith's Big 4 . . . All-Family Stations.

Meredith Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

That Barrow Report—Network study report due today, expected to urge ban on option time, curb on network station ownership, divorcement of networks from station representation and talent. Barrow staff winds up two years' work with 1,200-page document covering all facets of tv network broadcasting. Page **31.**

ADVERTISERS & AGENCIES

A Big Tv Customer Is Worried—R. J. Reynolds' Executive Vice President Bowman Gray expresses misgivings about tv rising costs as well as other practices in television. He urges NARTB Region 2 broadcasters to take remedial action. Page **32.**

Oil Firm Readies A Tv Gusher—American Petroleum Institute sets sights for network dramatic specials on tv in 1959; is expected to invest some $3 million for production (MGM-TV) alone. Page **38A.**

It Moves The Goods—Self-service dealers vote overwhelmingly for tv as effective major ad medium, according to study commissioned by CBS-TV. Network previews new promotion film. Page **38D.**

Tint for Print Media—Newspapers, like tv, are interested in color, too, and review problems and prospects at Chicago "run-of-paper" color conference. Delegates also cast competitive glances at television. Page **36.**

STATIONS

CBS Buying Ch. 4 KWK-TV St. Louis—Application filed with FCC last week for approximately $4 million purchase. In addition, CBS turns over its ch. 11 permit in St. Louis to 220 Television Inc. in negotiation that satisfies all three protestants to earlier CBS grant. Page **48.**

GOVERNMENT

Buffalo, Pittsburgh Green Lights Flashed—Merger of WGR-AM-TV Buffalo, N. Y., and WROC-TV Rochester, N. Y., and NBC purchase of WJAS-AM-FM Pittsburgh, over strongly-worded dissent of Comr. Bartley, among station transfers approved by FCC. Page **74.**

SWITCH—FCC "unreserves" educational ch. 9 Eugene, Ore., making it available for commercial use; assigns ch. 2 to Portland and denies request to shift WRCV-TV's ch. 3 from Philadelphia to Atlantic City. Page **79.**

TRADE ASSNS.

Three Down, Five to Go—NARTB Region 2 meets last week at Asheville, N. C., as broadcasters get a briefing on current problems and planning. Page **60.**

Community Tv Operators Huddle—Toll tv is prominent in discussions at Los Angeles meeting which attracts 210 delegates. Page **80.**

A B•T INTERVIEW



MR. ABRAMS

The Thorny Problems of The Advertiser—George Abrams, head of the ANA's radio & tv service committee, gives an insight on some of them. In an exclusive tape-recorded interview with B•T he discusses commissions, barter, 52-week buys and other topics of basic importance to advertisers, agencies and broadcasters. Page **112.**

NETWORKS

SRA Hits NBC Radio Rates—Network will find itself "competing against itself," managing director Lawrence Webb charges. He accuses radio networks of "kicking option time all over the lot" but says they want other periods back as soon as stations and reps build them up. NBC counters that SRA is rehashing old complaints, claims affiliate approval is what counts. Page **54.**

Sour On Tv—Rep. Celler becomes critic in a caustic speech in New York that paints network programming with brush of "mediocrity" and "imitation." Pay tv, he says is "gas meter television" and no answer to a need for "adult fare." Page **78.**

OPINION

Careful! Color Tv Is Tricky—James Green, of North Adv., Chicago, offers some pointers on effective use of color television for advertisers. Page **117.**

EDUCATION

Spotlight On Education—NBC announces plans to throw station facilities for six-week period into public service project; Westinghouse reveals blueprint for unique educational series. Object: A lift to educators. Page **86.**

MANUFACTURING

Fm's Piggy-Back Service—First multiplex takes place last week at Old Point Comfort, Va., as new medium emerges from experimental stage. Page **88.**

DEPARTMENTS

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

Dual Control in the Twin Cities

WDGY controls the #1 spot. Advertisers control consumer purchases with buys on:

WDGY

50,000 Watts

Minneapolis-St. Paul

WDGY's first place Hooper goes onward and upward. Now WDGY controls 31.9% of the daytime audience, 7 a.m.-6 p.m., Monday through Saturday. (August-September Hooper)

Latest Trendex agrees: WDGY has 29.9% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

Latest Pulse continues the unanimity: WDGY has 189 first place quarter hours against 128 for the next station.

And it's not just a listening habit of a generation which Storz Station programming has overturned. Time-buying habits have undergone a tremendous switch to WDGY. If you want to have everything under control in the Twin Cities, talk to Blair . . . or WDGY General Manager Jack Thayer.



STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

Remote Control Edict Proves To Be Loaded With Limitations

NARTB faces turned from glee to gloom when details of remote control authorization for all am and fm stations were made public last week. So restrictive did NARTB officials find some details that on Friday NARTB President Harold E. Fellows issued statement expressing regret that FCC, notwithstanding liberalizing of remote control usage, "has added restrictions which will limit the effectiveness that the new procedures might have had."

NARTB engineering department will, Mr. Fellows said, compile data in order to convince FCC that "restrictive" provisions are unnecessary.

Although Mr. Fellows did not identify provisions, it's understood application form for remote control authority will require not only past performance data on directional antenna stability, but will also require once each day at transmitter point DA readings on each pattern common point current, base currents, phase monitor loop sample current or remote base currents and phase indications. This to some engineers negates whole victory.

Commission announced liberalization of remote control rules two weeks ago [B•T, Sept. 23]. Up to now, only am and fm stations using no more than 10 kw and omnidirectional antennas were permitted to operate transmitter from studio location. New rules permit all stations, without regard to power or antenna patterns to be remotely controlled.

NL&B Elects Three V.P.'s

Election of three vice presidents—Edward Hobler, account executive on Campbell Soup Co.; Granger F. Kenly, account supervisor on Lever Bros., and Daniel Welch, account supervisor on S. C. Johnson & Son—at Needham, Louis & Brorby, Chicago, announced Friday by Maurice H. Needham, agency president. Former associations: Mr. Hobler with Benton & Bowles; Mr. Kenly with Fiberboard Paper Products, and Mr. Welch with Foote, Cone & Belding and Meredith Publishing Co.

Marts Reported Leaving Mutual

Carroll Marts, vice president in charge of Mutual's midwest division, reportedly has resigned and is due to be replaced, effective this week, by Robert S. Jones, CBS radio account executive in New York. Mr. Marts has been with MBS since 1942; Mr. Jones joined CBS Radio in 1954 to open network sales office in San Francisco, transferred to New York in 1955. Mr. Marts' departure will leave Sidney P. Allen, sales vice president, as only remaining member of Mutual vice presidential roster as it stood when new ownership took over last month.

Shurick Leaves CBS to Succeed Weldon as Blair-Tv Executive V.P.

In surprise move, CBS-TV's station relations executive, Edward P. Shurick, has resigned from network to return to station representative field, taking over executive responsibilities at Blair-Tv formerly handled by William H. Weldon. Mr. Shurick, who was vice president and director of station relations at CBS-TV, becomes executive vice president at Blair-Tv, President John P. Blair is announcing today (Mon.).

Mr. Shurick has been key executive at CBS-TV in station relations since August 1954 when he was appointed national director. He was elected vice president only last February.

Mr. Weldon, who has resigned as president of Blair-Tv, had been on leave of absence for some time [B•T, Aug. 5], to supervise family radio and newspaper properties while his mother-in-law recuperated from severe illness. Mr. Weldon, however, has found it necessary to devote his full time to properties of his mother-in-law, Mrs. Lenore R. Goshorn, who operates KWOS Jefferson City, Mo., and *Jefferson City Capitol News* and *Post Tribune*. Network Friday had not selected executive to replace Mr. Shurick.

WNEW Buying Newark Fm

Plans for entry into fm by WNEW New York detailed Friday with reports it has purchased WHFI (FM) Newark, N. J., for about $100,000, subject to customary FCC approval. WHFI, in process of construction, is owned by Fidelity Broadcasting Corp., headed by Homer Akers, and is assigned ch. 274 (102.7 mc). WNEW plans to move station to New York and is negotiating for rights to operate from Empire State Bldg. mast used by other fm and also tv stations in New York. Target date for start of operations not set.

NETWORK REPORT DUE OCT. 3

Network study report (see page 31) will be issued Oct. 3, FCC announced Friday. Limited supply will be available to press and industry components, Commission said, as long as it lasts. Report was due today (Sept. 30), following 90-day extension of network study staff's tenure. Commission also established Office of Network Study in Broadcast Bureau, it announced Friday, and officially abolished network study staff. Name of chief of new Broadcast Bureau division not made available, but speculation centers on Ashbrook P. Bryant, senior FCC attorney on staff of network study.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 32.

SALVO FOR SALT • Diamond Crystal Salt, St. Clair, Mich., planning radio spot campaign using adjacencies to farm programs in Midwest, starting shortly. Noble-Dury & Assoc., Nashville, Tenn., is agency.

QUICK SPOT DRIVE • American Motors Corp., Detroit, placing two-week spot announcement schedule, effective Oct. 21, in 55 scattered radio markets. Geyer Adv., N. Y., is agency.

SPENDS ON 'BRIDE & GROOM' • Lehn & Fink Products (Lysol), N. Y., purchased first quarter-hour segment of NBC-TV's *Bride and Groom* (Mon.-Fri. 2:30-3 p.m.) on alternate Thursdays starting Nov. 14. Advertiser signed 52-week contract earlier for alternate-Thursday quarter-hour segment of network's *Truth or Consequences*. Agency is McCann-Erickson, N. Y.

MORE GOOD NEWS • Kraft Foods Co., Chicago, has renewed *Kraft Five Star News* on Mutual, which has had it for three years, although two other radio networks with "beefed-up" news schedules reportedly made aggressive pitches for Kraft business. Renewal to end of year represents more than 200,000 gross for five 5-minute newscasts six days per week. Agency is Needham, Louis & Brorby, Chicago.

RISE FOR EARLY START • Carter Products, N. Y., for Rise shaving cream, planning 26-week tv spot announcement schedule to start Oct. 1 in about 60 markets. Agency is Sullivan, Stauffer, Colwell & Bayles, N. Y.

PACIFIC PLANS • Grove Labs (4-Way cold tablets, Fitch shampoo), St. Louis, Nov. 19 starts 11-week campaign on CBS Television Pacific Network, using participations on *Panorama Pacific* (Tues.-Fri., 7-9 a.m.) Agency: Cohen & Aleshire, St. Louis.

MRS. FILBERT'S IN FLORIDA • Mrs. Filbert's margarine, Baltimore, launching introductory campaign in Florida area today (Mon.), using spot announcements. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

SPOTS FOR SOUP • Rancho Soup Co., Sunnyvale, Calif., is planning extensive spot tv campaign. Agency, Nelson-Baker Inc., S. F., has commissioned Sai Productions, Hollywood, to develop animated film spots for campaign.

at deadline

Fm's Hold on 88-108 Mc Band May Be Threatened, Anello Warns

Fm station licensees "face the fight of their lives" to hold 88-108 mc band against mobile and industrial services as result of Office of Defense Mobilization order taking 2000 kc out of 30-50 mc band [B•T, Sept. 23]. This was warning of Douglas A. Anello, NARTB chief attorney, to multiplex meeting Friday at Old Point Comfort, Va. (early story page 88).

Mr. Anello said ODM order affected 50,000 separate licensees who are now looking around for new space under 100 mc. He said geographical allocations of fm channels may come out of FCC's upcoming 25-890 mc hearing.

Delegates at Virginia meeting agreed two-day multiplexing session had cleared up much confusion. They felt annual or semi-annual forum on multiplexing was needed, but didn't see any point in forming another trade association.

Equipment manufacturers took first step toward adoption of uniform standards for technical characteristics of multiplex receiving and transmitting gear.

Celler Making Two More Stands In Fight Against Toll Television

Debate on pay-tv is scheduled tomorrow (Tues.) at evening meeting of Assn. of Advertising Men & Women, Hotel Biltmore, New York. Debaters: Rep. Emanuel Celler (D-N.Y.), pay-tv opponent, and James M. Landis, general attorney for Skiatron Inc.

A renewed blast at pay-tv was to be made yesterday (Sun.) by Rep. Celler on his new weekly series on WINS New York, *Congressman Celler Speaks His Mind.* Author of bill (HR 586) to outlaw pay-tv, Rep. Celler asked radio audience, "Are you willing to pay for that which you are now receiving free?" He warned public "experiment" is dangerous and could be like "throwing out the baby with the bathwater" since so-called quality programming promised in pay-tv would revert to same standard of public taste in free-tv today, but would no longer be free.

TPA Sells Six Overseas

Television Programs of America has sold six of its programs in Puerto Rico, Cuba, Australia and Belgium. They are: *Fury* in Australia (Sydney and Melbourne) to Amalgamated Tv Service and in Cuba to CMBF-TV; *Lone Ranger* in Cuba to CMBF-TV; *Lassie* in Belgium to Belgish National Instituut; *Susie* in Australia (Sydney and Melbourne) to Amalgamated Tv Service; *Halls of Ivy* in Australia (Melbourne) to General Tv Corp. and *Ramar of the Jungle* in Puerto Rico to WAPA-TV San Juan.

Five Successful Radio Clients To Speak at Annual RAB Clinic

Five significant radio success stories of 1957 will be presented at third annual National Radio Advertising Clinic of Radio Advertising Bureau to be held in New York Oct. 8-9, RAB President Kevin B. Sweeney announced Friday. Speakers will be R. E. Krings, director of advertising for Anheuser-Busch Inc., St. Louis; R. W. Testement, advertising manager of Grove Labs., St. Louis; Milton Wolff, advertising manager of No-Cal Corp. and Kirsch Beverages Inc., Brooklyn, N. Y.; Henry G. Riegner, assistant general advertising manager for Trans World Airlines, and John T. Landry, brand advertising manager for Philip Morris Inc.

Another RAB executive, C. L. (Lud) Richards, urged life insurance companies Friday to use radio as primary advertising medium. He told annual meeting of Life Insurance Advertisers Assn. in Philadelphia that dramatization of many of human interest case histories lying in company's file could produce creative radio commercials.

Guider Sells Two N. H. Properties; Marshall Buys Arcata, Calif., Am

Sale of John W. Guider's WMOU-AM-FM Berlin and WJWG Conway, both New Hampshire, to Richard P. and Virginia A. McKee, owners of KOWB Laramie, Wyo., for total of $165,000, announced Friday. Mr. Guider, former Washington radio attorney who built stations in 1946 and 1955 respectively, retains interest in WMTW (TV) Poland Springs, Me. (Mt. Washington), and in Fm Concert Network. WMOU is 250 w on 1230 kc and WJWG, 1 kw daytime on 1050 kc. KOWB is 250 w on 1340 kc. Sales handled by Allen Kander Co. Also KENL Arcata, Calif., purchased by Mel Marshall, Texas and California broadcaster and former part owner of KECC Pittsburg, Calif., from Vern Emmerson for total consideration of $100,000. KENL is 250 w on 1340 kc. Negotiations handled by Hamilton, Stubblefield, Twining and Assoc. Both sales subject to FCC approval.

Coldene's Biggest Broadcast Buy

Pharma-Craft Co. (cold remedies), Batavia, Ill., has purchased 15-minute segments of Arthur Godfrey programs on both CBS Radio and CBS-TV to run two days per week for 26 weeks, starting today (Mon.). One quarter of $500,000 purchase is for tv. According to Pharma-Craft President Frank F. Bell, company has biggest broadcast schedule ever developed for line of cold medicines and includes buys in *Steve Allen Show* (NBC-TV) and daytime network radio shows on CBS Radio, NBC Radio and Mutual. Agency is J. Walter Thompson Co., Chicago.

PEOPLE

E. J. OWENS, vice president of Kudner Adv., N. Y., resigns today (Mon.). Mr. Owens was associated with Kudner since its founding in 1935 and served recently as a vice president and account manager on Goodyear Tire & Rubber Co. and Fisher Body division of General Motors Corp. accounts. No future plans announced.

ERIC A. JENSEN, formerly with J. Walter Thompson Co., to Warwick & Legler, N. Y., as producer, director and business manager of tv department.

Daytimer Plea Should Be Denied, CCBS' Seavey Advises Sparkman

Implementation of Daytime Broadcasters Assn. request for longer and more uniform hours "would mark a sad day for the [radio] listening public," Hollis M. Seavey, director of Clear Channel Broadcasting Service, wrote Sen. John Sparkman (D-Ala.) Friday. In writing Sen. Sparkman, chairman of Senate Small Business Committee, Mr. Seavey made "some observations" on committee's report on daytime broadcasting [B•T, Sept. 16].

"The arguments put forth by the daytime broadcasters and restated in the report are superficially appealing," Mr. Seavey said. "But what is the value of a proposal when every study made by FCC and industry engineers proves conclusively that it is completely unsound and contrary to the public interest?"

Mr. Seavey also stated that any change in clear channel stations would "indeed be a disservice to our citizens," and to suggest FCC's allocations rules "have been developed to protect the more dominant elements of the industry is to ignore completely the sound engineering principles on which the rules are based. Denial of daytimers' petition "is sound," he said. "The Commission should take this action promptly." Letter also was sent to all members of Senate committee.

LABOR'S EAR ON MIAMI

WCFL Chicago, owned and operated by the local Federation of Labor, plans to air complete coverage of the teamsters' convention in Miami Beach, Fla., starting today (Mon.). "Widespread interest" in teamster proceedings was the reason cited by Martin Hogan, WCFL general manager, for sending a complete engineering and announcing staff to the parley. William A. Lee, president of the Chicago Federation of Labor, vice president of the International Brotherhood of Teamsters and heretofore mentioned as a possible successor to James Hoffa, expressed gratification (as WCFL president) at providing "this unusual service to radio listeners in the Midwest." He promised "complete and accurate reports . . . [that] will help the public become more fully informed of what actually happens."

Last night so young I wuss ...dis morning I am so old

Smart timebuyers are discovering an amazing new fact . . . by switching to WLBR-TV, they cover LEBANON, LANCASTER, HARRISBURG and YORK at ONE-SIXTH what they've been paying for years. In an area 73.2% UHF-converted—with 278,044 UHF-equipped homes—WLBR-TV, Lebanon-Lancaster, is your BEST buy! Blair-TV Associates has the amazing, dollar-saving facts!

Source: Television Magazine, September 1957



LEBANON-LANCASTER-HARRISBURG-YORK...
AMERICA'S NUMBER 1 UHF MARKET

A TRIANGLE STATION

WLBR-TV

LEBANON—LANCASTER, PA.

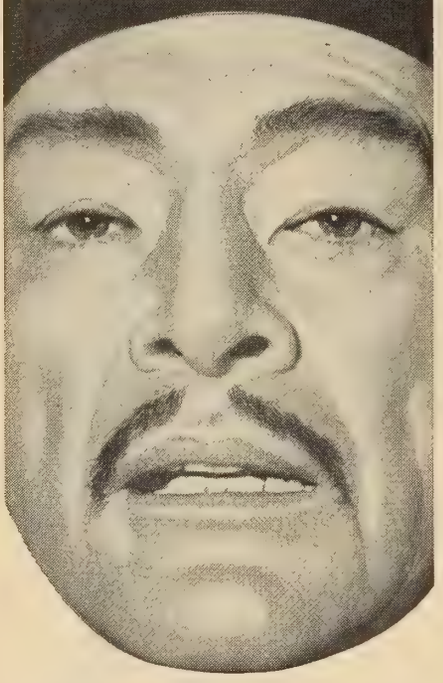
Channel 15

INDEPENDENT • WORLD'S BEST MOVIES

Blair Television Associates, Inc.

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WNBF-AM • FM • TV, Binghamton, N.Y. / WHGB-AM, Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn. / WLBR-TV, Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

NEW
CHARLIE CHAN SELLS!



78 markets snapped up in first six weeks! Coca-Cola in Atlanta! NBC O-&-O in Los Angeles! Dixie Beer! Bowman Biscuit! Prescription 1500 in 10 markets! J. Carrol Naish, the NEW Charlie Chan, "the best ever to do the role." See it today, and you'll have to agree the new CHARLIE CHAN sells!

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

MAVERICK

Last week (Sunday, Sept. 22), ABC-TV and Warner Bros. unleashed a new edition of their "adult western" output when *Maverick* made its bid for the 7:30-8:30 p.m. time slot. As the title may suggest, the main character is a drifter who in the premiere episode comes into a troubled mining town and vows to set it straight.

Bret Maverick, played by James Garner, gets along without horses or guns—two western ingredients missed only by their absence.

Maverick's recipe for achieving justice in the town includes a smattering of philosophy, psychology, rhetoric and political maneuvering. The hour, however, was not wanting for barrooms, poker games, mob scenes and an alcoholic has-been judge.

Maverick helps the town by wiping clean some dirty politics and poor labor conditions, a welcome change from the usual western hero's form of good-doing—that is, obliterating a bunch of badmen in a climactic gunfight.

While he doesn't claim to be the "fastest gun in the West" and probably is this season's only tv cowboy who hasn't thrown his Stetson in the ring, Maverick still does all things well, be it poker playing or courtroom defense.

Although slow in getting started and generously studded with well-worn western witticisms, Maverick should hold its own in this season's family of "finer" westerns.

Production costs: Approximately $80,500.
Sponsored by Kaiser Industries Corp. and Kaiser Aluminum & Chemical Corp. through Young & Rubicam on ABC-TV Sundays, 7:30-8:30 p.m.
Produced by Warner Bros.; Executive producer: William T. Orr; producer: Roy Huggins; director: Budd Boetticher; writer: (premiere) James O'Hanlon, from The War of the Copper Kings, *by C. B. Glassock*
Music: David Buttolph
Star: James Garner

PERRY MASON

For people who are loyal to counselor-at-law Perry Mason—and judging from the enormous book sales over the years, there must be a lot of them—this new CBS-TV hour-long series should come as a welcome respite after hours of viewing "adult" westerns. Regrettably, the other Perry—Como by name, whose NBC-TV show overlaps the last half-hour of *Mason*—has considerably greater appeal, and apparently it is a fact Mr. Como has sold a lot more records than Erle Stanley Gardner has sold books.

The new *Perry Mason* program appears to be a sizable notch above the standard cops-and-robbers tv staple. Mr. Gardner certainly can't be charged with creating implausible, sloppy situations; but while the author's concern with legal accuracy and clearly defined situations may have its place between covers, in an hour's time of tv viewing this concern often is obscured by the rapidity with which things happen.

Take, for instance, the initial show, "The Case of the Restless Redhead." For the first 30 minutes or so things build up to a normal climax, but once attorney Mason took his case to court, we were deprived of the chance to flip back a few pages or chapters to see why Perry Mason pulled the trick he did. The opening case was particularly tricky since it concerned not only outright murder, but a girl with a criminal past, blackmail, twin revolvers and a milquetoast motel keeper. Even an hour wasn't enough for this "case."

As Perry Mason, Raymond Burr turned in a solid, acceptable and believable performance. Unfortunately for his colleagues, it was too good. He outshone them all.

Production Costs: approximately $80,000
Sponsored by Purex Corp., Southgate, Calif., through Edward Weiss Adv., Chicago, and Libby-Owens-Ford through Fuller & Smith & Ross, CBS-TV, Saturday, 7:30-8:30 p.m.
Produced in Hollywood for CBS-TV by Paisano Productions; CBS-TV executive producer: Robert Sparks; Paisano executive producer: Gail Patrick Jackson; series producer: Ben Brady; director: William Russell.

TEXACO COMMAND PERFORMANCE

NBC-TV's *Texaco Command Performance* honoring actor-comedian Ed Wynn on Sept. 19 was distinguished by an appealing blend of the sentimental and the sublime, without lapsing into nausea.

The first of a projected series of salutes to great all-time performers, this Henry Jaffe production was noticeably less a recital of Mr. Wynn's own personal achievements at 70 than an identification with show business highlights during his 55-year career. Fortunately for viewers, it steered clear of basic biography and maudlinism.

All this was achieved within the format of production numbers from top Broadway shows of the past featuring leading performers of the present and believable, engaging conversation between the comedian-turned-actor and his son Keenan and with other talent—all woven together in an hour-long variety program.

The introduction served notice of the type of production it would be—performers going through pre-curtain paces, the cameras panning the audience in a kind of first-nighter, anticipatory sweep and the unveiling of Mr. Wynn himself as the guest of honor amid an opening production number, "Be a Clown." Said Mr. Wynn, recalling his Texaco radio series 25 years ago: "The program's gonna be different tonight, Graham" (with reference to the late Graham McNamee).

And it was. With the help of Alfred Drake, Oscar Hammerstein, and others, "The Perfect Fool" recalled, in production flashbacks, the Ziegfeld Follies, the Schubert Gayeties and other stage successes in which he performed.

Nostalgic exchanges between Mr. Wynn

it takes all kinds and NBC RADIO reaches all kinds

Some folks like music; others like drama. People have different tastes in clothing, in food, in *listening*, too. To sell them all, you must reach them through the programs they respond to.

NBC Radio's varied programming offers you every kind of listener.

* *The lady of the house who enjoys soap operas can find them on NBC Radio dramas like MY TRUE STORY and ONE MAN'S FAMILY.*

* *The housewife who eases her daily chores with live pop music tunes in NBC Radio's BANDSTAND.*

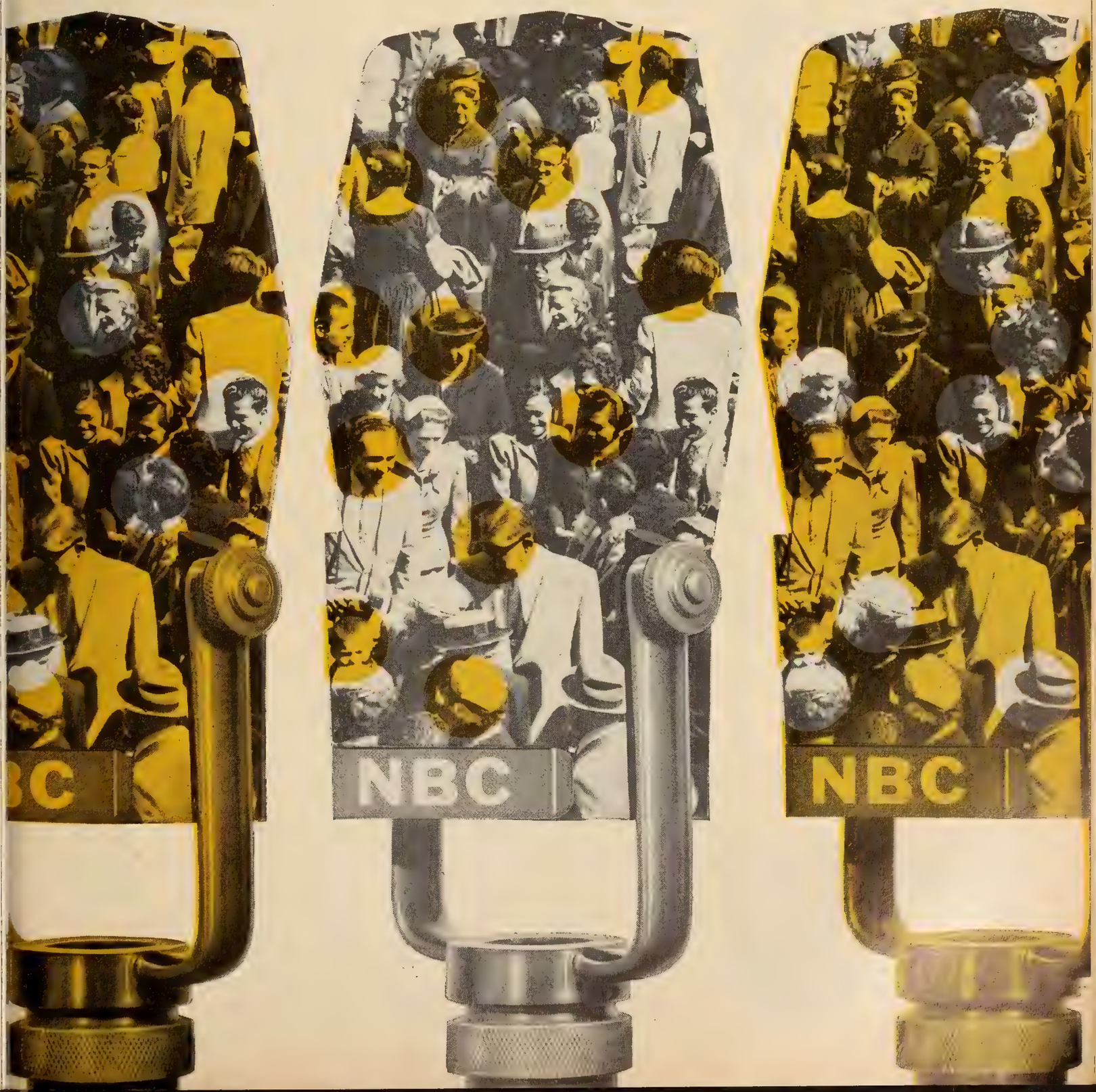
* *The men and women who follow world events keep posted with NBC Radio's NEWS ON THE HOUR... and the more thoughtful listen to LIFE AND THE WORLD and other analytical programs.*

* *Weekenders, relaxing at home and at the wheel, enjoy variety on MONITOR.*

NBC Radio's varied programming makes sure your commercials are heard more times by more *different* people. For a saturation buy that covers every segment of your market, nothing matches the effectiveness and economy of NBC Radio, where *more people* hear your sales messages more times.

People *are* different. But with all their differences they can still have one thing in common—*your product*... when you use

NBC RADIO





and Billie Burke (widow of the late Flo Ziegfield), Jack Palance, Ralph Bellamy and son Keenan spiced the revue but never dominated it.

Actor Bellamy expressed the debt of Actors' Equity to Mr. Wynn, who helped found it (recalling the opposition of George M. Cohan to such a union and his threat to quit acting and run an elevator, which prompted this Wynn classic: "He apparently forgets he'll have to join a union to run an elevator"). The NBC-TV tribute, however, glossed over Mr. Wynn's serious dramatic accomplishments ("Requiem for a Heavyweight" with Jack Palance and "The Great American Hoax" on tv, "The Great Man" in motion pictures).

What Mr. Wynn didn't say, and what he believes, is that "nothing is so essential as entertainment, and comedy is the quintessence of entertainment."

Production costs: $175,000.

Sponsored by the Texas Co., through Cunningham & Walsh, as a colorcast on NBC-TV, Thursday, Sept. 19, 10-11 p.m. EDT, originating in New York and Hollywood; a Henry Jaffe Enterprises production.

Producer: Ezra Stone, in cooperation with American Theatre Wing; associate producer: Shelly Hull; director: Charles Dubin; musical director: Lehman Engle; vocal arranger: Buster Davis; choreographer: Rod Alexander; designer: Trew Hocker; costume designer: Jerry Boxhorn; writers: Charles Gaynor, Robert Downing; announcer: Mel Brandt.

THE BIG RECORD

CBS-TV is spinning *The Big Record* these Wednesday evenings and the live color series may become a welcome waterhole in the midst of westerns and situation comedies.

Patti Page, the singing hostess with nine gold records (denoting sale of a million or more discs for nine hits), is a treat by herself. But she's surrounding herself with a continuous flow of musical talent to further assure the show's melodic success. Only question is whether such an overabundance of talent might not water down the impact of the individual vocalist.

On the opening show she had Tony Bennett, David Wayne, Ella Logan, Hoagy Carmichael, Jane Morgan, Billy Ward and His Dominoes, Mitch Miller and Japanese recording star Michiko Hamamura. Even special guest Eddie Cantor offered some of his past song hits.

With an hour full of tunes such as *The Big Record*, tv could be borrowing some of the "companion" aspects of radio.

Production costs: $75,000.

Sponsored by Kellogg Co. and Pillsbury Mills through Leo Burnett; Oldsmobile Div. of General Motors through D. P. Brother, and Armour through Foote, Cone & Belding on CBS-TV Wed., 8-9 p.m.

Executive producer: Lester Gottlieb; producer: Lee Cooley; director: Jerome Shaw; associate producer: Ervin Drake; writers: Larry Markes, Bill Jacobsen; musical director: Victor Shoen.

THIN MAN

A flimsy story, limited comedy and sketchy characterization marred the premiere episode, "The Dollar Doodle," of the new *Thin Man* series on NBC-TV. Compared to the *Thin Man* creation of motion pictures, this tv series is a distinct failure. Although competent, co-stars Peter Lawford and Phyllis Kirk are a far cry from the Nick and Nora Charles made famous by William Powell and Myrna Loy.

In time, Mr. Lawford and Miss Kirk may establish the series in its own right. Certainly they have the capacity. But any similarity to the movies' Nick and Nora is coincidental and comparisons ought to cease here and now for the rest of the season. A hangover from the original casting is Asta, the Charles' precocious canine. In the first episode, the so-called "mystery" fell far below the routine *Dragnet* or *The Lineup* of tv fame. Producer MGM needs a rewrite man to put some meat into its *Thin Man.*

Production costs: Approximately $42,000

Sponsored by Colgate-Palmolive Co. (Ted Bates & Co.) on NBC-TV, Friday, 9:30-10 p. m. Started Sept. 20

Produced by MGM-TV; executive producer: Samuel Marx; producer: Edmund Berloin; director: Bernard Girard; story and teleplay: Phil Davis, Charles Hoffman

BOOKS

PATTERNS: A collection of Four Plays by Rod Serling; 246 pp., Simon & Schuster Inc., N. Y.: $3.95.

Television has been good to 32-year-old playwright Rod Serling, and he is the first to admit it. Yet, this fantastic success over the short span of two years has not overawed him to the point where he has lost his critical faculties, and this, perhaps, is the best of Serling. In a rather lengthy but pungent foreword ("About Writing for Television") Mr. Serling notes that "tv is a potpourri of good things and bad, a medium of promise and intelligence and at the same time, an electronic oatburner in the always-always land of the cliche."

He likes the luxury that tv has given him, bathes happily in good publicity ("bad reviews jar me down to the instep"), feels that while he doesn't always agree with tv critics, they serve their purpose ("he's there to needle and prod the industry into quality . . . he's there as a reminder that nothing can be slipped by"). He saves his sharpest barbs for the industry as a whole—for not recognizing the writer. "When a show is publicized," Mr. Serling maintains, "it is always the star, sometimes the story and almost never the writer."

As to the plays themselves, there are "Patterns," "The Rack," "Requiem for a Heavyweight" and "Old MacDonald Had a Curve." While it's meritorious to include an early-early Serling in this collection, it is somewhat hard to believe why this particular script was picked. It would have been more worthwhile, say, to include Mr. Serling's very own favorite, "The Strike" and let Old MacDonald pitch elsewhere. . . .

CHANNEL 7's "BOOMING" SUPERMARKET

1,788,361* PEOPLE WITHIN THE WSPA-TV 75 MI. COVERAGE AREA



*COUNTED POPULATION—A. D. RING AND ASSOC.—1950 CENSUS

WSPA-TV

has more, people within the 75 mile area than—

HOUSTON
1,226,924* PEOPLE
WITHIN 75 MILE AREA

OR

BIRMINGHAM
1,427,783* PEOPLE
WITHIN 75 MILE AREA

OR

MIAMI
699,103* PEOPLE
WITHIN 75 MILE AREA

Channel 7's Coverage Extends Beyond the 75 Mile Area

National Representatives Geo. P. Hollingbery

CBS TELEVISION NETWORK

WSPA-TV 7

SPARTANBURG, S. C.

THE ONLY CBS, VHF STATION

SERVING THE SPARTANBURG-GREENVILLE SUPERMARKET

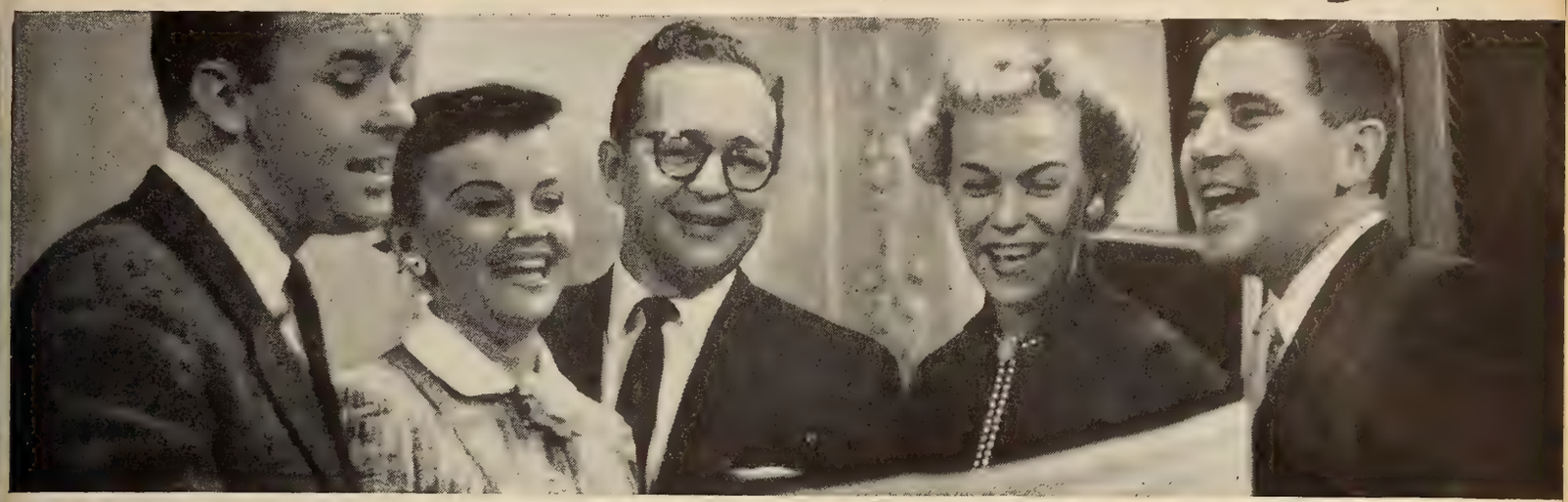
BACKUS:







bright, brash, bouncy





The **Jim Backus Show** goes **live** on American Radio, weekdays, 2-3 pm, starting Monday, October 7

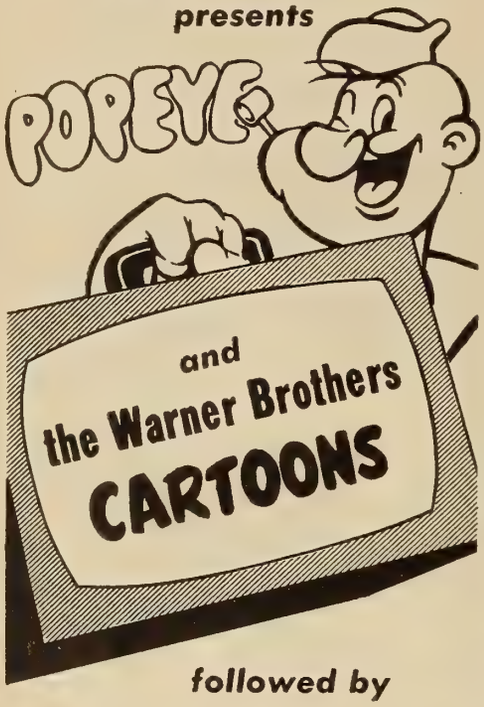
Jim Backus gives a fun-in-the-afternoon mood to American's all-new, all-**live** musical line-up.

Backus, a well-known man-of-many-voices (Mr. Magoo, Hubert Updyke III, to name a couple), adds to his already bright entertainment career a new, **live** network hour of currently popular music and spontaneous humor. The Jim Backus Show features songstress Betty Johnson **(live),** whose I Dreamed has sold close to a million copies, baritone Jack Haskell **(live),** The Honeydreamers **(live),** Elliot Lawrence's orchestra **(live)** and top announcer Del Sharbutt **(live).**

This is the kind of radio—strong on music, long on fun—that today's young, on-the-go housewife wants. This is **live** American Radio.

the live one is

AMERICAN BROADCASTING NETWORK

NOW IN
ROANOKE
and Western Virginia
WDBJ·tv
presents


followed by
the EARLY SHOW
Famous Feature Movies

Monday through Friday
4:00 to 6.05 P. M.
Your Peters, Griffin, Woodward "Colonel" can give you the full story concerning participations. Call him now!
WDBJ·tv Channel 7 CBS
ROANOKE, VA.
Owned and operated by the Times-World Corp.

Word Gets Around

EDITOR:

The reaction to your article on Ideal's purchase of the Shirley Temple films was quite widespread [B•T, Aug. 19]. From the many thousands in the broadcasting field who read it, we received a lot of comment, pro and con.

From the clippings we received, the story was picked up by a number of tv editors in the consumer press, who reported a good share of it word for word. Among these were Norman Shaven, tv editor of the *Atlanta Journal,* Mary Wood of the *Cincinnati Post* and Joe Mills of the *Columbus State Journal.*

We found the story to be carefully written and researched. You can be very proud of your staff and your extensive circulation among important people.

Melvin Helitzer
Director of Advertising & Public Relations
Ideal Toy Corp., New York

Subliminal Perception

EDITOR:

Concerning the new invisible tv commercials, here's a temporary remedy, at least until we can find out more about it . . .

The secret's in the wink
Of your eye-lash.
Just put your blink
In sync with every flash.

Ezra R. (Bud) Baker
Bronxville, N. Y.

Select Story

EDITOR:

Congratulations on a very complete, impartial and factual story in your Sept. 16th issue covering the report of the Senate Select Committee on Small Business relating to Daytime Radio Stations.

Ray Livesay, WLBH Mattoon, Ill.
(Board chairman, Daytime Broadcasters Assn.)

ASCAP vs. BMI

EDITOR:

In reading your editorial, "ASCAP's War on BMI" [B•T, Sept. 9], I gained no impression of prejudice and deemed it a fair commentary on the situation. However, after reading several letters in a later issue commenting on the editorial, I was impressed by the confusion existing in the minds of some of your readers. This no doubt stems from lack of knowledge of background preceding the formation of ASCAP, and the broadcasters' battle with ASCAP during 1940-41. I do not recall any implication that principles underlying protection of performing rights are wrong, nor that BMI charges are exorbitant.

As for the latter inference, BMI is well worth more than its cost in protecting the industry from the monopolistic practices of ASCAP. There are also a number of justifiable reasons why the ratio of BMI charges exceeds those of ASCAP.

As for performing rights, it is inconceivable that the huge music industry could sustain its present structure without some legal method of extracting payment for performances. Royalties from the sale of sheet music could not possibly furnish the incentive to create and maintain the steady stream of new popular tunes which are so essential for broadcasting today. Few of them would be published as such sales hardly justify the expense.

We may quarrel with ASCAP policies, and we may battle against monopoly, but if rights to license public performances for profit were abolished, some vital links in the chain supporting broadcasting would be severely weakened or destroyed. Composers, authors and publishers could hardly survive, and the record industry would face disaster.

Julian Skinnell
Assistant Manager
WLAN Lancaster, Pa.

She Was Miss KGHF First

EDITOR:

Here is the picture of a winner. KGHF brought Miss Colorado to the state fair this year at Pueblo as her sponsor. And as it turns out she now is "Miss America." She spent the day with us; we had radio interviews with her, film for KKTV (TV) (our affiliate). She rode in the convertible you see pictured in the morning parade through the city. We even named her honorary "Miss KGHF" for the day (Aug. 23).

In the picture (l to r): Nola Ruspini (Miss Pueblo and runner-up to Miss Colorado in state contest), myself, Marilyn Van Derber and KGHF newsman Tom Farley.

William G. Stewart
General Manager
KGHF Pueblo, Colo.





Left to Right: John G. Stilli, Sales Mgr.; Russell W. McCorkle, Auditor; Raymond W. Rodgers, Chief Engineer; Peter Thornton, Publicity Dir.; Harold Lund, V. P., Pittsburgh; Jerome R. (Tad) Reeves, Gen'l Mgr.; David N. Lewis, Promotion Dir.; Calvin Jones, Program Mgr.

8 Who Sell Detergents, Milk, Brotherhood

"Our Symphony, with a deficit of $325,000, may have to close. How can we sell the public on the need for immediate help?"

"This detergent is new to your market. What's the best way to introduce it and get dealers to stock it right away?"

"We have a limited budget. We want to reach housewives . . . and show results in a week."

"How can we effectively sell beer? Milk? Toys? Swimming Pools? Hospitalization? Mattresses? Brotherhood?"

These 8 men—along with their experienced staffs—face problems like these every day. Their knowledge and understanding of America's 8th market with its 1¼ million TV homes, and their 100 years of broadcasting experience, all help in solving such problems.

They have an occasional strike-out—but the batting average is pretty high. You can see the results in ratings, in sales success stories—in the high regard the community has for Channel 2—the Pittsburgh Area's No. 1 Station.

What's *your* problem?

CHANNEL 2 IS NO. 1 IN PITTSBURGH

KDKA 2 TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO—BOSTON, WBZ+WBZA • PITTSBURGH, KDKA • CLEVELAND, KYW • FORT WAYNE, WOWO
CHICAGO, WIND • PORTLAND, KEX . . . TELEVISION—BOSTON, WBZ-TV • BALTIMORE, WJZ-TV
PITTSBURGH, KDKA-TV • CLEVELAND, KYW-TV • SAN FRANCISCO, KPIX

WIND REPRESENTED BY AM RADIO SALES • WJZ-TV REPRESENTED BY BLAIR-TV • KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

114% MORE audience
than Station B ALL DAY!*

WILS

Mar.-Apr. '57 Hooper In Lansing Shows
MONDAY THRU FRIDAY

	WILS	Station B
7:00 a.m.-12 noon	61.4	23.5
12 noon-6:00 p.m.	53.7	30.1

5000
LIVELY WATTS

MORE listeners than
all other stations
heard in Lansing
combined.*

* Mar. thru Apr. average
C. E. Hooper, Inc.

LANSING

Represented
Nationally by
Venard, Rintoul
& McConnell, Inc.



WILS
music news sports

OUR RESPECTS

to George Milton Factor



IT would be neither redundant nor an idle play on words to suggest that Factor has been a factor in the growth of Helene Curtis cosmetic products. In fact, ever since George M. Factor joined the organization as a trouble-shooter in 1945, sales progress has been an annual achievement.

For the past half-dozen years, Mr. Factor has been vice president and director of Helene Curtis Industries Inc. and general manager of its toiletries division. He supervises the allocation of an estimated annual $12 million advertising budget, about 60-70% in network tv. He predicts sales of over $50 million in 1957 for a variety of products (including Lentheric, King's Men and Stopette).

An articulate but unassuming executive with solid convictions about merchandising, advertising and promotion, Mr. Factor is credited with establishing new concepts at Helene Curtis and making it tv-minded and network-conscious. This fall, utilizing its customary multi-product approach, Curtis will alternate sponsorship of three properties: *Oh, Susanna; Dick and the Duchess,* and *What's My Line* and buy spot tv where it's indicated. (Curtis last year spent approximately $250,000 in tv.)

A native Chicagoan (born June 24, 1913), George Milton Factor disclaims any early ambitions. He attended Harrison High School and was graduated in 1936 from the U. of Chicago, where he majored in business administration, afterward joining the Brunswick-Balke-Collender Co. (bowling, billiard equipment). He was active in field branch operations until he left in 1945 to become associated with Willard S. Gidwitz, now Curtis president, after serving at B-B-C as assistant to the vice president.

Already established as a leading manufacturer of hair aids for the nation's beauty parlors, Curtis decided in 1948 to sell directly to consumers, starting with a modest consumer media budget of $100,000.

Curtis, under Mr. Factor's guiding hand, ventured into network tv with Bergen Evans' *Down You Go* on DuMont Tv Network. "We were aware of tv's terrific and radio's lessening impact at that time," Mr. Factor recalls, "and took advantage of the ascendancy wave of viewers over listeners. We feel differently about radio now, because it has re-identified itself and tv's viewer curve has leveled off." Curtis now is reappraising radio.

UNDER Mr. Factor's supervision (advertising, sales, merchandising and product managers report to him), Curtis buys network tv properties for interchangeable product promotions.

Mr. Factor believes in marketing and motivation research, with emphasis on creativity. Curtis regularly sends supervisory-management personnel into the field to get store owner and consumer reactions, then discusses findings with brand managers and its agency representatives. A good example is the technique of visiting retail druggists and soliciting their ideas for tv commercials and newspaper ads. As a result, commercials sometimes have been integrated right into the script of *Washington Square* (showing a drug store), which Curtis sponsored last season, and other shows, avoiding the abrupt, hard-sell pitch.

One Curtis commercial (for Enden shampoo) caught the attention of the Federal Trade Commission's radio-tv monitoring department some weeks ago with a resultant claim of misrepresentation. FTC charged some portions of a commercial misrepresented permanency of Enden's action on dandruff, but Mr. Factor insists Enden advertising "is an honest reflection of what our research has disclosed; statements were made accordingly."

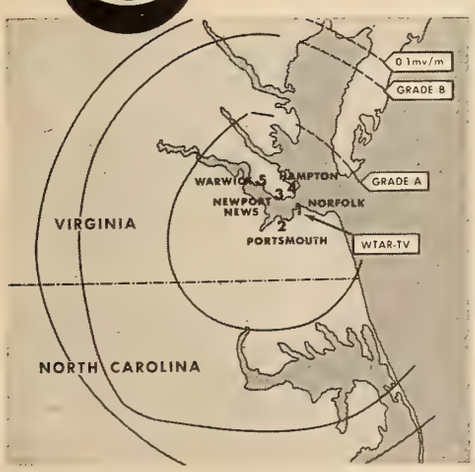
Curtis' continual research and introduction of new products, plus expanding use of tv, makes for a constant reappraisal of its agency alignment. Last July it dropped $4.5 million in billings from the Earle Ludgin & Co. shop and last month named a new setup, with $12 million in billings now about equally divided among McCann-Erickson (a new agency), assigned Spray Net (from Ludgin) and Shampoo Plus Egg (from Gordon Best Co.); Edward H. Weiss & Co., Lanolin Discovery, King's Men products, Enden and Stopette deodorent (from Ludgin); Gordon Best, Suave dressing for men and women, the complete Lentheric line (including Tweed fragrance from Weiss and Lentheric fragrance from Ludgin) and a new dandruff treatment hair tonic. (Helene Curtis recently acquired Lentheric, King's Men and the Stopette lines as part of its expansion that now includes licensing of its products in 30 foreign countries.)

Mr. Factor plays a "social game" of golf, bridge and tennis and is active with his children (Patricia 14, Tom 11, Linda 7) in family affairs as well as community undertakings (Red Cross, Community and Heart fund drives). He belongs to the North Shore Congregation Israel and lives with his family (his wife is the former Ruth Sider) in suburban Glencoe.



Like the Susan Constant...

YEARS AHEAD!



(Based on Measured Contour Map by Jansky & Bailey)
5 of Virginia's Busiest Cities are within WTAR-TV's Grade-A Signal.

When the Mayflower reached Plymouth in 1620, the Susan Constant had arrived and planted a colony at Jamestown 13 years before.

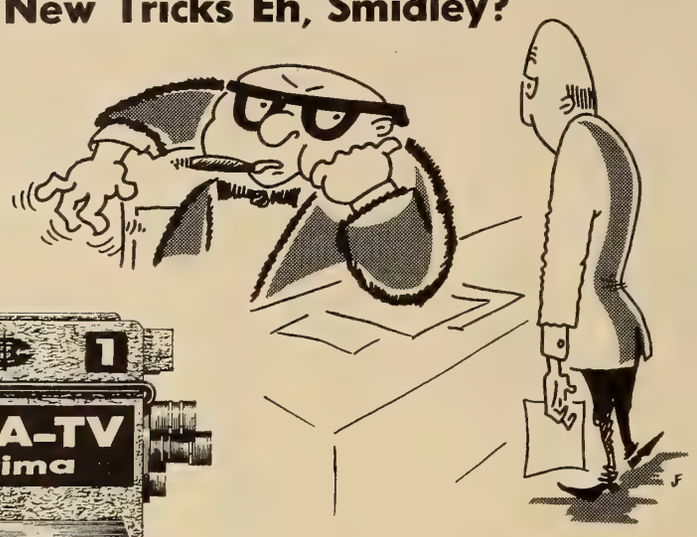
Like the Susan Constant, WTAR-TV was first . . . in Tidewater Virginia. Nearly eight years ahead, as the area's dominant VHF station . . . and that's a lot of television history.

Valuable equipment in any station is *experience.* And that is an important plus value advertisers get on WTAR-TV, the foremost communications medium in Virginia's greatest, and America's 27th, metropolitan market!

WTAR–TV

CHANNEL 3, NORFOLK, VIRGINIA
Business Office and Studio—720 Boush Street, Norfolk, Va.
Telephone: Madison 5-6711
REPRESENTATIVE: Edward Petry & Company, Inc.

Seems We Can't Teach an Old Dog New Tricks Eh, Smidley?



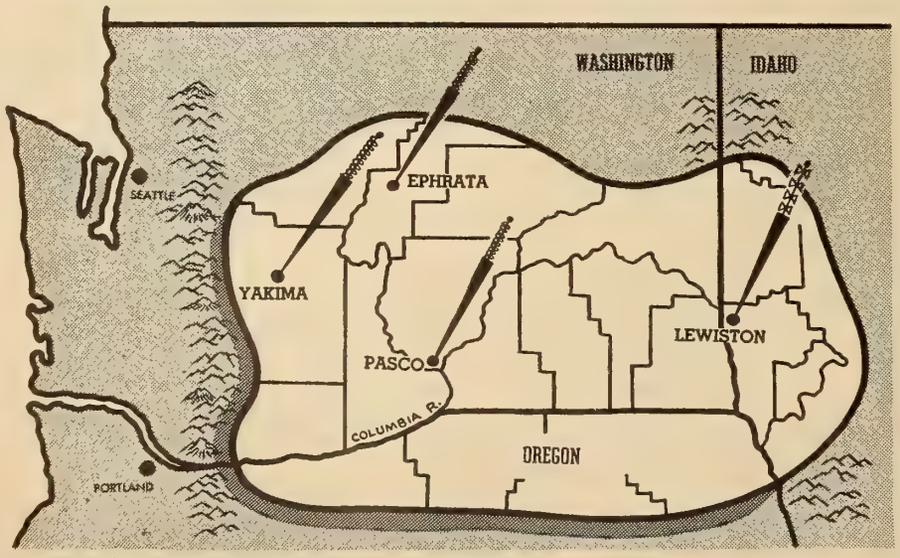








You've done it again—failed to include Cascade! Great Scott, Smidley, this Cascade market is important. The biggest TV buy in the West. Think of it, man, more than a half million people served by a single, four-station network. A huge three-state, agricultural-industrial, billion dollar market, and it's ours, all ours, with one buy on Cascade! Yes, and one of the top 75 markets in the entire nation. There, there, Smidley, old man, just don't let it happen again.



CASCADE
BROADCASTING COMPANY

abc CBS NBC

NATIONAL REP.: WEED TELEVISION

PACIFIC NORTHWEST: MOORE & ASSOCIATES

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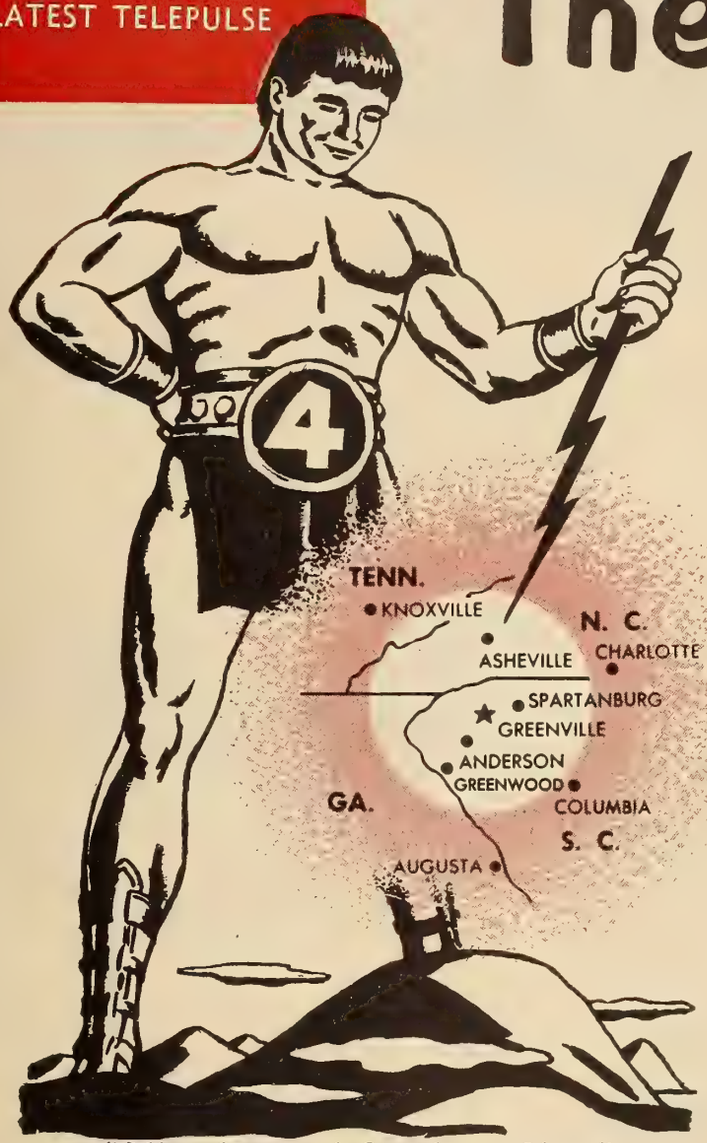
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*Reg. U. S. Patent Office

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LATEST ARB, AND
LATEST TELEPULSE

"The Giant"



"The Giant of Southern Skies"
MAXIMUM POWER ON CHANNEL 4

AGAIN DWARFS ITS RIVALS

The July 1957 A.R.B. Report for Greenville - Spartanburg - Anderson shows WFBC-TV's complete dominance in this rich textile-industrial market.

The latest TELEPULSE REPORT (June 23-30, 1957) shows the same complete dominance in the five largest counties—Greenville, Spartanburg, Anderson, and Greenwood, S. C., and Buncombe (Asheville) N. C.—in our 58-county market. WFBC-TV led in 14 of the Top 15 Once A Week Shows; and had all 10 of the Top Ten Multi-Weekly Shows!

Ask us or WEED to show you the latest A.R.B. and the latest TELEPULSE.

Here's "The Giant's" 4-State, 58 County Market . . .

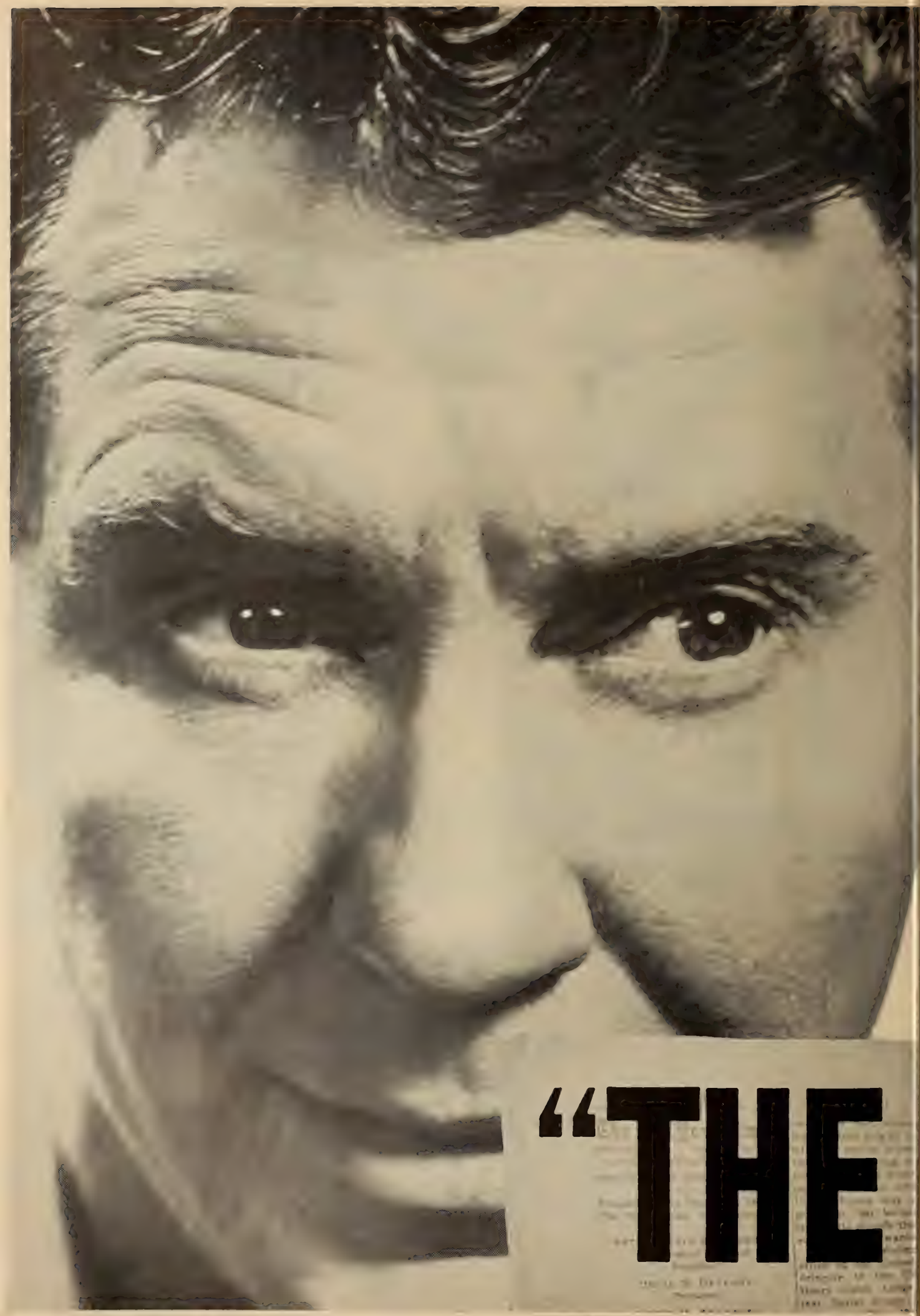
Population	2,021,900
Incomes	$2,240,153,000.
Retail Sales	$1,590,398,000.
Homes	511,900

Data from Sales Management Survey of Buying Power, May 10, 1957

Channel 4
WFBC-TV
Greenville, S. C.

NBC NETWORK

Represented Nationally by
WEED TELEVISION CORP.


"THE



BURGESS MEREDITH

World famous for his stage and screen portrayals . . . acclaimed by critics and audiences . . . Burgess Meredith now makes **his first regular appearance on TV** as host and narrator of the NEW "BIG STORY."

Top rated against every kind of competition . . . commended by outstanding church, civic and government leaders . . . winner of a host of national awards . . . "THE BIG STORY," now in its tenth year on radio and TV, remains unmatched for audience reaction . . . publicity . . . top sponsor results.

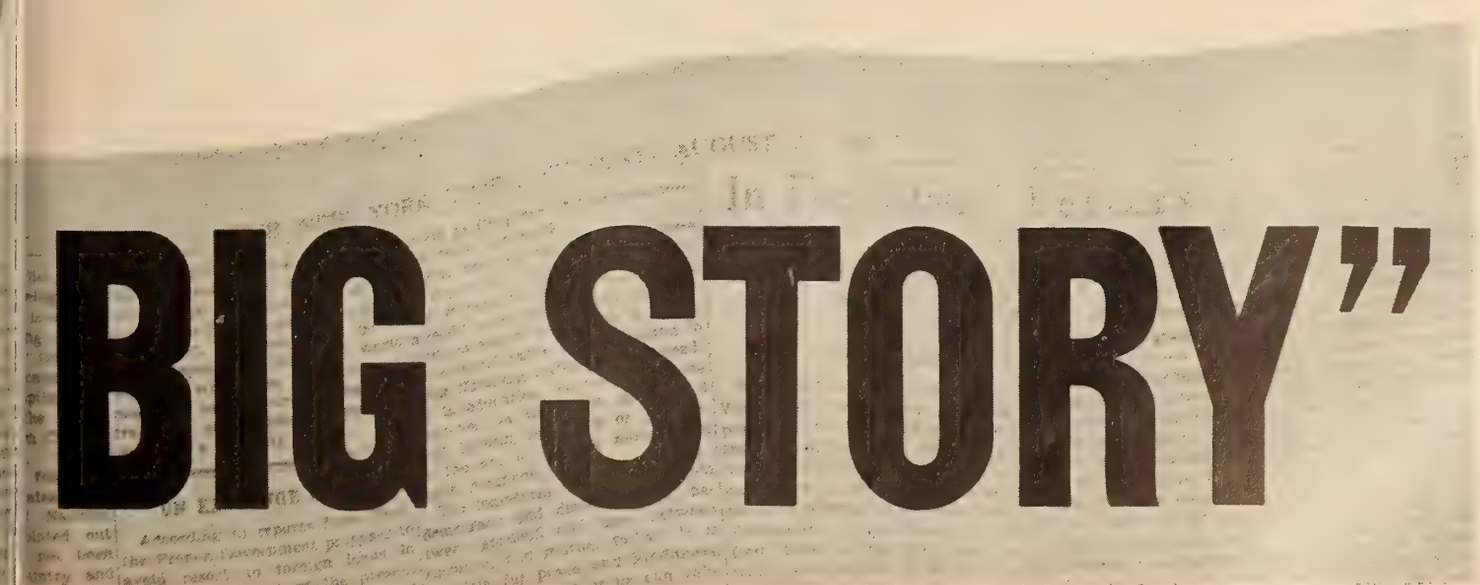
NOW, the new "Big Story" – as exciting as today's front page – takes you behind the headlines of America's top newspapers with thrilling, dramatic, inspiring stories told in vivid documentary style.

PRODUCED BY ▲ PYRAMID PRODUCTIONS
Executive Producer – Everett Rosenthal

Call the man from

OFFICIAL FILMS INC.
25 West 45th Street • New York 36, New York
PLaza 7-0100

REPRESENTATIVES IN:
Beverly Hills, Chicago, Dallas, San Francisco, St. Louis, Boston, Atlanta, Philadelphia



BIG STORY"

WHICH TV STATION Dominates SOUTH BEND?

THE SOUTH BEND-ELKHART TELEVISION AUDIENCE

RANK	PROGRAM	WSBT-TV	STATION "A"	STATION "B"
1.	I Love Lucy	57.5		
2.	I've Got A Secret	44.5		
3.	Red Skelton Show	43.1		
4.	Perry Como Show		43.0	
5.	G. E. Theatre	41.7		
6.	Hitchcock Presents	40.9		
7.	Playhouse 90	40.5		
8.	December Bride	39.6		
9.	Gunsmoke	39.0		
10.	$64,000 Question	39.0		
11.	Climax	36.9		
12.	Lassie	36.4		
13.	The Millionaire	35.2		
14.	Brave Eagle	33.5		
15.	Zane Grey Theatre	32.5		
16.	Your Hit Parade		32.5	
17.	Jack Benny	31.7		
18.	Ed Sullivan	31.4		
19.	The Lineup	30.3		
20.	Loretta Young		29.7	
21.	Burns and Allen	29.5		
22.	Bob Cummings	29.1		
23.	People Are Funny		28.9	
24.	What's My Line	28.5		
25.	To Tell The Truth	28.5		

Latest ARB Rating — April 21 thru April 27

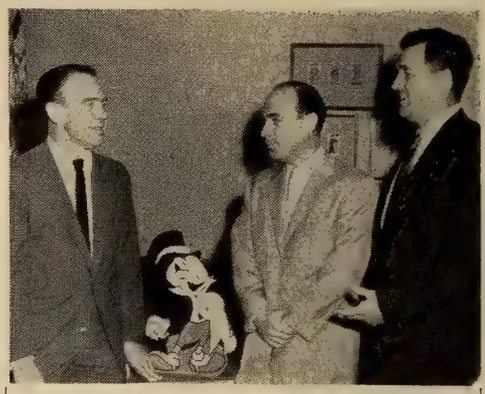
WSBT-TV carries 14 of the top 15 television shows in the South Bend market; 21 of the top 25; 37 of the top 50! One audience study after another proves that WSBT-TV dominates the South Bend television picture. You just don't cover South Bend unless you use it. Write for detailed market data.

PAUL H. RAYMER CO., INC., NATIONAL REPRESENTATIVES

WSBT-TV SOUTH BEND, IND. CHANNEL 34

CBS... A CBS BASIC OPTIONAL STATION

IN PUBLIC INTEREST



"OFFICIAL CONSCIENCE" for this year's United Community Councils campaign will be Jiminy Cricket, whose services have been volunteered by Walt Disney for tv film appearances. Henry Schachte (1), advertising vice president of Lever Bros. and chairman of the tv-radio committee, United Community Campaigns of America, introduces Jiminy to Donald Frost (c), product advertising vice president of Bristol-Myers Co. and member of the committee's plans board, and Edgar Stern, president, WDSU Broadcasting Corp., New Orleans, and national public relations advisory chairman of UCC.

KACE Visits 'Forgotten' Children

KACE Riverside, Calif., last month carried a broadcast about "forgotten" children. These are the children with I.Q.'s under 50 for whom no education or training facilities are made available by federal, state or local governments. The program, *Woman's World,* was recorded at the Cresthaven School for Retarded Children where the children (whom the schools said couldn't be taught to read and speak) put on a demonstration. They sang songs, recited the alphabet and gave the pledge of allegiance to the flag. In addition to the demonstration, Mrs. Max Suchy, president of the Riverside County Assn. for Retarded Children, sponsors of the school, made a plea for "recognition of the special problems these children have."

WPLM Launches Safety Campaign

An intensive highway safety campaign, which started before Labor Day and which will last five weeks in order to take in the back-to-school surge, is being conducted by WPLM Plymouth, Mass. The station has posted signs showing up-to-the-minute reports of traffic fatalities in its area and in the nation and WPLM sponsors have substituted safety announcements for their usual commercial spots.

Appeal Results in Needed Blood

When the Scranton, Pa., chapter of the Red Cross asked WEJL, same city, to carry an emergency appeal for a rare type of blood this month, the station did so. As a result, within an hour and a half after the appeal was made, 17 pints of blood reportedly were offered.



PREMIERE:

OCTOBER 7

NEW

ALCOA THEATRE

EXCITING ADVENTURE ANTHOLOGY
ALTERNATE MONDAY EVENINGS
9:30-10:00 EASTERN TIME - NBC-TV


OUR

PLACE IN SPACE



NATIONAL AWARDS *(current)*

OHIO STATE UNIVERSITY AWARD

First award in the national classification for a program directed to special interest groups



HEADLINERS AWARD

For consistently outstanding news reporting by a radio station



RADIO TELEVISION NEWS DIRECTORS ASSN. AWARD

For outstanding radio news operation

LOCAL AWARDS *(current)*

ILLINOIS ASSOCIATED PRESS AWARD



First place —Best local regularly scheduled news program
First place —Best local regularly scheduled farm show
First place —Best local regularly scheduled sports show
First place —Best local special events coverage
First place —Best general excellence of news presentation
Second place—Best documentary program



CHICAGO FEDERATED ADVERTISING CLUB AWARD

For local special features—Public service
For local programs—Audience participation
For local programs—Drama

• THE MOST HONORED • THE MOST SPONSORED

WBBM-RADIO

Est. 1922 Chicago's *Show*manship Station

CBS RADIO in Chicago—represented by CBS Spot Sales

THE BIG DRAW IS ON WRC-TV





GENE AUTRY TO CHAMPION YOUR PRODUCT! ROY ROGERS TO TRIGGER YOUR SALES!

Now, WRC-TV's newly acquired library of full-hour Roy Rogers and Gene Autry feature films will bring new appeal to the choice family viewing time between 5:30 and 6:30 pm in the nation's Capital. Each Monday through Friday, these hour-long, complete western dramas will delight and excite Washington small fry... and keep their parents watching and humming the songs these stars made famous the world over.

There's every kind of appeal—from singing to gun-slinging—in these all-time western favorites. Pack your product on the saddle of Roy Rogers and Gene Autry... for the biggest, fastest draw in Washington!

Call in your NBC Spot Sales representative for details of participation

WRC-TV · 4 WASHINGTON, D. C., SOLD BY NBC SPOT SALES

BROADCASTING TELECASTING

Vol. 53, No. 14 SEPTEMBER 30, 1957

TV NETWORKS: THIS WEEK'S TARGETS

- **FCC network study staff is expected to shoot from the hip**
- **Its report, due momentarily, will urge tough restrictions**

The special FCC staff that has been investigating television networking for the past two years will issue an exhaustive report of its labors this week. The report is expected to set off explosions from Madison Avenue to Sunset & Vine.

Reports have circulated that the staff will recommend that the FCC (a) outlaw option time, (b) make more stringent its multiple ownership rules, (c) prohibit networks from owning more stations than required for handling originations (New York, Chicago and Hollywood), (d) divorce networks from station representation and (e) compel networks to sever connections with talent.

Many other backbone practices of television networks and stations are expected to be questioned by the team of lawyers and economists called in from the outside to take the first look since 1938 at the Commission's network rules.

There have been indications that the staff's approach is largely from an anti-trust aspect.

It is known that the report concentrates solely on television; there are no suggestions regarding radio.

The 35,000-word report (1,200 mimeographed pages) is the end result of a 24-month study by a 13-man staff headed by U. of Cincinnati Law School Dean Roscoe L. Barrow.

It has delved into all segments of television broadcasting—networks, affiliates, non-affiliates, program producers, film syndicators, station representatives, advertising agencies and advertiser groups.

The report, which has had FCC duplicating machines running overtime during the past few weeks, was being completed by Dean Barrow in Cincinnati last week.

There was some doubt that the report would be ready for distribution to the FCC committee today (Monday); but it was certain it would be delivered into the hands of the three-man committee and key congressmen tomorrow or at the latest by Wednesday.

The document will be released to the public when it is delivered to the committee, it was ascertained last week.

The FCC network committee comprises Chairman John C. Doerfer and Comrs. Rosel H. Hyde and Robert T. Bartley.

Highlights of the reports will cover these phases—set out two years ago:

- Whether radio and tv networks and radio and tv stations should be under common ownership.
- Whether networks should own radio and tv stations.
- Whether networks should represent stations for spot business.
- Whether the multiple ownership rules should be liberalized or tightened.
- What the effect is on radio and tv broadcasting of present practices regarding program production and talent by those inside and those outside the broadcasting industry, by the networks and by stations.
- What the effect is on radio and tv broadcasting of present network-station relationships—involving the selection of affiliates, exclusivity provisions in contracts, option time provisions, free hour provisions, payment to stations and other terms of affiliation contracts.

Other subjects specified to the staff for study included (a) line charges and terms; (b) other interests by those who own networks, and (c) how competition can be enhanced in the national advertising field between network and non-network organizations, with emphasis on the number of outlets, national advertising potential and the needs of advertisers.

The report, it is understood, will run generally in this format. Each section will be a definitive, narrative explanation of present practices, and the basic recommendations will be rounded up in the final section. There will be a section on public service, but there will be no recommendations in this field, it is understood. There will be no report on programming it was learned. This is because the staff has not completed work on this subject yet.

The network study staff was established in September 1955. It has queried all segments of the broadcasting industry—through meetings and via questionnaires. The $221,000 appropriation ($80,000 in fiscal 1956 and $141,000 in fiscal 1957) ran out June 30 this year. The Commission, however, extended the life of the staff to Sept. 30 when it became apparent no report was possible by June 30. The FCC diverted a portion of its regular funds to finish the staff study.

Although the staff technically goes out of existence tomorrow, a skeleton organization will be continued, it was understood, to wind up its affairs.

Dean Barrow, also, it was understood, considers himself bound to be available for any additional work—or to testify before congressional committees—if necessary.

Upon receiving the report, the FCC committee will then have the responsibility of studying the recommendations, accepting them, revising them or, possibly, disagreeing with them completely.

The committee will then pass its recommendations to the full Commission.

THE DEAN'S LIST

Here are major recommendations which network study staff, headed by U. of Cincinnati Law School Dean Roscoe L. Barrow (right), reportedly will make to FCC:

- **Ban on option time**
- **Curb on station ownership**
- **Divorcement of networks from station representation**
- **Loosening of network control over talent**



R. J. REYNOLDS WANTS TV COSTS CUT

High executive says tv rates too high, commitments too long

Bowman Gray, executive vice president of R. J. Reynolds Tobacco Co., whose tv expenditure has been "just short of $100 million since 1948," likes broadcasting's results. But he's worried about spiraling costs in tv, plus network requirements for 52-week contracts. He put the issues squarely to broadcasters at last week's NARTB Region 2 meeting in Asheville, N. C. (story page 60). The portions of Mr. Gray's talk that were concerned with his broadcast problems follow:

The R. J. Reynolds Tobacco Co. has been a long, consistent and substantial user of broadcast advertising. For reasons which I need not go into here, we were perhaps a little behind our competitors in the field of network radio in the old days, but we certainly lost no time in getting in up to our ears in network tv—and, may I add without establishing any direct cause and effect relationship, it is a matter of public record that our business is considerably better today than it was then. This is true both in the absolute sense and with respect to our competitive standing in the tobacco industry. So we feel that we have made good use of the opportunities offered by your industry—not only in network radio and tv, but in spot, local and regional broadcasting in both media.

To illustrate my point, I'd like to give you a brief resume of our own activities in your field. Our first major effort in television was the *Camel News Caravan* starting Feb. 16, 1948, on the NBC-TV network of 10 stations. This was a ten-minute film newsreel theatre put together by Fox-Movietone News and at that time represented the largest single time order placed in television. By the end of that year the network had expanded to some 19 stations, at which time the program was extended to 15 minutes, 7:45-8 p.m. NYT, Monday through Friday, and production of the program was taken over by the newly-formed NBC news department. This was the first five-times-a-week program to be sponsored by a single advertiser, and we like to think that we helped NBC pioneer, not only in the area of news gathering and presentation, but in the building of an extensive interconnected network. We continued sponsorship of this operation for more than eight and a half years and wound up after 2,601 telecasts with a total line-up of 94 stations, all, of course, on a live basis.

From 1949 to 1952 we got into other kinds of programming to supplement the basic media purchase of *News Caravan* with a variety of types of shows including mystery, with *Man Against Crime* starring Ralph Bellamy; comedy, *My Friend Irma* and Ed Wynn; variety, *Show of Shows;* music, with Vaughn Monroe, and so on. Periodical purchases of sports broadcasts, both local and network, were bought by us throughout this and subsequent periods. By the end of this year R. J. Reynolds will have sponsored 4,785 telecasts for an expenditure of just short of $100 million since 1948.

With the changing nature of radio programming and the increasing recognition of the large out-of-home audience which was available, in addition to the in-home audience, saturation schedules were employed—first in the summer of 1955 in selected markets, and subsequently, in early 1956, expanded to a national basis.

"By the end of this year R. J. Reynolds will have sponsored 4,785 telecasts for an expenditure of just short of $100 million since 1948."

"In 1956, all R. J. Reynolds brands ran a total of over 350,000 spot radio commercial announcements using more than 500 stations in over 200 markets, and [radio spending] will be considerably greater this year."

CLEAN BILL ON COMMERCIAL LOADS

In view of R. J. Reynolds' large stake in the medium, and our fears that the effectiveness of spot radio might become dissipated through over-commercialization of the peak audience times, we undertook a study of actual broadcast logs of all stations which carry R. J. Reynolds schedules in order to determine if there were any excesses in commercial content which might reduce the effectiveness of our commercials. In view of the tremendous number of stations which Reynolds was using, we were gratified at the overwhelming response to our request for logs. After careful examination of all logs, it was apparent that there were relatively few flagrant violators of what we felt were good commercial practices.

In 1956, all R. J. Reynolds brands ran a total of over 350,000 spot radio commercial announcements using more than 500 stations in over 200 markets, and it will be considerably greater this year.

To sum this up quickly, we have made extensive use of television and radio, both on a national and local scale, and we have found it an effective and profitable medium through which to sell our merchandise.

However, as long as you have given me this opportunity to speak to you, I would feel remiss if I did not throw in a couple of "buts."

TV NOW COSTS MORE FOR LESS

The theme of this meeting is "A Time for Decisions," and some of the questions which advertisers are confronted with must be answered by decisions from within your industry. The most important of these in my mind—and I am addressing this to tv rather than radio—is the matter of costs. As I said, tv is good for us, but we find that even with our very large volume of advertising in television, we cannot afford to keep any sort of *status quo*. For example, in 1954 we sponsored 40½ commercial minutes of network-television every two weeks. In 1957 this commercial exposure had been reduced to 24 minutes every two weeks. In other words, we are spending 23% more money for 39% fewer commercials. This is not an encouraging trend.

Right here I know many of you are making rough mental calculations regarding commercial impressions. It is quite true that the purely quantitative side of this equation will give us a resultant bulk of commercial impressions that are much more in line with cost than I have indicated. But there is another side to this picture with an advertiser like ourselves, and that is frequency of impact. Cigarettes are one of the few commodities that are bought almost every day and a substantial reduction in frequency hurts us where we live.

Since 1950 we have been relating the cost of the average half-hour nighttime program (time and talent) to the *available* tv homes, as represented by the coverage of the average lineup in March of each year. This, today, is obviously a better advertising buy on the basis of *potential* audience than was the case back in 1950, but the low year in this study turns out to be 1954 where an advertiser could buy a thousand homes for each minute of his commercial for 78 cents with a total expenditure of $62,000 per telecast.

And let us dwell a moment on the word "potential." There is

For another advertiser's comments on tv costs, long-term commitments and other current issues, see exclusive interview with George Abrams, vice president in charge of advertising of Revlon and chairman of the Radio & Tv Service Committee of the Assn. of National Advertisers (page 112).

ever-increasing competition in many of these markets for this potential audience. In 1952 there were 109 television stations in operation in 64 markets. Today there are 457 stations in 301 markets. It is fairly obvious that the potential means less to the advertiser now than then.

This increased competition for the audience in television behooves all of us to strive for more promotion, publicity and merchandising on our shows. For example, we are launching a brand new—and we hope—very exciting new program on tv. It's called *Harbourmaster*. At our annual department managers meeting week before last, we asked our department managers to have their men call on station managers and station promotion managers in an effort to give this show an added push. In this area you people can be very helpful to us and to yourselves in grabbing a larger share of the audience in your communities, and we are hopeful that this extra effort will pay off. I hope that if you haven't already been contacted by our people that someone in your home office is right this minute giving consideration to this problem.

Since talent expenditures continue to rise through escalation, competitive bidding for properties and union increases, the only way I can see to preserve continuing efficiency of this most important medium is to hold the line on facilities costs. It is apparent that we are approaching the point of diminishing returns and my question is—what can be done to arrest and slow down these ever-mounting costs? By the way, I think something should be said from our point of view of the efforts that have been made by the networks to preserve some uniformity in rate setting and to discourage under the counter deals by a few individual affiliates on local rates. Your industry has reached financial maturity and it must operate accordingly.

52-WEEK CONTRACTS: TOO INFLEXIBLE

Another major problem that confronts us as buyers of television is lack of flexibility arising from the recent trends towards long-term commitments, and I honestly believe that this practice in the long run hurts rather than helps your industry. Management faced with the responsibility of expenditures of large sums of advertising money, naturally shrinks from the prospect of committing close to 5 million dollars irrevocably on a 52-week-half-hour tv commitment. In the operation of our business it is necessary that we maintain flexibility in order to cope with changing conditions in problem markets. For example, we had to cancel out one network program, which was otherwise entirely satisfactory to us, because we simply had to have money for special contingencies.

The long term commitment coupled with the high stakes involved is discouraging many advertisers from use of the medium, simply because they do not operate on margins which will accommodate such a gamble. The high turnover and unprecedented mortality in last season's programming has had, I believe, an unfavorable effect on network sales. I would therefore like to suggest that this matter of length of commitment be put high on your list of things for "decision." I do not make this suggestion without recognition of many of the problems involved. I am merely suggesting that this is a problem which I believe belongs with the broadcaster primarily.

The last problem to which I address myself lies in the area of film programming. We are large users of film. We believe that with some notable exceptions film provides better show opportunities in quality and scope. But the economics of the film business are actually working a disadvantage to your industry and to the advertisers which use it. This occurs through the requirement of guaranteeing film repeats in the summer months. This has undoubtedly caused a further depressing effect on the audience potential during these months when a normal seasonal decline sets in. Take two of our



BOWMAN GRAY
Executive Vice President, R. J. Reynolds Tobacco Co.

own shows for example. Garry Moore's *I've Got a Secret* is live and in February had a rating of 37, and in July a rating of 25.2—a substantial decline but not as marked as in the case of *The Phil Silvers Show*. *The Phil Silvers Show* in February had a rating of 32 and in July a rating of 17. *Mr. Adams and Eve* declined from a rating of 29.2 in February to a rating of 13.7 in August. These shows are popular television purchases, and they are forcing away a good part of their following by repeating films in the summer months.

I know it is difficult to find an equitable solution for the film producers to the old "thirty-nine and thirteen" formula. But if, for example, we could take a program hiatus in the summer, using the time to test new shows, we might develop new ideas and properties which would serve to feed this consuming maw which is television. This is a matter for decision involving the broadcasters, the advertisers, and the producers. It is apparent to us that this practice does not further the best interest of the program in question, and it is creating a deterioration of the values of the medium as a whole. I am hopeful some progress can be made in the near future in this area.

COLOR TV: NOT FOR REYNOLDS UNTIL 1960

Finally, I would like to dwell a moment in the area of color tv. That it will come of age, I believe, is inevitable. At the present time, the situation is a lot like the old chicken or the egg enigma—which comes first, the audience or the advertiser? I am keenly appreciative of the fact that the broadcasters have invested millions in the development of color television, both from the technical and programming standpoint. The growth has been disappointingly slow. It has been a long up-hill fight. I think one of the reasons it has been so slow has been the fantastic growth of black and white television with a resultant enormous investment in tv sets by the public. It is difficult to believe that a large proportion of the car owners of America could be immediately persuaded to abandon their Ford or Chevrolet in favor of a Cadillac. I realize that considerable progress has been made in bringing prices down but it appears that it will have to go further.

From an advertiser's point of view we do not see how we can divert money from other color media to invest in color tv until such time as the circulation potential would warrant such a diversion. For example, when can we have, in our own councils, an honest debate on the relative effectiveness of a back cover of a national magazine to a one-minute spot on color tv? From where I sit, I don't think the time for that decision will come before 1960.

HIGH FASHION FOR PABST

Visual appeal keynotes the new tv commercials for Pabst Brewing Co. The formula: fashion photography, with emphasis on black-and-white contrast, and the use of top-notch models—in this case, Suzy Parker and Vic Cutrer, who also appear in the print campaigns.

The formula was concocted by Norman, Craig & Kummel, New York, agency for Pabst, working with Richard Avedon, whose stylistic, almost textured fashion photography frequently graces the pages of *Vogue* and *Harper's Bazaar*. Mr. Avedon conceived and directed the sequence pictured here.

Contrast in tempo is another ingredient. In the one-minute film, quick cuts (16 in 20 seconds) lead up to the musical portion of the commercial, which is in slow motion. This is followed by a "beauty" shot of the product, and a final visual tag evocative of the print campaign.

The films were produced by Elliot, Unger & Elliot, New York.



ESSENTIAL *ingredient to good feeling: The girl, in an off-beat shot.*



THE *announcer whispers "Pabst." The picture makes sure there's no doubt about it.*



THE COMBINATION: *Girl, man, Pabst, place . . . put 'em all together and . . .*



PABST *makes it perfect! A short, catchy slogan completes the theme of the campaign.*

Radio Networks Make Pitch to BBDO Execs

The importance of network radio to advertisers was outlined in a special presentation by sales executives of the four networks at a forum held in the New York office of BBDO last Wednesday.

An official of each of the networks—American Broadcasting Network, Mutual, NBC Radio and CBS Radio—was allotted 15 minutes to describe the value of his particular operation. The presentations were heard by about 100 account executives and officials of BBDO, and though there was no discussion at the end, agency officials were reported to be "impressed" with the talks.

ABN's approach to network broadcasting was summarized by Robert Eastman, president, who claimed that American's live talent programming provides an advertiser with "the exclusivity" that no other medium can offer. The personalities conducting these programs, Mr. Eastman continued, have been selected for their salesmanship and their showmanship and, in essence, they will be an exclusive representative of the advertiser.

Mr. Eastman called the live musical programming ABN is offering "ambiactive," explaining that he meant it "fits people's activities—making beds, washing dishes, tending babies, driving cars . . ." ABN is offering advertisers "copy protection," Mr. Eastman added, pointing out that only products of a given type will be accepted within the network's hour-length programs. If a client leaves ABN, he said, it will not sell to a competitive advertiser for 60 days after the expiration of the client's contract.

On behalf of MBS, Paul Roberts, president, showed 13 blown-up cartoons, illustrating his talk on the "new Mutual" network. He stressed that Mutual today is offering the type of service the stations want—music, news and sports—and pointed out that five weeks after the new management assumed control of the network, more than $2 million in gross sales were completed.

Mr. Roberts also reminded the agency executives that products advertised nationally are sold in outlying districts, as well as the metropolitan centers. In this connection, he noted that MBS' coverage extends beyond the large cities and into the smaller areas, calling this a "plus" factor not equaled by other media.

NBC Radio's story was presented in broad detail by Matthew J. Culligan, vice president in charge of the network, who asserted that radio's most valuable asset is "interesting personalities and programs." He introduced to the forum four of NBC Radio's stars as "living evidence of the high quality of the network's radio programming."

Morgan Beatty, NBC newscaster, described the network's news operations and touched upon the various "beats" the network had scored recently as an indication of the top calibre of its newscasts. Madeleine Carroll, star of NBC Radio's *The Affairs of Dr. Gentry*, described the daytime dramatic programming, noting that it is pinpointed toward the women's audience and commenting, "The buying power of a woman listening to radio should not be underestimated." Walter O'Keefe, host on *Nightline*, gave a capsule description of the special features planned for the network this fall, and Ed Gardner, one of the stars on NBC Radio's *Stardust*, pointed to the value of comedy on radio.

Frank Nesbitt, CBS Radio director of sales development, characterized network radio as "the most efficient medium," when its cost is considered. He noted that a large advertiser who places the substantial part of his budget in tv can achieve maximum effectiveness by allotting a comparatively small amount to radio and suggested that for the medium-sized and smaller advertiser, network radio might well be the basic medium.

Mr. Nesbitt offered statistics to point up the growth of the radio audience in recent years, and described briefly the kind of people who listen to network radio. He explained that CBS Radio's programming approach has been devised to appeal to women largely during the weekdays and to the general public on weekends.

Three Follow Halpern to KM&J

Three people at Joseph Katz Co. agency have followed former Senior Vice President-General Manager David Hale Halpern to the newly-formed Keyes, Madden & Jones agency [B•T, Sept. 16]. E. U. (Bud) Gallanos, account executive on Bond Clothes, will make the switch today (Monday) despite the fact that the account won't formal-



AND THEN *the man. His natural question: "Where's the beer?"*



AN *effective, almost white-on-white shot appears, with the reply, "Here's the beer."*



MISS PARKER, *with typical feminine curiosity, still has a question: "What's its name?"*



MUSIC *and jingle: "When you feel the urge on a lovely day . . ."*



"YOU'RE *no Van Gogh but you're okay." A toast with Pabst, partner in pleasure.*



REMINISCENT *of the print campaign, a style shot closes the film.*

ly go to KM&J until Nov. 1 [B•T, Sept. 23]. Joining Mr. Gallanos will be Arthur Hemstead of Katz' media department and copywriter Jack Stanley. Bond, meanwhile, began a tandem-style, accelerated fall push via radio-tv saturation spot in approximately 40 markets. The campaign is slated to run through December. An average of 80-100 radio and 30-40 tv spots a week will be used on each station. Billing up to Nov. 1 will be through the Katz agency. After that date the commissions go to KM&J.

Pharma-Craft Sets Fall Plans For Network Radio-Tv, Spot Radio

Pharma-Craft Co. (deodorants, cough syrup, nasal spray), Batavia, Ill., has set its fall network radio-tv and spot radio schedule for Coldene cough medicine, with broadcast expenditures estimated to be about $4 million.

Commitments call for a quarter-hour of Arthur Godfrey's show on CBS two days weekly, one week split between a similcast and radio only, and the other with both days devoted to radio only, on an alternating week basis, starting today (Monday); CBS Radio's dramatic strip of *Nora Drake* and *Helen Trent* (twice weekly) and *Ma Perkins* and *Young Dr. Malone* (once weekly), already started this month; NBC Radio's *News of the World,* three times daily, also now underway, and new participations (with Fresh deodorant) on NBC-TV's *Steve Allen Show,* half of which Pharma-Craft takes (with Greyhound) on alternate weeks. The firm also is using spot radio on 92 stations in 50 markets from October through next March but thus far has made no commitments for spot tv.

Clemons, Esau & Gericke Agency Goes Bankrupt in DAV Deal

Clemons, Esau & Gericke, New York advertising agency, has gone bankrupt.

The agency handled the Disabled American Veterans show which was placed on 120 television stations last April and had incorporated a contest which evidently failed to produce enough entry fees to pay its costs.

A creditors meeting was held last July [B•T, July 15] at which time William T. Clemons, vice president of the agency, proposed that the creditors wait for a month until the DAV convention was held, at which time he hoped DAV would advance enough money to pay for the first show and a second.

Mr. Clemons reportedly had made overtures to DAV to assume the financial obligations of his defunct advertising agency but admitted so far he had not been successful. The other two principals in the bankrupt firm were John Esau, president, and Karl H. Gericke, vice president. Proceedings were filed in bankruptcy court Sept. 18.

Mr. Clemons, it was understood, plans to move his family to Mexico City where he is considering starting a production company to produce *The Hidden Treasure Show.*

New Agency Will 'Bypass' Standard 15% Commission

Formation of a new agency which will operate under a compensation system "bypassing" the traditional 15% commission is being announced today (Monday) by Ron T. Smith, formerly with J. Walter Thompson Co., and Marc Dorian, a consulting art director to advertising agencies. The firm is Smith & Dorian Inc., with headquarters at 50 E. 52nd St., New York.

Officials said the firm will specialize in clients billing $250,000 or less, which they described as "presently the neglected market."

They said Smith & Dorian will deposit the 15% commissions accruing from advertising in a client's "creative credit account" and the fees charged clients by the agency will be deducted from it. The agency won't add 15% to production costs.

Mr. Smith said that for the type of clients the new firm will service the 15% commission system will not work. "We feel," he noted, "the system puts tremendous pressure on smaller agencies to cut corners since the less time the agency invests the more money it will make. It also puts a premium on inefficiency, for the more client money the traditional agency spends on producing ads and collateral material, the more it earns from its 15% surcharge. And the system encourages the agency to push its clients into more expensive media."

'ROP' COLOR CONCERNS PRINT

- **Group in Chicago told color tv lags behind print color**
- **But polychrome tv is bound to become practical, they hear**

Developments in "run of paper" color for print media and competitive looks at the status and promise of color tv flavored the second annual newspapers' ROP color conference in Chicago last week.

The three-day sessions, attended by 1,000 newspaper and agency production and promotion men, were sponsored by the American Assn. of Newspaper Representatives and local trade groups.

Delegates were told that:

Newspapers have progressed further than the television industry in developing color for reader interest and advertising material but—

While color tv is having difficulty getting off the ground, it will become a "practical reality" and print people should use its "period of uncertainty to prepare (themselves) for the onslaught." However—

Newspapers are not going to get millions of dollars of color advertising unless rop color becomes more widespread in use—particularly by New York and other dailies —and is more fully explained to New York agency and client executives on a par with tv and other media.

The shirt-sleeve sessions were held at the Sheraton Hotel Monday-Wednesday featuring several key speakers, including Arthur A. Porter, vice president and media director of J. Walter Thompson Co.

Mr. Porter warned that while color tv has been slow developing, "once it hits and color commercials can be used on a broad basis, the competition for the national advertising dollar will hit a new and unprecedented level of intensity."

He observed that although newspaper trends have been favorable, newspaper share of the national advertising dollar has not increased from ten years ago. He asserted that while tv claims first place, "its greatest gains have been made at the expense of national magazines and network radio."

New York was described by Mr. Porter as "Hicktown, USA" in terms of rop color exposure, pointing out only two of seven newspapers are geared for it. He cited constant agency exposure to tv, radio and magazines and urged newspapers to set up a "creative selling strategy" aimed at New York agency-client executives, plus a strong research and promotion program. Media and other agency people have little information about rop color, he stressed.

Mr. Porter said he sent an informal questionnaire to about 90 key New York agency people on rop color exposure. The results: They read an average of four weekly and three monthly magazines, saw about eight tv shows a week, and heard radio on three occasions, but 40% of them hadn't been exposed to rop color for months or years.

A suggestion that newspapers gear themselves for the "onslaught" of color tv was voiced by James H. Armistead, general manager, Newspaper Printing Corp., Nashville. He declared that "when this day comes, you'll have to offer more and better color to keep your head above water."

J. H. Sawyer, Sawyer-Ferguson-Walker Co., publisher's representative, warned that radio, tv magazines and supplements have made their products attractive to buy and "even more attractive to continue buying." He said "radio became an important medium almost overnight" because it offered use of frequency and volume discounts to advertisers and encouraged them to "give the broadcast medium a complete and fair test." Television did likewise, he added.

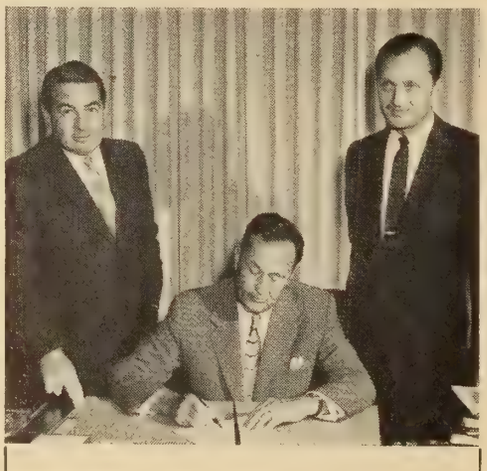
Nevertheless, he felt, rop color makes the newspaper "a better advertising buy than ever before" and in terms of basic values, it "now stands head and shoulders above any other medium . . . print or broadcast." He recommended the American Newspaper Publishers Assn.'s Bureau of Advertising study the possibility of creating a special department for rop color advertising promotion.

Lawrence T. Knott, vice president and advertising director, *Chicago Sun-Times*, singled out varied electronics inventions related to television, along with lack of rop color in New York, indicating newspapers may have a "colossal selling job" to catch up with their competition. Among inventions: 3-D color tv by General Electric and magnetic tape recorders in both color and black and white.

Perhaps manufacturers have not sold as many color tv units as anticipated, Mr. Knott said, but Brig. Gen. David Sarnoff, RCA board chairman, "is probably right" in contending that "nothing on God's green earth can stop the advance of color tv."

Newspapers won't cut into the rop color advertising pie until "we step up our efforts and work toegther to solve some of the mechanical problems," Mr. Knott suggested. "We must also devise a plan which will make it possible for advertisers to buy our product as easily as they do our competitors'."

Color tv was described as "excellent" with promise of "great developments" by Irwin Maier, *Milwaukee Journal*. But he claimed "the spectacular development of color has been that in newspapers during the past decade," despite technical and mechanical problems. Newspapers are experimenting more with rop color, including reproduction of subjects from photographs taken off color television receivers.



THE Pacific Coast's 26-year-old *Richfield Reporter* leaves its longtime nightly spot on NBC Jan. 1 to be heard on 29 stations of the CBS Radio Pacific Network [AT DEADLINE, Sept. 23]. W. G. King Jr., vice president and general sales manager of the Richfield Oil Corp., signs a 52-week contract for the move. With him are Fred M. Jordan (l), Richfield advertising director, and Fred Ruegg, general manager of KNX Hollywood and CRPN.

Anti-Freeze Firms Planning Heavy Advertising Campaigns

Big anti-freeze advertisers are putting heat into their advertising this season. E. I. duPont de Nemours & Co. (Zerone-Zerex), Wilmington, Del., through BBDO, New York, for example, is using spot radio on a national basis for the first time this season, covering about 100 major anti-freeze markets and proceeding with a saturation campaign that includes 30-50 total spots per week per market (all one-minute).

The company, in backing up its network tv program *Show of the Month* series on CBS-TV, is buying as "many stations as we can get" out of 145 stations carrying these specials on Sept. 29 and Oct. 28 (the programs are 90 minutes long) for supplementary spot.

A novel use by DuPont is an ID run adjacent to a 20-second spot with a total of about 28 seconds exposure (two seconds for the station call) on behalf of the anti-freeze. This ID-plus-20-seconds is to be placed in the middle of the show. In its spot radio buying, the purchase for the northern area of the U. S. already is completed, with buying in progress still for the central area (mid-October) and southern area (end of October). Also in DuPont's plans: 30 five-minute weather programs and five segments weekly of Don McNeill's *Breakfast Club*, both on the American Broadcasting Network, starting today (Monday). DuPont and Prestone (the National Carbon Co.) are the biggest in the anti-freeze field.

La Brea to Put $300,000 in Tv

La Brea Sales Co., Los Angeles discount chain, has appointed the Tullis Co. in that city for its entry in advertising. Tv has been earmarked for $300,000 on all Southern California stations. The chain's four outlets carry a wide range of merchandise, operating on a card membership customer plan. Norman Lamoreaux and John Batts, who head La Brea sales, have announced a sales goal of a million card memberships, more than double the present 410,000 customers. Account executive at the Tullis Co. is Jerry Pomerance.



Savannah Among Top Ten Growth Markets in America

Month after month, Savannah has been among the *top ten cities in business activity* in the United States (Rand-McNally Business Trends). Yes, the Savannah Seaboard Market is worth going after—nearly three quarters of a million people whose purchases accounted for over $520,000,000 last year.

How to cover this market? Simple! Use the one medium that reaches *all* the people. Ask any Blair TV man for the full Savannah Story . . . then *put your message where the money is* . . . put it on Channel 3 in Savannah!

Clearly . . . SAVANNAH'S PREFERRED-CHANNEL STATION

It's 3 in Savannah



WSAV-TV

NBC CHANNEL THREE

REPRESENTED BY BLAIR TELEVISION ASSOCIATES

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money



This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . *at by far the lowest cost per thousand.* (Nielsen & SR&D)

They serve this amazingly rich inland market — with triple the retail sales of the Atlanta metropolitan market — and effective buying income of nearly $4.6 billion, more than all of Iowa. (Sales Management's 1957 Copyrighted Survey)

McClatchy Broadcasting Company

Sacramento, California
Paul H. Raymer Co.,
National Representative



Magazine Sales Push Headed by Walton

Pharmaceuticals Inc. will enlarge its radio-tv expenditures shortly, but allocations will not be for its many drug and toiletries products. Some $150,000 in radio and an unspecified amount in television will go toward building up subscriptions for *Journal of Lifetime Living*, the magazine acquired last year by Pharmaceuticals Inc.



MR. WALTON

Spearheading the subscription push is broadcaster Sidney Walton, who last week was named the magazine's new publisher. Mr. Walton joined WBAL Baltimore in 1932 as an announcer, later served with WMGM New York as news director, and with Paramount, Pathe and Hearst Metrotone News as newsreel commentator. He most recently has been the "voice" of *Changing Times*, the Kiplinger magazine. By title, Mr. Walton was Kiplinger's advertising and publishing consultant. At the *Journal* he succeeds Jerome Cossman, who returns to his regular duties as treasurer of Pharmaceuticals Inc.

Although editorial offices of the *Journal* continue at 1625 Bay Rd., Miami Beach, Mr. Walton will make his headquarters in the offices of Parkson Adv., New York, Pharmaceuticals' agency.

Discussing plans for boosting the *Journal's* subscription roster by 150,000 new readers a year (present circulation is 250,000), Mr. Walton recalled that by the use of only network radio (ABC, CBS, MBS, NBC) over a two-year period, Kiplinger, through Albert Frank-Guenther Law, New York, was able to solicit 600,000 trial subscriptions for the specialized consumer magazine. The trick that did it, he noted, was a 15-minute recorded program featuring himself, often billed as a one-man talkathon. Mr. Walton discussed topics of "pressing national interest" in a staccato, hard-sell and sometimes pundit fashion.

He said he will apply the same "successful formula" to *Journal of Lifetime Living*, which, incidentally, he will change from a "geriatric" publication to a consumer family magazine appealing to people 35 and older. The *Journal* currently caters to aged people.

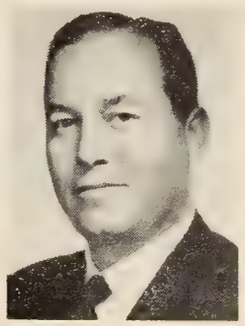
On Nov. 15, the *Journal*, both directly and through Parkson Adv., will launch a test run of a 15-minute transcribed program, as yet untitled, in about six major markets. Network radio also is planned for January. Mr. Walton is certain some tv will be used. Indefinite at this time: whether the publication will buy all of its time or ride on the spots now used by various Pharmaceuticals products, including the newly acquired J. B. Williams line of men's grooming products.

COME SEVEN!

Although the Advertising Council is a strictly non-partisan organization, it hopes the World Series, which opens Wednesday, will go the full seven games. The reason is that Gillette Safety Razor Co., which sponsors the series on NBC-TV and NBC Radio, is contributing a one-minute announcement of its commercial time in each game to various council projects. On the third game, for example, the council's "Better Mental Health" undertaking will be promoted and listeners and viewers will be offered a copy of "How to Relieve Your Tensions" (both the New York Yankees and Milwaukee Braves fans may need copies by then).

Hensley Named President, Chief Executive of Toni

Stuart K. Hensley has been elected president and chief executive officer of Toni Co., moving up from executive vice president to succeed R. Neison Harris, founder and president, who becomes vice president of the parent Gillette Co., it was announced last Monday.



MR. HENSLEY

Mr. Harris will be responsible for overall operations of both Toni and Paper Mate, another Gillette division, and continues as president and chief executive officer of Paper Mate. Gillette and its divisions are substantial broadcast advertisers, with roughly $17 million in radio-tv media.

Mr. Hensley started in Toni's sales department in 1946 and later became divisional manager, regional manager and general sales manager. In 1952 he was appointed vice president in charge of sales, adding responsibility for advertising and sales promotion. He was named executive vice president in 1956. His successor has not been appointed.

NRDGA Study Shows Retailers Stepping Up Use of Radio Ads

A survey released last week by the National Retail Dry Goods Assn., shows that retail stores throughout the country are stepping up their use of radio as an advertising medium this year.

Of the reporting stores, 70% said they are using radio as an advertising medium, according to NRDGA. Of this total, 30% have increased their radio advertising; 13% have decreased their volume, and 57% are using the same amount in 1957 as in 1956.

The association said 36% of the reporting stores use tv advertising but commented that "apparently, there is no general agreement on the part of retailers as to the comparative value of this medium." It cited as an example that 38% of the stores reported they are using less tv advertising this year than last year; 28% said they are using more tv, and 34% the same amount.

The survey also showed that 84% of the reporting stores commented that their newspaper advertising space rates are higher now than a year ago and as a result 58% of the group said they are reducing their newspaper lineage.

Petroleum Institute Plans Network Color Series in 1959

The oilmen's principal trade association is expected to invest as much as $3 million for production alone in a network venture planned for late in the next tv season (in 1959).

Plans of the American Petroleum Institute, New York, are in the preliminary stage, but BBDO, New York, agency for API, last week revealed that it has commissioned MGM-TV to produce a series of one-hour color films at MGM's Culver City, Calif., studios. The films to be produced for API will be dramatic presentations for network exposure. The network has not yet been selected. Title of the series will be *Centennial*, marking the oil industry's centennial celebration in 1959. About eight programs in all would be scheduled in the series at an estimated total production cost in the neighborhood of $3 million. Top Hollywood stars, prominent directors and writers will be employed.

Jack Denove of Jack Denove Productions, Hollywood, has been named producer for the series. To be decided: the producer of the commercials to be used on the programs, and whether the messages will be live or on film, or perhaps a mixture. The series will not be documentary in the institutional sense. According to BBDO, the series will be colorcast and possibly may be scheduled on a once-per-month basis for the season.

Brophy Praises Public Service By Ad Council in Hollywood Talk

No group has contributed more to the public service campaigns of the Advertising Council than radio and television people, Thomas D'Arcy Brophy, newly retired chairman of Kenyon & Eckhardt [B•T, Sept. 23], said Monday in a talk to the Hollywood Advertising Club.

This coming season promises to show an even better record of cooperation by the broadcast media, Mr. Brophy said. He pointed out that the council's Hollywood radio-tv committee, headed by Walter Bunker, Young & Rubicam's Hollywood radio-tv vice president, had sent out six-month advance schedules to the sponsors of all network tv programs, with extraordinary results. Of 105 regular continuing commercial programs on the three tv networks, he said, 92.4% have indicated regular cooperation with council campaigns, whereas at this time in previous years the affirmative response had been around 50%.

Mr. Brophy also praised the council's radio-tv committee for its negotiations with the Alliance of Television Film Producers

which resulted in a unanimous vote of this group to support the council's public service campaigns. "The Hollywood committee has insured that films won't freeze public service out of television," the speaker declared. He added that the sponsors of nonrecurring special tv network programs also are being approached to assist these campaigns.

To illustrate the work of the council, Mr. Brophy showed three new tv commercials for the forest fire prevention campaign, for which Foote, Cone & Belding has been task agency for 17 years. Russell Z. Eller, advertising manager of Sunkist Growers, and James Felton of FC&B created the new commercials, which were produced by Era Productions, Mr. Brophy said, stressing that all concerned contributed their services without charge and estimating that overall some $90 million worth of time, space and services had been donated to this campaign. Summing up its achievements, Mr. Brophy reported that in 1942 there were 30 million acres of forest land blackened by fire, but by 1956 the burned out areas had shrunk to six million acres, less than half of what might have been anticipated, with credit largely due to Smokey the Bear.

Pure Oil Buys Grid Films In 20 Markets for $150,000

Pure Oil Co., Chicago, has signed contracts for sponsorship of the filmed *1957 Big Ten Hi-Lites* football series in 20 markets in a transaction involving an expenditure of about $150,000 in time and package rights.

The petroleum firm has negotiated for full sponsorship on 17 stations and alternate weeks on three others, pinpointed throughout its Midwest regional marketing area. In two of the three alternate markets, automobile dealers have picked up the remaining half of the tab.

The football film package is produced by Sports Tv Inc. and distributed by Sport Lite, Midwest representative for the Western Conference Series. Agency for Pure Oil, heavy regional radio-tv advertiser, is Leo Burnett Co., Chicago.

Capital Airlines Moves to K&E

Capital Airlines, Washington, D. C., named Kenyon & Eckhardt, New York, as its advertising agency, effective Oct. 1, it was announced last week by David H. Baker, Capital president. Lewis Edwin Ryan, Washington, D. C., has handled the account for ten years. The change in agencies, Mr. Baker said, "implies no criticism of our present agency, which has done an excellent job for Capital. We have come to a point where it is essential that we have representation by one agency throughout the entire area of our route system and Kenyon & Eckhardt's regional office locations fit this pattern ideally."

Lyons Handles Revlon Radio-Tv

Revlon Inc. radio-tv activities at Dowd, Redfield & Johnstone, N. Y., will be handled by DR&J Radio-Tv Director William Lyons. Gene McMasters, vice president of the agency's drug division, had been identified by B•T with radio-tv [B•T, Sept. 23].

'McCALL'S' RECEIVES TvB COUNTERBLAST

- **Carr criticizes tv programs**
- **Cash brands talk as 'fiction'**

McCall Corp., whose "togetherness" theme has done much to cement the marriage between advertisers and the space salesmen at *McCall's* magazine, has come under sharp (return) fire from the Television Bureau of Advertising for attempting, TvB says, to instigate a divorce between advertisers and time salesmen.

On Sept. 17, addressing the Magazine Publishers Assn. fall conference, *McCall's* advertising vice president, William B. Carr, characterized tv advertising in these words: ". . . Today, they compare magazines with tv. This is so easy, because tv is so easy to understand. Any show with any rating at all is designed to interest a 15-year-old mind. So, it's simple. Make them laugh, make them clutch their chairs over a whodunit, or a chick that is about to miss the answer on who was the first President of the U. S.—That is advertising, they say. . . . It doesn't matter, really, whether the advertiser's product sells as a result of advertising. The show goes on and on, and nobody bothers too much to find out. This is the real sucker age in advertising. If an advertiser dares to ask for an accounting, the answer again is readily produced: 'Let us know right away. If you don't want this time spot, someone else does.' So the advertiser keeps on buying. . . ."

Speaking for the tv medium, TvB President Norman E. (Pete) Cash today (Monday) brands Mr. Carr's conclusion as "fiction" and says, "We were stunned by the apparent lack of knowledge, if not outright stupidity, about tv reflected in . . . [Mr. Carr's] comments.

"It appears Mr. Carr stole the MPA spotlight while amusing its members, but he must have these facts forcibly brought to his attention." The facts, according to TvB:

• Of the top 100 national advertisers, 45 spend more money in tv than all other media combined. Only nine of the 100 are basic magazine medium users.

• A number of major advertisers "prove tv's sales ability by their published 1956 sales records." Among them: Prudential Insurance Co. of America (58.5% of budget in tv, $8.3 billion in net sales—33.9% increase over 1955); Revlon Inc. (73.4% of budget in tv, $85.8 million net sales—66% increase over 1955); American Home Products (79.5% of budget in tv, $295.5 million net sales—26% increase over 1955).

Mr. Cash also quoted several major advertisers, including the Mennen Co. ("Tv . . . is better for us than any other medium in terms of cost-per-sale. . . . We attribute any sales increases since 1955 primarily to tv"); Eastman Kodak Co. ("Tv is perfect for us. . . . We can reach the family to-

COLORCASTING

The Next 10 Days Of Network Color Shows (All Times EDT)

CBS-TV

Oct. 1, 8 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

Oct. 9 (8-9 p.m.) *The Big Record,* Pillsbury through Leo Burnett, Kellogg through Leo Burnett, Armour through Foote, Cone & Belding and Oldsmobile through D. P. Brother.

Oct. 4 (2:30-3 p.m.) *Art Linkletter's House Party,* participating sponsors.

NBC-TV

Sept. 30, Oct. 1, 4, 7, 8 (1:30-2:30 p.m.) *Howard Miller Show,* participating sponsors.

Sept. 30, Oct. 1, 4, 8 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

Sept. 30, Oct. 7 (7:30-8 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel.

Oct. 1 (8-9 p.m.) *The Eddie Fisher Show,* Liggett & Myers Tobacco through McCann-Erickson.

Oct. 2, 3 (starting 12:45 in originating city) *World Series,* Gillette through Maxon. (If it is necessary to play games six and seven, scheduled for Oct. 9 and 10, the series will be colorcast on those days.)

Oct. 2, 9 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

Oct. 3 (7:30-8 p.m.) *Tic Tac Dough,* Warner-Lambert through Lennen & Newell.

Oct. 3 (10-10:30 p.m.) *Lux Show,* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

Oct. 5 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Oct. 5 (10-11 p.m.) *The Dean Martin Show,* National Carbon through William Esty Co.

Oct. 6 (6:30-7 p.m.) *My Friend Flicka,* sustaining.

Oct. 6 (8-9 p.m.) *Steve Allen Show,* participating sponsors.

Oct. 8 (8-9 p.m.) *George Gobel Show,* RCA-Whirlpool through Kenyon & Eckhardt; Liggett & Myers through McCann-Erickson.



imaginative programing has produced

BARTELL GROUP FAMILY RADIO

✦ **FIRST** at **WOKY** Milwaukee, **KCBQ** San Diego, **WAKE** Atlanta, **KRUX** Phoenix... newest Bartell stations **WILD** Boston and **WYDE** Birmingham going up, up, up!

BARTELL IT . . . and SELL IT!

Sold Nationally by ADAM YOUNG, Inc.
for WOKY The KATZ Agency



America's **FIRST** Radio Family
Serving 10 Million Americans

gether and demonstrate the ease of operation of our cameras"), and General Foods Corp. ("Television offers the greatest potential audience, so tv gets more than half of the company's total media expenditures").

Mr. Cash also blasted Mr. Carr's remarks that while six magazines with five million circulation or up average 60 years in age "it will be a great day when any tv show lives to see 20 years, or 60 years, or 100 years in age . . . in fact, 2 will get you 10 that not a single tv show in the first 10 rating today will even be in existence 10 years from now." TvB's answer:

"I'm sure that the magazines he refers to in his comparison have changed content matter as well as editorial policy through their . . . years of existence to keep up with the times. Tv shows continue to change to meet public demand and interest. Tv demonstrates its popularity, for the record of 1957 shows 53 elevision programs with an audience of over 10 million homes each. What magazine advertisement has been read by 10 million homes—and what combination of magazines will ever hope to establish an audience of over 100 million people such as *Cinderella* has demonstrated in a single performance via television?

"Rather than blasting the ears of the advertiser, who really needs the finest of marketing data as profits are squeezed, why doesn't the Magazine Publishers Assn. plan to tell the advertiser the size of his audience —not the magazines' total audience, how this audience builds in the course of a week or a month, the number of different homes reached and the frequency of reach, the audience in terms of age of housewife, family size, territory, age of children, county size—what audience the magazine advertisement reaches in terms of families consuming the product offered for sale in the magazine ad and the relationship of that reader and product consumption.

"The TvB and the television industry have this data for the advertiser."

Mr. Cash concluded: "It's about time the magazine medium furnished such data and stopped wasting people's time with fiction-filled diatribes."

SELF-SERVICE DEALERS PREFER TV

Television scores an average 79% as the major national advertising medium of self-service dealers. who feel it helps them most in moving goods through their stores.

Tv's high mark as a goods mover is reported in a survey by the Market Planning Corp., results of which were released last week. The study was commissioned by CBS-TV in December 1956 to determine the attitudes of self-service retailers toward six major media used by national advertisers.

The study is noted in CBS-TV's new tv promotion film, "Depth Study," now being made available to business and general audiences throughout the U. S. by the network and its affiliates [CLOSED CIRCUIT, Sept. 23]. Newsmen previewed the 14-minute film in New York Monday.

The six media included in the MPC survey: tv, newspapers, magazines, radio, Sunday supplements and billboards. A total of 2,423 responses were recorded from self-service dealers. Of that number, 799 grocers were surveyed, with 78% listing tv as presenting the most help; 19%, newspapers; 2% magazines, and 1% radio. None mentioned supplements or billboards. Druggists canvassed numbered 801 with these responses: 89%, television; 9%, newspapers; 1% magazines and nothing for the other media. In the hardware category (414 interviewed), 68% of the dealers mentioned tv; 20%, newspapers; 9%, magazines; 1%, radio; 2%, Sunday supplements, and none, billboards. Variety self-service dealers: 75%, television; 18%, newspapers; 3%, magazines, and both radio and Sunday supplements, 2%, with billboards again not mentioned.

As part of the survey, the dealers were asked to place themselves in the role of national advertisers and divide $1 million hypothetically among the major media. The weighted average showed tv allocated $508,000, newspapers $198,000, radio $107,000, magazines $92,000 and other media smaller amounts.

The color film, produced by Terrytoons Div. of CBS-TV Film Sales at a cost understood to exceed $100,000, deals with tv's role in American life. It tells a story of three archeologists who set out on an expedition to uncover the roots of the present U. S. culture and who dig back to an earlier civilization (1946) and then proceed to trace the evolution of the tv era with each interpreting the findings from the economic, sociologic and communication points of view.

Theme: tv has proved ideally suited to meet certain social and economic needs of the times, and thus its rapid growth, its tight weave in the fabric of American life and its effectiveness in moving messages and merchandise.

The film was shown to the CBS-TV Affiliates Assn. board of directors about a month ago in unfinished form and is expected to be shown by the network to national advertisers and agencies, among others, with affiliates presenting the film to local social, educational and professional groups as well as clients. The film also is in a form suitable for on-air use.

According to CBS-TV, a "second edition" of the study to be released in about two months will present "new information" on tv's role in automobile selling.

Market Changes Call for Skill, Lewis Tells Boston Broadcasters

The greatest challenge to American business is the ever-changing problems of marketing, William B. Lewis, president of Kenyon & Eckhardt, New York, told the Broadcast Executives Club in Boston Thursday. Mr. Lewis pointed out that advertisers are requiring their agencies to be more skillful and more effective in all areas of marketing, whether broadcast media or print.

"We must have the facts and many of them," he said, noting that this applies particularly to broadcast opportunities because "while the rewards for success in broadcasting are greater than those of any other medium, the risks of failure also are numerous."

He said that "of 32 half-hour evening dramatic shows which opened on the networks for the 1956-57 season, only eight survived. Putting it more forcefully, there were 24 failures in this one category alone."

He described broadcasting as the "most dynamic" means of advertising, for "here we are dealing with forces that penetrate deeper than the printed page." But for certain tasks, Mr. Lewis said, "nothing will ever supplant newspapers and magazines."

Mr. Lewis also noted that pay-tv has become one of the liveliest issues before the broadcasting industry. "What has interested me most as a bystander in all this discussion is that neither side has publicly considered the possibility of combining commercials-sponsored television with pay-tv," Mr. Lewis said. "Why not run advertising with pay-tv?" That seems logical and certainly worthy of study. . . . No one stops to consider that it would cost the public several dollars a copy—not five or ten cents—for their daily newspapers were it not for advertising revenue."

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 123,262,000 people in the U. S. over 12 years of age during the week Sept. 15-21. This is how they spent their time:

65.1%	(80,244,000) spent	1,755.3 million hours	WATCHING TELEVISION
53.6%	(66,068,000) spent	983.2 million hours	LISTENING TO RADIO
82.9%	(104,184,000) spent	405.3 million hours	READING NEWSPAPERS
29.0%	(35,746,000) spent	160.1 million hours	READING MAGAZINES
24.7%	(30,446,000) spent	385.1 million hours	WATCHING MOVIES ON TV
33.9%	(41,844,000) spent	175.0 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

• All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.



OF GREAT ACCOUNT

Vera Brennan

"From KMTV, we expect and get excellent programing, tailored merchandising and experienced production. Our schedules on KMTV have resulted in fine sales in the Omaha market."

VERA BRENNAN
Broadcast Coordinator

SULLIVAN, STAUFFER COLWELL AND BAYLES — N. Y.

Photo by BERNARD BACHRACH

KMTV SERVES MORE TV HOMES THAN ANY OTHER STATION IN NEBRASKA, IOWA AND KANSAS!

COLOR TELEVISION CENTER

KMTV

NBC-TV

OMAHA • CHANNEL 3

Represented by
EDWARD PETRY & CO., INC.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

IT'S EDSEL • Edsel Div., Ford Motor Co., has signed for alternate week sponsorship of NBC-TV's *Wagon Train* (Wed. 7:30-8:30 p.m.), effective Oct. 23. Agency is Foote, Cone & Belding, N. Y. Co-sponsors on alternate weeks are Drackett Co. and Lewis-Howe Co., both signed earlier.

AMC ACTIVITY • American Motors Corp., Detroit, for Nash, Hudson, Rambler and Metropolitan cars, understood to be considering year-round broadcast spot activity after introducing '58 models this fall. With no network tv in its future (AMC dropped ABC-TV's *Disneyland* at end of last season), reports are that car maker will boost rate of tv advertising. AMC won't reveal kick-off date of introduction drive, understood but not confirmed to be on or about Oct. 23.

On network radio, where AMC has been riding strong via NBC's *Monitor*, car maker intends to fill in in what it calls "non-*Monitor* markets," areas not blanketed by weekend service program. Agency: Geyer Adv., N. Y. This will be first year Geyer has handled full introduction on all AMC autos. (Hudson last year was still at Brooke, Smith, French & Dorrance.)

SECOND SPEC • Pontiac Motors Div., General Motors Corp., already signed for half of one spectacular (NBC-TV's *Annie Get Your Gun* with Mary Martin on Nov. 27 [with Pepsi-Cola Co.]), has signed for its second musical special, Victor Borge "one-man show." Slated for CBS-TV Feb. 19, one-hour show will pre-empt Colgate-Palmolive Co.'s *The Millionaire* (Wed., 9-9:30 p.m., Ted Bates & Co.) and R. J. Reynolds Tobacco Co.'s *I've Got a Secret* (9:30-10 p.m., William Esty Co.). MacManus, John & Adams Inc., Bloomfield Hills, Mich., and N. Y., is Pontiac agency.

PLUS NINE • Nine more advertisers have signed to sponsor NBC-TV's *Nat King Cole Show* on cooperative basis and two current sponsors have extended sponsorship. Program, aired Tuesday 7:30-8 p.m., now has 15 sponsors in 14 markets.

Advertisers and stations newly signed include Gunther Brewing Co. (now sponsoring program on WRC-TV Washington) on WBAL-TV Baltimore; Commercial Solvents Corp., for its anti-freeze, WBUF (TV) Buffalo; Colgate-Palmolive Co. (now sponsoring series over KRCA (TV) Los Angeles) and Continental Baking Co., WNBQ (TV) Chicago; Folger's coffee, Rival dog food and George Wiedemann Brewing Co., WLWT (TV) Cincinnati, Ohio; Gold Bond beer, KYW-TV Cleveland; Swan Cleaners, WLWC (TV) Columbus, Ohio; Coca-Cola Co., KPRC-TV Houston, and Wilen Wine, WRCV (TV) Philadelphia.

APPLE PIE • Washington State Apple Commission will put $500,000 into media advertising between October and May. Budget, triple last year's appropriation, will reach all U. S. except New England, with $200,000 planned for use this year. Campaign will rely heavily on newspapers, with tv planned in selected markets, supplemented by radio in spot markets. Agency: Cole & Weber, Portland, Ore.

STEPPING INTO RADIO • Capezio Inc. (women's shoes), N. Y., an exclusive slick-magazine advertiser, will test radio for 13 weeks starting Oct. 16. Initial purchase has Capezio sponsoring a once-a-week 55-minute recorded ballet music program on WQXR New York. Hockaday Assoc., N. Y., is Capezio agency.

LEVERAGE • Lever Bros. has signed to sponsor NBC-TV's *Father Knows Best* (Wed. 8:30-9 p.m.) on alternate weeks starting Wed. Agency: J. Walter Thompson Co., N. Y. Alternate week sponsor is Scott Paper Co.

HITCHCOCK FANS • Bristol-Myers Co., N. Y., has renewed sponsorship of *Alfred Hitchcock Presents* (Sun. 9:30-10 p.m.) on CBS-TV through October 1959. New contract with MCA-TV, agent for Hitchcock, also includes option of renewing show from Oct. 4, 1959, to October 1961. Young & Rubicam, N. Y., is agency.

COLOR FAN • RCA has signed as alternate-week sponsor of two NBC-TV color programs, *The Price Is Right* (Mon. 7:30-8 p.m.) and *Tic Tac Dough* (Thurs. 7:30-8 p.m.). Speidel Corp. and Warner-Lambert Inc. will sponsor *The Price Is Right* and *Tic Tac Dough*, respectively, on alternate weeks, as previously announced. RCA agency is Kenyon & Eckhardt, N. Y.

CLEAN BUY • Lehn & Fink Products Corp. (Lysol), N. Y., has signed to sponsor *Truth or Consequences* on NBC-TV alternate Thursdays for Lysol home disinfectant through McCann-Erickson, N. Y. Advertiser is shopping for second network show for Lysol. New copy theme stresses household cleaning applications rather than previous "semi-medical" connotation.

'TODAY'S' ACTION • Four advertisers have signed for total of 36 participations on NBC-TV's *Today* show (Mon.-Fri. 7-10 a.m. EDT). The advertisers: Bridgeport Brass Co. (Copperware cooking utensils), through J. M. Mathes Inc., N. Y., has ordered 17 participations between Oct. 7 and Dec. 13; California Prune Advisory Board, through Botsford, Constantine & Gardner, Portland, ordered 14 participations starting Oct. 9; Ben-Mont Papers Inc. (gift wrappings), Bennington, Vt., through William B. Remington Inc., Springfield, Mass., ordered three participations between Nov. 29 and Dec. 6, and Asco Electronics Co. (Flea-Gard), Boston, through Jerome O'Leary Adv., that city, ordered two participations for Oct. 31 and Nov. 8.

LONGEVITY RECORD • Kraft Foods Co. has renewed on NBC-TV for another year its sponsorship of *Kraft Television Theatre* (Wed. 9-10 p.m.), effective Oct. 2. Agency: J. Walter Thompson Co., N. Y. Kraft has sponsored series since inception in May 1947.

BIG TIME • CBS Radio's *Philip Morris Country Music Show*, broadcast on regional network basis since July 5 (Fri. 10:30-10:55 p.m.) will be extended to full network program beginning Oct. 6 (Sun. 9:05-9:30 p.m.). Philip Morris Inc., N. Y., is sponsor, through N. W. Ayer, N. Y.



CELEBRATING the contract that reunites Sid Caesar and Imogene Coca on television [AT DEADLINE, Sept. 23] are (l to r): Helena Rubinstein, founder of the cosmetic house that will sponsor the team on ABC-TV; Miss Coca, Mr. Caesar and Oliver Treyz, ABC vice president in charge of the television network.

DAY & NIGHT • New business totaling $300,000 in gross billings has been placed with NBC-TV's *Today* and *Tonight* programs by five advertisers in the past two weeks. Orders for a total of 58 participations on the two programs came from P. H. Hanes Knitting Co., White Motor Co., Mystik Adhesive Products Inc., General Time Corp. and L. C. Forman & Sons (piccalilli food products).

IN THE HOOP • For the second successive year, Standard Oil Co. of Indiana has signed to sponsor Big 10 basketball games over a regional tv network of the Sports Network in Michigan, Indiana, Illinois, Missouri, Minnesota, Wisconsin and Iowa, Series of 13 Saturday games starts Dec. 14. Agency is D'Arcy Adv., Chicago.



Top-drawer advertisers buy WGN-radio in Chicago

You're in good company when you join the nation's smartest time-buyers who confidently select WGN to sell millions of dollars worth of goods for top-drawer clients.

Consistent high program quality, at the lowest cost, makes WGN a good buy—your smartest buy today in Chicagoland!


HERE'S
THE STORY
IN A
YOU-KNOW-WHAT!

No doubt about it, there's many a truth spoken in gist. CNP's philosophy can be spelled out very briefly:

We believe in Planned Production. With our "Boots and Saddles—the Story of the Fifth Cavalry" just released for syndication, we're well on the way to completion of our next series, "Union Pacific." And the cameras are set to roll on yet another series. Continuity of effort like this is why we have and hold some of the best creative people in the business.

Our production plans are our own. We have full confidence in the continued growth of non-network television, and we have undertaken to supply its program needs on a regular basis. The result: film of far greater quality per dollar invested than is possible in an intermittent, piecework, patchwork operation. The beneficiaries: non-network advertisers, broadcasters, the public, and us.

Our creative decisions are our own. We believe that tailoring a series to the assorted demands of all potential customers only leads to the kind of programming that's best described as corned beef hash.

Our timing is our own. When we produce a new series, it's because our own best creative judgment tells us that a series is ripe for the making—not because a "pilot film" has lured enough advance sales to underwrite any part of our negative costs.

We don't create consumers and we don't create advertising. We *do* create entertainment that *energizes* consumers for advertising. And because CNP production doesn't wait on sales, temporary fluctuations, or other people's opinions, we'll always be ready, as we are right now, with prime syndicated TV film product to meet the growing needs of an expanding Non-Network Market. That's the CNP story in a nutshell.

NBC TELEVISION FILMS A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

Visible Success Seen For Those Unseen Ads

The "invisible commercial" has met with a visible success—"interest-wise." So reports James M. Vicary, who this Thursday will fly to London to stir up additional controversy in his "subliminal commercial" abroad [B•T, Sept. 16]. Last year, when news of his "invisible spot" leaked to the British press, the non-commercial BBC's tv network conducted a clinical experiment with the spot, resulting in heated debate in Great Britain.

Over the last week, Richard E. Forrest, an executive of the Subliminal Projection Co., New York, has been meeting with interested advertisers and agencies for a "skull session." (One agency, which services an international tobacco account, was told by the client from London to "go out and find those subliminal people," it was reported. So world-wide is the publicity on this radically different commercial technique that the client first had heard about the sub-threshold spot from one of its cigarette subsidiaries in Australia).

While considerable discussion with the agencies dwelt on the "ethics" of "sneaking" in commercials to an "unsuspecting audience" (via a 1/3,000th-of-a-second "flash" unseen by human eyes but "felt" nonetheless), it was learned that at least two major tv advertisers had expressed more than a passing interest. The Subliminal Projection Co. asks $100,000 for the first use of the technique on a network show. For the $100,000, the advertiser would lease the special projector needed to throw the "invisible" image onto the tv tube (light intensity less than that of the picture being shown or seen). It also would be retaining a specially-trained SPC engineer and would pay for a special image print of the slogan or trademark, whichever was to be used as a "reminder" message.

Mr. Vicary explained the "steep price" by saying that the advertiser would be paying for an exclusive, first-run test of the method. By contracting for the first use of the "subliminal sell," the advertiser, said Mr. Vicary, could stock his retailers' shelves with the product, then sit back "and watch the results." Mr. Vicary, head of his own motivation research organization, added that "in fairness" to the unsuspecting viewers, they would be alerted to the fact that they would be bombarded by thousands of subthreshold messages during the course of the program. "In fairness to the advertiser's investment," however, the audience would not know just what the message would say. A 30-minute program using the commercial technique would open with a full-length advertisement and would close with one. The middle commercial would be eliminated.

This week or possibly next, Subliminal Projection Co. will hold special screenings for its "best prospects." It does not intend to show the commercial to "each and every" agency because it is not physically equipped in its small offices to handle "the number of admen who want to see it."

Another reason offered for the steep one-shot price tag of $100,000: An advertiser would reap "thousands of dollars of free publicity" from letting it be known that his show would be the first in tv history to use the new technique. It also was claimed that the networks are eager to see their respective clients sign up for the subliminal commercial because of the "phenomenal ratings" their shows could then pull, at the outset, on the basis of curiosity.

MORSE DEFENDS MOTIVATIONAL RESEARCH

A leading woman agency executive has described as "cynical" the contention by author Vance *(The Hidden Persuaders)* Packard that advertising people employ motivational research to plumb the depths of women's minds in order to exploit them.

Defending MR as a tool of advertising and marketing planning, Julia Morse, vice president and account executive and chairman of the special Women's Point of View Committee at Anderson & Cairns, New York, said the agencies use MR to aid the consumer by understanding her needs rather than to "trick" the housewife into buying things she does not want.

At the same time, Mrs. Morse expounded on importance of the woman account executive in today's market by citing the woman's role in planning some of the most successful food campaigns, among them Campbell soups and Nabisco crackers.

Speaking at a meeting of the Washington Square Business and Professional Club in New York Sept. 12, Mrs. Morse said, "Women advertising executives tend to find the true appeal directly in the product rather than on showmanship, based primarily on a woman's knowledge of how other women think and feel." Furthermore, a woman "does not detach herself from feelings of responsibility for the home and family during her work. And, being emotionally involved, she does not ordinarily work with the attitude of 'putting something over.' The result is warmth and sincerity in advertising to which women more naturally respond."

Mrs. Morse found "significant" that McCann-Erickson, one of the agencies cited by Mr. Packard as depending rather heavily on MR, has recently appointed a woman—Margot Sherman—as chairman of the creative board.

The Washington Square club, composed of women representing 60 professions, is affiliated with the National Federation of Business and Professional Women's Clubs, comprising 165,000 women throughout the U. S.



BIG GUN in the biggest ad campaign in the history of Kretschmer Wheat Germ Corp., Carrollton, Mich., is participation in Don McNeill's *Breakfast Club* on American Broadcasting Network [B•T, Sept. 9]. Here Charles H. Kretschmer Jr., president of the sponsoring firm, signs a 52-week contract for the ABN schedule. William H. Aaron of the George H. Hartman advertising agency looks on as Mr. McNeill gets the feel of the product.

Eight N. Y. Radio Stations Carry 8,000 Spots Weekly, Study Says

More than 8,000 spot announcements and hundreds of program periods are sponsored by national spot and local advertisers on eight New York radio stations in a single week.

These figures are based on a one-week off-the-air monitoring report issued last week by Broadcast Advertisers Reports Inc. They do not include the commercial time on well over a score of other New York area radio stations, or commercials before 6 a.m. and after midnight on weekdays or before noon on Sundays on the eight stations monitored.

The report, based on tape recordings, shows that on the eight stations in the hours monitored a total of 493 brands bought more than 8,000 spot announcements, 281 five-minute periods, 126 ten-minute periods, 86 quarter-hours and 22 half-hours during the week ended Aug. 11. The eight stations: WABC, WCBS, WINS, WMCA, WMGM, WNEW, WORK and WRCA.

The report, similar to others that BAR compiles in both radio and television in a score of major markets throughout the country, contains separate sections listing the advertisers on each of the monitored stations, detailed schedules of each advertiser and advertisers and products in order of air occurrence (including time of each commercial).

N. Y. AMA Sets Luncheon Talks

American Marketing Assn.'s New York chapter will hold a schedule of 24 luncheon discussion group meetings at the Brass Rail in New York, in six categories: copy research, industrial marketing, international marketing, market research, media re-

NIELSEN

TOP 10 NETWORK PROGRAMS

Radio Report for July 28-Aug. 10

TOTAL AUDIENCE *

Rank		Homes (000)
Evening, Once-A-Week (Average)		(385)
1.	*Heavyweight Champ. Fight*	2,167
2.	*Gunsmoke* (Gen. Mills-Sun.)	915
3.	*Great Gildersleeve*	867
4.	*Gunsmoke* (Sterling)	819
5.	*Gunsmoke* (Dodge-Sun.)	819
6.	*Monitor*	674
7.	*FBI in Peace & War*	674
8.	*Cavalcade of Sports*	674
9.	*People Are Funny*	674
10.	*Bob & Ray*	626
Evening, Multi-Weekly (Average)		(433)
1.	*Amos 'n' Andy*	770
2.	*Lowell Thomas*	770
3.	*News of the World*	722
Weekday (Average)		(770)
1.	*Ma Perkins* (2nd Half)	1,348
2.	*Young Dr. Malone* (1st Half)	1,348
3.	*Ma Perkins* (1st Half)	1,300
4.	*Helen Trent* (2nd Half)	1,300
5.	*Our Gal Sunday* (2nd Half)	1,300
6.	*Helen Trent* (1st Half)	1,252
7.	*Young Dr. Malone* (2nd Half)	1,252
8.	*Our Gal Sunday* (1st Half)	1,252
9.	*Nora Drake* (2nd Half)	1,204
10.	*My True Story*	1,204
Day, Sunday (Average)		(289)
1.	*Woolworth Hour*	1,252
2.	*Robert Trout*	819
3.	*Indictment*	722
Day, Saturday (Average)		(433)
1.	*Gunsmoke* (Gen. Mills)	1,396
2.	*Gunsmoke* (Midas)	1,348
3.	*Gunsmoke* (Dodge)	1,252

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 15-minute duration, homes listening 1 minute or more are included.

NOTE: Number of homes is based on 48,150,000 the estimated July 1, 1957 total United States radio homes.

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BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T radio ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Amos 'n' Andy Music Hall (CBS-174): Cowles (M-E), Mon.-Fri. 7-7:45, Sat. 12:05-12:30 p.m.
Bob and Ray (NBC-186): General Mills (D-F-S), Sat. 9:35-10 p.m.
Cavalcade of Sports (NBC-176): Gillette (Maxon), Fri., 10 p.m.-conclusion.
FBI in Peace & War (CBS-183): sustaining, Sun. 6:10-6:30 p.m.
Great Gildersleeve (NBC-148): participating sponsors, Tues. 8:05-8:30 p.m.
Gunsmoke (CBS-198): General Mills (D-F-S), Sterling Drugs (D-F-S), Dodge (Grant), Midas (Bozell & Jacobs) and others, Sat. 12:30-1 p.m., Sun. 6:30-7 p.m.
Heavyweight Championship Fight (NBC-184): Buick Div. of General Motors (Kudner), Mon. July 29, 10 p.m.-conclusion.
Helen Trent (CBS-193): Lever (K&E), Scott (JWT), Mon.-Fri., 12:30-12:45 p.m.
Indictment (CBS-167): Lorillard (Y&R), Sun. 5:05-5:30 p.m.
Ma Perkins (CBS-194): Lever (K&E), Lipton (JWT) and others, Mon.-Fri. 1:15-1:30 p.m.
Monitor (NBC-186): participating sponsors, NBC weekend service.
My True Story (ABC-300): participating sponsors, Mon.-Fri. 10 a.m.
News of the World (NBC-169): participating sponsors. Mon.-Fri. 7:30-7:45 p.m.
Nora Drake (CBS-183): Scott (JWT) and others, Mon.-Fri. 1-1:15 p.m.
Our Gal Sunday (CBS-194): Scott (JWT), Colgate-Palmolive (Bryan Houston), Mon.-Fri. 12:45-1 p.m.
People Are Funny (NBC-154): participating sponsors, Wed. 8:05-8:30 p.m.
Lowell Thomas (CBS-199): Delco-General Motors (Campbell-Ewald), Mon.-Fri. 6:45 p.m.
Robert Trout (CBS-193): General Motors (Campbell-Ewald), Sun. 5 p.m.
Woolworth Hour (CBS-198): Woolworth (Lynn Baker), Sun. 1-2 p.m.
Young Dr. Malone (CBS-190): Scott (JWT), Lever (K&E), Mon.-Fri. 1:30-1:45 p.m.

search and merchandising-sales promotion. The first, in copy research, is scheduled for Thursday, and will feature Donald B. Armstrong Jr., vice president, media research and marketing services, McCann-Erickson, New York.

N. Y. Ad Women Set Course

Advertising Women of New York has announced plans for the group's 27th annual advertising course, a series of 10 lectures beginning this Wednesday and entitled, "Where in the World Are You Going in Advertising?" Weekly sessions will be held Wednesday, 7-9 p.m., at 556 Fifth Ave. (Schrafft's Grill Room, second floor). The fee for the course, which is open to anyone interested in advertising, is $20.

Cincinnati Council of AAAA Formed

Establishment of a Cincinnati Council of the American Assn. of Advertising Agencies was announced last week by AAAA. Newly-elected officers of the Cincinnati Council are: C. M. Robertson Jr., president, the Ralph H. Jones Co., chairman; Edmund R. Strauchen, senior partner, Strauchen & McKim Adv., vice chairman; C. Thomas Martin, president, Stockton, West, Burkhart Inc., secretary-treasurer.

Robinson Agency Changes Name

Elwood J. Robinson & Co., Los Angeles, has changed its name to Robinson, Jensen, Fenwick & Haynes Inc., according Elwood J. Robinson, founder and head of the agency since its inception in 1922. He stressed that the change in name involves no changes in personnel. Mr. Robinson is president of the new corporation; Melvin A. Jensen is executive vice president; David R. Fenwick and John W. Haynes are vice presidents; Robert C. Neuman, media director, is treasurer. Eola E. Gass continues as secretary and Robert Ballantyne is legal counsel.

AGENCY APPOINTMENTS

Tru-Ade Co. (soft drinks), Elgin, Ill., appoints Clinton D. Carr & Co., Baltimore, Md.

Great American Oil Co. (distributor of Deep Rock petroleum products), Chicago, appoints Grant, Schwenck & Baker Inc., same city.

World Wide Automobile Corp. (eastern distributor of Volkswagen foreign cars) appoints North Adv. Inc., N. Y., to handle its advertising.

Autopoint Div., Cory Corp. (ballpoint pens), Chicago, appoints Olian & Bronner Inc., same city, to handle all consumer and trade advertising.

Coastal Foods Co. (Phillips and Gibbs brands), Cambridge, Md., division of Consolidated Foods, Chicago, appoints W. B. Doner & Co., Baltimore.

Holly Sugar Corp., Colorado Springs, appoints Mottl & Siteman Adv., Beverly Hills, Calif.

Kretschmer Wheat Germ Corp. (cereals), Carrollton, Mich., names George H. Hartman Co., Chicago.

Weco Products Co. appoints Russel M. Seeds Co., Chicago, to handle advertising for its newly-acquired Ivo Div. (formerly Ivo Inc. [toiletry preparations]), West Bend, Wis.

Manners Big Boy Restaurants (chain of 20 restaurants), Cleveland, Ohio, names McCann-Erickson, same city.

Paul Masson Inc. (wineries), S. F., names Weiner & Gossage as its new agency. Account had been serviced by Geyer Adv., N. Y. W&G is new agency formed out of former J. J. Weiner & Assoc.

A&A SHORTS

Charles Bowes Adv., L. A., reports that more than 20% of company's capital stock is held by key employes under new stock purchase plan.

Donahue & Coe, N. Y., signs long-term lease to occupy two floors in new 47-story Time & Life Bldg. to be built in mid-Manhattan. Building is scheduled for occupancy in fall of 1959.

Mark Schreiber Adv., Inc., Denver, Colo., announces move to new building at 1090 Fox St.

Wyatt & Bearden Adv., Dallas, changes its name to **Jack Wyatt Co.** and reports it plans no changes in personnel or account servicing.

TRUE BLUE AT GREY

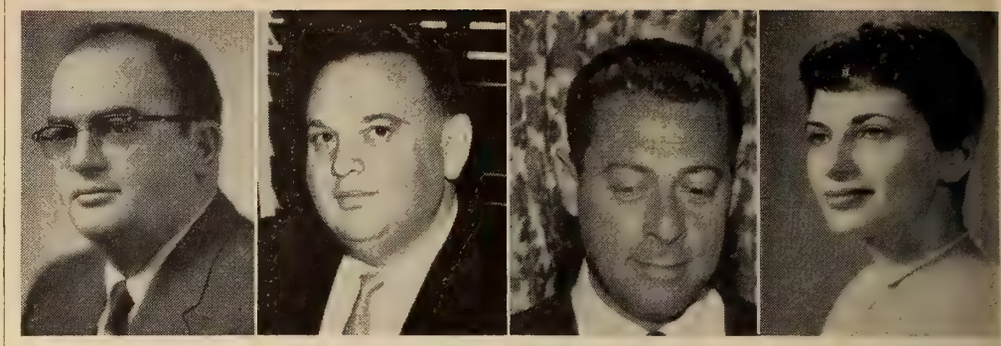
Why all the talk about job turnover in the advertising field? Mused Lawrence Valenstein, Grey Adv.'s board chairman. Pursuing this question, Mr. Valenstein looked up the records at Grey and issued a news release that pointed unabashedly to Grey's stability in personnel—"a nucleus at Grey who have contributed a combined 1,000 years of service" (over a 40-year span). While the agency was at it, Mr. Valenstein was held up as an example of a Grey executive who has been in his first and only job for 40 years. Noted the release: "Mr. Valenstein, who started the agency with $100 he borrowed, and is seeing Grey's billings approach the $50 million mark, boasts that 'people are our most precious asset.'"

Same blanket... new label

Same power-packed station lineup, same blanket western coverage. Only the label is changed. From now on, the Columbia Pacific Radio Network is going to be called the CBS Radio Pacific Network. That way, you know at a glance who we are and the things we are proud of.



REPRESENTED BY CBS RADIO SPOT SALES



MR. LANDAU | MR. UNGER | MR. GOLDMAN | MRS. REIN

Top Level Promotions Made At National Telefilm Assoc.

In a move said to reflect "the rapidly expanding activities of National Telefilm Assoc.," Ely A. Landau, co-founder and president, today (Monday) assumes the newly created post of chairman of the board of NTA.

In announcing the action today, Mr. Landau also said that Oliver A. Unger, executive vice president of NTA, has been advanced to president; Harold Goldman, vice president in charge of sales, becomes executive vice president, and Edythe Rein, vice president in charge of operations and administration, becomes senior vice president.

Mr. Landau said the realignment of positions was dictated by the growth of the company, including its expansion from program distribution to such areas as film production, network operations (NTA Film Network) and television station ownership. NTA recently purchased KMGM-TV Minneapolis and is reported to be in the closing negotiation stages for the purchase of WAAT-WATV (TV) Newark for an estimated $3 million. Mr. Landau said Thursday the contract for the purchase of the Newark stations has not been signed. He declined to state whether a final agreement has been reached.

Madden to Speak on Bartering At New York Film Council Meet

The topic of "Television Film Barter—A New Trend?" will be discussed at a luncheon meeting of the National Television Film Council in New York this Thursday by Edward D. Madden, who assumes the presidency of the advertising agency, Keyes, Madden & Jones, New York, tomorrow (Tuesday).

Mr. Madden served most recently as vice president of International Latex Corp., which has been involved on a long-term and extensive barter transaction with C&C Television Corp., distributor of the RKO Library of feature films. Mr. Madden previously was with NBC as vice president in charge of television operations and sales and with McCann-Erickson, New York, as a vice president.

Smith to Official Films Post

Appointment of Stan Smith to the newly created position of sales manager of Official Films Inc., New York, was announced last week by Ray Junkin, vice president and director of sales. Mr. Smith has been an account executive with Official since 1955 and earlier had been eastern sales manager for ABC-TV and an account executive with Associated Press.

FILM SALES

ABC Film Syndication, N. Y., announces seven additional sales on its *26 Men* half-hour tv film series. Purchasers are WXYZ-TV Detroit; KSLA-TV Shreveport, La.; WKRG-TV Mobile, Ala.; KARD-TV Wichita, Kan., KFVS-TV Cape Girardeau, Mo.; Ranier beer for Yakima, Wash., and Biel Food Stores for Corpus Christi, Tex.

Screen Gems, N. Y., reports sale of *Casey Jones* half-hour series, on alternate week basis in 18 markets, to American Dairy Assn., Chicago.

RANDOM SHOTS

Trans-Lux Television Corp., N. Y., has opened branch office in Chicago at 1314 S. Wabash Ave. Telephone is Webster 9-0268.

Scope Inc., Coral Gables, Fla., moves to 146 Almeria Ave.



RUSSELL CLANCY (l) and Charles W. Goit were named national sales directors for Television Programs of America, New York, it was announced last week by Michael M. Sillerman, executive vice president. At the same time Mr. Sillerman announced that the department will be expanded under Messrs. Clancy and Goit.

He explained that the reason for two national sales directors was that TPA plans to introduce more new programs and that at least five will start within the next few months. Three of these are *Airline Hostess, Dude Ranch* and *Turning Point.*

Pulse proves it... A R B proves it...

All Southeastern Michigan
tunes to WJBK-TV
most often and most regularly

has the Tune-In that shows up in Sales

You can reach 9 billion dollars in buying power with this amazing one-station buy! Pick the station that really saturates the nation's fifth market, including big-spending Metropolitan Detroit and the heavily populated Flint and Port Huron areas.

Detroit's Channel 2 **WJBK-TV**

MOST VIEWERS! No. 1 (Pulse and ARB) in 1,700,000 Detroit and outstate TV homes.

MAXIMUM POWER! 100,000 watts, 1,057-foot tower

TOP CBS AND LOCAL PROGRAMS

A STORER STATION

Represented by THE KATZ AGENCY, INC.
STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal.

CBS BUYS KWK-TV FOR $4 MILLION

Sale of ch. 4 KWK-TV St. Louis to CBS for approximately $4 million was filed with the FCC last Thursday [CLOSED CIRCUIT, Sept. 9, B•T, Aug. 26]. Not affected by the negotiations are KWK Inc.'s radio outlets (KWK St. Louis and WGTO Haines City, Fla.).

Concurrently, CBS will turn over its construction permit for ch. 11 in St. Louis to 220 Television Inc., one of three unsuccessful applicants for that facility last March. This latter move terminates litigation in which 220 Television Inc. (Kopler hotel interests) along with the other losers, St. Louis Telecasting (60% owned by St. Louis U.) and Broadcast House Inc. (former operator of ch. 36 KSTM-TV East St. Louis) had appealed the FCC's ch. 11 grant to CBS last March.

Under terms of the agreement, 220 Television becomes the surviving contender for ch. 11 by giving $200,000 in debentures to each of the other two litigants. No consideration was involved in 220 Television's acquisition of the ch. 11 permit.

Futhermore, it is specified that 220 Television has first refusal to buy KWK St. Louis when that radio property, along with WGTO, is liquidated within a year after the tv sale in order to realize tax benefits.

The ch. 4 sale price breaks down to $1.5 million for the tv license and $2.44 million for physical properties. The contract also stipulates that the sales price can be modified from time to time up to final closing.

KWK Inc. currently is owned by Robert T. Convey and associates, 28%; the *St. Louis Globe-Democrat* (Newshouse interests), 23%; Elzey Roberts, 23%; KSTP Inc., 23%, and approximately 20 St. Louis citizens, 3%.

KWK Inc.'s balance sheet, covering all of its tv and radio holdings, as of July 31, 1957, showed current assets of $2,714,656.50 and total assets of $4,531,697.54. Current liabilities as of July 31 were $1,128,381.29. Surplus May 1 was $2,564,854.26. For the three-month period ending July 1 net profit was $232,086.41. Net working capital was listed at $1,586,275.21.

Following the filing last week, CBS announced that its underlying purpose in concluding the transaction was to provide the St. Louis area with full CBS-TV network and local service at the earliest possible date, at the same time providing viewers with continuity of CBS-TV programs on ch. 4 in that city.

"The transaction provides further certainty and clarity to the status of television in St. Louis by bringing an end to litigation concerning ch. 11, thus providing assurance to St. Louis viewers of additional service with the delays that might be caused by further litigation," the network said.

CBS, in addition to owning KMOX St. Louis, has WCBS-AM-TV New York, WBBM-AM-FM-TV Chicago, KNX-AM-FM and KNXT (TV) Los Angeles, WHCT (TV) Hartford, Conn., WEEI-AM-FM Boston and WXIX (TV) Milwaukee.

Former Sen. Wheeler, 2 Sons Purchase KRIZ for $215,000

The sale of KRIZ Phoenix to former U. S. Sen. Burton K. Wheeler and two of his sons (Richard B. and John L.) by Howard Loeb for $215,000 (including a 10-year lease on real property) was announced last week. The Wheelers are paying $100,000 for personal property, $10,000 a year for 10 years to lease the station's real property, after which they have a contract to buy the real estate for $15,000.

The senior Wheeler was a Democratic senator from Montana from 1923-47 and former chairman of the Senate Commerce Committee. He currently practices law in Washington with a third son, Edward K. The Wheelers (except Edward) also own KTLN Denver with Edwin C. Johnson (a former U. S. senator and also chairman of the Senate Commerce Committee and former governor of Colorado). KRIZ is on 1230 kc with 250 w.

Also announced last week were the sales of WPFA Pensacola, Fla.; WOOW New Bern, N. C., and WCRE Cheraw, S. C., all handled by Hamilton, Stubblefield, Twining & Assoc., station broker.

Richard C. Fellows and Robert Thorne, both of Jacksonville, Fla., purchased WPFA from William O'Connor for $115,000. Mr. Fellows is operations manager of WPDQ Jacksonville. WPFA operates on 790 kc with 1 kw daytime. The cp for ch. 15 WPFA-TV was not involved in the sale.

WOOW was sold to Leo Hoarty and associates (who own WBOF Virginia Beach, Va.) by Paul Reid for $50,000. The station is on 1490 kc with 250 w.

E. G. Robinson and Bill Wagner purchased WCRE, on 1420 kc with 1 kw daytime, from Roy F. Zess for $40,000. Mr. Robinson also owns WDKD Kingstree, S. C.

All sales are subject to FCC approval.

WBC Program Heads to Meet

Westinghouse Broadcasting Co. station program managers will meet in New York Tuesday and Wednesday to review program activities of 1957 and develop plans for 1958. The meeting comes as most of the stations complete their first year of entirely local programming and three months after the launching of nighttime WBC programming "Program PM." The group will be addressed by Donald H. McGannon, WBC president; Richard M. Pack, vice president for programming; William J. Kaland, national program manager, and Melvin A. Goldberg, director of research.

WKXP-TV Begins Operations

Ch. 27 WKXP-TV Lexington, Ky., that community's second tv station (both are uhf), went on the air last Monday. FCC approval was secured on Sept. 18. Its debut was contingent on this authorization to broadcast temporarily from auxiliary studios at the transmitter site, while downtown studios are being completed. These are scheduled to be ready in about a week.

WKXP-TV is a property of Community Broadcasting Co., licensee of WLAP-AM-FM. Frederic Gregg Jr., Charles H. Wright and Harry C. Feingold are co-owners. The new tv station is authorized at 15.5 kw visual power and 7.76 aural.

KNXT (TV) Plans Tv Course For Agency, Client Personnel

A basic tv training course for advertising agency and client personnel will be conducted by KNXT (TV) Los Angeles, with the first of the six 2-hour sessions tentatively scheduled for mid-October.

Writing to national and local advertising leaders, Clark George, general manager of the CBS-owned tv station, expressed the feeling that "if we can bring about a more wide-spread understanding among agencies and advertisers of the operation and use of television facilities, a most useful purpose will be served."

George Moskovics, manager of television development for KNXT and the CBS Television Pacific Network, is working directly with Mr. George in setting up the training program, which will cover the general topics of "The Basics of Television," "The Selling Side," "The Commercial Use of Television" and "The Production Side of Television." The nature and use of program sponsorships, announcements and participations; local and network operations; audience measurements and other tv research material; time purchase programs and plans for scheduling will be covered for agency and client personnel within the general subjects.

The course also will develop the fine points of live and film programming, preparation of commercials and use of promotion and trade merchandising. On the production side it will explore the entire field, from pre-production planning to the actual telecast, including personnel, facilities and use of equipment. The course will include extensive demonstration of working equipment as well as lectures and discussions.



GEORGE CRANSTON (l), manager of WBAP-TV Houston, shows Mr. and Mrs. C. B. Owens their color film commercial for Owens Country Sausage. It is the first local account to use color regularly on WBAP-TV, which has been colorcasting since 1954. The Owens spot is on *High Noon News* daily 12-12:30 p.m.

What happens when the abc goes into OMAHA?

Omaha's 9-year viewing habit is cracked first night. ABC Television programming on **KETV** *gets a higher share of audience—than both other network stations combined!*

	CBS		NBC	
	Rating	Share	Rating	Share
6:30-7	41.8	82.9	8.6	17.1
7-7:30	28.5	53.2	23.3	46.8
7:30-8	36.7	63.3	21.3	36.7
8-8:30	34.8	59.6	24.6	41.4
8:30-9	44.8	77.8	12.7	22.2

HERE'S SEPTEMBER 10* BEFORE ABC-TV's KETV DEBUT.

	ABC-TV (KETV)		CBS		NBC	
	Rating	Share	Rating	Share	Rating	Share
6:30-7	24.6	52.4	16.0	34.1	6.3	13.5
7-7:30	31.1	56.5	14.1	25.6	9.5	17.3
7:30-8	34.9	64.7	10.2	18.9	8.8	16.4
8-8:30	31.7	53.3	17.1	28.8	10.6	17.9
8:30-9	22.7	36.6	29.0	46.7	10.4	16.7

HERE'S SEPTEMBER 17, THE NIGHT* OF KETV'S DEBUT.

Before KETV went on the air, we estimated, hopefully, that the new ABC Television channel would get one-third of the audience. Frankly, we were caught with our estimates down . . .

A Trendex survey made on September 17 – only a few hours after KETV started operations – gave ABC-TV's brand new station a whopping 52.3% of the audience . . . more than the other two stations put together.

The conclusions are simple: In one night ABC Television's Sugarfoot, Wyatt Earp, Broken Arrow and Telephone Time changed Omaha's 2-channel habit – a habit that had been in the making since 1949.

It happened one night: Omaha became a completely new TV market . . . a genuinely competitive TV market.

And what happened in Omaha is happening in every 3-network TV city. No single station, or pair of stations, has a permanent hold on the audience. Dials that seemed locked on one or two channels are getting new twists.

The TV map is changing, as true competition comes to Omaha, St. Louis, San Antonio and other cities that once were under-served. This changed map – this increased competition – is a healthy change for the industry. A happy change for audiences. A change to be reckoned with by advertisers.

*Trendex Special Report.

ABC TELEVISION NETWORK

FORMER FCC CHAIRMAN COY DIES

Wayne Coy, 53, broadcaster and former FCC chairman, died of a cerebral hemorrhage last Tuesday. He was stricken while attending a reception at the Indianapolis Athletic Club.

Mr. Coy, the president of WFBM-AM-TV Indianapolis, left his office in good spirits that afternoon, going to the Indianapolis Athletic Club with Eldon Campbell, WFBM-TV general manager, to attend a reception of the Urban Land Methodist Institute Panel.



MR. COY

While chatting with a group at the panel, he commented to Mr. Campbell that he felt his face was twitching. In a few seconds he collapsed and was placed on a sofa in the club. He was conscious and able to talk for a while but was unconscious when taken to Methodist Hospital where he died about 9 p.m.

For many years Mr. Coy had suffered light heart attacks and a kidney infection. But he was able to remain active in his business. In his Indianapolis role this year he had been unusually happy, relishing life in his native state.

His death occurred in the hospital where he had recuperated a score of years ago from an attack by thugs. This attack, committed while he was secretary to Gov. Paul McNutt, had been almost fatal.

Funeral services were held Friday in Indianapolis with the Rev. Dr. Harold W. Richardson, president of Franklin (Ind.) College, officiating.

The family requested donations, in lieu of flowers, to the A. Wayne Coy memorial scholarship fund at Franklin College, Franklin, Ind., in care of Dr. Richardson.

Surviving are his wife Grace; two sons, Stephen Coy of New York and Wayne Coy Jr. of Indianapolis; his mother, a brother and a sister. Just a fortnight ago he had attended Stephen's wedding in Syracuse, N. Y.

Joined Time Inc. in 1952

Since his resignation from the FCC chairmanship Feb. 25, 1952, Mr. Coy had been connected with Time Inc. broadcasting enterprises. He resigned the chairmanship with the comment: "People in government have a hard time. The seat in my pants is out."

His Time affiliation, arranged a day later, included a $25,000 salary as television consultant. This was $10,000 more than he had been receiving at the FCC. In May 1952 he bought KOB-AM-TV Albuquerque, N. M., with Time Inc. for $900,000. The seller was T. M. Pepperday, *Albuquerque Journal* publisher. Mr. Coy became president and general manager of the property. He moved to his native Indiana last spring when TLF Broadcasters Inc. (Time Inc.) bought the Consolidated-Bitner radio-tv properties in a $15.7 million transaction. This brought WFBM-AM-TV Indianapolis into the Time organization along with WOOD-AM-TV Grand Rapids, Mich., and WTCN-AM-TV Minneapolis. The Albuquerque stations were sold for $1.5 million to KSTP Inc. (KSTP-AM-TV St. Paul-Minneapolis), FCC approval of the Consolidated purchase requiring divestment of the Albuquerque properties.

Albert Wayne Coy's broadcasting career began in 1944 when he left an important government post—assistant director of the budget—to become an assistant to Eugene Meyer, then publisher of the *Washington Post* and director of the newspaper's radio properties, WINX-AM-FM.

He quickly became active in industry affairs, serving on committees of the old NAB (now NARTB) and becoming a board member for small stations. Convinced that fm could supply a superior service, he was a moving spirit in formation of Fm Broadcasting Inc., trade association which later became Fm Assn. These organizations promoted the fm cause against heavy odds, facing competition from established am interests and the unfolding of television.

Logical Choice to Head FCC

Mr. Coy's aggressive broadcast record made him the logical choice of President Truman in 1947 to fill the four years remaining in the term of FCC Chairman Charles R. Denny, Jr., who resigned to join NBC. The appointment marked the first time in FCC history that a man with practical broadcast experience had been named chairman. Mr. Coy's industry service had included chairmanship of an industry committee that worked with the Commission in bringing about a sharp reduction in the paper work needed in filing applications and filling out other forms.

MEMORIAL

The FCC last Wednesday adopted this resolution, upon learning of Wayne Coy's death:

"It is with deep regret that the Federal Communications Commission has learned of the sudden and untimely death of one of its esteemed former commissioners and chairmen.

"Wayne Coy devoted a substantial part of the prime of his life to governmental service. His contribution to the progress and development of electrical communication in our country is recognized by all—in particular, by his former colleagues.

"We inscribe upon the records of the Federal Communications Commission our appreciation of his services to his country.

"We extend to his family our deepest sympathy."

At the FCC he quickly took hold and soon was the center of controversial situations that included tv's early growth, fm and color telecasting. An early tv enthusiast, he was disturbed at the shape the new medium was assuming. The inevitable consequence was the Sept. 30, 1948, freeze that halted tv allocation for four years.

His flair for administration led to a complete reorganization of the Commission into bureaus. He was active in the NARBA treaty negotiations and in reversing the long-standing Mayflower decision with its ban on station editorializing. Another ruling forced AT&T to drop a clause in its intercity rates forbidding connection with privately owned relays.

Tenure Upset Traditions

The Coy administration was marked by a series of sweeping decisions that often upset tradition and tramped on industry toes. But even those who were hurt conceded he was an able, fearless administrator. Ranking next to the tv freeze in arousing broadcasting blood-pressure was the decision authorizing CBS operation of its scanning-disc, noncompatible system of color television. Since this system could not be received in black-and-white on existing sets without major rebuilding, RCA continued work on its all-electronic color technique which later prevailed over the CBS system.

Mr. Coy felt tv was one of the greatest developments in communications. When he joined the *Post* he soon observed that radio is "a projection of journalism." He carried this view into tv but firmly believed radio would continue to prosper alongside the visual medium. At one time he observed, "Bring your audience up to the level of your programs; not your programs down to the level of your audience."

Wayne Coy was born Nov 23, 1903, in Shelby County, Ind. He received his A.B. degree from Franklin College in 1926, the college later awarding him an honorary doctorate. In 1927 he married the former Grace Elizabeth Cady.

Even before college days he had shown an interest in journalism and at 16 was a reporter for the *Franklin Star*, where he served as city editor after graduation. He was editor and publisher of the *Delphi* (Ind.) *Citizen*, 1930-33, which he bought. His newspaper service included reporting for the *Indianapolis Star*.

In 1933 he became secretary to newly elected Gov. Paul V. McNutt, finding himself in the thick of state politics. Later he became Indiana administrator of the Works Progress Administration, coming in contact with the late Harry Hopkins, then administrator of many government agencies for President Franklin D. Roosevelt. The association led to a confidential post under the President, including liaison with the Office of Emergency Management.

His service with Gov. McNutt continued when the latter was named High Commissioner of the Philippines in 1937, and then in Washington at the War Manpower Commission and when the governor became Federal Security Administrator.

WIBC leads in Indiana



WIBC NOW RANKS FIRST IN 422 OUT OF 432 RATED QUARTER HOURS

Back in the winter of 1953, the Pulse Area Survey showed WIBC out front in 307 of 432 rated quarter hours, Monday through Saturday. By the fall of 1955 it was up to 392 out of 432. . . .

And NOW, the spring, 1957 Pulse Area Survey shows WIBC first among Indianapolis stations 98% of the time . . . 422 out of 432 rated quarter hours. WIBC not only "Leads in Indiana," but WIBC's audience is steadily growing, too!

50,000 Watt Coverage—

WIBC blankets 33 Indiana counties which include 2½ million people with a spendable income of over 3½ billion dollars a year.

Personalities That Sell—

WIBC's well-known personalities like Easy Gwynn, Jack Morrow, Bill Baker and Jim Shelton are friends and neighbors to their big Hoosier audience. Let them sell your products or services to their friends.

WIBC 1070 KC
The Friendly Voice of Indiana

2835 N. Illinois St., Indianapolis 8, Indiana

JOHN BLAIR AND COMPANY · NATIONAL REPRESENTATIVE

PETRY WHOOPS UP NIGHT RADIO

Close to 20 major national and regional advertisers have bought evening radio time on stations represented by Edward Petry & Co. during the past few weeks, Bill Maillefert, Petry vice president in charge of radio, announced last week.

The tabulations coincided with the Petry Company's publication of a new 32-page presentation, "Two for the Money With Nighttime Radio," which plays up the fact that radio stations in many markets have adjusted nighttime charges down to about 50% of daytime charges.

Petry authorities already have shown the new presentation to a number of leading advertisers and agencies (see picture) and plan to continue the process until they have reached all major national clients. They say they are committed to their stations to make the "Two for the Money" nighttime project the most heavily promoted in their history.

National and regional advertisers who have bought evening time on Petry stations in the last few weeks— in campaigns of varying sizes—were reported to include Lucky Strike, Hit Parade and Newport Cigarettes, Vaseline hair tonic, Manischewitz wine, *Life* magazine, Folger's coffee, Cadillac automobiles, Sinclair gas and oil, General Electric radios, Texaco, New England Apple Institute, Appalachian apples, Schaefer beer, L&M cigarettes, De Soto automobiles and Ballantine ale.

Petry officials reported that approximately three-fourths of the radio stations they represent have adopted the revised rate structure pegging nighttime costs at about half of daytime—and that many non-Petry stations have made similar adjustments.

The new presentation lists 28 "typical markets where nighttime radio is available at half the cost of daytime radio," and officials said this list not only is not intended to be complete but that a recent checkup showed that in 42 of the top 50 markets at least one major station has nighttime rates pegged at one-half of daytime.

Reasoning behind the Petry nighttime rate concept, first discussed with Petry stations last spring [B•T, April 22], is that while spot business in other hours of the day is booming again, nighttime radio has been regarded—although erroneously—as a poor buy among advertisers and agencies generally. Nothing short of a "dramatic" move, such as "Two for One at Night," would overcome this lethargic feeling about evening radio and make it exciting again, Petry authorities felt.

Their new presentation—written, laid out and printed in color by Petry people—notes the revival of spot radio and says it occurred "because [spot radio] was priced to give the buyer more frequent and effective impact per dollar than could be bought in any other medium"—and "now nighttime radio has been repriced to give it that same effectiveness."

Nielsen figures are cited to show that, in one week, 63.4% of all radio homes listen to radio at night, compared to 66.9% in the afternoon and 72.3% in the morning.



BILL MAILLEFERT *(c), Petry vice president in charge of radio, and Ed Rohn (l), Petry account executive, emphasize an advantage of nighttime radio for the benefit of Dick Grahl, timebuyer at William Esty Co., N. Y. The occasion: one stop of many in reaching advertisers and agencies with the firm's "Two for the Money With Nighttime Radio" presentation.*

Radio audiences not only are big at night, the presentation continues, but are big "even during tv prime time"—and are "family audiences, with a bonus of men."

The presentation emphasizes: "Nighttime radio audiences can be dominated by a large advertiser. There are presently comparatively few commercial messages being beamed to the audiences at night—nothing like the number aired during prime time on any good radio station. Therefore, night programming can showcase your copy better. . . .

"National advertisers face the same prospect of a successful campaign [at night] as did those advertisers who several years ago first bought saturation packages on radio while that medium was in disrepute."

Markets listed in the presentation as "typical" of those where nighttime radio is available at half the cost of daytime radio are the following (consisting of both Petry and non-Petry markets):

Albany, Baltimore, Birmingham, Boston, Buffalo, Cincinnati, Cleveland, Dallas-Fort Worth, Denver, Houston, Indianapolis, Kansas City, Louisville, Miami, Milwaukee, Minneapolis-St. Paul; New Haven, Conn.; New Orleans; Norfolk, Va.; Pittsburgh; Portland, Ore.; Providence, R. I.; San Diego, San Francisco, Seattle, St. Louis, Tampa and Washington.

Samaritan Service by WBTN Saluted by Competing 'Banner'

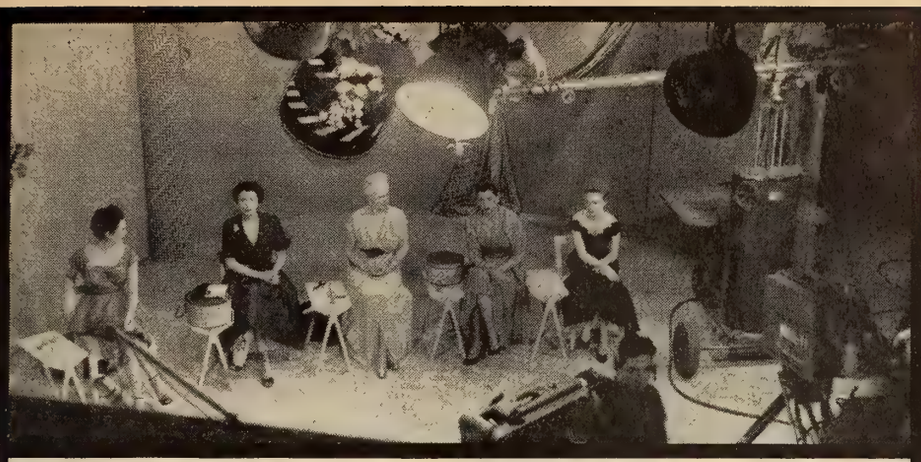
A message over WBTN Bennington, Vt., to subscribers of the *Bennington Evening Banner* telling them of a press failure brought "a flood" of offers to aid the paper. Results of the announcement are documented in a front-page editorial which tells the story of how the *Banner* almost lost its 54-year daily publication record.

According to the editorial, the entire *Banner* staff got out the Sept. 21 edition by 10 p.m., using makeshift methods, since repairs couldn't be made until the next day.

The WBTN announcement followed a call to the station by *Banner* Publisher Frank E. Howe II, asking that listeners be told their papers would be delivered late, if at all. "The radio station announcement immediately brought a flood of offers of aid to the stricken newspaper. Station Manager Benjamin Hubley was among the first, volunteering "to lend a hand—if you need hands," the newspaper said.



REPRESENTATIVES of 10 New York agencies were the guests of WAMS Wilmington, Del., Sept. 19 on a day-long tour of the Wilmington market. At an end-of-the-day reception and dinner were (standing, l to r) Albert R. Lanphear, director of sales, Rollins Broadcasting Inc., station licensee; Bob Gruskay, Ted Bates; Ann Smidy, Butterick-Patterns; John W. Rollins, vice president, Rollins; Graeme Zimmer, national sales director, Rollins; Roger Hudsonlaub, Young & Rubicam; George Perkins, Schwab & Beatty; Tom Hollingshead, McCann-Erickson, Gert Scanlon and Frank Silvernail, BBDO; (seated, l to r), Joyce Peters, Emil Mogul; Bob Hadley and Jane Shannon, J. Walter Thompson; O. Wayne Rollins, president, Rollins; Lorenia Mayer, Campbell-Ewald Co.; Madeleine Allison, Herschel Z. Deutsch Inc.; Jack Bray and Gerry Prenzo, Cunningham & Walsh, and C. W. Stone, manager of WAMS.



January 1, 1948: first station in nation to televise a seven-day program operation.



1954: entire pick-up of Army-McCarthy hearings, a 36-day record for special events.



July 29-August 6, 1957: unprecedented nine-day blood donor campaign, with Red Cross.



Copyright Harris & Ewing

November 12, 1947: first TV station in the nation to televise a Congressional hearing; Secretary of State George C. Marshall before the Senate Foreign Relations Committee.

channel 7 on october 3 10 eventful years

WMAL-TV, channel 7 in Washington, D. C., on October 3, 1957, celebrates its 10th anniversary—ten eventful years of service to the Washington community.

These photographs illustrate some of the outstanding highlights of our first ten years.

wmal-tv

channel 7 | abc

Washington, D. C.

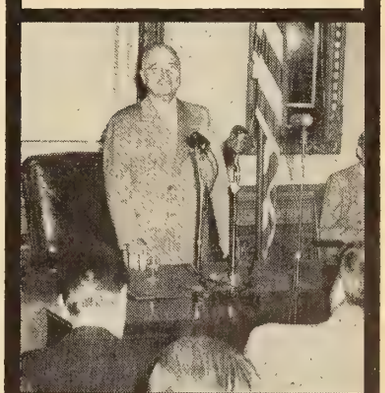
AN EVENING STAR STATION

Represented by H-R Television, Inc.



Official U. S. Navy Photograph

April 12, 1949: first to televise a moon eclipse, with Washington's U. S. Naval Observatory.



October 5, 1947: first station to televise a Presidential speech from the White House.



April 7, 1949: first to televise live cancer cells from the National Institutes of Health.



May 6-11, 1957: origination of coast-to-coast network coverage of Dave Beck hearings.

SRA's Webb Criticizes NBC Radio Rate Card

A charge that NBC Radio in time will be "competing against itself" was leveled last week by Lawrence Webb, managing director of Station Representatives Assn.

He said this result "ultimately" would ensue from the network's new rate card and affiliate contracts, and that the same situation would arise for "any other radio network which pursues similar policies."

Matthew J. Culligan, NBC vice president in charge of radio, countered that Mr. Webb's charges were a re-hash of many made previously by SRA; that NBC Radio's obligations are to its audiences, its advertisers and its affiliates, and that so long as the affiliates approve of what the network is doing—which he said they seem to do—then he has no concern for what other stations or reps might claim.

The new NBC Radio rate card, slated to go into effect Oct. 1, is a streamlined structure which sets single day and night rates for participations and makes it possible to compute program costs from a basic table of rates for five-minute segments [B•T, Aug. 26, Sept. 9]. Rates for program time after 8 p.m. are 25% lower than in daytime periods. The new affiliation contracts set up a new method of compensation but the network has "guaranteed" that each affiliate will receive no less, on comparable traffic, than it does now.

In his attack on the NBC rate card, Mr. Webb asserted that a network, being composed of affiliates, "cannot prosper unless its stations do," and raised again the charge of many station representatives that "NBC has admittedly invaded the spot field, traditionally and historically the exclusive domain of the stations."

"And it's not a 'tempest in a martini glass,'" he added. "The fact remains that radio stations now receive the preponderant bulk of their revenue from the sale of time in units of one minute or less."

He said that when radio networks were confronted with the "classic business decision between a quick profit and long-range building" toward a flourishing future for all radio, "some" networks took the "near-sighted, opportunistic road." These, he said, "have decided to skim off some of the spot dollars that the radio stations and their national representatives so dramatically developed during the period when the networks had almost given up on radio."

He contended that networks found themselves "step-children in the industry" because of "inability to recognize and adapt to changes," and that they "kicked so-called option time all over the lot" in order to take advantage of profitable station periods when their own revenue from traditional network-option-time periods dried up.

"This is probably only a passing phase," he concluded, "and in 1957 when the station owners and operators have rehabilitated the time periods which the networks have been unable to sell, the networks will demand a return to the [time] periods they now eschew."



THE stereophonic victory sign by Art Crawford (l), owner of KCBH (FM) Los Angeles, and J. B. (Jack) Kiefer, general manager of that city's KMLA (FM), follows renewal by two sponsors on *Stereophonic Southern California*, broadcast by the stations on Sundays, 3-6 p.m. The contracts are signed by Carl Tester, president of the Philip J. Meany Co., Los Angeles, agency for Pierce Bros. Mortuaries and Pioneer Div., Flintkote Co. (building supplies), New York.

Nielsen Format Will Hurt Radio, Says Young; Rating Firm Denies

Adam Young Inc., radio station representative, has charged A. C. Nielsen Co.'s new format for local station reports will "improve its television service at the expense of radio." A Nielsen official promptly denied the charge.

The new format goes into effect with the October-November reports.

The basic change: For radio and television stations, Nielsen will report the total homes delivered, plus ratings only for the metropolitan area. Previously, Nielsen also had published Nielsen Station Index information, giving ratings for an area it had selected to characterize a market.

The Young organization held a news conference Sept. 18 in New York to express its displeasure with the new Nielsen format. The principal arguments advanced by officials of Young were that Nielsen reports now will give no indication of the market trading areas saturated by radio, which goes beyond the metropolitan area. Total audience figures of a radio station, company officials contended, are not in line with "modern thinking" of advertisers concerning radio, since this total audience may not be associated with the market being purchased by the advertiser. The user of the radio report, according to Young officials, will "have no way of knowing where this audience is, unless he happens to subscribe to NCS No. 2, which defines each station's coverage as measured 18 months ago." The data for television stations will be "impressive," Young executives stated because their coverage area corresponds approximately with that of the metropolitan areas, and individual rating of tv programs are high, compared with radio program-

An official of the Nielsen organization replied to the criticism by Adam Young by saying that the organization believes it is improving its service to both radio and tv stations. The changes were made, he said, after consultation with about 250 time-buyers and their recommendations considered in shaping the new format.

He claimed that more qualitative data will be made available on radio stations coverage; the sample in each market will be expanded and more detailed information will be provided on such radio factors as "per broadcast," "strip" and "block or saturation ratings." He said Nielsen had not received any adverse criticism from other stations or station representatives.

Tinsley Stations Appoint Simmons Assoc. Inc. as Rep

Simmons Assoc., Inc., New York and Chicago, station representative, has been appointed by WITH Baltimore, WLEE Richmond and WXEX-TV Petersburg, Va., to service the three Thomas G. Tinsley Jr. stations in Chicago, the midwest and New England. The appointment becomes effective Nov. 15.

Select Station Representatives continues to provide the three stations with representation in New York, Philadelphia, Baltimore and Washington; Forjoe & Co., which serviced the Tinsley stations in Chicago, New England and on the West Coast, will terminate its representation of the stations on or about Nov. 15, it was learned. Unannounced as yet but expected momentarily: the appointment of McGavren-Quinn Co., San Francisco, as representative for the Tinsley stations in San Francisco, Los Angeles and Seattle. Clarke-Brown Co. retains representation responsibilities in Dallas, Houston, Denver, Atlanta, Miami and New Orleans.

According to R. C. (Jake) Embry, executive vice president of the Tinsley stations, realignment in representative firms was made "in order to get more intensive representation . . . more manpower and offices." Although he said his organization was "perfectly satisfied" with Forjoe's work on the West Coast, that firm did not wish to continue with the Tinsley group just on a "west-coast basis," he added.

Simmons also has been appointed representative for KLIK Jefferson City and KHMO Hannibal, both Missouri. The KLIK appointment is effective Nov. 1.

The Simmons firm, founded in 1955 by David N. Simmons, a former Blair & Co. vice president, now services 12 stations, including WNEW New York, KFEW St. Joseph, Mo., WPET Greensboro, N. C., KBYE Oklahoma City, KANS Wichita, WRKE Roanoke, Va., and KSJO San Jose, Calif.

Tarzian's WPTA (TV) Goes on Air

WPTA (TV) Roanoke, Ind., went on the air last Saturday night. The ch. 21 station, owned by Sarkes Tarzian Inc., is affiliated with ABC-TV and represented by Meeker Tv. Mr. Tarzian is president; Ron Roff is general manager.

New York Timebuyers:

Measure KWTV's famous 1572′ tower for yourself!

walk from

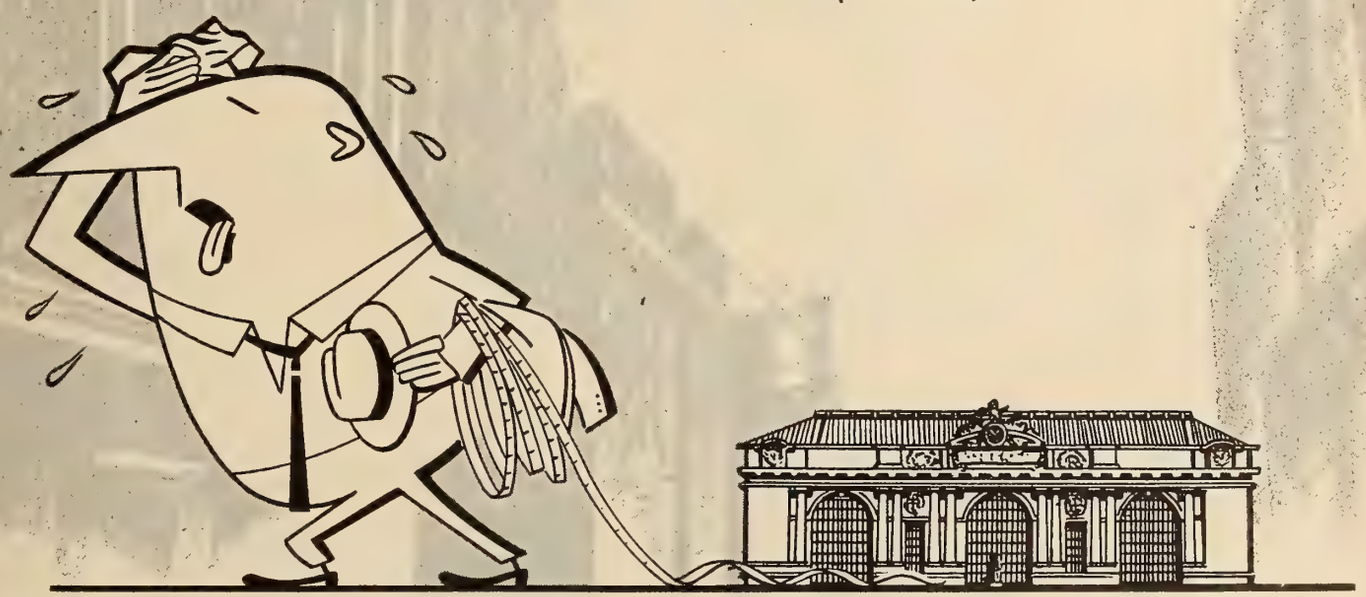
Grand Central Terminal

up or down

Park Avenue

6 FULL BLOCKS

(⅓ mile)



Some tower? Some SALESpower!

KWTV

CBS

OKLAHOMA CITY

The tower with 1572 feet of SALESpower in Oklahoma!

Get the story from AVERY-KNODEL

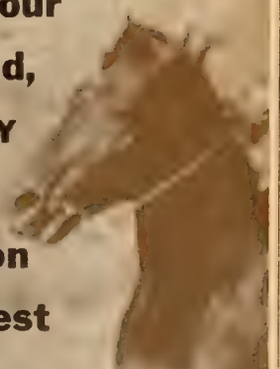
FAST AS EVER!



GENE AUTRY, America's favorite cowboy, never slows his pace. He keeps on passing competition.

In four-station Chicago, where his syndicated series is in its 6th consecutive year, GENE AUTRY is consistently *first* in his evening time period (Gene's current rating is 19.3, according to Telepulse). Cleveland, Phoenix, Buffalo and Minneapolis-St. Paul, to mention just a few outstanding spots, report similar crack results.

The reason is obvious. Westerns are America's favorite television fare (top-rated among all half-hour network program types)* . . . and, dollar for dollar, THE GENE AUTRY SHOW, 91 fast-ridin' half-hours produced specially for television by Flying A Pictures, is the finest Western film entertainment your advertising money can buy.



CBS TELEVISION FILM SALES, INC.

"...the best film programs for all stations"

New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, St. Louis, Dallas, Atlanta. Canada: S. W. Caldwell, Ltd., Toronto

**Nielsen*

DATELINES

Newsworthy News Coverage by Radio and Tv

LITTLE ROCK—The crisis at Little Rock kept television and radio networks busy last week broadcasting on-the-spot reports and special studies of the school integration flare-up, as well as President Eisenhower's Tuesday night address on his decision to send troops into the area, and a report Thursday night by Arkansas Gov. Orval E. Faubus.

A dozen different pickups from Little Rock were networked by CBS-TV—which had the only available tv network facilities out of there at the time—and made available to NBC-TV on Wednesday as troops convoyed Negro students to class and kept peace at gun point. NBC-TV carried 8 of the 12 live pickups, in which the running commentary was handled by CBS' Howard K. Smith, and also presented an exclusive program featuring its own commentators. Thursday, when the scene was more peaceful, there were fewer pickups by the networks.

The Little Rock cut-ins involved unusual complications. The intercity tv facilities from there feed into Chicago. Thus, CBS News Editor John Day in New York could not monitor the pictures himself. Instead, he had to rely on telephoned descriptions given him by CBS people monitoring them in Chicago, deciding on the basis of these verbal reports when the Little Rock pickups should be cut into the network. Bill McAndrew, director of NBC News, also was on this constant conference call. For a time, Mr. Day also was out of direct telephone touch with his Little Rock mobile unit because of a communications breakdown. During this period he was forced to rely on relayed information —the NBC-TV unit in Little Rock fed cues from CBS-TV's unit to Mr. McAndrew at NBC in New York, and Mr. McAndrew relayed them to Mr. Day. Mr. Day then fed instructions back to the CBS crew in Little Rock via Mr. McAndrew and the NBC Little Rock unit.

After President Eisenhower's Tuesday night speech, which was carried on both radio and tv networks, NBC-TV presented a 15-minute special summary of the day's events, and about an hour later CBS-TV canceled a half-hour film show to present a special report. ABC-TV, which does not ordinarily begin networking until mid-afternoon, carried no daytime cut-ins but did have live pickups from Little Rock on its regular John Daly evening newscasts and also canceled 15 minutes of commercial time in *Mickey Mouse* late Wednesday for a special report.

ABC-TV and American Broadcasting Network also carried—exclusively—a half-hour special report by Gov. Faubus Thursday night. Afterward, ABC-TV and ABN Washington newsman Robert Fleming presented a short wrap-up on both radio and tv. Before it was announced he would appear on ABC-TV-ABN, it had been reported that the governor was "dickering" with networks but was specifying that he not be questioned on camera.

NBC Radio and CBS Radio offered numerous on-the-spot reports from Little Rock throughout the week, while ABN did a number of special pickups but concentrated its spot news coverage primarily in its regular newscasts. Special programs on the integration issue also were scheduled by radio as well as television networks.

MBS, through its Little Rock affiliate, got direct telephone reports for use on its half-hourly newscasts. Developments were bulletined on interrupted programs through the network's "Operation Newsbeat" plan and the President's address was carried on MBS Tuesday night.

The school crisis found engineers of KTHS Little Rock feeding two and three programs at a time as the station's news department covered for listeners at home and around the country. KTHS reports were heard on CBS Radio and more than 50 independent stations.

Fast work by WSGN Birmingham, Ala., brought the Little Rock story home to Birmingham. WSGN reporter Peggy Croswhite caught Gov. Faubus for an interview as he changed planes enroute home from the Southern Governors' Conference at Jekyll Island, Ga. Miss Croswhite was able to report the governor's reaction as he got news of the President's decision to federalize the Arkansas National Guard.

WQAM Miami, Fla., anticipated the Monday fireworks and sent newsman Lee Griggs to Little Rock Sunday, Sept. 22. In spite of battering by the crowd, Mr. Griggs got out reports from a mobile walkie-talkie directly in front of the school. Listeners got a vivid picture of the violence as equipment was knocked out of the newsman's hand at one point. WQAM claims it was the only Florida station with a reporter on the scene. Mr. Griggs had orders to stay in Little Rock until the situation was resolved.

Newsmen of WDSU-TV New Orleans also were victims of crowd violence at Little Rock's Central High School. Reporter Ed Planer and cameraman M. J. Gauthier were filming the flight of a young white girl from the school, when they were set upon by the girl's mother and a group of bystanders, who kicked and spit on Mr. Planer and tore Mr. Gauthier's shirt. Mr. Planer covered by telephone for WDSU Radio, and film was flown back to New Orleans for use on tv newscasts.

HOUSTON—A runaway youth, accused of car theft and hunted by police through Louisiana, Mississippi, Arkansas and Texas, responded quickly to a broadcast appeal by Joe Long, news director of KILT Houston. The newsman offered to meet the 15-year-old, who had armed himself with two pistols and vowed never to be taken alive. Four hours after the radio appeal, the boy called Mr. Long and agreed to meet him. There the reporter was able to talk the fugitive into giving up the guns and returning to his parents. The parents flew to Houston and made public statements of thanks to Mr. Long and KILT.

LOS ANGELES—Listeners were vocal in their appreciation of the news job by KABC Los Angeles and newsman Bob Ferris on this month's development in the Caryl Chessman case. When the convict arrived at the Hall of Justice Sept. 17 for a hearing on the 1948 trial transcript, Mr. Ferris taped a 25-minute interview with the prisoner. A half-hour later the tape was broadcast, representing the only on-the-spot radio coverage in the area, KABC claims.

Longtime Chicago Sponsor Of Radio-Tv Program Dies

Last rites were held Tuesday for Morris B. Sachs, Chicago clothier and sponsor of probably the longest continually-aired local amateur show in the country—23 years. He died in his sleep Monday from a heart attack at 61.

Mr. Sachs, owner of three clothing stores, started in broadcasting in September, 1934 with his *Sachs Amateur Hour* on WCFL. The program developed into a simulcast in March 1949 on WBKB (TV) and WLS, moving to WGN-AM-TV in June 1956. It was dropped this past June.

Mr. Sachs is survived by his wife, Anna; a son, Morris B., Jr., who is vice president of Sachs stores; two daughters, Mrs. Rhoda Mendelson and Mrs. Zenia S. Goodman, and five grandchildren.

WFRV-TV Opens New Sales Office

WFRV-TV Green Bay, Wis., has opened a new sales office in the Zuelke Building, Appleton, Wis. Edward J. Lynott will head the new office, assisted by Jack Gennaro, regional sales manager for the station, and Wayne Grant, Roger Micheln and Robert Southard.

STATION SHORTS

KTAC Tacoma, Wash., announces formation of department which will offer radio food-drug merchandising to clients with dealer calls, point of display, direct mail and actual placing of products in retail outlets. **Archie Heany,** associated with grocery field for past 18 years, will head new department.

WMBR-TV Jacksonville, Fla., names Southern Adv. Inc., Lexington, Ky.

WQXR New York reports that its revenue for period of June 15-Sept. 15 was 15% above same period in 1956.

WARL Arlington, Va., has issued Rate Card No. 7.

Community Broadcasting Co. (WLAP-WKXP-TV Lexington, Ky.) appoints Robert Acomb Inc., Cincinnati, Ohio, to handle advertising and sales promotion.

TRADE ASSOCIATION SHORTS

Advertising Council, on behalf of National Citizens Council for Better Schools, announces opening of new fall drive to use all media, including radio and tv. Volunteer agency is Benton & Bowles, N. Y. **Felix W. Coste,** vice president of Coca-Cola Co., is volunteer coordinator.

Comedy Workshop, 268 W. 47th St., N. Y., is meeting every Wednesday, 8-10 p.m., beginning this Wednesday, for 13th consecutive year.

THREE LITTLE WORDS

guide your radio buy in Milwaukee



MUSIC

24 hours a day . . . 7 days a week . . . but music intelligently scheduled! Yes, today's top hits, but also a generous variety of yesterday's great records plus a liberal taste of old tunes done up by the current group of fine entertainers. And it's all attractively packaged by our team of 7 popular radio personalities.

NEWS

32 Newscasts daily prepared by our 6-man news department and presented 5 minutes before the hour and half-hour. A UP news wire and sports wire, 2 mobile units, state correspondents, a weather wire, a police and fire radio monitor plus regularly scheduled telephone conversations with local news sources keep WEMP listeners among the best informed in the world.

SPORTS

Live, play-by-play of Milwaukee Braves Baseball, Green Bay Packer Football, U. of Wisconsin Football and Basketball, plus coverage of special local sporting events and 11 sportscasts daily . . . provide a wealth of entertainment for our sports minded listeners. In addition, these features are described wherever possible by our Sports Director and "The Voice of the Braves," Earl Gillespie.

WEMP

5000 watt power at 1250 k.c.

represented wherever you live by Headley-Reed

ASHEVILLE MEET STRESSES UNITY

- **NARTB presents broadcasters' problems and suggests remedies**
- **R. J. Reynolds' Gray voices concern over mounting tv costs**

Backing up its plea for unity in facing current challenges to radio-tv, NARTB last week outlined the problems and its remedial planning for broadcasters from seven states and the District of Columbia. The sessions, for Region 2, were held last Monday and Tuesday in Asheville, N. C., and generally followed the pattern of the opening regional meetings the previous week in Schenectady, N. Y., and Cleveland [B•T, Sept. 23].

Along with the problems of the broadcasters, some light was thrown on the tv difficulties facing one of radio-tv's best customers. Bowman Gray, executive vice president of the R. J. Reynolds Co., told a Tuesday luncheon that spiraling tv costs and the necessity for 52-week commitments with the networks are of growing concern to his company (see page 32). He urged the broadcasters to take action to hold the line on costs.

The other main speaker on the agenda, Rep. Hugh Scott (D-Pa.), underscored the right of radio and tv to report from the House of Representatives. Along with C. O. Carver, WSJS - AM - TV Winston - Salem, N. C., who spoke on a similar theme during the meeting, Rep. Scott urged that broadcasters be permitted now to demonstrate how well and unobtrusively radio and tv can report congressional proceedings (see page 65).

The proposed audit tv circulation study came under closer study by the delegates following its unveiling at the earlier sessions. Several questions from the floor asked whether the proposed survey format had been checked with competent sources along Madison Avenue. Richard K. Allerton, NARTB's manager of research, and Thad H. Brown Jr., vice president for television, said that it had not as yet been taken to the agency people because NARTB's first target is to present an outline to the broadcasters through the regional meeting circuit. Further, if there were any questions on the procedures involved, Mr. Allerton was available for consultation on the points.

Procedures to prevent obsolescence of the tv circulation data were explained. It was reiterated that, if approved, the all-industry tv circulation audit would be available sometime in late 1959. The sentiment at the regional meetings will serve as a guide to the NARTB Television Board when it meets after the circuit to decide on the proposal's final acceptance.

At the opening session Monday morning, Mr. Brown and John F. Meagher, NARTB vice president for radio, agreed that "government both from a regulatory and a legislative standpoint, thinks not in terms of radio or of television, but of broadcasting." And, they added, "There must be a favorable public relations climate for both radio and television. Public distrust or disfavor of one is bound to hurt the other."

This need for unity was further reflected in a Monday luncheon address by NARTB President Harold E. Fellows who declared that continued freedom of American broadcasting can be preserved only through a unified and vocal stand on challenges now facing the industry.

Vincent T. Wasilewski, NARTB government relations manager, reported on the federal outlook of current broadcasting problems at the Monday sessions. At the Tuesday radio meeting, he presented a detailed outline of the music copyright challenge that looms in pending license negotiations.

TASO, television allocations, channel assignments and pay tv (both broadcast and wired) were discussed Monday afternoon by Messrs. Brown and Wasilewski along with A. Prose Walker, NARTB manager of engineering, and Charles H. Tower, manager, employer-employe relations. The session was called to order by F. M. (Scoop) Russell, NBC Washington vice president and NARTB District 3 television director.

Mr. Russell, pointing out that Congress had adjourned without expectation that the FCC would issue its proposal for pay-tv tests so soon [B•T, Sept. 23], cited the short span of time between the time Congress reconvenes in January and the March 1 date after which pay-tv tests could be granted. He said the Cleveland address by Sen. Charles Potter (R-Mich.) and announced intent of Rep. Oren Harris (D-Ark.) to hold hearings in early January [B•T, Sept. 23] are examples of how congressional leaders reacted to the pay-tv action of the Commission.

The second portion of the Monday tv sessions was devoted to a progress report by Edward H. Bronson, director of tv code affairs, in which he showed some of the undesirable film that stations had cut from programs. The showing for the most part contained foreign films with suggestive and profane scenes and old American films with improper treatment of such subjects as suicide and marital problems.

Programming ideas and "New Dimensions of the Radio Newsroom" were highlighted by Monday afternoon's radio session under J. Frank Jarman, WDNC Durham, vice chairman of the NARTB Radio Board.

The Tuesday morning tv session included a presentation by William Colvin, director of station relations, Television Bureau of Advertising, who described the functions of TvB and presented some facts and figures on television selling.

Other presentations were made by Donald L. Martin, NARTB's assistant to the president in charge of public relations, who discussed the role and importance of public relations, and Frederick H. Garrigus, manager of organizational services, on "Deciding the Public Interest."

Resolutions unanimously adopted at the closing session:

(1) Commended the FCC for amending its am-fm rules to permit, under certain conditions, remote control operation of stations operating with directional antenna systems and with powers in excess of 10 kw [B•T, Sept. 23].

(2) Resolved that broadcasters charge themselves with the responsibility of informing their senators and representatives of the facts in connection with the charges made against broadcasters in the song writers and performers suit against BMI.

(3) Pledged support to national and state organizations in their efforts to remove restrictive and discriminatory rules, statutes and policies against broadcast coverage of public proceedings.

(4) Resolved that Region 2 broadcasters should urge their senators and representatives to make a careful and analytical study of the contemplated action of the FCC to permit pay-tv tests, and support proposals to the Commission not to act pending a policy determination by the Congress.

(5) Expressed thanks to NARTB Region



ONE CLIENT'S PROBLEMS *were discussed last week at NARTB Region 2 meeting in Asheville by Bowman Gray (second from left), executive vice president of R. J. Reynolds Tobacco Co. Huddled before the luncheon talk (l to r): F. M. (Scoop) Russell, NBC Washington vice president; Mr. Gray; Harold Essex, WSJS-AM-TV Winston-Salem, N. C.; Harold E. Fellows, NARTB president and chairman of board, and James H. Moore, WSLS Roanoke, Va., host director.*

WTIC-TV

LANDSLIDE!

TIME PM	WTIC-TV	NETWORK STATION "A"	NETWORK STATION "B"	NETWORK STATION "C"	TOTAL SETS IN USE
7-7:30	41.3	5.5	6.3	5.5	58.6
7:30-8	38.8	10.1	7.1	4.9	62.7
8-8:30	39.1	8.6	8.6	9.8	67.6
8:30-9	38.9	6.1	9.2	14.6	71.0

Results of Special ARB Television Rating Survey—Metropolitan Hartford Area—7:00 to 9:00 P.M., Monday, September 23, 1957

For details call Irwin Cowper, WTIC-TV General Sales Manager, or your nearest Harrington, Righter & Parsons man.

WTIC-TV

HARTFORD, CONNECTICUT

3

Leo Underhill — a welcome breakfast guest every morning throughout Greater Cincinnati



WCK



All Greater Cincinnati has the "Leo Listening Habit"

Cincinnati's Most Powerful Independent Radio Station

THE LEO UNDERHILL SHOW, heard Monday thru Saturday from 6:05 to 10:00 a.m. has become a "habit" with families in the WCKY listening area.

More homes listen to Leo's program than to any other during the same time period over any other independent Cincinnati station.*

If you want to reach men, women and children, one of your best buys on WCKY is THE LEO UNDERHILL SHOW. Cincinnati has "The Leo Listening Habit." To move your product in Cincinnati get the "Leo Advertising Habit."

*Nielsen, July '57

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day seven days a week

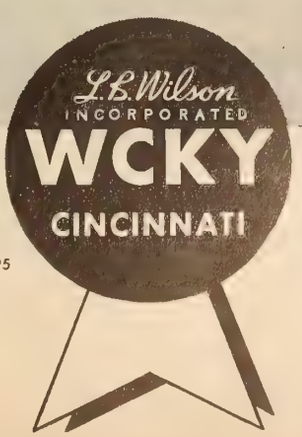
ONLY WCKY GIVES YOU ALL 4

★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER



CINCINNATI, OHIO

THE *L.B. Wilson* STATION



NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
950 California St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

WCKY is your best buy!



...the year's hottest film programming!

AAP meets today's demand for horror movies with an exciting new package of 52 fast-paced shockers. Karloff . . . Lugosi . . . Carradine . . . Orson Welles. Only AAP has 'em all . . . plus a goodly collection of assorted phantoms, vampires and zombies. And the price is right! See how quickly creaking doors and disappearing staircases can build big witching-hour audiences and attract new sponsors in your area. Write, wire or phone:

a.a.p. inc.

Distributors for Associated Artists Productions Corp.

345 Madison Ave., MUrray Hill 6-2323 — NEW YORK
75 E. Wacker Dr., DEarborn 2-2030 — CHICAGO
1511 Bryan St., RIverside 7-8553 — DALLAS
9110 Sunset Blvd., CRestview 6-5886 — LOS ANGELES

2's host director, James L. Moore, WSLS Roanoke, Va.; guest speakers Gray and Scott, and the management of the Grove Park Inn, site of last week's regional meeting.

Chairman of the resolutions committee was Harold Essex, WSJS-AM-TV Winston-Salem, N. C.

The Asheville meeting was attended by 165 delegates, according to William Walker, NARTB assistant treasurer. The figure stands up well in view of the distances that had to be traveled to attend, he said.

With the completion of the third regional conference last week, the series marks time until Oct. 10-11 when Region 5 meets in Kansas City.

Chicago Ad Group Workshop To Discuss Broadcasting Future

The future of broadcast media, including color and pay tv, along with research and merchandising of programs will be discussed by leading industry speakers during the 1957 workshop sessions of the Chicago Federated Adv. Club tomorrow (Tuesday) through Nov. 19.

Norman Lindquist, account executive of Wilding Picture Productions Inc., will serve as chairman of the radio-tv clinics, with discussions covering several aspects of advertising, including broadcast media tools, writing techniques, timebuying problems, film commercial production and program considerations for clients.

Research phases will be covered Oct. 22 by H. Wynn Bussmann, public relations director of A. C. Nielsen Co., in a talk on radio-tv rating services. The Schwerin system of pre-testing commercials will be presented. The final session Nov. 19 will feature speakers on color television, pay tv (from Zenith Radio Corp.) and radio vs. tv.

The opening orientation clinic tomorrow will be followed Oct. 8 by an exploration of "the tools of broadcast media," with motion pictures telling "The Radio Story" and "The Television Story" supplied by Radio Adv. Bureau and Tv Bureau of Advertising.

S. C. AP Group Elects Kurtz

Ken Kurtz, news director of WIS Columbia, S. C., was elected president of the South Carolina AP Broadcasters at the group's annual meeting Sept. 18. He succeeds Buddy Womick of WORD Spartanburg. Others elected: Ray Starr, WJAN Spartanburg, vice president; Paul Hansell, Charlotte (N. C.) AP bureau chief, secretary-treasurer, and Grant Hendrickson, WMUU Greenville, director. Mr. Womick also serves as director for the coming year.

THE PEOPLE'S CHOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

Equal Access Urged By Region 2 Speakers

Broadcasters last week were urged to launch a grass roots movement for permission to demonstrate radio-tv's right and ability to report from courtrooms as well as the halls of Congress. The exhortation came at NARTB's Region 2 meeting in Asheville where two speakers protested such bans on cameras and mikes.

• Rep. Hugh Scott (R-Pa.), onetime chairman of the Republican National Committee, declared that broadcasting of debates from the House of Representatives "is certainly due at some future time and should be given a trial now." He spoke at the Monday evening banquet.

• O. H. Carver, news director of WSJS-AM-TV Winston-Salem, N. C., the following afternoon called on broadcasters to press at local levels for permission to actually demonstrate broadcasting's unobtrusiveness in the courtroom.

Rep. Scott said that although the speaker of the House and the House leadership take a "dim view" of his efforts to allow radio-tv coverage of debates, "I continue to believe that my proposal has much merit."

He conceded that such coverage should be limited in the beginning to matters of major national interest. He expressed the belief that the level of debate would be improved because of more careful advance preparation before facing "the critical eye" of the camera. He added that an awareness that a national audience was following the proceedings would suppress the present tendency to embark on sidelines irrelevant to the issue at hand.

"Some broadcasters have questioned whether the experiment would attract enough viewers to render worthwhile putting the Congress on the air," he said. "Time and a fair trial would tell. Personally, I believe almost as much interest would be generated in watching one's elected representative decide on the various ways to spend the viewers' taxes as in scanning 'preplanned' wrestling watches or 1938 movies."

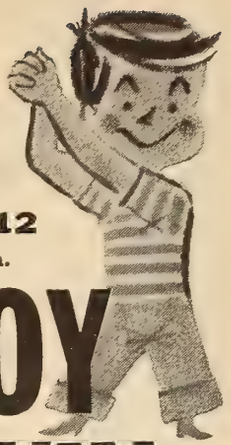
"I recognize this is faint praise indeed for my proposal," Rep. Scott declared, "But, more seriously, the widespread interest in forums, interviews, news commentaries—so often featuring Washington personalities—suggests a very genuine desire on the part of the public to know more about what makes the wheels of government turn."

In his address Tuesday, Mr. Carver branded as inaccurate the claims that radio and tv detract from court dignity, distract the witness and degrade the court.

"You are responsible citizens in your communities," he reminded the delegates. "You have many contacts among the judiciary. You can use these contacts to persuade court officials to your point of view. I suggest that you make use of every opportunity to put your 'case' before the judge."

Documentary evidence to further this campaign is available, according to Mr. Carver, who cited the work of the NARTB freedom of information committee and the

NAME OUR CHANNEL 12
Clarksburg, W. Va.
WBOY AND WIN



• A fabulous week for 2 at THE GREENBRIER White Sulphur Springs, W. Va.
• ELECTRIC-EYE MOVIE CAMERA By Bell and Howell
• POLAROID LAND CAMERA
• 12 other wonderful prizes

USE THIS INFORMATION TO help you name the symbol of Clarksburg's new high-power TV station

• Covers the virgin market of Central W. Va. (Clarsburg — Fairmont — Morgantown)
• Rich in coal, oil and gas
• Untouched to date by a direct TV signal
• Captive audience—666,315 population
• Buying income $1,119,746,000
• $200/hr. AA network time: $250 national spot.

Contest open to all readers of this magazine. Ends January 5, 1958.

FY2

MAIL YOUR ENTRY TODAY TO
WBOY-TV
CHANNEL 12
Exclusive in Clarksburg, W. Va.
NBC INTERCONNECTED abc
George Clinton, Gen'l Mgr. • Rep. by Avery-Knodel
A Member of The Friendly Group
I suggest the following name:
_____
Name_____
Company_____
Address_____



ON THE RICH
Golden Spread

Amarillo, Capital of the Golden Spread, is growing and progressing with the best of the metropolitan markets in the great Southwest. Its population has increased over 76% since 1950.

- Effective buying income $254,444,000.
- Annual wages per family $6,541.
- Military payroll $24,000,000 annually including military and civilian employees.

Get in on the Big Buy on Big 4, Amarillo's **specialized** television station.

CONTACT ANY KATZ MAN

KGNC-TV
Channel 4
AMARILLO, TEXAS

support of the Radio-Television News Directors Assn.

In addition to the government's obligation to keep the people informed and the obligation on media to provide the channels of dissemination, there is the further need for broadcasters to assure listeners and viewers that what they hear reported on newscasts is accurate and factual, Mr. Carver said.

"News reporting in our media is highly competitive," he declared, "but keen competition should never be allowed to substitute for good common sense."

Condemning "bulletin-happy" boys, Mr. Carver urged that station operators seek out trained, competent newsmen to handle this responsible operation.

Summing up his plea for action at the local level to demonstrate radio-tv's access right, he said that "as public officials become more accustomed to the use of our facilities, and as they can see how effectively we can do the job, the more likely are they to recognize what is rightfully ours: The right to be there to report what occurs and to report it with cameras and microphones."

FM Development Assn. Committee Studies ASCAP License Problems

Problems involved in the use of ASCAP music by fm background music operators were discussed by the licensing committee of the FM Development Assn. at a meeting in Chicago Sept. 19-20.

The group, under chairmanship of William B. Caskey, general manager of WPEN-AM-FM Philadelphia, is studying methods of meeting these problems, which will be contained in a report to be announced at a later date. Multiplexing and plans for its 1957 awards also were discussed, with Robert L. Brazy, FMDA president, presiding at the Chicago meet in the Ambassador East Hotel.

The deadline by which fm stations were asked by the FCC to switch from simplex to multiplex operation was last Jan. 1, but equipment for the latter reportedly has been in short supply [B•T, Aug. 12]. Multiplexing enables an fm station to transmit functional music to business houses while simultaneously airing its regular program fare. The question of whether multiplexing equipment is fully effective has been raised in some fm circles.

Six awards for outstanding achievements in fm broadcasting during 1957 will be made by FMDA, which presented its first award for outstanding program service in 1956, to Harold I. Tanner, WLDM (FM) Detroit, at the 1957 NARTB convention [B•T, April 15].

In announcing the 1957 awards, Mr. Brazy said they will be given for the outstanding programming of the year by an fm station; for the outstanding public interest program service provided as an exclusive fm service, not duplicated on am; for the outstanding advertising program created for fm; for the outstanding fm announcer; for the station or individual making the most important technical contribution to fm's development, and for the outstanding new fm program of the year.

Kops Would Promote Yankee 'Resurgence'

A proposal to broadcaster associations of six New England states to sponsor a regional "resurgence" project was put before the Vermont Broadcasters Assn. by Daniel W. Kops, executive vice president of WAVZ New Haven, Conn., in a speech prepared for delivery Sept. 25.

The speaker, a district director of NARTB, announced he is inviting officers of New England broadcaster groups to a Boston conference Dec. 18 to discuss the public relations project. He called for "collective leadership" to point up the area's "natural resources, our vacation land, our scientific resources, our pride and craftsmanship."

The proposal climaxed an address in which Mr. Kops emphasized that "radio's biggest day is still ahead of it." Looking toward increasing competition in broadcasting, he proposed meeting it by assuming civic leadership providing editorial comment and strengthening news operations. Broadcasters were asked to examine rates to see if they are high enough to be commensurate with value, and if rates are being held inviolate. Mr. Kops advocated fixing a single rate for national and local advertisers, and offering a big enough package to do an effective job.

"Are you zealously reserving the selling of your advertising to yourselves and your staff? If you succumb to the pitchmen who volunteer an Americanism or safety program on your station sold by their telephone or outside crew, you're . . . giving away one of the most precious things you have: your own direct relationship with your advertisers. . . . You're hurting yourself and radio generally," Vermont broadcasters were told.

Truman to Kick Off K. C. Meet

Former President Harry S. Truman will open the third annual "Ideas Today" clinic of the Kansas City Advertising & Sales Executives Club Oct. 10 with an address to the breakfast session. The all-day meeting is expected to draw 400, according to James M. Stafford Jr., advertising manager of the Kansas City Power & Light Co. and chairman of the clinic. Luncheon speaker is George Hammond, president, Carl Byoir & Assoc. Sylvester L. (Pat) Weaver, president of Program Service Inc, will be featured at the dinner meeting.

Other speakers who will appear before the conference: Dr. Albert Shepard, executive vice president of Motivational Research Inc.; Wesley I. Nunn, advertising manager of Standard Oil Co. of Indiana; Peter E. Schruth, vice president and director of advertising, Curtis Publishing Co.; Walter Weir, executive vice president of Donahue & Coe Inc.; Edward A. Fasca, promotion director of the Bureau of Advertising, American Newspaper Publishers Assn.; Don Layman, vice president in charge of advertising, *Scholastic* magazines; William K. Beard, president of Associated Business Publications; Richard S. Latham, president of Latham, Tyler & Jensen, and C. Norman Fry, vice president of R. L. Polk Co.



NEW OFFICERS *of AP's Radio and Television Assn., with outgoing president Jack Shelley (seated, l): Daniel W. Kops (seated, r); (standing, l to r) William W. Grant, and Oliver Gramling.*

Associated Press Radio-Tv Assn. Elects WAVZ's Kops President

Daniel W. Kops, executive vice president and station manager of WAVZ New Haven, was elected president of the Associated Press Radio and Television Assn. last week during the third annual meeting of the group's board of directors in New York. Mr. Kops succeeds Jack Shelley, news director of WHO Des Moines.

Other newly-elected officers are: Tom Eaton, news director, WTIC Hartford, first vice president; Joe H. Bryant, president, KCBD-TV Lubbock, Tex., second vice president; Jack Dunn, station manager, WDAY-TV Fargo, N. D., third vice president, and William W. Grant, president, KOA Denver, fourth vice president. Oliver Gramling, assistant general manager of AP, and Robert Booth, treasurer of AP, were re-elected secretary and treasurer, respectively, of the association.

John Aspinwall, AP radio editor, made a report to the association on the changes that have been instituted in the radio news wire over the past year. He singled out the emphasis on regional and local news coverage as the most noteworthy development. In addition, Mr. Aspinwall listed changes in coverage of farm, sports and business news to coincide with the desires of member AP stations.

Miss. Sales Agenda Given

The agenda for the second annual Broadcasters Sales Management Conference, to be held Oct. 25-27 at the U. of Mississippi, lists the following speakers: Ray V. Hamilton, Hamilton, Stubblefield, Twining & Assoc., Chicago; Robert W. Rounsaville, president, Rounsaville Stations; Howard Cohoon, president, WJQS Jackson, Miss.; Gerald T. Owens, sales counselor, Memphis, Tenn.; Jay Blakesley of Gates Radio Co., with a demonstration of automatic radio; H. A. Hebbard, Geyer Adv., New York, and Tom L. Spengler Jr., radio-tv manager, Godwin Adv. Agency, Jackson.

Officers of the Mississippi Broadcasters Assn. will preside at the Friday-Saturday morning sessions. Hal McCarley, president of WBLE Batesville, Miss., and Mrs. McCarley will entertain conferees at a social hour Friday evening at Lake Sardis, Miss.

UPCOMING

September

Sept. 30: National Assn. for Better Radio & Television, annual Listener-Viewer Institute, Chamber of Commerce Bldg., Los Angeles.

Sept. 30-Oct. 1: Illinois Broadcasters Assn., fall meeting, Abraham Lincoln Hotel, Springfield, Ill.

October

Oct. 1: ASCAP, West Coast meeting, Beverly Hills Hotel.

Oct. 3: North Dakota AP Broadcasting Assn., Plainsman Hotel, Williston, N. D.

Oct. 3-4: Kentucky Broadcasters Assn., Hotel Beecher, Somerset.

Oct. 4: UP Broadcasters of Kentucky, inaugural meeting, Cumberland Falls State Park, Kentucky.

Oct. 4-9: Society of Motion Picture and Television Engineers convention, Hotel Sheraton, Philadelphia.

Oct. 5: Chicago Copywriters Club, Conrad Hilton Hotel, Chicago.

Oct. 6: Kansas AP Broadcasters, Junction City, Kan.

Oct. 7-9: 13th Annual National Electronics Conference, Hotel Sherman, Chicago, Ill.

Oct. 7-11: Fall meeting, American Institute of Electrical Engineers, Hotel Morrison, Chicago.

Oct. 8-9: Third annual National Radio Advertising Clinic, RAB, Waldorf-Astoria, New York.

Oct. 8-12: 1957 Convention of the Audio Engineering Society, New York Trade Show Building.

Oct. 10-11: Alabama Broadcasters Assn., fall conference, U. of Alabama and Hotel Stafford, Tuscaloosa.

Oct. 11-13: Annual convention, AAAA Western Region, Sun Valley, Idaho.

Oct. 12: UP Broadcasters of Illinois, Hotel Jefferson, Peoria.

Oct. 12: UP Broadcasters of Michigan, Lansing.

Oct. 12-13: Fall sessions, Illinois News Broadcasters Assn., Jefferson Hotel, Peoria.

Oct. 18: UP Broadcasters of Wisconsin, Mead Hotel, Wisconsin Rapids.

Oct. 20-21: Texas Assn. of Broadcasters, Baker Hotel, Dallas

Oct. 25-26: Indiana Broadcasters Assn., fall meeting, French Lick Springs.

Oct. 27: Missouri AP Radio & Television Assn., Jefferson City.

Oct. 29: Convention, National Assn. of Educational Broadcasters, St. Louis.

Oct. 31-Nov. 1: North Carolina Assn. of Broadcasters, Robert E. Lee Hotel, Winston-Salem.

November

Nov. 5-7: Eleventh National Conference, Public Relations Society of America, Waldorf Astoria, New York City.

Nov. 6-9: International convention, Radio Television News Directors Assn., Balmoral Hotel, Miami Beach, Fla.

Nov. 11-13: First annual Industrial Audio-Visual Exhibition, Trade Show Building, New York.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Oct. 10-11	Muehlebach Hotel Kansas City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H.)	Oct. 14-15	Multnomah Hotel Portland, Ore.
Region 7 (Mountain States)	Oct. 17-18	Brown Palace Hotel, Denver
Region 6 (Kan., Okla., Texas)	Oct. 22-23	Baker Hotel Dallas
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 24-25	Peabody Hotel Memphis

Subject to FCC approval, announcement has been made of the acquisition by J. D. Wrather, Texas and California industrialist, and John L. Loeb of Carl M. Loeb, Rhoades & Company, New York, of all outstanding stock in Muzak Corporation for $4,350,000.

The sellers were William Benton, former U. S. Senator from Connecticut, H. E. Houghton, President of Muzak, and other capable executives associated with them.

We initiated this transaction and worked unceasingly to its conclusion.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Daily Newspapers, Radio and Television Properties

Washington 1625 Eye St., N. W. | **New York** 60 East 42nd St. | **Chicago** 35 East Wacker Drive

this week's big news on advertising street

The current issue of Printers' Ink (September 27) is itself this week's big news on advertising street. It presents the new model Printers' Ink which, more than ever, delivers what today's advertising men want and need. Here's the import to readers and advertisers.

The new model is a new concept for the changing market. One that expands the scope and urgency of Printers' Ink service to the key men in American industry and advertising agencies, faced with the growing problem of increasing sales through more intensified advertising and marketing effort.

Editorially, it offers: A full sweep of the important news, boiled down, with interpretations of the meaning today and tomorrow. Significant trends pinpointed and analyzed in terms of effect upon each segment of the field and each individual enterprise. Provocative discussion, with fresh points-of-view. Basic problems adequately discussed. Methods, techniques, data presented by authorities.

The new model is a repackaging of Printers' Ink, with many time-saving



PRINTERS' INK

innovations. The front cover becomes an editorial feature to spark excitement in the contents and increase readership. All information is incisively written and sectionalized for convenience. Fast reading is aided by the new kind of 2-level presentation, with lead paragraphs in bold type to highlight the stories.

Executives of the broadcast industry can especially appreciate all this.

The cover and pages illustrated below show prototypes that set the pattern.

The new model sets a precedent in business magazine publishing—with its big news section, Advertising Week, immediately following the cover. Printers' Ink interpretation of the news in advertising has long been regarded the superior job in its field. And now through expanded staff and stepped-up press runs, it presents the bulk of the week's important news on Friday. This week's news this week.

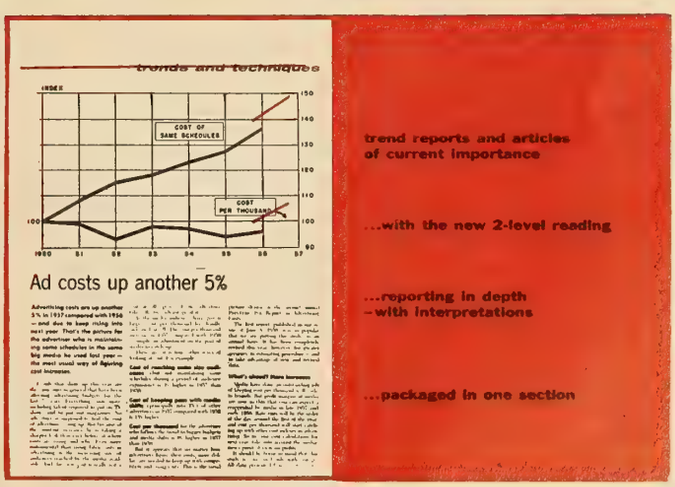
The new model continues the favorite P. I. features—extends the range of special reports and case histories. Its forward-looking editorial purpose is consistent with the high quality of performance which has long been associated with Printers' Ink. It is edited by the same experienced staff which has been responsible for the acclaim in repeated surveys that P. I. is the "most authoritative," "most useful" and "most thoroughly read" publication in advertising.

This big expanded Printers' Ink is perfectly timed to carry your media story to the national advertising market.

Now when the fall buying decisions are shaping up for the new year, you can share the spotlight and get attention of the top executives who influence and make those decisions. For they will read, even more intensively, this most desired business magazine of advertising.

P. I. delivers more total executive circulation (ad managers to presidents) among manufacturers than any other advertising publication. And among agencies, 87% of Printers' Ink large circulation of agency subscribers are the often hard-to-see management and account executives. Here is the place most effectively to reach them with your sales message, in this period of increased competition.



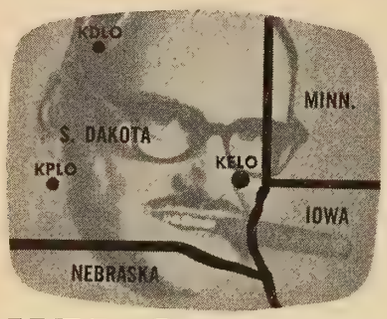


THE MAGAZINE OF ADVERTISING, SELLING, MARKETING

205 EAST 42ND STREET, NEW YORK 17, NEW YORK

1 WONDERFUL BUY!!

GETS YOU ALL OF



KEL-O-LAND

It takes five airlines and as many railroads to criss-cross huge, hustling KEL-O-LAND. It takes more than a million people to ring up its $1,220,150,000 annual retail sales. Yet Joe Floyd and his 101-man crew deliver all of KEL-O-LAND to you for your one wonderful single-market buy.

PUT ALL KEL-O-LAND IN YOUR TV PICTURE!

KDLO CHANNEL **3**
Aberdeen — Huron — Watertown

KELO Sioux Falls CHANNEL **11**

KPLO CHANNEL **6**
Pierre — Winner — Chamberlain

. . . and KEL-O-LAND's new, big radio voice is

KELO-AM

KELO Radio's 1,032-Ft. Tower
13,600-Watt Power, Eqv.

General Offices Sioux Falls, S. D.
JOE FLOYD, President
Evans Nord, Gen. Mgr. Larry Bentson, V.P.
Represented by H-R

RTES HEARS DEBATE ON NETWORK RADIO

- **Labunski, McLendon differ**
- **Both stress own best points**

Spirited discussion on the future of network radio spotlighted a luncheon meeting of the Radio & Television Executives Society of New York Wednesday when Gordon B. McLendon, independent station owner and operator, debated the topic with Stephen Labunski, vice president in charge of programming for the American Broadcasting Network.

Mr. Labunski, who contended that network radio in general—ABN in particular—does have a future, paid tribute at the outset to Mr. McLendon's radio operations. He listed as reasons for Mr. McLendon's success such factors as programming designed for maximum listener appeal; showmanship with heavy on-the-air promotion; bold exploitation, including treasure hunts, mobile units and publicity "gimmicks"; aggressive salesmanship, and adherence to a firm rate card. Then Mr. Labunski added:

"The very things which Gordon McLendon, Todd Storz and others are doing to assure local radio a future are substantially the same things which American Broadcasting is doing to help assure radio networks a future. Therefore, if Gordon McLendon has a future, so do we."

Mr. Labunski insisted that if network radio incorporated into its structure "the more exciting, the more listenable, the more salable radio" of some local outlets and translated these qualities into national terms, then network radio could flourish. At ABN, Mr. Labunski said "we are injecting that vital degree of difference."

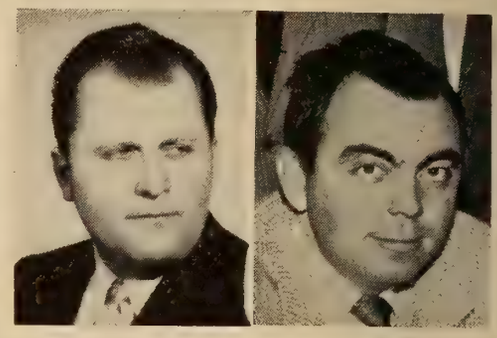
Among the changes at American, he said, have been live, "fun" radio with live personalities, live orchestras, live singers and live audiences. ABN affiliates, Mr. Labunski pointed out, will have exclusive to them the programming not available to the local independents. He voiced the belief that network personalities exert "a persuasive salesmanship" to entertain and sell at the same time. The national advertiser, according to Mr. Labunski, can use network radio with "great simplicity," achieving national coverage through one buy.

He acknowledged that network radio has short-changed itself, setting its rates "far too low." But he claimed that if the medium programs to listeners' tastes, exploits its product properly and sells itself "confidently," network radio can become "a billion dollar industry."

Mr. McLendon, a long-time harsh critic of network value and practices, bluntly expressed the view that "it is hard to believe that two competing networks cannot satisfy the residual needs of the public for network service." He prefaced this contention with the observation that the sole pre-eminent function served by radio networks today is to provide coverage of national and international events. In every other area of programming, Mr. McLendon asserted, "local radio and/or television is superior."

He challenged Mr. Labunski on the value of live music programming. Mr. McLendon insisted that local music programming (largely recorded) can invariably "wallop" a network program because the local personality builds up a following through talk about the local weather, events and customs.

Mr. McLendon said "the very basic question" of the topic under discussion is whether radio stations "can afford to have four radio networks survive." He claimed that with revenue that can support only two networks, there is "a four-way split of the pie that has resulted in such a dilution of



MR. LABUNSKI MR. McLENDON

network rates that the whole economic future of radio could be threatened."

He launched a highly critical attack of network spot practices. As an example, he said, ABN's highest open rate on its "five-minute units" amounted to $1,500. He calculated that this is an average of $4.75 per announcement per station. Then he added pointedly:

"At KLIF in Dallas, KILT Houston and KTSA San Antonio, we wouldn't let an advertiser burp for $4.75."

Mr. McLendon listed these other "shortcomings" of network radio: It lacks the flexibility of spot radio; it does not have the auto listenership that local radio has; it cannot persuade the affiliate to invest in promotion or merchandising because the station cannot afford it on the basis of the revenue accruing to the outlet from a network campaign.

NBC-TV Daytime Sales Total $3 Million Since September 1

Five advertisers have placed $3 million in gross daytime business with NBC-TV since the first of September, it was announced last week by William R. Goodheart Jr., vice president television network sales.

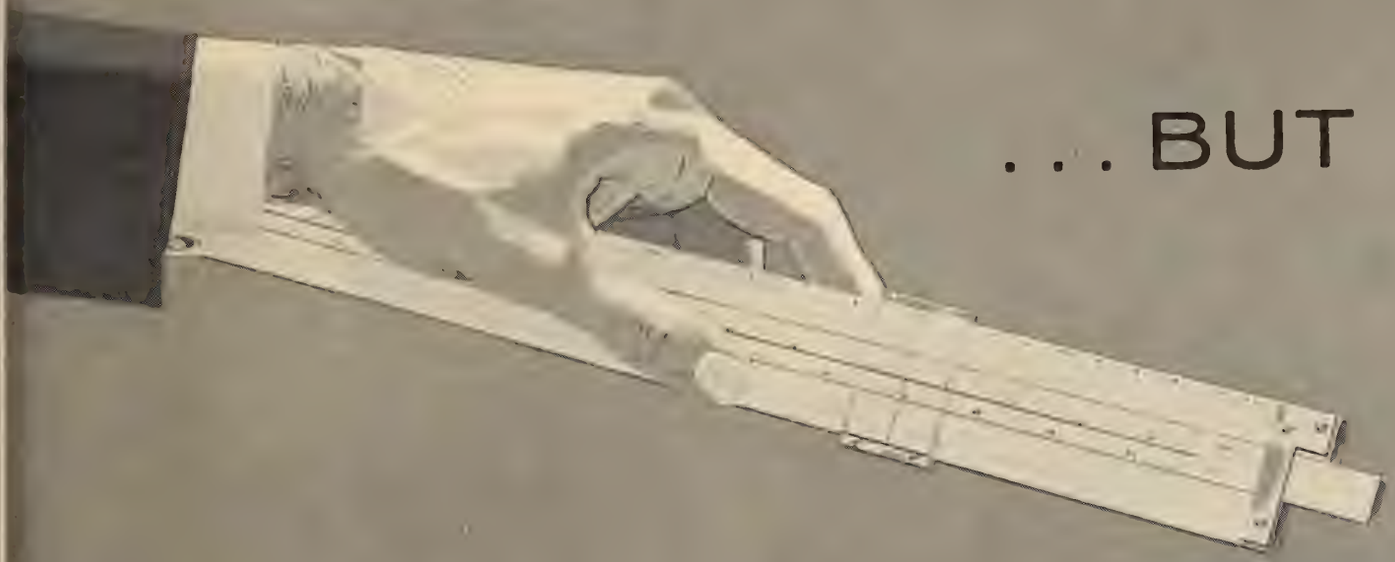
The advertisers are: Welch Grape Juice Co., Westfield, N. J., through Richard K. Manoff Adv., New York, which has ordered the alternate Friday 4-4:15 p.m. portion of *Queen for a Day* for 43 weeks starting Nov. 8 and also have renewed its alternate-week quarter-hour sponsorship of *Comedy Time* for 52 weeks starting

KOSI DENVER
SAN FRANCISCO KOBY
Number One RADIO BUY
HOOPER — PULSE NIELSEN
KOSI — See Forjoe
KOBY — See Petry

Combined Dallas/Fort Worth ARB August 12-18 share of audience summary, sign on to sign off, Sunday through Saturday

KFJZ-TV:25.5

STATION A:27.6
STATION B:27.0
STATION C:24.5



. . . BUT

YOU DON'T NEED A SLIDERULE TO MEASURE COST PER THOUSAND

KFJZ-TV's attractive rates — plus "more viewers per set" programming — delivers more for your TV dollar. See your Blair-TV man for AA *minute* availabilities.

KFJZ-TV *Channel* 11®

Represented by BLAIR-TV | *for the Dallas-Fort Worth market*



It depends on where you sit as U.S. starts changing clocks

From yesterday (Sunday) until the end of October, states and cities will be shifting back to standard time—along with those that never left it. To compound the confusion, some cities will be making the switch either later or earlier than other portions of their states. This is how it works:

States on Standard Time:[1]

Ala. (C)	Idaho (M)	Miss. (C)	N. D. (M, C)	Tenn. (C, E)
Ariz. (P, M)	Iowa (C)	Mo. (C)	Ohio (E)	Tex. (C)
Ark. (C)	Kan. (M, C)	Mont. (P, M)	Okla. (C)	Utah (M)
Colo. (M)	Ky. (C, E)	Neb. (M, C)	Ore. (P)	Va. (E)
Fla. (C, E)	La. (C)	N. Mex. (M)	S. C. (E)	Wash. (P)
Ga. (E)	Mich. (C, E)	N. C. (E)	S. D. (M, C)	W. Va. (E)
				Wyo. (M)

[1] Except these cities which were DST but returned to Standard yesterday: Carlisle, Danville, Frankfort, Lexington, Louisville, Midway, Mt. Sterling, Paducah, Richmond, Stanford, Warren County, Wilmore, all Kentucky; Anaconda and Butte, both Montana; Los Alamos, N. M.; Mandan, N. D.; Akron, Burgettstown, Canton, Cleveland, Follansbee, Lorain, New Cumberland, Steubenville, Uhrichsville, Warren, Youngstown, all Ohio.

States on DST which returned to Standard yesterday:

Calif. (P)	Ill. (C)	Ind. (C)	Nev. (P)	Wis. (C)

States on DST which return to Standard the last Sunday in October:[2]

Conn. (E)	Me. (E)	Minn. (C)	N. Y. (E)	Vt. (E)
Del. (E)	Md. (E)	N. H. (E)	Pa. (E)	
D. C. (E)	Mass. (E)	N. J. (E)	R. I. (E)	

[2] Except these cities which returned to Standard yesterday: Allentown, Altoona, Bethlehem, Erie, Harrisburg, Johnstown, New Castle, Philadelphia, Pittsburgh, Reading, Scranton, Wilkes-Barre and Williamsport, all Pennsylvania, and Garret County, Md., which has been Standard all along.

(P) Pacific (M) Mountain (C) Central (E) Eastern

Sept. 12; Brown & Williamson Tobacco Corp., through Russel M. Seeds Co., Chicago, which has renewed quarter-hour segments of *It Could Be You* and *Queen for a Day* on alternate Thursdays for 52 weeks, starting Oct. 31; Toni Co., Chicago, through North Adv., Chicago, which has renewed quarter-hour portions of *Tic Tac Dough* and *Queen for a Day* on alternate Mondays for 52 weeks effective Sept. 30; Sandura Co. (rugs and wall coverings), Philadelphia, through Hicks & Greist, New York, which has renewed alternate week quarter-hour segment sponsorship of *Queen for a Day* effective Sept. 18; Slenderella System Inc., Stamford, Conn., through Management Assoc. of Connecticut, Stamford, which has bought the alternate Wednesday 4-4:15 p.m. segment of the same program starting for the period Sept. 11-Nov. 6.

Virginia Hill Sues CBS, Others

An invasion of privacy suit for $1,250,000 over the *Climax* telecast of Sept. 5, "Trial by Fire," was filed Thursday in California Superior Court in Los Angeles against CBS, writer Dick Stenger and Chrysler Corp., sponsor, by Mrs. Virginia Hill. The complaint filed by attorney Bentley M. Harris charges the tv program dramatized the actual experience of Mrs. Hill during last December's Malibu fire after she had refused permission to have her story used on tv.

Mogen David Ups Network Tv

Mogen David Wine Corp., Chicago, has renewed its faith in network tv, in which it pioneered seven years ago, by expanding its outlay in that medium and increasing its overall advertising budget to $3.5 million for 1957-58.

The increased budget—about 50% over that for 1956-57—was announced by Edward H. Weiss & Co., Mogen David agency. The reason for the expansion was attributed to national distribution for the new Key wine line.

It's expected network tv *(Dick and the Duchess, Beat the Clock)* will receive 80-90% of the new budget. In 1956 Mogen David spent 95% ($2 million-plus) in tv.

Cohen Denies Slander, Libel In 'Mike Wallace' Damage Suits

Michael Cohen's answer last week to the damage suits of Los Angeles Police Chief William H. Parker and Police Capt. James E. Hamilton over allegedly slanderous and libelous remarks he made about them on an ABC-TV *Mike Wallace Interviews* program on May 19 [B•T, July 15], filed Sept. 25 in Los Angeles Superior Court, begins by asserting that he was "sued erroneously as Mickey Cohen."

Otherwise, Mr. Cohen's answer follows the pattern of the answers of American Broadcasting - Paramount Theatres, Philip Morris Inc., and N. W. Ayer & Son, co-defendants in the $3 million damage suits [B•T, Aug. 26]. He denies malice or intent to harm the plaintiffs and calls any statements he may have made during the telecast "fair comment and criticism of public officials," "a matter of public interest and concern." Chief variance of Mr. Cohen's answer is that he admits he made no retraction, whereas the other defendants claim that the "retraction and apology" read by ABC-TV Vice President Oliver Treyz on the *Mike Wallace Interviews* telecast of May 26 "constitutes a complete defense" to the plaintiffs' complaints so far as network, sponsor or agency is concerned.

Mr. Cohen's answer was filed by attorney Edward I. Gritz.

The fifth defendant in the suits, Mr. Wallace, resides and broadcasts in New York and has not been served in the action, it was reported.

Encyclical on November Agenda

Bishops of the Roman Catholic church in this country meet Nov. 13-15 in Washington at Catholic U., according to the National Catholic Welfare Conference. The Sept. 8 encyclical by Pope Pius XII [B•T, Sept. 16] presumably will be on the agenda. In his encyclical, the first to deal specifically with radio and television, the Pope ordered action to combat undesirable films and radio-tv programs.

CBS Radio Announces New Sales

Purchase by four advertisers of time on CBS Radio totaling more than $250,000 was announced Thursday by John Karol, vice president in charge of network sales for CBS Radio. Sponsors include Standard Brands and General Mills, which both bought into the network's daytime dramatic units, and Chrysler Corp. and American Home Foods, which signed for "Impact" segments.

ABN to Air 'Griffin Show'

American Broadcasting Network will air *The Merv Griffin Show,* Monday, Oct. 7 within the period of 7-9 p.m. (specific time to be announced). The musical variety program, an addition to the network's recently instituted live programming policy, will be heard Monday-Friday and will feature vocalist Darla Hood, a singing quintet, the Spellbinders, and Jerry Bresler and orchestra.



Never Before On TV!

"SHOCK!"

52 of Universal's Greatest Spine-Tingling Films

including the original

FRANKENSTEIN • DRACULA • WOLF MAN • INVISIBLE MAN!

SCREEN GEMS

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

NEW YORK DETROIT CHICAGO NEW ORLEANS HOLLYWOOD

THE 3R's OF RADIO

RADIUS—The 50,000-watt voice of KOA-RADIO covers 302 counties in 12 states—a *complete* coverage of the *entire* 480-million-acre Western Market!

RECOGNITION — KOA-RADIO "knows" its listeners, and programs accordingly...skillfully combining top NBC programs with highly-rated local shows!

RESULTS—That's what you *want* ...and always *get*, with each advertising dollar spent on KOA-RADIO! To sell the entire rich Western Market of 4 million people, buy the *only* station you need—KOA-RADIO!

Represented by Henry I. Christal Co., Inc.



KOA DENVER Radio

9/57

One of America's *great* radio stations

50,000 Watts **850 Kc**



Only ONE is atop the *Continental Divide*

Serving both the Atlantic and Pacific Sides of America

KXLF - TV4 -:- Montana Butte

East—The Walker Co.

West—Pacific Northwest Broadcasters

TRANSCONTINENT MERGER OKAYED, $8 MILLION IN SALES APPROVED

- **NBC's WJAS buy authorized but with two FCC dissents**
- **Sales of KOVR (TV), KREM-AM-FM-TV, KFEQ passed**

The merger of Transcontinent Tv Corp. (WROC-TV Rochester, N. Y.) and WGR Inc. (WGR-AM-TV Buffalo, N. Y.), already under interlocking ownership, and the purchase of WJAS-AM-FM Pittsburgh by NBC (over the strongly-worded dissent of Comr. Robert T. Bartley) (see page 76) were among station sales approved last week by the FCC.

David C. Moore, Transcontinent president and board director, said the merger with WGR-AM-TV involves a consideration "in excess of $5 million." Under terms of the agreement, WGR stockholders will receive Transcontinent Class B common stock for their stock in the Buffalo stations. Transcontinent's authorized capital stock will be increased from $2.5 million to $5.1 million.

Also approved at the same time by the FCC was the purchase by Transcontinent of all but 9.5% of the stock held by General Railway Signal Co. in Transcontinent for $875,000. General Railway, which formerly owned 68% of Transcontinent, will give up all its Class A stock, retaining 5,000 shares of Class B stock.

Following the merger and purchase of General Railway stock, Paul A. Schoellkopf Jr., J. Fred Schoellkopf IV,, David G. Forman and Seymour H. Knox III will own all of the Class A common stock of Transcontinent, and consequently will have control of the stations. All except Mr. Forman were stockholders of WGR-AM-TV prior to the merger, as were Transcontinent Class B stockholders Seymour H. Knox and Northrup R. Knox.

George Goodyear, president, board chairman and 11.5% owner of WGR-AM-TV, will receive Class B stock in Transcontinent for his WGR-AM-TV ownership, as will Margaret Crotty, Virginia Deuel, Norma Deuel Lutz, Norman Joseph and others, all WGR-AM-TV stockholders prior to the merger.

Mr. Moore announced that there will be no personnel changes at WGR-AM-TV. Van Beuren W. De Vries is manager of the tv station, Nat. L. Cohen manages the am outlet and Carl B. Hoffman is vice president in charge of engineering for both stations.

Ch. 2 WGR-TV is affiliated with ABC; WGR, on 550 kc with 5 kw, is affiliated with ABN. Ch. 5 WROC-TV is affiliated with both ABC and NBC. Transcontinent also owns 50% of WSVA-AM-FM-TV Harrisonburg, Va. (Hamilton Shea, former NBC vice president, owns the other 50%).

NBC, without a Pittsburgh affiliate since Westinghouse's KDKA there dropped the network, purchased WJAS-AM-FM from Pittsburgh Radio Supply House Inc. for $725,000. Sale of the WJAS stations was required under terms of a merger agreement with the *Pittsburgh Post Gazette* (WWSW) whereby Supply House received 50% of ch. 11 WIIC (TV) Pittsburgh.

With the FCC approval, NBC becomes the owner of five fm stations and the maximum number of seven ams. The network already owns seven tv stations (5 vhf, 2 uhf), maximum allowed by the FCC. This NBC ownership was the basis of Comr. Bartley's dissent on the grounds it "aggravates . . . an undue concentration of control." (For text of Comr. Bartley's dissent, see accompanying box.) Comr. Robert E. Lee also dissented and voted for a 309 (b) (McFarland) letter.

NBC is the licensee of WRCA-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, KNBC-AM-FM San Francisco, WRCV-AM-TV Philadelphia, KRCA (TV) Los Angeles, WBUF (TV) (uhf) Buffalo, N. Y., and WKNB and WNBC (TV) (uhf) New Britain, Conn. WJAS, currently an ABN affiliate, is on 1320 kc with 5 kw; WJAS-FM is on 99.7 mc with 24 kw.

KOVR (TV) Buy Okayed

The $3.5 million (plus or minus adjustments) sale of ch. 13 KOVR (TV) Stockton, Calif., to Hudson Valley Broadcasting Co. (Lowell Thomas, Frank Smith and associates) by H. L. Hoffman, Terry H. Lee and over 300 others also was approved by the Commission. Comr. Bartley again dissented and voted for a McFarland letter.

Messrs. Thomas (a CBS commentator), Smith and associates own WTVD (TV) Durham, N. C.; WROW-WCDA (TV) Albany, N. Y.; WCDB (TV) Hagaman, N. Y., and WCDC (TV) North Adams, Mass. WCDB and WCDC operate as satellites of WCDA. In addition, Mr. Smith owns 33⅓% of WCNS (TV) Baton Rouge, La.

Lincoln Deller, former owner of deleted KCCC-TV Sacramento, Calif., held an option to purchase 18% of KOVR. The ch. 13 outlet is affiliated with ABC.

Another sale receiving approval, also over the dissent of Comr. Bartley, was the $2 million purchase of KREM-AM-FM-TV Spokane, Wash., from Louis Wasmer to Dorothy S. (Mrs. A. Scott) Bullitt, 40%, and King Broadcasting Co. (KING-AM-FM-TV Seattle), 60%. In approving the sale, the Commission denied a petition by Tv Spokane Inc. to designate the application for hearing.

Mrs. Bullitt owns 72.56% of KING-AM-FM-TV, which in turn owns KGW-AM-FM-TV Portland, Ore. Mr. Wasmer will remain with the KREM stations as non-stockholding president. ABC affiliated KREM-TV operates on ch. 2 with 100 kw; KREM is on 970 kc with 5 kw day, 1 kw night; KREM-FM operates with 4.8 kw on 92.9 mc.

Jessie D. Fine and family received approval for their $841,091 purchase of

KFEQ-AM-TV St. Joseph, Mo., from Bing Crosby, Kenyon Brown, George Coleman and Joseph Thomas. The Fines operate an Indiana theatre chain and formerly owned WFIE (TV) Evansville, Ind.

The Crosby-Brown group is seeking FCC approval to purchase KCOP (TV) Los Angeles for $4 million from the Copley Press. In addition, Mr. Brown owns KWFT Wichita Falls and KLYN Amarillo, both Texas; 50% of KBYE Oklahoma City and KANS Wichita, Kan., and 22.15% of KGLC Miami, Okla.; Messrs. Crosby and Coleman own 6.1% and 6.4% of KGLC, respectively. Ch. 2 KFEQ-TV is affiliated with ABC and CBS; KFEQ is on 680 kc with 5 kw.

Must Dispose of Am

In another approval, Northeastern Broadcasting Co. (owned by WABI-AM-TV Bangor, Me.) purchased WAGM-AM-TV Presque Isle and WABM Houlton, both Maine, from H. D. Glidden for $525,000. However, the FCC ruled that the sale cannot be consummated until Northeastern disposes of its construction permit for WABQ Presque Isle.

WABI-AM-TV is principally owned by Horace Hildreth (60%) and Oliver Rea and associates. The same principals also own WPOR Portland, Me., and have an interest in WMTW (TV) Poland Spring, Me. In addition, Mr. Rea has interests in KMGM-TV Minneapolis and dark WENS (TV) Pittsburgh. Ch. 8 WAGM-TV is affiliated with CBS; WAGM is on 1450 kc with 250 watts and WABM operates on 1340 kc with 250 watts.

Henry H. and Ruthe A. Fletcher, 10% owners of KSEI Pocatello, Idaho, purchased the 90% of the station owned by Florence M. Gardner for $213,362. Prior to FCC approval, the Fletchers turned in the construction permit for ch. 6 KSEI-TV Pocatello, informing the FCC that they would be financially unable to construct and operate the tv station [AT DEADLINE, Sept. 16].

Mrs. Gardner is principal owner of KTFI Twin Falls, Idaho, which in turn owns 40% of KHTV (TV) Twin Falls. Mr. Fletcher is president-general manager of KSEI, which is on 930 kc with 5 kw.

Another approval was given to Seaway Radio Corp. (George W. Bingham, president-majority owner) to purchase WSLB Ogdensburg, N. Y., from St. Lawrence Broadcasting Corp. (J. R. Brandy, president) for $190,000. Mr. Bingham has interests in WGNY Newburgh and WKIP Poughkeepsie, both New York. WSLB is on 1400 kc with 250 watts.

American Broadcasting Stations Inc. (WMT Cedar Rapids, Iowa) received the Commission go-ahead for its $155,000 purchase of KEOK Ft. Dodge, Iowa, from Ft. Dodge Broadcasters Inc. (Harold W. Cassill, president). ABS is controlled by Helen S. Mark and children and owns 49% of WMT-TV. William B. Dolph and William B. Quarton, who own the remainder of WMT-TV, vote the Mark stock. Mr. Dolph also owns 31% of KJBS San Francisco and 43% of KMYR Denver; Mr. Quarton has a minority interest in KMYR. KEOK is on 540 kc with 1 kw daytime.

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NBC'S NEW AM ALARMS BARTLEY

Text of Comr. Bartley's dissent of Commission approval of the NBC purchase of WJAS-AM-FM Pittsburgh (see page 74).

"This proposed transfer will give NBC its seventh am station in the major markets of this country.

"In my opinion, the seriousness of the policy questions raised by this transfer requires that the Commission seek, through a public hearing, the data and information which will enable it to determine whether the proposed transaction meets the statutory criterion of being in the public interest, convenience and necessity.

"The two major issues presented here are (1) the impact which ownership and operation of this station in Pittsburgh by NBC will have upon the competitive broadcast structure, and (2) its impact on the formulation of policy, currently under study in several governmental quarters, with respect to network ownership of broadcast stations and multiple ownership, in general, of broadcast facilities.

"With respect to the first issue, it would appear that the Commission must, through the development of all the facts on a hearing record, first determine whether ownership and operation by NBC of this facility in the eighth largest market, and its shift from independent to network ownership, would tend to lessen competition among the Pittsburgh stations for national, regional, local and spot advertising, and whether the changes which will take place in the programming of the stations involved will better serve the interests of the public and advertisers in the area in terms of its availability as a local outlet.

"Equally significant at this particular time is the fact that active consideration is being presently given to a re-examination and possible re-definition of Commission policy and rules and regulations regarding multiple ownership of broadcast stations in general and network ownership and operation in particular.

"The Commission's Network Study Group, it is expected, will soon present to the Commission its report on the entire problem of multiple ownership by networks and others (see page 31).

"In the context of these developments, it should be emphasized that the proposed transaction represents an expansion of the holdings of this network to the *maximum* presently allowable in am and tv and, when added to its present complement of high power, clear channel am stations and its tv facilities, further aggravates what I have heretofore consided to be an undue concentration of control of the media of mass communication. In this connection it is to be noted that the Department of Justice is currently engaged in antitrust litigation against NBC in which it is seeking, among other things, divestiture by the network of stations acquired by it in Philadelphia from an independent licensee. Moreover, there has been no satisfactory showing in these applications before us of the factors considered necessary to justify network ownership and operation of stations in a new market.

"In my view, the Commission should not at this time permit the acquisition by a network of an important broadcast facility in a major market—which does not presently have a network owned-and-operated station—without first obtaining through a hearing record the necessary data and information upon which it can determine whether a grant of the application would, in fact, serve the public interest, convenience and necessity."

Appeals Court Remands Grant For ABC-TV, XETV (TV) Tie-up

The U. S. Court of Appeals in Washington last week ordered the FCC to reconsider its October 1956 grant to ABC-TV giving that network authority to transmit live programs to XETV (TV) Tijuana, Mexico. The Commission erred in not considering XETV's programming standards, the court ruled in staying the ABC-XETV affiliation.

The two San Diego stations, KFMB-TV and KFSD-TV, had protested the FCC action and the court's ruling came following an appeal by KFMB-TV. The ch. 6 Tijuana station can be received in San Diego.

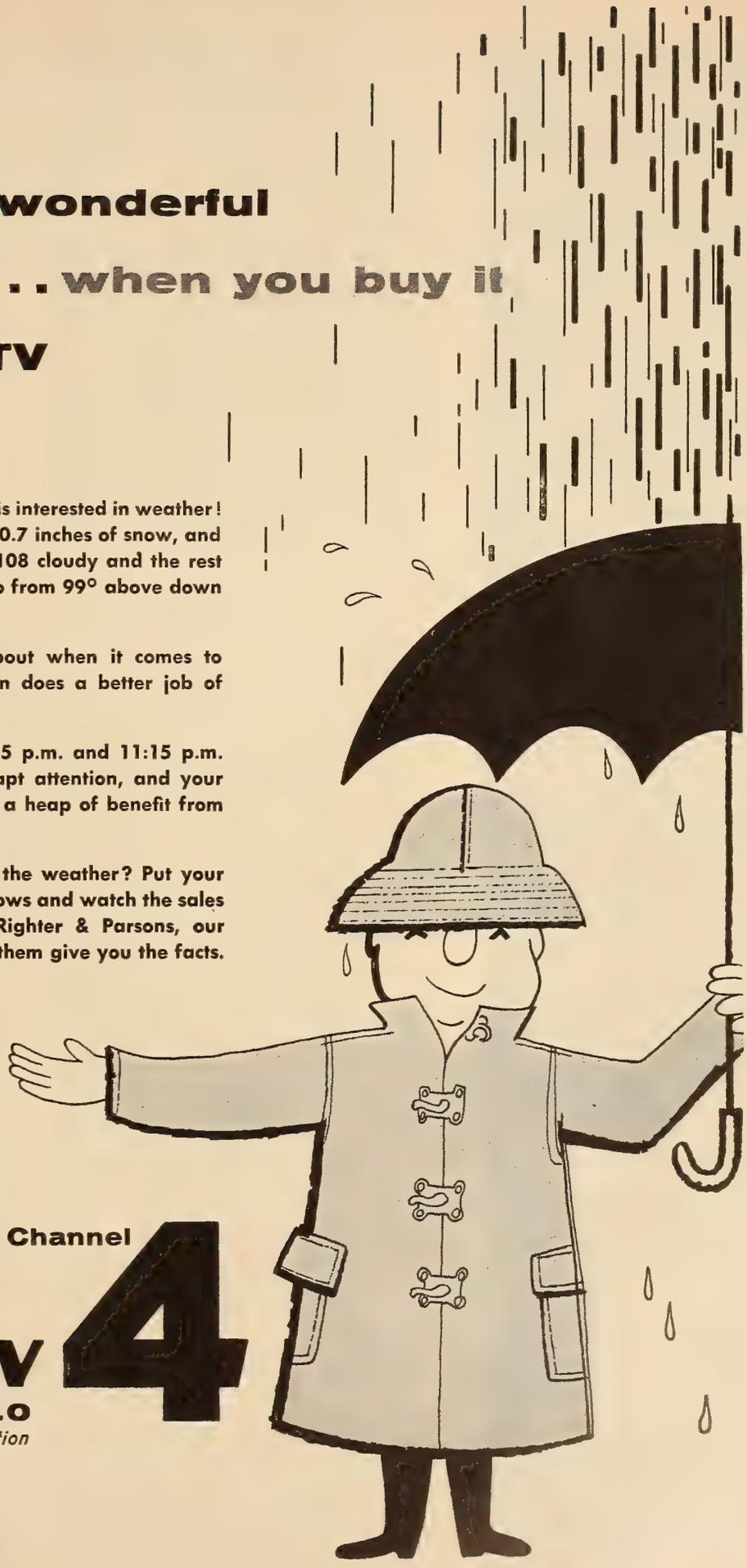
"Obviously, American network programs would make XETV a more attractive station to its San Diego viewers and the larger audience it would attract would also be available to it for its locally originated programs," the court opinion stated.

"While the Commission has no power to prevent XETV from broadcasting to San Diego locally originated programs which are objectionable by American standards, it has power to refrain from issuing a permit which would give those programs a larger American audience."

Hobby's Beaumont Deal Defended

FCC's Broadcast Bureau is maintaining that Houston broadcaster-publisher W. P. Hobby's financial arrangement with ch. 6 KFDM-TV Beaumont, Tex., does not disqualify that outlet from keeping its grant. The Bureau's position was taken during oral argument last week before FCC on exceptions to the second initial decision in the controversial ch. 6 hearing—in which the examiner recommended withdrawing the grant from KFDM and awarding it to KRIC-*Beaumont Enterprise* and *Journal* [B•T, April 1]. At issue is the 1954 award to KFDM and subsequent arrangement whereby KTRM Beaumont withdrew in exchange for $55,000 out-of-pocket expenses and Mr. Hobby received option to 32.5% interest in the new licensee to run the ch. 6 outlet. Mr. Hobby had an option to buy 35% of KTRM should it have been successful in its application for ch. 6.

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- **Congressman talks to ATAS**
- **Says he may probe tv again**

Rep. Emanuel Celler (D-N. Y.), who views network practices with a jaundiced eye, last week extended his field of vision to include tv programs.

The congressman mounted his blistering attack in an address Tuesday before an Academy of Television Arts and Sciences luncheon held by the New York chapter at the Harvard Club.

In colorful language, Mr. Celler made plain his dislike for current tv fare, striking out at "imitation," "mediocrity" and "hysteria" (in newscasts). He noted that he wanted to emphasize he was talking "as Mr. Everyman, who objects to being a complacent partner in the rape of the airways," adding, "I cannot, most unhappily, as the old joke goes, 'relax and enjoy it.' "

Highlights of his talk:

• The networks, he charged, are seeking "the lowest common denominator in public receptivity, the largest potential market, the tapping of as many human skulls as possible at one given moment, and ratings."

• The "goal" in tv today "is not the integrity of performance, but the clink of coin into the sponsor's coffers, the smell of the green bill," he asserted.

• Tv, he said, in effect is controlled by "the sales manipulators, the persuaders who tap the fears, insecurities, and the inanities that lurk in all of us." While telecasters may seek profit, he asked, can they do so "without limit and without public responsibility?"

• He reiterated charges that the networks have a "stranglehold" on "prime" tv hours and victimize the public with "must-buy" practices. He directed his fire on "financial interests the telecasting companies have in pushing motion pictures or music by which they themselves stand to gain and placing them on the screen instead of programs in which they have no financial interests." He deplored what he called the "control" of tv by two major networks, CBS-TV and NBC-TV.

• Pay tv is "not the answer," he opined, because it is "discriminatory, favoring those able to pay as against those not so fortunate." Advertising would not be eliminated in subscription tv, the chase for the "largest possible audience" would be on and "it would mean that we would pay once again to be told what we want and when to want it."

• Mr. Celler's suggestion: that the tv industry lift the standards of programming higher and rid itself of the "fear of decimation by the decimal point." (He labeled the rating services—A. C. Nielsen Co., Trendex, Pulse and ARB [American Research Bureau] as "The Four Horsemen of the Coaxible" and as "masters of precision instruments or IBM cards" who can "make or break a show or a star.")

To newsmen after his talk, Mr. Celler noted that:

• His House Judiciary Antitrust Subcommittee is awaiting action from both the Justice Dept. and the FCC on the subcommittee's recommendations made in its report that followed the House group's network inquiry.

• If the government agencies fail to act by about the first of the year, the subcommittee plans to again urge governmental action and/or reopen hearings.

• Indications are that Justice will act on multiple ownership and on divestiture of network ownership in Broadcast Music Inc.; that the FCC will act on other recommendations, such as "must buy" and "option time" practices. He predicted that legislation probably will be introduced next year in Congress to include broadcasting in the sale of services provision of the Robinson-Patman Act and thus place discounts on an equal basis.

• Wire toll tv operators probably will come under eventual regulation, and, in fact, be subject to congressional scrutiny since it is believed, in some quarters, that the medium is interstate, not intrastate.

In urging "adult television fare," Mr. Celler asserted: "What we don't have (in the tv industry) is the faith. This grubbing for the pot of gold at the end of the television spectrum has reduced the viewing public to a static symbol of an earthenware pitcher, passively submitting to the trite and the vulgar being poured down the open gullet."

Coming under his fire: quiz shows—"winnings grow bigger and bigger and the m.c.'s more raucous"; psychological drama—"no play is safe from the nemesis of neuroses in hot pursuit of the tortured, writhing soul"; variety shows—"the big name hunt" following "only the format that has succeeded"; newscasts—though among the best of tv presentations, they "often succumb to hysteria."

Asked Mr. Celler: "Why can't we have television of taste and integrity? Why can't we have television that is exciting, provocative and vibrant? Why is the television world so full of trembling and so two-by-four that it ends up either lifeless or larger than life?"

Expressing the belief a revolt is on against current programming in tv, Mr.

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Celler said one of these signs is pay tv, which he labeled "gas meter television." Of toll tv, he warned that "advertising won't be eliminated because they [toll operators] would want to get as many shekels as they can . . . The almighty dollar would activate the policy."

ABC-TV Raps Initial Decision In Lubbock, Tex., Ch. 5 Case

The mid-September initial decision recommending the award of ch. 5 in Lubbock, Tex., to Texas Technological College there was attacked last week by ABC-TV, which told the FCC that financial support to the college from two local vhf stations would keep the station from commercial broadcasting and network affiliation.

KCBD-TV and KDUB-TV, both Lubbock, have agreed to give the college $60,000 in aid if it refrains from other than non-commercial activities. But ABC-TV pointed out that ch. 5 is not reserved for education, and according to the Communications Act, should be free to commercialize if local public service dictates.

FCC Dismisses 'Luther' Dispute In Renewing License of WGN-TV

The FCC last Wednesday quietly renewed the license of WGN-TV Chicago, which became involved in a lengthy—and loud—dispute last winter after it canceled a scheduled showing of a film on the life of Protestant Martin Luther.

Soon after the cancellation, the Action Committee for Freedom of Religious Expression asked the FCC to schedule the station's license renewal application for hearing [B•T, Feb. 25]. When the film later was shown by WBKB (TV) Chicago and WISN-TV Milwaukee, the committee withdrew its request [B•T, March 25].

Charleston Ch. 4 Grant Stayed

The Aug. 1 grant of ch. 4 in Charleston, S. C., to Atlantic Coast Broadcasting Corp. (WTMA-TV) was stayed Thursday by the FCC on the basis of an economic injury protest lodged by ch. 2 WUSN-TV Charleston. The Commission scheduled a hearing on the grant to determine, among other things, if the proposed building site of WTMA-TV will be available and if Atlantic Coast is financially qualified to build and operate a tv station.

Currently operating in Charleston are WUSN-TV and ch. 5 WCSC-TV.

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Oregon ETV Deleted For Commercial Use

In decisions on allocations cases last week, the FCC (1) deleted the educational reservation on ch. 9 Eugene, Ore., making it available for commercial use; (2) assigned ch. 2 to Portland, Ore.; (3) denied a request to shift ch. 3 (WRCV-TV) from Philadelphia to Atlantic City, and (4) turned down a request to delete ch. 7 (WSPA-TV) from Spartanburg, S. C.

In making ch. 9 at Eugene available for a commercial station, the Commission stated that the continued reservation of the channel for educational use could not be justified "in the absence of substantial evidence that the educational interests" of the Eugene area have made any attempt to utilize the channel. A proposal to reassign educational ch. 7 Corvallis, Ore., considered in the same docket case, to the Eugene-Corvallis area was denied because a construction permit has been issued to the Oregon State Board of Higher Education (KOAC-TV) for ch. 7 at Corvallis.

Third Channel 'Unreserved'

Removal of the educational stipulation on ch. 9, effective Oct. 31 and requested by Liberty Tv Inc., marked the third time the FCC has "unreserved" a vhf channel. The other instances were ch. 5 in Weston, W. Va., and ch. 3 in College Station, Tex. (replaced with a uhf reservation). Comrs. Richard A. Mack and Robert T. Bartley dissented.

The Commission awarded ch. 2 to Portland and denied conflicting proposals to allocate the channel to Vancouver, Longview and Aberdeen, all Washington, and Condon, Astoria and The Dalles, all Oregon. However, the FCC noted, this does not prevent an applicant from filing for the channel in Vancouver (15 miles from Portland).

"In our view," the Commission stated, "the merits of employing ch. 2 in the Portland (and Vancouver) area outweigh those to be gained by using ch. 2 to provide a first local vhf outlet in Longview or any of the other smaller communities involved." It was pointed out that the Portland metropolitan area (with three operating vhf stations) has a population of 512,643, ranking 21st in the U. S. The original request to assign ch. 2 to Portland was made by the Tribune Publishing Co., licensee of KTNT-TV Seattle-Tacoma, and the shift becomes effective Oct. 31.

Presently operating in Portland are ch. 6 KOIN-TV, ch. 8 KGW-TV and ch. 12 KPTV (TV). Also assigned to that city are chs. 10 (educational), 21 and 27 (formerly KPTV).

David E. Mackey, permittee of ch. 52 WOCN (TV) Atlantic City, had petitioned the Commission to shift ch. 3 from Philadelphia to Atlantic City. NBC, which owns WRCV-TV, filed a vigorous protest to the proposal.

In denying the request, the Commission pointed out that it currently is seeking to solve the scarcity of local tv outlets in New Jersey as well as other areas and that while this study is continuing it would not be wise to remove a tv station from a city the size of Philadelphia to provide a local service to a much smaller city. This is particularly true, the Commission stated, since there are no other vhf stations in Atlantic City to provide competition for a ch. 3 station there.

It also was pointed out that Atlantic City currently receives a tv signal from WRCV-TV, WFIL-TV and WCAU-TV, all Philadelphia, and WCUE-TV Wilmington, Del.

Deletion Not Warranted

Deletion of ch. 7 from Spartanburg to provide additional tv service in other cities is not warranted, the FCC stated, in refusing to reconsider (originally denied last May) the request filed by ch. 26 WTVK (TV) Knoxville. WTVK asked that the channel be reallocated to Knoxville and either Columbia, S. C., or Augusta, Ga.

The Commission found that there is no substance to WTVK's contention that Spartanburg would become predominantly a uhf area if ch. 7 were deleted because the area currently receives signals from four vhf stations. "In our view, the television situation existing in the Spartanburg area is such that a worsening rather than an improvement in the tv situation in the area could be expected" if ch. 7 is deleted, the Commission stated.



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COMMUNITY TV OPERATORS MEET; PAY TV SPECULATION TAKES OVER

- **Wired versions capture delegates' biggest interest**
- **Biggest problem: threat of public utility rulings**

Toll tv and its technical, legal and economic aspects completely dominated the fourth annual western conference of the National Community Television Assn., held Tuesday-Thursday at the Ambassador Hotel in Los Angeles with a registration of 210.

Both broadcast and wired methods of program distribution were discussed, but the emphasis was definitely on the latter. This was natural for two reasons: the community antenna operator already has connections into the homes of his town and can add other programming immediately if he thinks the idea economically feasible, and, unlike broadcast tv, he can enter the closed circuit field without the consent of the FCC.

There are other regulatory problems, however. One of them, and one that the wired tv people must face now and solve promptly, is the pressure to place this operation under public utility regulation, E. Stratford Smith, general counsel of NCTA, told the meeting. Noting that it had taken three years and cost the association $10,000 to defeat an attempt of the state of California to classify community antenna systems as public utilities, he warned that the wired tv battle might well be even tougher and he urged the various companies who are promoting closed circuit television to start now in educating the public and the government.

"Don't think this is an idle threat," Mr. Smith said, reporting that a Jackson Hole, Wyo., community antenna operator had considered adding local programming to that picked up by his master antenna and had written the Wyoming Public Utility Commission to ask if this would bring him under their jurisdiction. He promptly was told that it would and he dropped the idea.

If closed circuit tv is put under public utility regulation, Mr. Smith pointed out, then its rates and its costs, including program costs, will be subject to regulation. He urged the toll tv companies to go to the motion picture unions and guilds and point out to them that the cost of producing programs used on wired tv will also be subject to regulation. Furthermore, "there is not one reason for regulating wired tv that would not also apply to motion picture theatres," he stated. Expenses of baseball teams whose games are televised on wired tv systems also would be subject to scrutiny by public utility commissions, he said, if these systems should be found to be public utility operations under the laws of any state.

Mr. Smith was severely critical of the statement made by FCC Chairman John Doerfer to the Radio & Tv Executives Club of New York [B•T, Sept. 16] to the effect that if closed circuit tv succeeds some sort of government regulation will result. "Mr. Doerfer has not looked very closely at wired tv," he said, noting that as former chairman of the Wisconsin Public Service Commission, the FCC chairman should know better than to put this service into the public utility class. Mr. Smith was equally critical of B•T's editorial comment that "most broadcasters would applaud" Mr. Doerfer's statement.

Quality entertainment is the key to successful operation of a toll tv system, Paul MacNamara, vice president of International Telemeter Corp., said Wednesday. The public gets critical very rapidly, he said, and as soon as the novelty of toll tv wears off they'll only be willing to pay for entertainment that in their opinion is superior to anything they can get without payment.

This, he stated, makes some sort of per-program payment plan essential for toll tv. It also is essential at the other end of the operation, too, he noted, as the producer of a $5 million motion picture won't want to take the same payment for its use on toll tv as the producer of a $500,000 picture, and to satisfy the producers there will have to be some way to measure the size of the audience for their productions.

Describing the Telemeter equipment, which the NCTA members saw in operation Thursday, Mr. MacNamara defended its coin-box feature which others had criticized by pointing out the trouble many families have in paying bills for necessities, which toll tv certainly is not. "A monthly bill might never get paid," he said, "but with a coin box to take the money in advance we can nickle-and-dime them to death and they'll never notice."

Telemeter is suggesting to the local companies who will use its equipment in toll tv systems in their communities that they add local programming to motion pictures and national sports events, providing a service not otherwise available in their communities, especially in suburban areas of a major city, Mr. MacNamara said. These operators also might devote one channel to advertising-supported tv operation, he commented, serving local advertisers interested only in reaching the people of that community, who could not afford to buy time on one of the city tv stations but might be glad to use a community tv service.

Jerome Doff, vice president of Skiatron Tv Inc., speaking for his company in place of President Matthew Fox, who had been scheduled but was called away on business, agreed with Mr. MacNamara that programming is what will determine the success or failure of toll tv. Skiatron is not a manufacturer, he said, reporting that the decoder its engineers have developed will be manufactured elsewhere and sold to operators without profit to Skiatron. Neither does Skiatron plan to operate local toll tv sys-



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tems, he added, defining its part in the picture as a program purveyor.

Already, Mr. Doff stated, his company has lined up not only a number of outstanding sports events, but also a majority of the great classic artists and some Broadway hit shows. Any one can bid for the right to show motion pictures, he added. One thing that Skiatron will not do is to use any programs now on free tv, he declared. "We wouldn't take them at any price, because we think they're not enticing enough for the public to pay for. We'll take only programming with proved box office success."

"The effect of pay tv will be to strengthen, not kill, free tv," J. D. Wrather, president of KFMB-AM-TV San Diego and KERO-TV Bakersfield, both California, said at the Wednesday luncheon session.

A few marginal programs now on the air may become casualties to the competition of pay tv, Mr. Wrather said, but "nothing can take away from the nation's advertisers a medium that sells goods the way tv does. If they can't get on pay tv, they'll program competitively on free tv." The living room of the American home is not going to hold a captive audience for toll tv programs, as some people seem to think, he said. Instead, it's going to be a battlefield.

President of Wrather Television Productions *(Lassie, Lone Ranger, Sergeant Preston of the Yukon)*, owner of the Disneyland Hotel and purchaser of Muzak [B•T, Sept. 23], Mr. Wrather said that as an investor he had looked at toll tv prospects in several cities. "I hope to be in pay tv when it develops," he said, "and I'm sure it will develop."

As a program producer who has also made theatrical films, Mr. Wrather said he is aware of the pressure of the unions and guilds who want to share in the producer's income, regardless of profits, and he predicted that the advent of toll tv will greatly increase this pressure. As a result, he also predicted, the prices the producers will ask for the use of their pictures on toll tv will be "fantastic."

And, as owner of Muzak, he urged toll tv operators to give their subscribers an extra free service by devoting one channel to "scientifically planned and produced background music, which only Muzak can provide."

Wired television can lead to a revolution in industrial communications as well as to a new form of entertainment transmission,

JERROLD'S PITCH FOR WIRED TV

By using closed-circuit tv to take their pictures into the homes of their customers instead of waiting for them to come to the theatres, motion picture distributors can increase their revenue by two or three times the amount that now is paid at the theatre box office, Milton J. Shapp, president of Jerrold Electronics Corp., told a meeting of the Screen Directors Guild in Los Angeles last Monday.

Television, traffic and the high cost of baby sitters have combined to keep people at home and away from movie theatres, Mr. Shapp said. "The biggest screen in the motion picture industry today is 21 inches," he declared, advising the motion picture people not to fight it but to join it.

Reporting on the situation in Bartlesville, Okla., where on Sept. 3 Video Independent Theatres began testing closed-circuit subscription television using Jerrold equipment [B•T, Sept. 9], Mr. Shapp said that in three weeks 743 families out of the 4,800 have requested it in the area which has been wired and that 492 homes are already hooked up to get it. Advance estimates had been that 500 to 600 subscribers by this Christmas would be good, with Christmas of 1958 set as the target date for 1,500-1,600 homes, the break-even point. In light of the present number of applicants for service, Mr. Shapp said that the break-even point might well be reached by the middle of next year.

In a strongly competitive speech, Mr. Shapp touted the virtues of the use of cables for transmission of programs from studio to home over what he called the "scrambled broadcast" method. This is not only a technical issue, he declared, but an issue over who will control this new medium, "the broadcasters or the entertainment industry."

"If by any chance scrambled broadcasting systems should be more economical to install and operate, then it is obvious that under the new FCC-proposed plan to allow any broadcaster to institute his own tests of scrambled broadcasting, the future of entertainment will rest primarily in the hands of the broadcasters," he said. "However, if cable systems are more economical to install and operate, then, as Henry Griffing [head of Video Independent Theatres] is proving in Bartlesville, the exhibition of box office programs into the homes will continue to be the business of the entertainment industry."

Mr. Shapp was equally emphatic on the technical advantages of Cable Theatre [his name for the Jerrold system of closed-circuit subscription tv] over the proposed broadcast systems. "Any business operation built around the scrambled broadcast systems of Zenith, Skiatron or Telemeter is doomed to bankruptcy," he stated. "Technically these systems are monstrosities." He said that each of these systems could easily be broken and predicted that were any of them put into operation an "undo-it-yourself" kit would be on the market in a matter of days.

Furthermore, Mr. Shapp declared that the capital cost for a Cable Theatre system is well below the $90 to $100 per subscriber cost of installing a scrambled broadcast system, once 25% of market saturation is reached. But it's the operating cost that "will cause the operator of a scrambled broadcasting system to go broke," he commented, pointing out that in attaching decoders to tv sets the operator accepts the responsibility for keeping those sets in working order and that "his collection method involves either the use of coin boxes that are costly to maintain and 'empty,' or he must rely upon a method whereby the customer tells him which programs have been viewed so that he in turn can send out his bills."

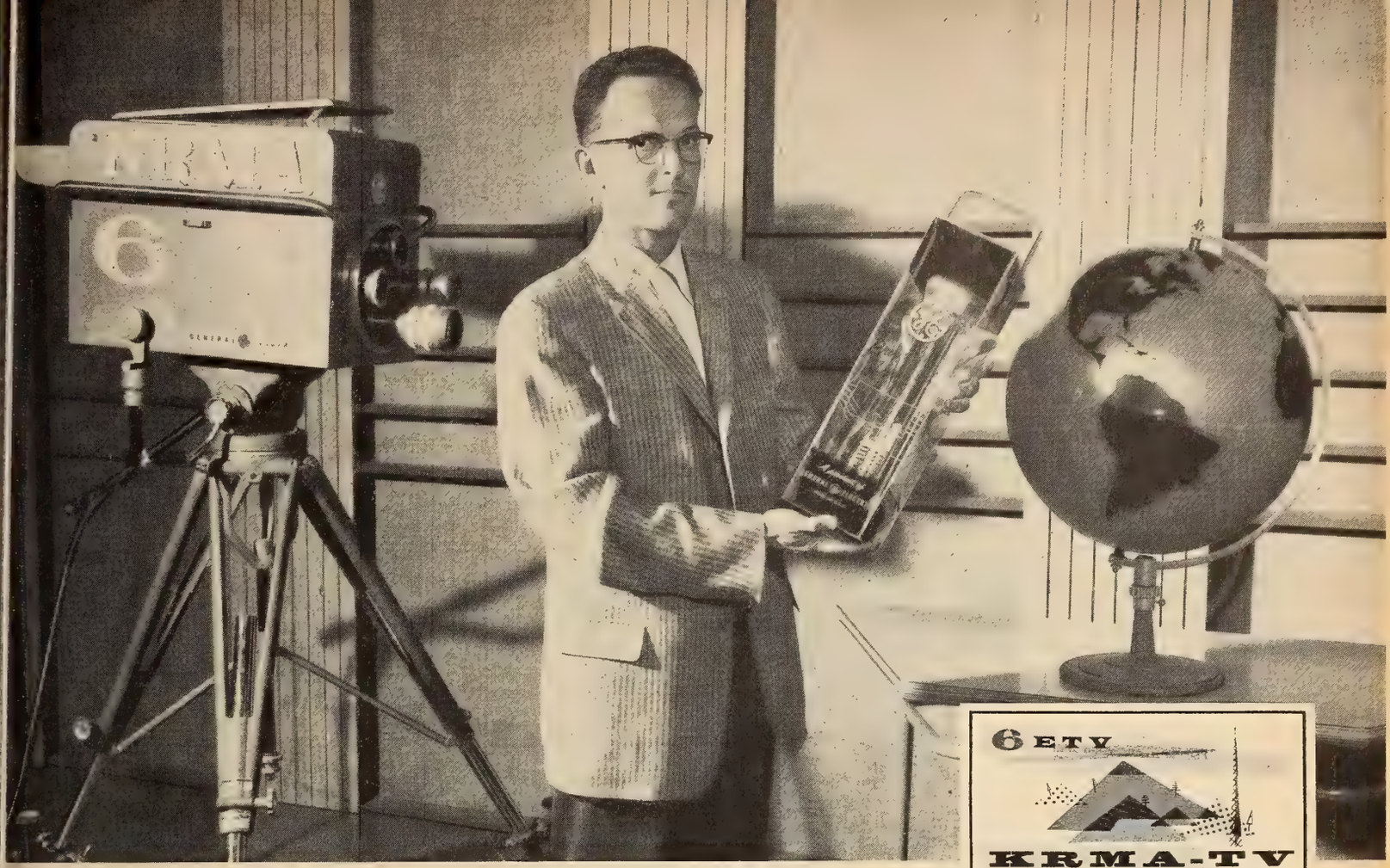
In the field of closed-circuit tv, Mr. Shapp eliminated the open wire method of program transmission proposed by Skiatron by declaring that it will not deliver pictures of acceptable quality, then turned to the per program collection methods of Skiatron and Telemeter (which like Cable Theatre plans to use cables to transmit its program service) and the flat fee plan of Cable Theatre. The per program plan, he said, calls for a higher investment in equipment, plus higher operating costs in maintenance, in collecting and in program promotion.

From Jerrold's experience in installing cable systems for some 350 community antenna operations and in operating nine such systems, Mr. Shapp estimated that to serve 150,000 subscribers in a city of one million population (50% saturation), the capital and operating costs of the three systems would be:

	Capital Investment	
	Total	Per Subscriber
JERROLD	$11,000,000	$ 73.50
SKIATRON	15,250,000	102.00
TELEMETER	18,100,000	122.00
	Yearly system expense (minus programming)	
	Total	Per Subscriber
JERROLD	$5,250,000	$ 35.00
SKIATRON	11,400,000	76.00
TELEMETER	11,550,000	77.00

If the programming cost were to average $50 a year per subscriber, he said, Skiatron and Telemeter would have to get about $10.50 from each subscriber just to break even, whereas, the Jerrold Cable Theatre break-even point would be approximately $7 a month. But he said that in case the public should prefer to buy the service on a per program basis Jerrold is developing a metering system to record who-watches-what-when at a central office, with billing costs appreciably less than those of the other systems.

Questioned about how the producers of motion pictures, who he said would be the "backbone" of any home program service, would be paid for their product under the package plan which does not report the audience for each film, Mr. Shapp said that one of the basic faults of the motion picture business has been its preoccupation with percentages rather than dollars. He predicted that if his system produces a greater dollar revenue for motion pictures overall, some satisfactory way of dividing it will be found.



Says: **JOHN G. CULLEN, Chief Engineer, Station KRMA-TV, Denver, Colorado, Affiliate, Denver Public Schools System**

"G-E camera tubes give us the clear, precise pictures students require in educational TV!"

"Our viewers look in order to learn. They study their TV screens closely. Whether adults or children, professional groups or hobbyists, their need for picture quality is higher than average.

"KRMA-TV's enthusiastic response from Rocky Mountain audiences proves we broadcast programs that are easily seen, followed, and understood. Here General Electric camera tubes serve us well. Their resolution is sharp—our pictures have exceptionally fine detail. Contrast is good. Ghosting from image burn-in is almost unknown.

"And dollar-wise our camera-tube investment has proved sound. Our records show that General Electric tubes have long life. When necessary, tube adjustments are made quickly and fairly. We're pleased on three counts: quality, costs, and helpful local service!"

* * *

Phone *your* nearby General Electric tube distributor for high-quality G-E Broadcast-Designed camera tubes . . . for fast, helpful service! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

161-1G4

Lloyd Hallamore, president of Hallamore Electronics Corp., stated. Reporting on the successful use of closed circuit tv in his own plant to keep the worker informed of the company's new plans and procedures, Mr. Hallamore said that a two-way tv system for communication between his company and others with whom it is working on special military orders is now being developed as a more efficient way of sharing information than the present method of sending experts back and forth.

Community antenna operators who are thinking of entering the closed circuit toll tv field were warned by Allan J. O'Keefe, president, Gamble & O'Keefe Motion Picture Circuit, that they should be cautious in buying motion pictures. "There is no fixed price for film rentals," Mr. O'Keefe stated. "It's strictly a bartering business and when you're dealing with film salesmen you're dealing with guys who really know how to barter." Having spent 32 years selling motion pictures to theatres before becoming an exhibitor himself in 1951, Mr. O'Keefe could be considered an informed source on motion picture economics.

Audience acceptance is the only practical standard of picture quality as well as of entertainment, Caywood C. Cooley, Jerrold vice president who had charge of constructing the Bartlesville distributing system, told the meeting. For Bartlesville, where people are accustomed to receiving good, snow-free tv program service from their rooftop antennas, the system had to be designed to deliver pictures of as good or better quality to subscribers, he said. This is somewhat different from most community antenna installations of a few years back, which had only poor tv reception, if any at all, as competition. The older community tv systems will have to be revamped if they are to come up to the specifications required for closed circuit tv, he stated.

In opening the three-day conference, NCTA President George J. Barco urged the group to keep an open mind on closed circuit tv as a possible extension of their present service, but warned them not to forget that they are community antenna operators first and that their major concern should be that of bringing free tv programming to fringe areas where reception would otherwise be either impossible or of poor quality.

"The association itself has not come to any conclusion about this new medium," President Barco reported. He expressed the personal opinion that what is being tested in Bartlesville "is only a new way of movie exhibition, rather than a new kind of television."

The proposed on-channel vhf booster standards of the FCC are not needed, don't serve the purpose for which they are intended, won't work and were issued only as a result of political pressure, George Frese, consulting radio engineer of Wenatchee, Wash., declared in a discussion of these standards as compared with the present operation of unlicensed boosters. He predicted that the chaotic situation that now exists in areas where the boosters are used will continue for some time to come. Archer S. Taylor, also a consulting engineer and a teacher at Montana State U., urged community antenna operators who want to protest to the FCC to present the reasons for their protests and not just say they're against it.

...its words to the wise are sufficient



"What the road map is to the motorist, TelePrompTer is to our announcer. He knows where and how he wants to go, and TelePrompTer tells him every step of the way with no detours, no round-about wandering guesses, no road-blocks — or stumbling blocks. The result is a commercial that always arrives on time — co-ordinated, logical, hard-hitting. We have had TelePrompTer since we went on the air, and, frankly, would be lost without it."

Helen Patterson
Vice Pres. and Gen. Mgr.
WRGP-TV
Chattanooga, Tenn.



TELEPROMPTER CORPORATION

Jim Blair, *Equip. Sales Mgr.*

311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

The new TelePro 6000 is the coolest and quietest rear screen projector on the market

Sports Network Sets Cage Series

Sports Network Inc. has announced it will telecast a minimum of 11 Saturday afternoon live regional basketball games of the Atlantic Coast Conference for the 1957-58 season, according to Richard E. Bailey, network president. The first game is Dec. 7. Sports Network also telecasts Big Ten basketball games.

At the same time, Mr. Bailey announced the appointment of William N. Creasy Jr., formerly assistant operations manager of the network, as director of publicity. Mr. Creasy, formerly head of the radio-tv department at St. Lawrence U., Canton, N. Y., became associated with the network in June. He organized and still operates the St. Lawrence Hockey Network.

Firm Signs 11 for Jingles

Commercial Recording Corp., Dallas, Tex., has announced sale of its new "Series Three" jingle package to four McLendon stations, four Triangle stations and three others in this country and Canada. Clients are Triangle's WFIL Philadelphia; WNHC New Haven, Conn.; WFBG Altoona, Pa., and WNBF Binghamton, N. Y.; McLendon's KLIF Dallas, KTSA San Antonio, KILT Houston, all Texas, and KTBS Shreveport; CKEY Toronto, CKOY Ottawa and KFH Wichita, Kan.

The package consists of 41 jingles, primarily written by Commercial Recording President Tom Merriman, for use as program introductions, musical call letters, program and safety reminders and time-temperature signals. Hollywood Artists supplemented the firm's staff musicians for the recordings.

New Firm to Supply Tv Stations

Formation of a subsidiary firm to supply television stations with electronic equipment, lighting apparatus, sets, office furniture and other station needs has been announced by Louis J. Dahlman, majority stockholder of Television Clearing House Inc., New York tv barter firm. The new company, of which Mr. Dahlman is president, is Mutual Television Purchasing Corp. "Through pool purchasing" from offices in both New York and Hollywood, Mr. Dahlman said, "MTPC will guarantee to stations 6-10% savings on annual purchases." TCH claims to be "program consultant" to 139 stations.

KBS Adds 1,000th Affiliate

Keystone Broadcasting System has announced the signing of its 1,000th affiliate—KAGE Winona, Minn.—simultaneously with a contract from Sterling Drugs Inc. (Bayer Aspirin, Phillips Milk of Magnesia, other products) for a 1,000-spot schedule. KAGE, owned by Albert S. Tedesco, went on the air with 1 kw last June.

Bartlesville System To Begin Officially

The Telemovies pay tv system in Bartlesville, Okla. [B•T, Sept. 9], starts its official commercial operation tomorrow (Oct. 1) when the first bills for $9.50 go out to the 472 subscribers who have hooked onto the wired toll tv system.

During the month of September the system has been operated on a break-in basis and connected subscribers received without charge 13 first-run and 13 re-run feature films at home. The $9.50 fee is for one month's service.

The number of subscribers was announced last week by Henry Griffing, president of Video Independent Theatres Inc., a southwest motion picture theatre chain, which is operating the wired tv system. Mr. Griffing was in New York meeting with officials of major motion picture studios. He said a total of 743 applications have been received.

Mr. Griffing also stated that Video Independent is scheduling plans to bring wired toll tv to about 35 other cities, where franchises have been secured from municipal officials. The final determination, he said, must await reports of his engineers and discussions with other local theatre exhibitors. Mr. Griffing said success of the Bartlesville operation will be determined when 1,500-2,000 homes are connected. This will take about a year, he said.

The cost of wiring 38 miles of Bartlesville for the closed circuit tv system was $106,000, Mr. Griffing stated. The tapoff and connection to each home figures at $35 each, he added.

Asked if Telemovies has had any effect on theatre attendance in Bartlesville, Mr. Griffing said he has noted no change. Video Independent owns the two conventional and two drive-in theatres in Bartlesville.

In other pay tv areas: The FCC may grapple with the formal pay tv order this week. It is expected that a draft of the proposed order in all its particulars will be in the hands of commissioners before the regular Wednesday meeting day—but whether the subject will be scheduled for action is unknown at this time.

The FCC announced two weeks ago that it has instructed its staff to prepare an order inviting applications from station licensees for a restricted and controlled three-year test of toll tv [B•T, Sept. 23].

The Committee for Competitive Tv, the uhf group, announced last week that uhf operators are opposed to pay tv "ten to one." In an announcement by Wallace M. Bradley, executive director, CCT said it asked for uhf broadcasters' comments by Sept. 20 and that it received an "excellent cross-section of comments." CCT said a variety of comments were expressed, among them "that it would be the biggest 'steal' from the American public" and "there is no guarantee that commercials would not be on the pay tv circuit."

PROGRAM SERVICE SHORTS

RCA Thesaurus reports sale of its radio transcription library service to WTTS Bloomington, Ind.; WFDR Manchester, Ga., and WITT Lewisburg, Pa.

American Research Bureau plans to move its New York offices to 400 Park Ave., effective tomorrow (Tuesday).

Daughdrill Adv. Service, Fort Wayne, Ind., is offering for distribution *Father Justin's Rosary Hour,* social-religious radio program in Polish. Series starts Nov. 3, with 69 stations over Rosary Hour Network (special hook-up by AT&T for Father Justin series) and is scheduled to run 26 weeks.

Standard Radio Transcription Service Inc., Chicago, announces sale of commercial aids and jingles to following 30 stations: KYOR Blythe Calif.; KENL Arcata, Calif.; KEVL White Castle, La.; KGU Honolulu, Hawaii; KIDO Boise, Idaho; KLOS Albuquerque, N. M.; KOBY San Francisco; KOSI Denver; KTIB Thibodaux, La.; KTML Marked Tree, Ark.; KWBY Colorado Springs, Colo.; WBML Macon, Ga.; WCAO Baltimore; WCOP Boston; WENE Endicott, N. Y.; WGVM Greenville, Miss.; WHBL Sheboygan, Wis.; WIFM Elkin, N. C.; WJJD Chicago; WMCL McKeesport, Pa.; WTON Staunton, Va.; WVPO Stroudsburg, Pa.; WGSM Huntington, N. Y.; WEAM Arlington, Va.; WKIM Wilmington, N. C.; WCOG Greensboro, N. C.; WMPA Aberdeen, Miss.; WFVA Fredericksburg, Va.; WFPA Fort Payne, Ala.; WGOL Goldsboro, N. C.

FOR UNMATCHED COVERAGE OF STEUBENVILLE-WHEELING 52nd TV Market



HERE ARE THE FACTS:

STATION — Covers 320,957 TV homes in 30 counties of Ohio and W. Virginia. 62% more tower—53,538 more TV homes than the Wheeling station. Lowest cost per thousand TV homes. Over 80 top-rated CBS and ABC Network shows. Total coverage of 1,125,500 TV homes, including Pittsburgh.

MARKET — Center of U.S. steel, coal and pottery industries. Fastest growing industrial area in the world. 1,418,800 population. More than $2 billion yearly purchasing power. Center of the Upper Ohio River Valley, rich in natural resources. Includes the highest paid industrial workers in the world.

Ask for (1) Showing of new color slide film, "How to Make Money in the Steel Market." (2) Chart, "How to Measure Your TV Results." (3) "Directory of Retailers and Wholesalers in Steubenville-Wheeling Market."

WSTV-TV
STEUBENVILLE, OHIO
CHANNEL 9 234,000 WATTS
Represented by Avery-Knodel, John J. Laux, Exec. V.P. and Gen'l. Mgr.; Rod Gibson, Nat'l. Sls. Mgr., 52 Vanderbilt Ave., N.Y.C., MUrray Hill 3-6977
Pittsburgh Office, 211 Smithfield St., Grant 1-3288

A Member of the Friendly Group
WSTV, WSTV-TV, Steubenville
KODE, KODE-TV, Joplin
WBOY, WBOY-TV, Clarksburg
WPAR, Parkersburg
WPIT, Pittsburgh

WBC Ready to Premiere Series on Mathematics

To counteract what Westinghouse Broadcasting Co. President Donald H. McGannon calls "3-D educational television—dull, drab and dreary," the five WBC tv stations will present, later this fall, a series of programs designed to make mathematics not only "palatable . . . but exciting" to America's youngsters.

Titled *Adventures in Number + Space,* the nine programs will be unique in that they will use Bil and Cora Baird's marionettes. They are scheduled to premiere the week of Nov. 10 on WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX (TV) San Francisco.

The series was conceived by WBC and produced with the cooperation of the department of mathematics, Teachers College of Columbia U. Department head Prof. Howard F. Fehr, who also is president of the American Council of Teachers of Mathematics, served as consultant and scriptwriter with Mr. Baird.

Production costs—aside from overhead—were estimated by WBC at $100,000. Not included in this figure was a grant made by WBC to Teachers College for the cost of making the series available to educational tv stations. Also planned, according to Mr. McGannon, is distribution to schools, colleges and other groups "which can aid in breaking the bottleneck—in the junior high grades—which has created such a paucity in engineers." He explained that the WBC series was prompted by newspaper reports and advertisements which underscored the critical shortage of engineers in the U. S. Dr. Fehr, who explained that he was "rather dubious" when the "broadcasters" first knocked on his door, later drastically changed his mind and said that today's booming technocracy makes it imperative that this country produce more engineers and mathematicians.

WBC Programming Vice President Richard Pack said the stations believe in "injecting the same quality of showmanship . . . into our educational programming as we do in commercial programming. This is not," he went on, "a series to teach mathematics so much as it is to stimulate a positive attitude . . . a climate of acceptance."

Puppets, Bil Baird explained, will be used "because puppets, unlike actors, have no egos that can be bruised by being delegated secondary roles." The Bairds will tell the story of mathematics by having their puppets play cavemen learning how to count, Egyptians using geometry to measure their Nile-flooded farms, Newton applying algebra to reduce gravitation to a formula after being bombarded by the apple, etc. Mr. Baird, it was announced, will even try to explain Einstein's relativity theory in its simplest terms.

Filmed in New York this summer, the nine programs were directed by Chet Collier, WBZ-TV public affairs director. Cal Jones, KDKA-TV program manager, was associate producer, and Don Volkman of WBZ-TV's film department was film editor.



FOR *the benefit of Chet Collier (l) and Richard Pack of WBC, two of the Baird marionettes demonstrate "How Man Learned to Count." The program, first in the WBC series directed by Mr. Collier and produced by Mr. Pack, will premiere the week of November 10.*

NBC O&O's Initiate Educational Project

A new public service project that will concentrate the efforts of 13 radio and tv stations in eight top U. S. cities over a six-week period was announced Wednesday by NBC Vice President Thomas B. McFadden, who is in charge of the network's owned stations.

The project, at a cost in excess of $1 million in time and programming costs, will be devoted to education. Title of the public service effort: "Know Your Schools." It will be launched on the Oct. 12-13 weekend. A total of 200 hours of program time and 3,000 public service announcements are slated for the project by NBC owned stations including WRCA-AM-TV New York; WRCV-AM-TV Philadelphia; WRC-AM-TV Washington; WNBC and WKNB (TV) Hartford-New Britain; WBUF (TV) Buffalo; WMAQ and WNBQ (TV) Chicago; KRCA (TV) Los Angeles and KNBC San Francisco.

Mr. McFadden announced the new project on the *Today* program Wednesday morning. Also appearing on the show were Marion B. Folsom, Secretary of the Dept. of Health, Education & Welfare, and U. S. Commissioner of Education Lawrence G. Derthick, who offered their cooperation in the effort.

Each station will document techniques used and results obtained in its community. At the end of six weeks, a report will be compiled and made available to the broadcasting industry. Subject matter will include the critical needs of education. A number of different types of broadcasts to be used include documentaries, dramatic programs, tv movie intermission features, remote pickups, film shows, panels, debates, interviews and demonstrations. In addition, stations will add various special events and promotions to regular schedules.

The school project is an outgrowth of the "Impact" public service policy now in progress at NBC owned outlets. This calls for each station to concentrate a community service on a single subject of civic importance.



SECRETARY *Marion B. Folsom (c) of the U. S. Dept. of Health, Education & Welfare and U. S. Commissioner of Education Lawrence G. Derthick (r) discuss NBC's "Know Your Schools" project with Carleton D. Smith, vice president-general manager of NBC-owned WRC-AM-FM-TV Washington. The officials appeared in a remote from WRC-TV studios on the* Today *show to offer full cooperation in the 13-station effort.*

Coordinating the school project is Don Bishop, director of community services for NBC owned stations. The area of schools was decided upon by Mr. McFadden after talks with government officials and favorable response of general managers of the NBC stations.

Early Advertiser Gets Bookworm, While WCBS-TV Skeptics Get Bird

Despite industry skepticism at its adventurous try to schedule an educational series at 6:30-7 a.m., WCBS-TV New York last week uncovered an advertiser who had good reason to want to "sponsor" *Sunrise Semester*—a Monday-Friday half-hour literature course (for college credit) conducted by New York U.'s Prof. Floyd Zulli Jr.

Barnes & Noble Inc., a New York bookshop specializing in school and college textbooks, finding itself deluged by requests for Stendhal's *The Red and the Black*—the topic for the first course—and Honore de Balzac's *Pere Goriot*—scheduled for this week's lectures—Wednesday signed for six 10-second spots a week beginning last Friday as a test. The contract, a WCBS-TV official declared Thursday, was not solicited, "came in over the transom and was based on Stendhal's Trendex." Since *Sunrise Semester* is an educational program and thus cannot be sold, Barnes & Noble (through its agency, William G. Seidenbaum Adv., New York) will take the 7 a.m. station break slot Monday-Thursday, and the 6:30 and 7 a.m. breaks Fridays.

The order is understood to be the earliest ever placed on WCBS-TV's daytime advertising schedule. The reason WCBS took pains to point out that the order was unsolicited is that "we never expected to be selling time *that* early in the morning, especially to a bookstore. . . ."

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



How to help <u>your</u> child have a better school year

"Good-bye, Mom . . ." Mothers will hear this familiar farewell daily during the school months ahead when 38 million children leave for their classrooms. Among these boys and girls there will be 4 million youngsters entering school for the first time.

Is there anything you can do to help your child get the best possible start in school? Yes, there is. You can take him to your family doctor now . . . *before school opens* . . . for a thorough medical check-up.

Although your child may seem to be in tiptop physical condition, he could have some totally unexpected impairment. For example, slight defects in seeing and hearing can handicap a child in his studies and other school activities or cause unnecessary absences. Therefore, eyes and ears should be examined so that corrective measures may be taken if they are necessary.

You may also find your doctor's advice helpful in improving your child's general health. Is there room for improvement in his diet? Are his habits of play, sleep and exercise all right? Parents should remember that poor health habits can lead to physical and emotional troubles and the sooner they are corrected, the better.

Protection against certain health hazards is necessary when a child starts or returns to school. So be sure to have your child's immunization record reviewed . . . and appropriate steps taken to bring it up to date if necessary.

If you are not certain about your child's protection against smallpox, diphtheria, whooping cough, tetanus and polio, now is the time to see your doctor. It is most important to obtain his professional assistance so you can comply with the school's requirements regarding vaccinations and inoculations.

Teen-age boys and girls, as well as younger children, benefit from regular pre-school check-ups. Physical adjustments, weight variations and emotional upsets—all these and similar problems are matters which parents may not understand too well.

So why not get your doctor's help *now?* Advice based on sound medical knowledge may prevent or clear up many difficulties of the school years. Your child's visit to him can help assure healthy, happy school days.

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

EDUCATION SHORTS

WTTW (TV) Chicago, educational station, has boosted its power five-fold to 275 kw. It now claims signal comparable to those of city's four commercial tv stations.

KEYT (TV) Santa Barbara, in cooperation with Allan Hancock College, Santa Maria, both California, and Music Academy of West, Santa Barbara, announces 13-week college credit series, *Key to the Classics,* which will cover works, lives and times of classical composers. **Dr. William F. Houpt,** director, Allan Hancock College, will be host, assisted by **Dr. Donald Pond,** Music Academy of West faculty member.

New York U. announces two courses, "Producing the Tv Commercial" and "Writing Commercials for Radio and Tv," scheduled to begin Sept. 26.

City College of New York, school of general studies, is offering six 12-week evening courses in advertising art this fall.

New School for Social Research, N. Y., announces tv writing workshop to begin Oct. 4. Script writing clinic (tv, movies, stage) starts Sept. 30.

U. of New Mexico, Albuquerque, has ordered complete tv studio equipment to be used for closed circuit and on-the-air broadcasting from Sarkes Tarzian Inc., Bloomington, Ind.

125 ATTEND FIRST 'MX' GATHERING

- **They find multiplex commercial potential, but not soon**
- **Big attendance from all over U. S. makes meet a success**

Radio's newest medium—multiplexing—is emerging from the experimental stage but it faces no immediate danger of jammed cash registers.

This piggy-back fm service, making twins or even triplets out of an fm station, showed commercial potential last week as 125 broadcasters and delegates from related fields converged on Old Point Comfort, Va., to hold the first multiplex convention.

The meeting, sparked by Dan Hydrick Jr., general manager of WGH-FM Newport News, Va., was successful beyond the dreams of its planners. Broadcasters came from the four corners of the U. S. The FCC sent a delegation. RCA, GE, and other equipment manufacturers were there. So were the networks.

After the Thursday-Friday meetings were over, those who listened to technical and commercial discussions had mixed ideas about the technical aspects of multiplex—or "mx" as it is sometimes called. But they also had some convictions based on this first pooling of information on the subject. Some of their convictions:

• This is purely state-of-the-art trouble and can be worked out within a year.

• Fm stations are anxious to expand their revenues but some would rather stay with simplex.

• Fm stations had better look to their simplex public service programming or other communications services may start nibbling at their channels.

• FCC will have to postpone its Jan. 1 multiplexing deadline for background music services, or grant some sort of relief, because of the equipment situation.

• Receiver problems are as vexing as transmitter difficulties. Those who went to Tidewater Virginia to explore the commercial potential of multiplexing discovered it's too soon to enjoy the fruits of mx pioneers. But delegates who wanted to be briefed on the technical side were well rewarded for the trip.

Most of them agreed they need some sort of organized clearing house to keep abreast of this new art, both technically and commercially. NARTB urged delegates to keep the association posted.

A significant development was the announcement by RCA that it has started to design multiplexing equipment. David Bain, manager of broadcast transmitter sales, said the company is analyzing every phase of this new broadcast system and considers test results encouraging. It plans to market a complete line of equipment, including exciter, subcarrier generator and other gear. Deliveries are planned in the fourth quarter of 1958. A receiver will be marketed but not manufactured by RCA. Antenna equipment is included in the line. Prices are not expected to be higher than those of fm transmitters built a decade ago.

General Electronic Labs., Cambridge, Mass., announced it is entering the multiplex field with a transmitter permitting addition of two subchannels to the main fm signal. The announcement was made jointly by Victor W. Storey, GEL president, and W. S. Halstead, president of Multiplex Services Corp., New York. GEL manufactures communications equipment. The system is used by Rural Radio Network, New York State, WNAC-FM Boston and other eastern cities.

The Virginia meeting quickly developed into two groups—those who think mx is wonderful and simplex or telephone-line music suppliers who don't want to spend the money for conversion. Floor exchanges were uninhibited at times as equipment experiences were discussed.

Comments on multiplexing ranged from "an inferior medium" to "as good as the main fm channel." One of the chief critics of multiplexing was H. E. Hembroke, engineering vice president of Muzak. Answering him, Dwight Harkins, of Harkins Enterprises, Phoenix, Ariz., said the Harkins exciter and generator equipment at Muzak couldn't perform because the Muzak transmitter was inferior. He said much of the multiplexing trouble could be traced to "mice nests in transmitters."

Ross Beville, WWDC-FM Washington,

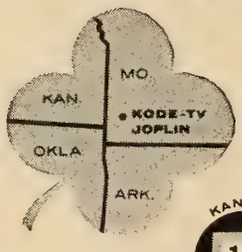
a great new Joplin

MARKET

created for you by

KODE-TV

136,547 TV HOMES* IN THE JOPLIN MARKET
Larger than Duluth, Phoenix, Ft. Wayne
$776,919,000 Buying Income; 669,800 Total Population



*NOW 28% HIGHER TOWER — HIGHEST IN 4-STATE COVERAGE AREA
*NOW 29% MORE POWER — 71,000 WATTS MORE THAN ANY OTHER STATION IN THE AREA
*NOW COVERS 136,547 TV HOMES IN JOPLIN MARKET—AN ALL-TIME HIGH

* Television Magazine Set Count, July, 1957

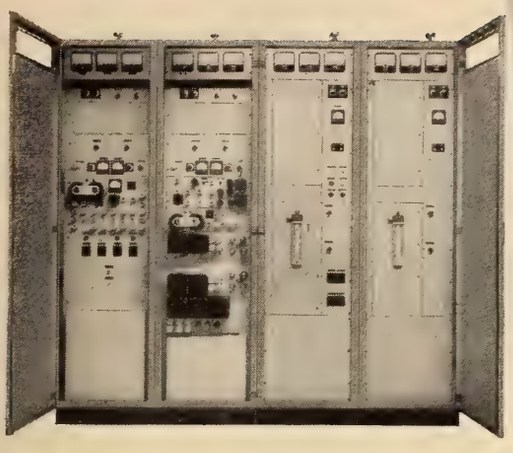
You'll have more luck with **KODE-TV-JOPLIN, MO.**



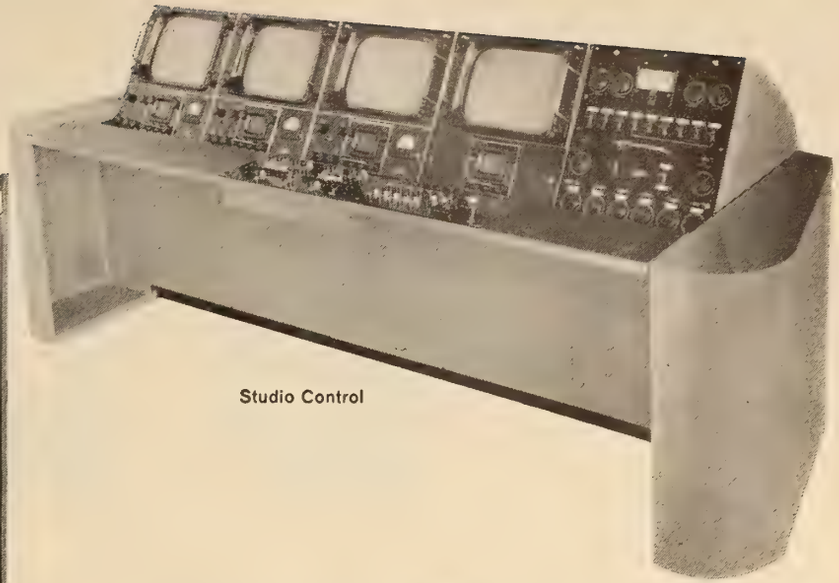
316,000 WATTS Designed Power CBS/abc
101 miles Northeast of Tulsa • 150 miles South of Kansas City
203 miles East of Wichita • 250 miles Southwest of St. Louis

Harry D. Burke, V. P. & Gen'l Mgr.
Represented by AVERY-KNODEL

A Member of the Friendly Group • KODE, KODE-TV, Joplin • WSTV, WSTV-TV, Steubenville • WPAR, Parkersburg • WBOY, WBOY-TV Clarksburg • WPIT Pittsburgh



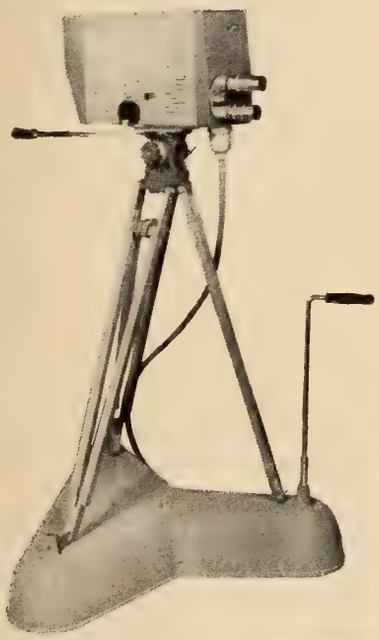
1 KW Transmitter



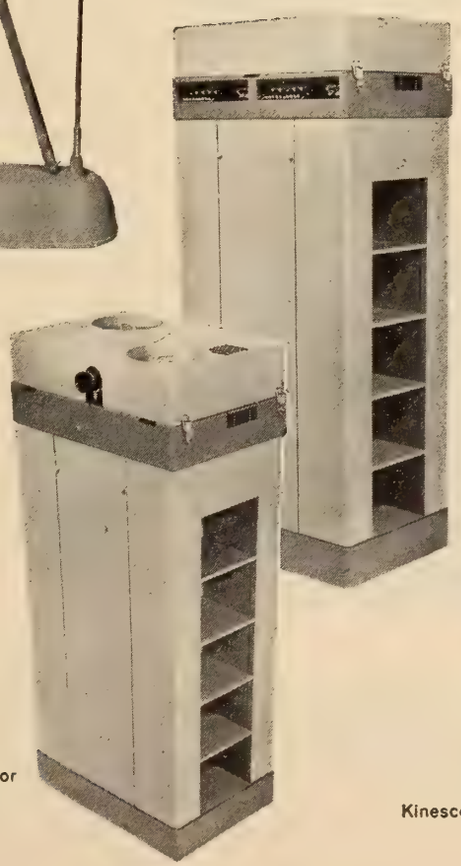
Studio Control

Compare the COST and QUALITY of Other Studio Equipment with the Complete TARZIAN Line

You'll understand why so many station operators are relying on equipment like this which is designed . . . developed . . . and produced by SARKES TARZIAN, Inc. Known for QUALITY, PERFORMANCE and LOW COST! Don't take our word for it. We invite you to check with some of our customers whose names we'll furnish upon request. All Tarzian-produced equipment—and that includes everything for the studio—meets or surpasses FCC and RETMA requirements.



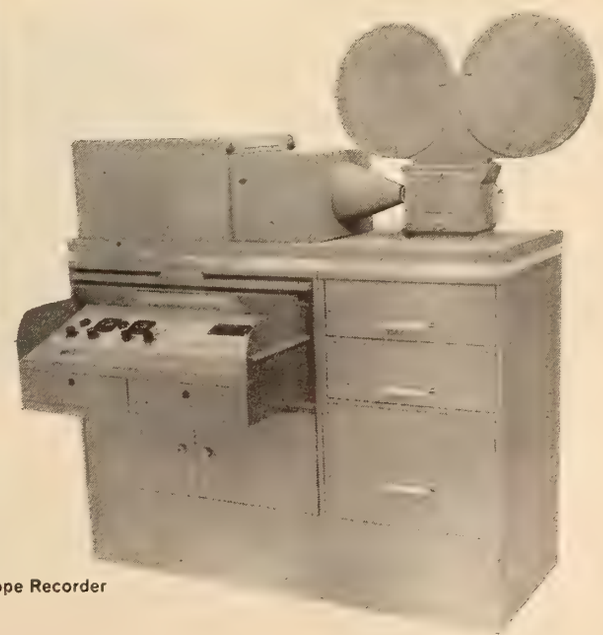
Studio Camera



100-Slide
Automatic Projector

May we make a proposal? We'll appreciate your inquiry. Write or call:

SARKES TARZIAN, Inc.
Broadcast Equipment Division
Bloomington, Indiana



Kinescope Recorder

said more development work is needed. He said WWDC-FM is using Harkins equipment experimentally with good results but added that a lot of work must be done so equipment can be installed and maintained on an economical basis.

Gardner Greene of Browning Labs demonstrated several types of multiplex and multiplex-simplex receivers. He said a quick survey showed 41 stations are putting out a multiplexed signal, 24 of them in commercial music operation. Five have converted from telephone lines to multiplex, one from simplex to multiplex and 18 started multiplexing without previous background-music experience. Seventeen stations are testing.

Practically every technical delegate agreed the main mx problem was noise or cross-talk with some of the manufacturers insisting this had been licked. Mr. Harkins said he had 35 installations and that transmitter and antenna performance is critical. Mx receivers multiply deterioration of the signal, he explained. Mr. Beville said WWDC-FM will use wires where multiplex encounters trouble spots in Washington.

Erco Radio Labs., Garden City, Long Island, announced it is manufacturing exciters. Collins Radio Co., longtime transmitter manufacturer, is doing some tests and may enter the field. Plextron Co., of Albuquerque, N. M., has developed equipment.

Receiver manufacturers include Browning, Bogen and Erco.

John Haerle of Collins Radio Co. said the company anticipates rapid development of auto fm receivers with vertical and horizontal polarization.

Cost of adding an exciter and subcarrier modulator to an fm transmitter was roughly estimated by one firm at $6,000.

There was considerable agreement at the meeting that the background music business is growing fast but that it isn't an easy way to make money. In at least two cities the cost of wired music was said to be competitive with fm simplex or multiplex transmission.

E. J. Meehan, of WCAU-FM Philadelphia, said the station's 24-hour testing of multiplex shows it is not yet good enough to turn over to commercial service. Many delegates argued that multiplex signals can never attain the quality of the mother fm signal but they observed that background music can't use the high frequencies that high-fidelity lovers demand.

Mr. Harkins said he is ordering parts to start production of a new multiplex receiver said to eliminate much of the cross-talk [B•T, Sept. 23].

Pittsburgh's NEWEST Look!

WIIC
CHANNEL 11

Now On the Air

316,000 watts ERP
serving
1,237,000 TV Homes
in the nation's
EIGHTH MARKET
with effective buying income of
$8,731,815,000



REPRESENTED NATIONALLY BY
BLAIR TV

BASIC NBC AFFILIATE

AIEE Meet Oct. 7-11 May Get Preliminary Findings by TASO

Possible preliminary findings on uhf and vhf apparatus and propagation studies by the Television Allocations Study Organization may be indicated at the fall general meeting of the American Institute of Electrical Engineers, Oct. 7-11 at the Morrison Hotel, Chicago.

The work of TASO will be discussed the afternoon of Oct. 8 by George R. Town, TASO executive director. Rombert M. Bowie, Sylvania Electric Products Inc., will speak on "The Systems Approach to the Determination of Television Coverage"; William J. Morlock, GE, and William O. Swinyard, Hazeltine Research, "Summary of Performance of Uhf and Vhf Television Transmitting and Receiving Equipment"; Howard T. Head, A. D. Ring & Assoc., Washington, "The Measurement of Television Field Intensities and the Relationship Between Field Intensity and Picture Quality."

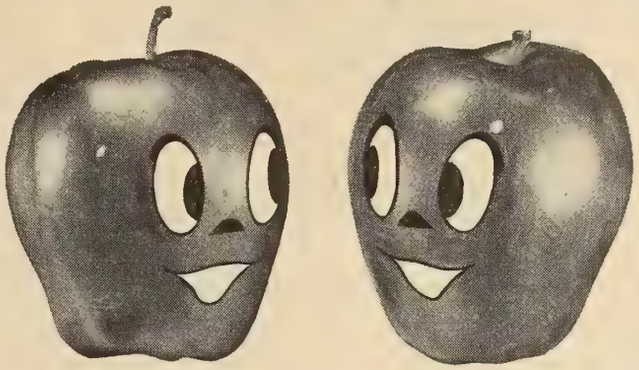
That same morning Howard A. Chinn, CBS-TV, will give a "Status Report on Video Tape Applications in Broadcasting"; Charles T. Otis, Philco, will discuss "Color and Monochrome Cathode Ray Tube Performance Tests"; D. W. Peterson, RCA Labs, "Prediction and Measurement of the Coverage of a Television Station"; Andrew Alford and Harold Leach, Alford Mfg. Co., on "A Radiating System for Television Broadcasting."

Carl E. Smith, Cleveland consulting engineer, will preside at the afternoon TASO session; J. P. Epperson, Scripps-Howard Radio, will preside at the morning session.

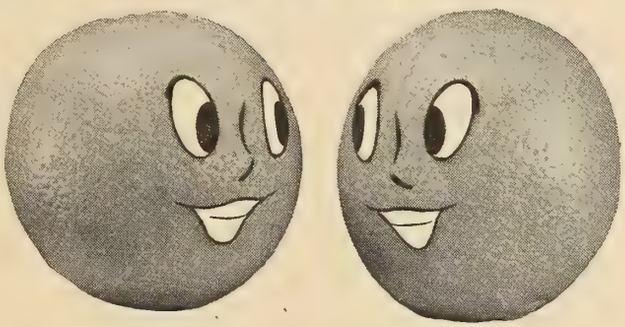
RCA Speaker Praises WLWT (TV), Others in Local Color Drives

Efforts of WLWT (TV) Cincinnati and of local commerce and industry in spurring interest in color television were praised last week by William E. Boss, color television coordinator of RCA, in a talk before the

TO DISTINGUISH BETWEEN



AND



is to distinguish between pennies per pound of something and dollars per ton.

For instance, when aluminum, zinc or copper raise their prices a few cents a pound, it attracts little public notice.

When steel raises its price a few dollars a ton, it seems like a huge wallop.

But aluminum costs about 42 cents a pound. Copper about 60 cents. Steel, of the types used for the most common articles, averages about 7 cents a pound.

Steel is the most versatile as well as lowest priced metal.

When you design, think first of steel.

Prices are for sheet product as compiled by U. S. Bureau of Labor Statistics, June 1, 1957.

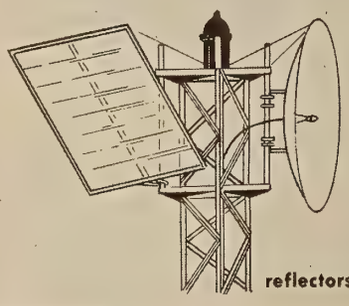
REPUBLIC STEEL

General Offices • Cleveland 1, Ohio

WORLD'S WIDEST RANGE OF STANDARD STEELS AND STEEL PRODUCTS

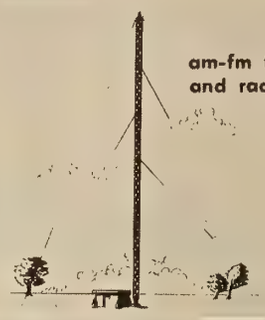
TO DISTINGUISH BETWEEN VARIOUS TYPES OF STEEL and their uses, Republic provides manufacturers of a wide variety of products with competent metallurgical and engineering service. For example, there are over 30 standard types of ENDURO® Stainless Steel. The Republic metallurgist helps the manufacturer select the proper type to meet his requirements for resistance to heat, corrosion, wear, or for cleanability, sanitation, good looks. This service is without obligation.

In Microwave Towers and Reflectors . . . . .



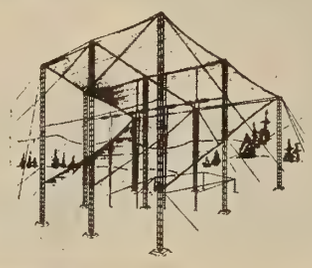
reflectors

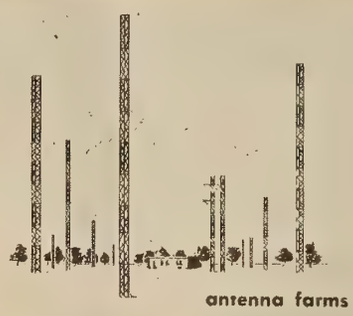
. . a Company is known by the companies that KEEP IT!



am-fm towers and radiators

high gain corner reflector antennas





antenna farms

Mid-Continent Broadcasting Co.
Television Station KSAZ
Radio Station KFYR
Radio Station WWTV
Amalgamated Wireless Ltd., Australia
Collins Radio Co.
General Electric
Lenkurt Electric Co.
Motorola, Inc.
Page Communications Engineers, Inc.
Philco Corp.
Radio Corporation of America
Raytheon
Western Electric
American Telephone & Telegraph Co.
Bell Telephone Laboratories
Colorado Interstate Gas Co.
Michigan Bell (SAGE project)
Mid Valley Pipe Line
Ohio Power Co.
Southwestern Bell Telephone Co.
U.S. Air Force

tower fabricators and erectors the world over

TOWER
CONSTRUCTION CO.
SIOUX CITY, IOWA

WRITE TODAY for Free BOOKLET



TOWER CONSTRUCTION CO.
2700 Hawkeye Dr., Sioux City, Iowa

Please send me FREE copy of "Aluminum Reflectors"

Name .....

Firm .....

Address .....

City ..... State .....

Advertisers Club of Cincinnati. Mr. Boss reported that in one four-week period this summer, sale of color sets in the Ohio Valley shot up nearly 800%.

Mr. Boss paid tribute to WLWT's local color programming, started last August, and cited the promotional tie-ins the station arranged. These included projects in association with the Cincinnati Gas & Electric Co., supermarkets and shopping centers, department stores and dealer showrooms. The station carries about 100 hours of color programming monthly from NBC-TV and CBS-TV, Mr. Boss said.

MANUFACTURING SHORTS

RCA announces new high-fidelity tape recorder (Model AVT-1) and two all-speed record players (Models AVR-1 and AVR-2) especially designed for use in classrooms, auditoriums and lecture halls.

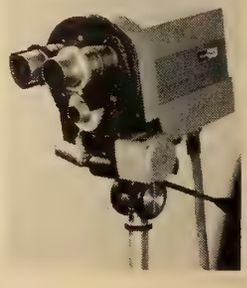
Kin Tel, division of Cohu Electronics Inc., San Diego, will open field engineering office in N. Y., to provide additional technical and engineering service for its eastern states sales representatives. **E. C. (Chek) Titcomb,** formerly with Allen B. DuMont Labs, will head new office.



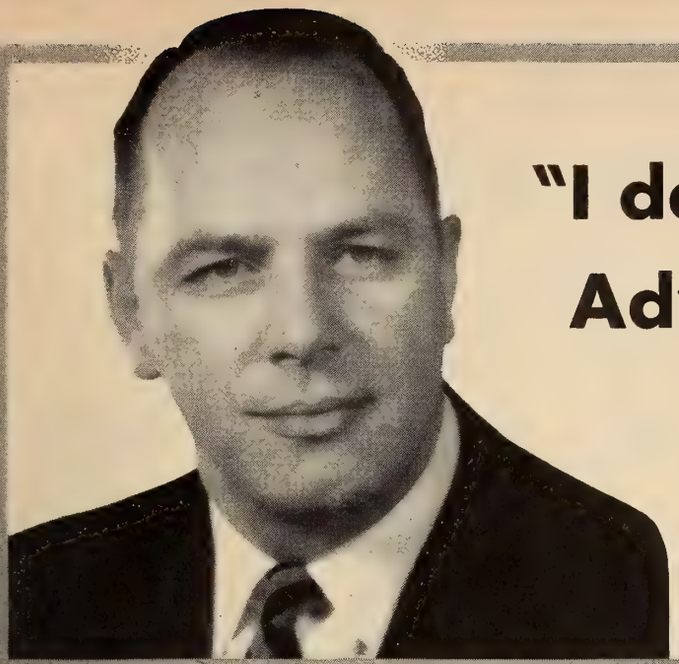
MR. TITCOMB

RCA, Camden, N. J., reports following shipments: pylon antenna to WINR-TV Binghamton, N. Y.; six-section superturnstile antenna to KUED (TV) Salt Lake City; 12-section superturnstile antenna to WSB-TV Atlanta; 12-section superturnstile antenna to WHDH-TV Boston; 25-kw transmitters to WESH-TV Daytona Beach, Fla., and KGHL-TV Billings, Mont., and color film camera to WLWI (TV) Indianapolis, Ind.

Kin Tel, San Diego, Calif., announces remotely controlled three-lens turret with control panel Model ARC-4, designed as accessory in company's tv systems. Three remotely controlled motors select lens, adjust iris and focus by movement of camera relative to lens turret. System reportedly allows wide variation in viewing angle and view depth. Use of lenses provides greater sensitivity at low light levels while eliminating camera operator as complete control is at main console. Turret may be operated with Kin Tel Model ARC-5 or 5A pan and tilt units; Model AT-1, and AT-2 tripods. Units may be used in Model ACH-6 accoustical housing designed to permit remote tv observation in high noise areas.



Allied Records Sales Co. (manufacturers of 7″ and 10″ custom records), L. A., reports acquisition of **Clayson Plastics Products** record plant and will be under direction of **Daken K. Broadhead,** with **Samuel Salzman,**



"I depend on Advertising Age..."

says **KENNETH L. SKILLIN**
General Manager, Advertising-Sales Promotion Division
Armour and Company

"Advertising Age is the primary communication medium in my field. I depend on it to keep me informed of all the noteworthy changes taking place in marketing. It tells me quickly and completely the news and developments involving personnel, advertisers, agencies, media and methods."

KENNETH L. SKILLIN

Mr. Skillin joined the advertising department of the Armour Auxiliaries Group in 1939, after graduating from the University of Chicago School of Business. With the exception of four years in military service, his entire business career has been with Armour and Company. He advanced in the Armour Auxiliaries organization and had a part in the successful promotion of Dial soap. From 1952 to 1954, Mr. Skillin was advertising manager of the Auxiliaries. He was then promoted to general advertising manager of the company and general manager of the advertising and sales promotion division, with executive responsibility for advertising, merchandising, label design and consumer service.

Painting, music and skin diving are among Mr. Skillin's favored leisure-time activities. He also is active in the Association of National Advertisers.

Fifty-two Mondays a year, the executives who *influence,* as well as those who *activate* major market and media decisions which affect you, depend on Ad Age to bring them thorough, up-to-the-minute coverage of the marketing world. What's more, they look to Ad Age for the sales messages which can help them get more value for each broadcast-advertising dollar.

Armour and Company (maker of hundreds of products for the home, farm and industry), for example, is a leading broadcast advertiser. The company's expenditures just for television in 1956 ran more than $3,000,000 for network programs and almost $1,000,000 for spot tv.*

Every week, 27 paid-subscription copies of Ad Age are read and studied by Armour marketing executives. *Further, 301 paid-subscription copies reach decision-makers at N. W. Ayer & Son, Inc. and Foote, Cone & Belding, the agencies handling the lion's share of Armour advertising.*

Add to this AA's more than 39,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 11,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 145,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

**Advertising Age's Profiles of 100 Leading National Advertisers, August 19, 1957.*

ABC ABP NBP



1 Year (52 issues) $3

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

IT'S RADIO ACTIVE

There's Buying Power In This Here Valley



$463,891,000*
Annual Effective Buying Income
(253,000 People)

$1,827*
Annual *per capita* Effective Buying Income
($200 above the national average)

$5,955*
Annual *per family* Effective Buying Income
($500 above the national average)

"Stake out your claim" on this market by placing a schedule of advertising on WOC — NOW!
WOC is 5000 watts . . . 1420 Kc . . . and an NBC Affiliate.
*Sales Management's "Survey of Buying Power - 1956"



Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

WOC

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

Tri-City Broadcasting Co., Davenport, Iowa



Want your product to move like a hurricane — or a himacane? (We cater to both sexes!) WBNS RADIO is the answer. You can put the storm warnings up with programs that produce top Pulse-rated shows, rated first 315 times out of 360 Monday through Friday quarter hours 6 a.m. to midnight. Select WBNS RADIO and blow the top off $3,034,624,000 of spendable income. Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

MANUFACTURING CONTINUED

John F. Wegner and **Ned R. Herzstam,** vice presidents in charge of manufacturing, finance and sales, respectively.

Fairchild Controls Corp. (manufacturers potentiometers, pressure transducers, accelerometers), Hicksville, N. Y., subsidiary of Fairchild Camera Instrument Corp., announces addition of adjacent building making total floor space 50,000 sq. feet.

Camera Equipment Co., N. Y., announces new director's viewfinder, Tewe Model C, which is calibrated for academy aperture, wide screen, Cinemascope 255, 233:1 and Image Orthicon tv cameras. Included also is calibration for Vista-Vision ratio. Model is zoom type viewfinder and incorporates additional adjustable mask for various screen proportions. Unit comes with leather carrying case and chain. Price: $100.



Animation Equipment Corp., New Rochelle, N. Y., announces new animation stand that accommodates any 35 or 16 mm camera. Featuring rotating compound, underlighting and electric zoom, stand is priced under $4,000; alternate assembly of stand, table top and electric zoom is under $2,500.

Pacific Semiconductors Inc., L. A. (subsidiary of Ramo-Wooldridge Corp.), announces tiny electronic component, "no bigger than a teardrop" that will reportedly eliminate tuning condenser in radio and tv. Called Varicap, it automatically observes and maintains fidelity in color tv.



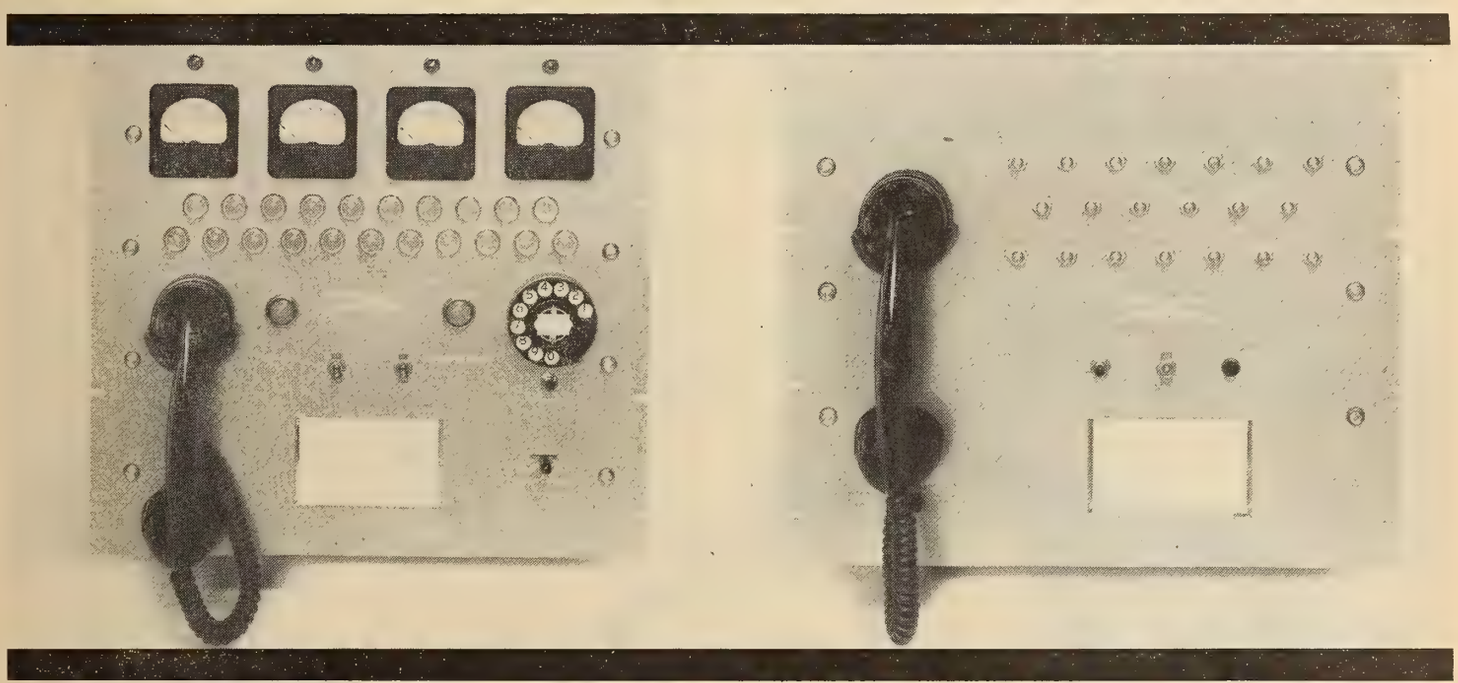
RCA reports shipment of live color studio camera to WLWT (TV) Cincinnati, Ohio; six-section superturnstile antenna to WESH-TV Daytona Beach, Fla.; 12-section superturnstile antenna to KPAC-TV Port Arthur, Tex., and 25-kw amplifier to KROC-TV Rochester, Minn.

DOUBLE DUTY

An all-transistor radio which doubles as an auto radio and a portable has been announced by General Motors Corp. as optional equipment on its 1958 line of Oldsmobile cars. The set was developed by the Delco Radio division of GM and comes equipped with batteries which give 160 hours of playing time when used as a portable. The set has its own speaker and antenna when detached from the auto dashboard. It can be carried in a man's overcoat pocket or a lady's handbag, GM said.

O.K.

Federal Communications Commission
Authorizes Remote Control
For Directional and 50 Kw. Stations



Schafer Remote Control System
Model 400-R used in three
out of four of the 50 Kw.
stations and five out of seven
of the directional stations.
Reference NARTB petition
February 15, 1956.

For accurate quotation...
For immediate delivery...
Contact...

SCHAFER CUSTOM ENGINEERING

235 SOUTH THIRD STREET • BURBANK, CALIFORNIA • THORNWALL 5-3561

WEAU-TV Dedicates New Tower

To celebrate the dedication of its new 1,000-foot tower and its increase in power to 310 kw, WEAU-TV Eau Claire, Wis., declared Aug. 25 "D Day." Viewers were informed of the special day through a saturation tv teaser campaign which lasted eight days. The people in the area were invited to the station to visit with local personalities and to get a chance to see themselves on television. An old-fashioned country fair midway was constructed and booths were set up for local and regional advertisers to display their products to the visitors and to viewers at home. The booths sold for $400 and netted the station $7,000. A five-hour telecast of the event was carried on WEAU-TV. The station also set up free rides for children and held a contest to guess the weight of steel in the tower. More than 15,000 people reportedly took part in the contest for $1,500 in merchandise prizes.

KETV (TV) Holds Presentation

KETV (TV) Omaha held a presentation this month for prospective advertisers and reports that 325 local business leaders attended the promotion. The station, an ABC affiliate, claimed that a Trendex survey showed the average share of audience for KETV's first night on the air (Sept. 17) from 6:30 to 9:00 was 52.3%. In addition, the station reported the survey showed that on the same night in the period from 7:30 to 8, during which *Wyatt Earp* is seen, its viewing share was 64.7%.



THE FORERUNNER of pioneer station KDKA Pittsburgh was the 8XK installation of Westinghouse engineer Frank Conrad in the garage of his Pittsburgh home. Mrs. Frank Conrad (center), widow of the radio pioneer, made an appearance last week during a KDKA radio broadcast from that garage. She spoke with L. R. Rawlins (r), KDKA general manager, before being interviewed by KDKA's Bob Tracy (l). The occasion: a salute to Westinghouse by the Borough of Wilkinsburg, family home of the Conrads. The borough will mark the garage as an historic site. During the interview Mrs. Conrad inspected a model of a commemorative plaque which Westinghouse plans to erect at the garage.

WDBJ-TV's 'Sunday School by Tv'

As a result of a summer-long experiment by WDBJ-TV Roanoke, Va., local Sunday school teachers in 15 different churches were able to use tv in their classrooms. The series, *Sunday School by Television,* was integrated into regular Sunday morning classes and consisted of 40 programs. The subject matter, aimed at children in the fifth grade was taken from the first five books of the Old Testament. The telecasts were arranged so that teachers could work with their students before and after each show. Questionnaires were sent out to determine the successfulness of the series and the station reports that teachers were unanimous in saying that they thought the show definitely contributed to Christian teaching.

Requests keep m-o-u-n-t-i-n-g with the Big "G" SECTION of the SESAC Transcribed Library

- Special selection of gospel music and spirituals, all performed by leading soloists and quartets.
- Informative program notes.
- Salable script service
- All at its best at low monthly fees.

Write, right now . . .

SESAC INC.
The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.

Musical Weather Jingles Used

WNEW New York has introduced the first of a series of 12 new weather jingles featuring a popular band. The jingles, heard every hour on the hour, 24 hours a day, feature the bands of Sammy Kaye, Les Brown, Ralph Marterie and Tito Puente and the musical styles of David Rose, Jackie Gleason, Benny Goodman, Glenn Miller, Tommy and Jimmy Dorsey and the Three Suns. Approximate costs of the weather jingles to date is $10,000.

KITE Mails Calendars

KITE San Antonio has distributed a red, white and black October-December 1957 and January-December 1958 calendar to be used on the front of that area's new phone books which come out this month. They are adhesive backed and also have a place for important phone numbers which can be torn off and stuck on a telephone. The calendar is imprinted with: "Good numbers to dial! On your telephone (office) CA 6-0335 . . . (news) CA 7-7167. On your radio 930."

Animation Mails Promotion

Animation Inc., Hollywood producer of tv film commercials and industrial films, has sent agencies and advertisers a promotion piece titled "Animation Sells Your Product . . ." The folder itself contains an element of animation, as the recipient can manipulate characters in the folder by pulling a tag.

WEEI Seeks Talent in Ireland

WEEI Boston's *Beantown Matinee* star Carl Moore left for Ireland last Tuesday to search for new talent to be used on his show. He plans to visit Dublin, Cork, Limerick, Galway and Belfast where he will conduct auditions. The winning act will receive first-class flight accommodations via KLM-Royal Dutch Airlines to Boston for a two-week engagement on *Beantown Matinee*. E. J. McGuirk, general manager of Broadcasting and Theatrical Productions, Dublin, is in charge of the arrangements for the auditions.

WJHB Declares All-News Day

When WJHB Talledega, Ala., canceled all regularly-scheduled programs and declared Sept. 11 all-news day, it reportedly got complete endorsement from its sponsors for pointing up the superiority of radio news coverage. From sign-on to sign-off, WJHB announcers read everything that came over the UP newswire and listeners who called in to ask questions about the programming or to get a follow-up on news they had heard earlier were put on the air. The station also reports that it received many calls from listeners who asked for repeats of news items which interested them.

WGR-AM-TV Holds Contest

Over 350,000 people in eight days reportedly heard WGR-AM-TV Buffalo, N. Y., announcing its $8,500 "Lucky Stars" contest at Erie County Fair, Hamburg, N. Y. Each hour a contestant was invited to select his lucky star from the talent on ABC network or the station. Grand prize was a Highland stone front for a home. Other prizes included an electric dryer, gas ranges, 14-foot aluminum boat, Wurlitzer electronic piano, outboard motor and portable tv and radio sets.

WARL Sponsors Turtle Hunt

WARL Arlington, Va., is sponsoring a contest for local youngsters with a prize of $10 going to the first one that finds that station's turtle. The reptile was turned loose in the station's listening area and can be easily identified by the WARL call letters painted on its back. In addition to winning the prize money, the boy or girl bringing the turtle to the station will be interviewed on the air.

WIBC Goes to State Fair

WIBC Indianapolis went to the Indiana State Fair with hats in hand and singer Pat Boone to boot. The station set up a studio on the fairgrounds where fans visited the popular singer before an interview at WIBC's main studios. WIBC also used the fair studio to pass out some 10,000 hats—brightly colored toppers with WIBC emblazoned on the brims.

Grey Sends Out Birthday Cake

A small birthday cake was sent to the trade last week by Larry Valenstein and Arthur Fatt, chairman of the board and president, respectively, of Grey Adv., New York, to help "cut a cake" in honor of the agency's 40th birthday Sept. 23.



Place your message where it gets results!

RIGHT IN THE HEART OF THE RICH ROCHESTER AREA!

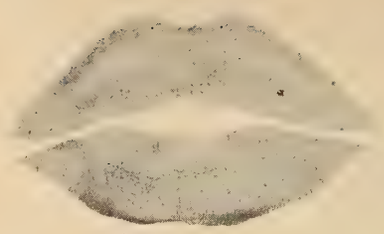
Your sales message *scores* when you send it soaring through the air-waves via WHEC, the station that's *way* out in front in Rochester! Competing with five other local stations, WHEC rates FIRST in *51 out of 72 daily quarter-hours*—has an *average share-of-audience of 26.7%!* (Latest Rochester Metropolitan Area PULSE report, March, 1957).

BUY WHERE THEY'RE LISTENING

WHEC of Rochester
NEW YORK
5000 WATTS

Representatives: EVERETT-McKINNEY, Inc., New York, Chicago; LEE F. O'CONNEL CO., Los Angeles, San Francisco





having wonderful time—

engaged to 273,234

ever-loving sets and

delivering beautiful

sales results . . .

doing what comes naturally,

West Texas Television Network



K/DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

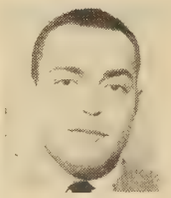
ADVERTISERS & AGENCIES

Philip C. Kenney, associate media director, and **Robert R. Burton,** manager of Chicago office, Kenyon & Eckhardt, elected vice presidents.

Frank L. Henderson, vice president and account supervisor, Young & Rubicam, N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, as vice president, account supervisor and member of plans group.



◄ **Paul J. Caravatt,** account executive, Ogilvy, Benson & Mather, N. Y., promoted to vice president.



◄ **James R. Heekin,** with OB&M as account executive, also becomes vice president of agency.

Irving Soan, account executive, Dancer-Fitzgerald-Sample, N. Y., elected vice president.



◄ **Verne Kirby,** account executive, Fitzgerald Adv., New Orleans, to Whitlock, Swigart & Evans Inc., same city, as vice president and chairman of plans board.

Sumner H. Wyman, merchandising director, Lawrence C. Gumbinner Adv., N. Y., appointed vice president of merchandising. He will supervise newly-acquired Manischewitz (Monarch Wine Co.) account.



◄ **William J. Whiting,** vice president, MacManus, John & Adams, Bloomfield Hills, Mich., and supervisor on Bendix Aviation account, appointed to MJ&A administration committee, agency's supervisory body.

Bill Murphy, assistant media director, Benton & Bowles, N. Y., to Whitehall Pharmacal Co., same city, as executive in advertising department.

Leo Wren, formerly with Dancer-Fitzgerald-Sample, N. Y., to Grey Adv., same city, as account executive. **William Mosely** and **Eleanor Rogers,** both with BBDO, join D-F-S as radio-tv producer and copywriter, respectively.

Robert L. Faust joins Ridgway Advertising Co., St. Louis, Mo., as timebuyer.

James O. Thompson, copy chief, Stromberger, LaVene, McKenzie, L. A., joins Brooke, Smith, French & Dorrance of Pacific Coast Inc., same city, in similar capacity.

Douglas Humphries, formerly with N. W. Ayer & Son, N. Y., and **Leslie Munro,** previously with Ruthrauff & Ryan, join Dancer-Fitzgerald-Sample, same city, as copy supervisors.

Cle Kinney, art director, D'Arcy Adv., N. Y., to Warwick & Legler, same city, as art director and general manager of art department.

Vincent Zenone, formerly with Kling Studios, Chicago, to Compton Adv., same city, as art director.

Saul Grubstein, art director, Roy S. Durstine Adv., N. Y., to Gore, Smith & Greenland Inc., same city, as art director.

Bernard Heller, formerly director of research, Cohen & Aleshire Inc., N. Y., to Warwick & Legler, same city, as associate director of research.

Edward R. Scannell, formerly tv sales representative at Frank King & Co., L. A., to North Adv. Inc., Chicago, as media supervisor.

Dayton Ball, senior writer, McCann-Erickson, N. Y., to Warwick & Legler, same city, in similar capacity.

Art Gilmore signed to 52-week contract by Chrysler Corp., through McCann-Erickson, N. Y., to announce CBS-TV *Climax* series.

Kenneth B. Dalby, former copy writer on Bell Telephone Co. of Pennsylvania account, Gray & Rogers, Philadelphia, to N. W. Ayer & Son, same city, copy department.

Joseph D. Dudley, copy chief, Howard Swink Adv., Marion, Ohio, to Ross Roy Inc., Detroit, creative department.

Larry Benedict, formerly vice president and account supervisor, Dancer-Fitzgerald-Sample, N. Y., to Donahue & Coe, same city, grocery products division.

Don P. Nathanson, president, North Adv. Inc., Chicago, appointed co-chairman of public relations for 1958 Chicago Heart Assn. fund drive, marking his eighth year as volunteer. He also heads Chicago Heart Assn.'s memorials committee.

THE METROPOLITAN VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

NETWORKS

Richard P. Condie, assistant director, Salt Lake Mormon Tabernacle Choir since 1937, named director. Choir is celebrating its 25th year on CBS Radio.

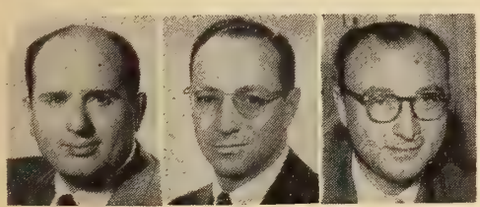
Helen Deutsch, motion picture writer, has signed contract with NBC-TV to write three annual NBC-TV special projects as well as to create weekly television series.

William S. Hedges, NBC vice president, general services, appointed chairman of radio and television division, 52nd annual fund drive of New York Travelers Aid Society.

FILM

Don McCormick, vice president, UPA Pictures, N. Y., resigns.

Glen Joseph Porter, sales manager in Atlanta area for ABC Film Syndication, and **John Ettleson,** formerly account executive for KGW-TV and KPTV (TV), both Portland, Ore., to NBC Television Films, division of California National Productions Inc., as sales representatives. Mr. Porter has been assigned Florida, Georgia and Alabama territory and Mr. Ettleson Pittsburgh and western Pennsylvania.



MR. CANTOR MR. WESTHEIMER MR. OSTROW

B. Gerald Cantor, Beverly Hills, Calif., investment broker; **Robert I. Westheimer,** Cincinnati, Ohio, stockbroker, and **Jack M. Ostrow,** California attorney and entertainment industry business manager, join National Telefilm Assoc., N.Y., as members of board of directors.

Bryan Foy, in partnership with Joseph Schenk Enterprises, will produce *Tales of Frankenstein* for Screen Gems. **Boris Karloff,** who gained stardom through his enactment of original Frankenstein role in motion pictures 25 years ago, will appear as host of tv half-hour programs and occasionally as star.

Louis King signed to direct first four *Wild Bill Hickok* telefilms for Screen Gems, Hollywood.

Paul R. Kidd, director of religious filmstrip production, Society for Visual Education Inc., Chicago, to Family Films Inc., Hollywood, in similar capacity.

STATIONS



◄ **John B. Soell,** manager, WISN - AM - TV Milwaukee, named vice president and manager.



◄ **Joe H. Baker,** promotion manager and sales representative, KMTV (TV) Omaha, to KBON, same city, as vice president and assistant general manager. His duties will include promotion, programming and sales.



◄ **Robert N. Kindred,** sales representative, KOIL and KOWH, both Omaha, joins KBON as sales manager, succeeding **Ernest Priesman,** resigned.



◄ **Gene P. Loffler,** general manager, KAUS and KMMT (TV) Austin, Minn., to KICA-AM-TV Clovis, N.M., as vice president and general manager. Mr. Loffler has been in industry for 30 years and has been associated with WHO and KNRT, both Des Moines, Iowa, and WNAX Yankton, S. D.

Arthur M. Mortensen named manager of KERO-TV Bakersfield, Calif.

Vincent T. Hallett, salesman, KTRI Sioux City, Iowa, promoted to sales manager.

Brian Loughran, account executive, KHSL Chico, Calif., and **J. A. Pero,** sales manager, Golden Empire Broadcasting Co., (KHSL-AM-TV and KVCV (TV) Redding, Calif.) promoted to sales managers of KHSL and KHSL-TV, respectively.

Alan S. Kalish, sales staff, WCAU Philadelphia, promoted to national advertising manager.

Jack Kelly, formerly with WRFW Eau Claire and WKBH La Crosse, both Wisconsin, to WBIZ Eau Claire as commercial manager.



◄ **Bob Stevens** named program director of KILT Houston, succeeding **Don Keyes,** who transfers to Dallas as over-all program director for McLendon Corp. (KLIF Dallas, KILT, KTSA San Antonio, all Texas).

Victor J. Brewer, assistant radio sales manager, WKNB New Britain, Conn., appointed commercial sales manager.

Bob Fox, formerly with KDAY Santa Monica, Calif., and KFWB Los Angeles, to KFOX Long Beach, Calif., Los Angeles sales office as operations manager. **Don Palmer,** KFOX Hollywood sales staff, named head of station's new merchandising department.

Lester Meyers, Harris & Frank (Southern California retail clothing chain), to KRHM (FM) Los Angeles as merchandising manager and account executive.

O. E. Lundgren Jr., previously with KOL Seattle, appointed assistant manager with KPUG Bellingham, both Washington. **Elaine Horn,** *Elaine's Party Line,* KVOS Bellingham, and **Bob Dean** to KPUG as hostess of her own show and sportscaster, respectively.

Charles A. Clifton, host of *Sports Dial and Race Results,* KRKD Los Angeles, takes on additional duties as program director.

Ted Sack, former CBS-TV public affairs department producer and creator of network's *Let's Take a Trip* series, to WTVJ (TV) Miami as operations director. He will assist **Jack Shay,** vice president in charge of operations.

Harriett Kogod, assistant publicity director, WWDC Washington, and **Jo Wilson,** administrative assistant to president, named publicity and promotion directors, respectively.

Ray LaPrise, reporter, *Daytona Beach News-Journal,* to WNDB Daytona Beach, Fla., as news director. Paper owns WNDB.

Hank Basayne, executive producer, WCBS New York, to WCCO Minneapolis-St. Paul as assistant program director.

Charles Meyer, formerly in charge national consumer literature, sales promotion and advertising, Allstate tire and automotive divisions, Sears Roebuck & Co., L. A., to KFI, same city, as assistant director of sales promotion and publicity.

Ken Corbitt, program manager, WTIK Duram, N. C., to WTVD (TV), same city, as director of promotion and publicity. In addition he will supervise sales and audience promotion.

James Hoftyzer, former lecturer, public relations department, General Motors, Detroit, to KNBC San Francisco as account executive.

Arthur F. Wenige Jr., account executive, WTOP-TV Washington, to WTTG (TV), same city, in similar capacity.

James R. Cassaday, regional sales manager, Redtop Brewing Co., Cincinnati, Ohio, to WOWO Fort Wayne, Ind., as account executive.

Derrick Dyatt, WTAC Flint, Mich., to WGBI Scranton, Pa., as account executive.

Jim Neuhart, sales representative, WHKK Akron, to KYW Cleveland, both Ohio, sales staff.

Arnold Starr, salesman, WOR-TV New York, to WRCA-TV, same city, sales staff. He succeeds **Pat Harrington Jr.,** who moves to NBC-TV Network Sales.

Frank J. Catka, advertising manager, *Weatherford Democrat,* Weatherford, Tex., to WFAA Dallas sales staff.

Norman O. Dunshee, account executive with MacFarland Adv., S. F., to KFOX Long Beach, Calif., sales staff.

Frank Racel, film laboratory manager, KOB-TV Albuquerque, N. M., to WFBM-TV Indianapolis film-news staff.

In Baltimore
WFBR delivers

MORE ADULT LISTENERS

than any other radio station

A 1957 Pulse study proves it! WFBR delivers more adult listeners than any other radio station in the Baltimore area. It's really no accident, because here is adult programming that's pleasant, exciting and informative. Pleasant music, the fastest, most complete news coverage in Baltimore and habit-forming features that capture and hold an audience. So, if you want to tie up the adult market tight as a drum, buy WFBR.

WFBR

represented by
JOHN BLAIR AND COMPANY

PEOPLE CONTINUED

Larrye DeBear, newsman, WHAS-TV Louisville, Ky., to WTIC-TV Hartford, Conn., news staff.

Tom Mercein, host on WNBQ (TV) Chicago film series *Movie Five* and for Chicago music originations on NBC Radio's *Monitor,* signed by WMAQ, same city, for new daily early morning d.j. series of music and news.

Al Comery, announcer, WHVR Hanover, to WPAM Pottsville, both Pennsylvania, as sportscaster and announcer.

William Hennessey, announcer, WCCC Hartford, Conn., to WTIC, same city, in similar capacity.

Jack Carney, disc jockey, WAKE Atlanta, to WILD Boston in similar capacity. Both stations are in Bartell Group.

Gene Brent, announcer and newsman, WCET Cincinnati, Ohio, to WHTN Huntington, W. Va., announcing staff.

James Dale and **Jay Trompeter,** announcers, WIND Chicago, resign.

Harry Creighton, sportscaster-announcer at WGN-TV Chicago, resigns to join beer distributor's company.

Lou Adler, WICU (TV) Erie, Pa., to WBEN-AM-TV Buffalo, N. Y., announcing staff, succeeding **Bill Arnold,** who joins WCAX-AM-TV Burlington, Vt.

Bob Badger, WCAX-TV Burlington, Vt., to WDOT, same city, announcing staff.

Bob Miller, WSJV-TV Elkhart, Ind.; **Art Collier,** WIOU Kokomo, Ind.; **Forrest Boyd,** WLW Cincinnati, Ohio, and **George Willeford,** formerly program director of Indiana U.'s radio-tv service, join WLWI (TV) Indianapolis announcing staff.

Michael D'Angelo Jr., news staff, WCAU-AM-TV Philadelphia, to WFIL-AM-TV, same city, to broadcast on-the-spot news from station's new mobile unit.

Red McIlvaine, actor-announcer and recently with KLLL Lubbock, Tex., to KPHO Phoenix, for four-hour weekday series, *The Red McIlvaine Morning Show.*

Mack Sanders, western and country music star, to KFH Wichita, Kan., as host of *Chow Time.*

Ramona Roberts, graduate of U. of Minnesota, to KEYT (TV) Santa Barbara, Calif., as hostess of new children's program, *Magic Window.*

Doree Crews, formerly vocalist on WBBM-TV Chicago's *Don Cherry Show,* to WBKB (TV), same city, as featured singer on *Richard Lewellyn Show.*

Jack Wells, station manager, KGA Spokane, Wash., to KLZ Denver as vocalist-pianist.

Bill Lawrence, formerly associated with Arthur Godfrey's radio-tv series, signed as vocalist for WBBM-AM-TV Chicago.

Ardythe M. Wasmuth to WTVO (TV) Rockford, Ill.; **Wayne Clements,** WMEV Marion, Va.; **Sid Roach,** KGON Oregon City, Ore.; **Clarence Pinheiro,** KROG Sonora, Calif.; **Jack Tidd,** WJCM Sebring, Fla.; **Gordon Thompson,** KFJI Klamath Falls, Ore.; **Merle Lingle,** KAYE Puyallup, Wash.; **Gary Staggers,** KVAS Astoria, Ore.; **Phillip Prendle,** KYOR Blythe, Calif.; **Harvey Long,** KQIK Lakeview, Ore.; **John P. Sasscer,** KWTV (TV) Oklahoma City; **Terry Sinele,** KTLA (TV) Los Angeles; **James DeBold,** WHIZ-TV Zanesville, Ohio, and **Ruth M. Parker** to KUMV-TV Williston, N. D. All are recent graduates of Northwest Schools.

John S. Hayes, president, Washington Post Broadcast Div. (WTOP-AM-TV Washington and WMBR-AM-TV Jacksonville, Fla.), named honorary vice chairman of broadcasting industry for 17th annual National Bible Week Observance, Oct. 21-27.

Hawthorne D. Battle, president, WCHS-AM-TV Charleston, W. Va., elected president of W. Va. Bar Assn. He also is senior partner in law firm of Spilman, Thomas, Battle & Klostermeyer, same city.

Thomas C. McCray, vice president and general manager, KRCA (TV) Los Angeles, appointed president of local Art Assn.

Richman Lewin, vice president and general manager, KTRE-AM-TV Lufkin, Tex., father of girl, Karen Kay, Sept. 9.

Graham Moore, sales manager, KSBW-TV Salinas, Calif., father of girl, Aug. 30.

Robert Stuart-Vail, program director, WCRB Boston, father of girl, Mary Catherine.

REPRESENTATIVES

Lawrence Buck, NBC Spot Sales, Chicago, to Burke-Stuart Co., same city, as western manager.

George B. Hager, formerly with sales staff of American Can Co., to John Blair & Co., S. F., as account executive.

PROGRAM SERVICES



◄ **Harold Blumenthal,** picture editor, United Press, N. Y., promoted to executive picture editor. **Harry Varian,** formerly New York picture bureau manager, appointed assistant general newspictures manager and **Edward T. Majeski,** formerly day telephoto editor, succeeds him. **Larry**

KOSI DENVER
SAN FRANCISCO KOBY
Number One RADIO BUY
HOOPER — PULSE NIELSEN
KOSI — See Forjoe
KOBY — See Petry

DeSantis becomes UP day telephoto editor.

A. Hundley Griffith, director of radio and television, Doremus & Coe, N. Y., to join Modern Teleservice (tv commercials), same city, Nov. 1. He will handle procurement and distribution of prints to agencies.

PROFESSIONAL SERVICES

Henry G. Kirwan, secretary-treasurer of Gotham Broadcasting Co. (operation of WINS New York), has resigned to re-establish his certified public accounting firm at 249 W. 34th St., N. Y. Firm will engage in general accounting, specializing in radio, television and theatrical situations. Mr. Kirwan also will act as radio-tv financial consultant.

TRADE ASSNS.

Lloyd W. Dennis Jr., vice president, WTOP Washington, elected chairman of newly formed RAB Washington Committee. Other members include **Carl Lindberg,** president and general manager of WPIK Alexandria, Va.; **Ben Strause,** president, WWDC Washington; **Fred Houwink,** general manager, WMAL Washington; **Joe Brechner,** general manager, WGAY Silver Spring, Md., and **Joe Goodfellow,** sales director, WRC Washington.

Hugh Collett, formerly public relations director of Kentucky State Chamber of Commerce, named executive assistant to president of Advertising Federation of America. **Ruth T. Gardner** appointed executive director of club services for AFA, and **B. Fred Irby** advanced to national field director.

Russell Z. Eller, advertising manager, Sunkist Growers Inc., named general chairman of Advertising Recognition Week for 1958 and **Nelson Carter** of Foote, Cone & Belding, L. A., will be vice-chairman for week, to be observed Feb. 9-15. Messrs. Eller and Carter are serving on behalf of Advertising Assn. of West, which co-sponsors annual event with Advertising Federation of America. **Jack Cunningham** of Cunningham & Walsh, N. Y., is vice-president for AFA. **Hal Stebbins,** president, Hal Stebbins Inc., L. A., heads creative task force of western agency executives.



"Daddy, couldn't we buy one of those nice homes advertised on KRIZ Phoenix? John wants to marry me, but he doesn't like this location."

MANUFACTURING



◄ **Thomas M. Hamilton,** partner in law firm of McInnis, Hamilton and Fitzgerald, San Diego, to Cohu Electronics, same city, as vice president and secretary.



◄ **John A. Hewlett,** formerly vice president, comptroller and treasurer, Fairchild Camera & Instrument Corp., N. Y., joins Cohu as treasurer.

Robert O. Vaughan, manager, west coast marketing, programs, RCA, appointed manager of west coast marketing, defense electronic products.



◄ **Jules A. Renhard,** who has held sales engineering executive posts with RCA and has been associated with that company for more than 28 years, joins Page Communications Engineers Inc., Washington. He will be engaged in systems engineering and project planning.

Richard S. Mandelkorn (Rear Admiral, USN., retired) appointed manager of operations, Lansdale Tube Co., division of Philco Corp., Philadelphia.

Vincent J. Lombardo appointed industrial sales manager, Westbury Electronics Inc., Westbury, N. Y.

Robert Lee Stephens, 54, consultant with Stephens Tru-Sonic Co. and pioneer in electronics and hi fi, died in Iowa City, Iowa, Sept. 13.

EDUCATION

Alec Sutherland, program director, British Broadcasting Corp.'s North American bureau, to U. of Chicago as educational broadcasting director. Mr. Sutherland, who succeeds **Edward W. Rosenheim Jr.,** has been in charge of radio-tv program exchange between U. S. and Great Britain, producing American shows for English consumption.

Fred M. Whiting, associate professor, Medill School of Journalism, Northwestern U., Evanston, Ill., named assistant dean of school.

Ulysses A. Carlini, executive producer and director of operations, WEHT-TV Henderson, Ky., named assistant professor, radio-tv department, Indiana U., Bloomington.

INTERNATIONAL

John N. Hunt, president of station representative firm of same name, Vancouver, to CKLG North Vancouver, B. C., as vice president.

Russell Furse, formerly tv consultant in Los Angeles, to CHEK-TV Victoria, B. C., as executive assistant to president.

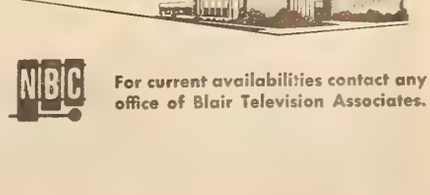
you need 2 in any market...



but look at 'em in TULSA!

Take a billion one dollar bills and scatter them over northeastern Oklahoma . . . makes a pretty picture, doesn't it? And it's more than just a pretty mental picture — it's a hard, concrete fact. Yes, there's a billion dollar market out there for you to tap . . . through KVOO-TV, CHANNEL 2. Tulsa, Oklahoma's No. 1 market sits in the very heart of this fertile dollar area. Think of it . . . the "wampum" of northeastern Oklahoma plus the *productive coverage* of KVOO-TV. Man, there's a combination that's good *for* you!

KVOO-TV channel 2



NBC

For current availabilities contact any office of Blair Television Associates.

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Practical Broadcast, TV Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 77,440* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
***1956 ARB Continuing Readership Study**

THE ASSOCIATION OF RADIO COMMUNICATIONS CONSULTING ENGINEERS
*Member AFCCE**

Station Authorizations, Applications
(As Compiled by B • T)
September 19 through September 25

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through Sept. 25

	On Air	Licensed	Cps	Appls. Pend-ing	In Hear-ing
Am	3,024	3,010	293	441	144
Fm	539	519	62	76	0

FCC Commercial Station Authorizations
As of Aug. 31, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,068	520	365
Cps on air	3,113	532	528
Cps not on air	148	30	133
Total authorized	3,261	562	661
Applications in hearing	155	12	82
New stations requests	340	37	77
New station bids in hearing	109	5	46
Facilities change requests	195	15	47
Total applications pending	1,118	148	382
Licenses deleted in Aug.	0	2	0
Cps deleted in Aug.	2	0	1

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Sept. 25

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	398	88	486[1]
Noncomm. Education	19	6	25[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	363	328	680[1]
Noncomm. Educational	28	21	49[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,097	337	871	590	1,459[2]
Noncomm. Educ.	67		38	33	68[4]
Total	1,162	337	905	622	1,522[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

ACTIONS BY FCC

Florida West Coast Educational Tele., Inc.,* Tampa, Fla.—Granted cp for new noncommercial educational tv station to operate on ch. *3; ERP 11.5 dbk (14.1 kw) vis., and 9.3 dbk (8.52 kw) aur.; ant. 500 ft.; condition.

Plains Television Corp., Champaign-Urbana, Ill.—Granted cp for new tv station to operate on ch. 33; ERP 22.5 dbk (178 kw) vis., and 19.8 dbk (95.5 kw) aur.; ant. 570 ft. Comr. Bartley voted for a 309 (b) letter.

APPLICATIONS

Erie, Pa.—WERC Bcstg. Corp., uhf ch. 66 (782-788 mc); ERP 13.2 kw vis., 7.55 kw aur.; ant. height above average terrain 359 ft., above ground 217 ft. Estimated construction cost $168,450, first year operating cost $210,000, revenue $250,000. P.O. address 121 West 10th St., Erie, Pa. Studio location Erie, Pa. Trans. location Summit Township, Pa. Geographic coordinates 42° 03' 18" N. Lat., 80° 02' 31" W. Long. Trans.-ant. GE. Legal counsel Cohn & Marks, Washington, D. C. Consulting Engineer Commercial Radio Equip., Co., Washington, D. C. Owners are **Joseph L. Brechner** (55%), **Vasil Polyzois** (40%) and **Marion B. Brechner** (5%). Mr. Brechner owns 29.7% of **WGAY Silver Spring, Md.**, and 26% of **WLOF Orlando, Fla.** Mr. Polyzois owns 20% of WLOF. Marion Brechner owns 3.2% of WGAY. Announced Sept. 20.

Translators

ACTIONS BY FCC

Durango Television Translator, Durango, Colo.—Granted application for new tv translator station on ch. 72 to translate programs of **KOB-TV** (ch. 4) **Albuquerque, N. M.**

Salida Tv Translator Assn., Salida, Colo.—Granted application for new tv translator station on ch. 71 to translate programs of **KCSJ-TV** (ch. 5) **Pueblo, Colo.**

South Lane Television Inc., Cottage Grove, Ore.—Granted cps for three new tv translator stations to serve Cottage Grove; ch. 71 to translate programs of **KVAL-TV** (ch. 13) **Eugene**; ch. 74 to translate programs of **KGW-TV** (ch. 8) **Portland**, and ch. 77 to translate programs of **KOIN-TV** (ch. 6) **Portland.**

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
NEW ENGLAND INDEPENDENT	PROFITABLE DAYTIMER	1000 WATT DAYTIMER	WEST TEXAS INDEPENDENT	CALIFORNIA INDEPENDENT
$70,000	$57,500	$100,000	$50,000	$200,000
Substantial single-station market. Diverse industry. Needs owner - operator. Terms.	In manufacturing and rich agricultural area. One-third down payment.	Well established, fast-growing station on exceptional frequency. Terms. Includes good real estate.	City of 16,000. Single-station in county. Grossing the asking price. Some terms.	Fulltime station in $3,000,000 retail sales market. Half cash.
WASHINGTON, D. C. Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	CHICAGO, ILL. Ray V. Hamilton Barney Ogle Tribune Tower DE 7-2754	ATLANTA, GA. Jack L. Barton 1515 Healey Bldg. JA 3-3431	DALLAS, TEX. Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175	SAN FRANCISCO W. R. (Ike) Twining 111 Sutter St. EX 2-5671

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Allocations

TV CHANNEL CHANGES

By report and order, Commission finalized rule making in Docket 12114 and amended its tv table of assignments by assigning ch. 13 to **Hibbing, Minn.**, and substituting ch. 9 for ch. 13 in **Bemidji, Minn.**, effective October 24.

By report and order, the Commission finalized rule making in Docket 12040 and amended its tv table of assignments by assigning ch. 9 to **Wausau, Wis.**, and substituting ch. 8 for ch. 9 in **Iron Mountain, Mich.**, effective October 24.

PETITION FOR TV CHANNEL CHANGE DENIED

By memorandum opinion and order, the Commission denied petition by **Clarence M. Mason** for rule making to assign ch. 9 to **Hancock, Mich.** This proposal is mutually exclusive with above action assigning ch. 9 to Wausau.

PROPOSED TV CHANNEL CHANGES

By notice of proposed rule making and orders to show cause, Commission invites comments by October 15 to petition by **WATR, Inc. (WATR-TV, ch. 53 Waterbury, Conn.)** to shift that channel from **Waterbury** to **Hartford, Conn.**, for noncommercial educational use there, and shift ch. *24, now reserved for educational use in **Hartford**, to **Waterbury** for commercial use; ordered **WATR Inc.** to show cause why its authorization for **WATR-TV** in **Waterbury** should not be modified to specify operation on ch. 24 instead of ch. 53, and the **Connecticut Board of Education** to show cause why its authorization for educational station **WCHF** in **Hartford** should not be modified to specify operation on ch. *53 instead of ch. *24.

By notice of proposed rule making, the Commission invites comments by October 15 to petitions by **Bi-States Co. (KHOL-TV ch. 13 Kearney, and KHPL-TV ch. 6 Hayes, both Neb.)** requesting (1) reconsideration of July 15 Memorandum opinion and order in Docket 11830 (which assigned ch. 8 minus to **Ainsworth** and ch. 3 plus to **McCook**) so as to delete those allocations and to reallocate ch. 8 minus to **McCook**, and (2) shift of ch. 3 from **Cheyenne, Wyo.**, to **Sterling, Colo.**

New Am Stations

ACTIONS BY FCC

Valparaiso-Niceville, Fla.—Bay Bcstg. Co.—Granted 1340 kc, 250 w unl. P. O. address General Delivery, Eglin AFB, Fla. Estimated construction cost $8,900, first year operating cost $16,000, first year revenue $24,000. **Mr. Edward C. Allmon** owns **WBGC Chipley, Fla.**, and is physicist and electronic engineer at Eglin AFB.

Austin, Minn.—George A. Hormel III—Granted 970 kc, 1 kw D. P. O. address % Hormel Estate, R.R. #5, Austin. Estimated construction cost $20,207, first year operating cost $70,000, revenue $70,000. Mr. Hormel holds meat-packing interests.

Miners Bcstg. Service Inc., Ambridge, Pa.—Granted, with conditions, application for a new am station to operate on 1460 kc, 500 w D.

Chesterfield Bcstg. Co., Richmond, Va.—Granted cp for new am station to operate on 1590 kc, 5 kw D; trans. to be operated by remote control. Comr. Bartley abstained from voting.

O. K. Bcstg. Corp., Warrenton, Va.—Granted cp for new am station to operate on 1570 kc, 500 w D.

APPLICATIONS

Santa Barbara, Calif.—Milton Hackmeyer, 1290 kc, 500 w D. P. O. address 12036 9th N.W., Seattle 77, Wash. Estimated construction cost $21,825, first year operating cost $46,204, revenue $61,200. Mr. Hackmeyer, sole owner, has insurance and brokerage interests. Announced Sept. 24.

Fort Collins, Colo.—Horsetooth Bcstg. Co., 600 kc, 1 kw D. P. O. address John E. Aldren, 171 South Fenton St., Denver, Colo. Estimated construction cost $24,610, first year operating cost $48,620, revenue $56,020. Principals include **John E. Aldren** (20%), **Carl G. Hoffman, Cecil H. Boyd, Dr. Earl J. Boyd, Harvey H. Corske** (each 10%) and others. Mr. Aldren is salesman for **KOA Denver, Colo.** Mr. Hoffman, Mr. Boyd and Mr. Corske, each have various business interests. Announced Sept. 24.

Orofino, Idaho—Clearwater Bcstg. Co., 950 kc, 500 w D. P. O. address Eugene A. Hamblin, 2829 Country Club Dr., Lewiston, Idaho. Estimated construction cost $4,750, first year operating cost $21,600, revenue $25,200. Owners are **John H. Matlock** and **Eugene A. Hamblin** (each 50%). Mr. Matlock is 60% partner and general manager of **KOZE Lewiston, Idaho.** Mr. Hamblin is 40% partner and commercial manager of same station. Announced Sept. 20.

Potosi, Mo.—Franklin County Bcstg. Co., 1280 kc, 500 w D. P. O. address % Radio Station KLPW, Box 72, Union, Mo. Estimated construction cost $9,380, first year operating cost $34,500, revenue $39,000. Principals include **Leslie P. Ware** and others. Mr. Ware is president and principal stockholder of **KNIM Maryville, Mo.**, and **KLPW Union, Mo.** Announced Sept. 25.

Santa Fe, N. M.—Santa Fe Bcstrs., 1300 kc, 1 kw D. P. O. address Box 597, Junction, Tex. Estimated construction cost $12,995, first year operating cost $24,000, revenue $30,000. Owners are **Farrell M. Brooks** and wife, **Norma Sue Brooks** (equal partners). Mr. Brooks is general manager and chief engineer of **KMBL Junction, Tex.**, in which he is partner with Mrs. Brooks. Announced Sept. 20.

St. Marys, Ohio—State Bcstg. System Inc., 1010 kc, 500 w D. P. O. address % Charles F. Trivette, 420 Chinoe Rd., Lexington, Ky. Estimated construction cost $30,660, first year operating cost $36,000, revenue $48,000. Principals include **Charles F. Trivette** (92.88%), and others. Mr. Trivette is president of **WMLF Pineville, Ky.** Announced Sept. 25.

Lehighton, Pa.—Valley Bcstg. Co., 1150 kc, 1 kw D. P. O. address % E. D. McWilliams, R.D. #2, Lehighton, Pa. Estimated construction cost $44,195, first year operating cost $40,000, revenue $45,000. Owners are **Martin H. Philip** (50%), **E. D. McWilliams** (30%), and **Megan H. McWilliams** (20%). Mr. Philip is attorney; Messrs. McWilliams have various business interests. Announced Sept. 24.

Mount Carmel, Pa.—Guinan Realty Co., 1300 kc, 1 kw D. P. O. address 119 South Oak St., Mount Carmel, Pa. Estimated construction cost $26,000, first year operating cost $68,700, revenue $72,000. Owners are **Richard H. Guinan, Daniel F. Guinan, Francis D. Guinan** and **Lawrence Guinan** (each 25%). All four owners have various business interests. Announced Sept. 19.

Lafayette, Tenn.—Lafayette Bcstg. Co., 1460 kc, 1 kw D. P. O. address Marvin Leslie, Box 79, Livingston, Tenn. Estimated construction cost $19,873, first year operating cost $24,000, revenue $36,000. Owners are **Marvin Leslie, Mitchell Leslie** and **Denton D. Norris** (each ⅓). Messrs. Leslie and Leslie are businessmen; Dr. Denton is physician. Announced Sept. 20.

Merrill, Wis.—Ladon Bcstg. Corp., 730 kc, 1 kw D. P.O. address Leonard A. Konoghue, 102 Cottage St., Merrill, Wis. Estimated construction cost $31,145, first year operating cost $40,000, revenue $40,000. Owners are **Julia Donoghue** (86%) and **Leonard A. Donoghue** (14%). Julia Donoghue is housewife; Leonard Donoghue has manufacturing interests. Announced Sept. 19.

New Fm Stations

ACTIONS BY FCC

Imperial Bcstg. System, Inc., San Bernardino, Calif.—Granted cp for new Class B fm station to operate on ch. 260 (99.9 mc); ERP 30 kw; antenna 1,570 ft.; transmitter to be operated by remote control; engineering condition.

Bay Fm Bcstrs., San Francisco, Calif.—Granted cp for new Class B fm station to operate on ch. 287 (105.3 mc); ERP 17.5 kw; antenna 450 ft.

KYA Inc., San Francisco, Calif.—Granted cp for new Class B fm station to operate on ch. 227 (93.3 mc); ERP 4.9 kw; antenna 710 ft.; transmitter to be operated by remote control; engineering conditions.

San Francisco, Calif.—Hanon N. Levitt—Granted 94.9 mc, 9.5 kw unl. P. O. address 217 Kearney St., San Francisco. Estimated construction cost $4,700, first year operating cost $7,488, revenue $11,320. Mr. Levitt, phonograph records and music interests, former announcer, will be sole owner.

Ithaca, N. Y.—Cornell Radio Guild Inc.—Granted 101.7 mc, 175 w unl. P. O. address Willard Straight Hall, Ithaca, N. Y. Estimated construction cost $3,750, first year operating cost $5,000, revenue $10,000. Equal partners are **Roland Delattre,** asst. director, religious work, Cornell U., **Louis W. Kaiser,** assoc. prof. radio services, Cornell, **True McLean,** prof. electrical engineering, Cornell, **Charles B. Meyer,** former RCA employe, and **Ernest L. Stern,** asst. instructor, Cornell.

Macon County Bcstg. Co., Franklin, N. C.—Granted cp for new Class B fm station to operate on ch. 233 (94.5 mc); ERP 4.4 kw; antenna minus 295 ft.; engineering condition; trans. to be operated by remote control.

George Voron & Co., Philadelphia, Pa.—Granted cp for a new Class B fm station to operate on ch. 291 (106.1 mc); ERP 20 kw; antenna 480 ft.; engineering condition; trans. to be operated by remote control.

APPLICATIONS

San Francisco, Calif.—Franklin Mieuli, 106.9 mc, 16.6 kw unl. P. O. address 760 Market St., San Francisco, Calif. Estimated construction cost $15,500, first year operating cost $35,000, revenue $38,000. **Mr. Mieuli,** sole owner, has various business interests. Announced Sept. 23.

Philadelphia, Pa.—National Bcstg. Co. 106.9 mc, 6.2 kw unl. P. O. address Raymond E. Simonds, RCA Frequency Bureau, 60 Broad St., New York 4, N. Y. Estimated construction cost $26,500. RCA is sole stockholder of the applicant. Other NBC owned stations include **WRCA-AM-FM-TV New York, N. Y.; WRC-AM-FM-TV Washington, D. C.; WMAQ-AM-FM, WNBQ (TV) Chicago, Ill.; WRCV-AM-TV Philadelphia, Pa.; KNBC-AM-FM San Francisco, Calif.; KRCA (TV) Los Angeles, Calif; WBUF (TV) Buffalo, N. Y.; WKNB-WNBC (TV) New Britain, Conn.** Announced Sept. 24.

Tacoma, Washington—Thomas Wilmot Read 103.9 mc, .322 kw unl. P. O. address Rm. 206, Peck Bldg., 1712 Sixth Ave., Tacoma, Washington. Estimated construction cost $3,409, first year operating cost $7,000, revenue $15,000. **Mr. Read,** sole owner, has been a student during past five years.

Ownership Changes

ACTIONS BY FCC

KSEI Pocatello, Idaho—Granted (1) transfer of control from **Florence M. Gardner** to **Pioneer Bcstrs Corp.**, and (2) assignment of licenses from **Radio Service Corp.** to Pioneer Bcstrs. Corp. **(Henry H. and Ruthe A. Fletcher)**; transaction between present principals involves stock transfer and $213,362 payment to Gardner.

WAGM and WAGM-TV Houlton, Maine—Granted transfer of control from **H. D. Glidden** to **Northeastern Bcstg. Co., Inc.** consideration $525,000; transfer not to be consummated until Northeastern has surrendered cp for **WABQ Presque Isle.** Tv station operates on ch. 8. Auxiliaries KA-8526 and KCF-41 involved. Northeastern is owned by licensee of **WABI (AM and TV) Bangor.**

WUST, WUST-FM Bethesda, Md.—Granted (1) renewal of licenses and (2) transfer of control from 5 individuals to a voting trust of 4; no monetary consideration.

KFEQ, KFEQ-TV St. Joseph, Mo.—Granted assignment of licenses to **KFEQ Bcstg. Co. (Jesse D. Fine,** president); consideration $841,091. **KFEQ-TV** operates on ch. 2.

KANA Anaconda, Mont.—Granted assignment of license to **Tri-County Radio Corp. (KIYI Shelby)**; consideration $30,000.

WSLB Ogdensburg, N. Y.—Granted assignment of license to **Seaway Radio, Inc. (George W. Bingham,** president, majority stockholder, and has interest in **WGNY Newburgh,** and **WKIP Poughkeepsie)**; consideration $190,000.

KATI Casper, Wyo.—Granted assignment of li-

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Jack V. Harvey	Stanley Whitaker	William B. Ryan
Washington Building	Healey Building	333 N. Michigan Avenue
STerling 3-4341	JAckson 5-1576	FInancial 6-6460

cense to **KATI Corp. (Kenneth G. Prather**, president); consideration $65,000.

APPLICATIONS

Escondido, Calif.—Seeks assignment of am cp from **Palomar Bcstg. Co.** to **Palomar Bcstg. Co. Inc.** of which **Julia C. Owen** will be sole owner, (for the consideration of $12,632 in reimbursement of license and cp to **The Daily Report Co.** Corporate change. No control change. Announced Sept. 19.

KOCS, KEDO-FM Ontario, Calif.—Seeks assignment of license and cp from **The Daily Reporter Co.** to **The Daily Report Co.** Corporate change. No control change. Announced Sept. 19.

WMDF Mt. Dora, Fla.—Seeks assignment of cp from **George R. Smith** to **Charlotte Radio and Television Corp.** for $1,500. Charlotte Radio and Television Corp. is owned by **Francis M. Fitzgerald** (100%). Mr. Fitzgerald is president and general manager of **WGIV Charlotte, N. C.** Announced Sept. 23.

WDLP-AM-FM Panama City, Fla.—Seeks assignment of license from **Panama City Bcstg. Co.** to **Dixie Radio Inc.** for $400,000 for both **WDLP and WCOA Pensacola, Fla.** (see below). Dixie Radio is owned by **Denver T. Brannen** (99.4%) and others. Mr. Brannen owns **KCIL Houma, La.** and **WDEB Gulfport, Miss.** Announced Sept. 23.

WCOA Pensacola, Fla.—Seeks assignment of license from **WCOA Inc.** to **Dixie Radio Inc.** (See sale of **WDLP Panama City** above.) Announced Sept. 24.

WJJC Commerce, Ga.—Seeks assignment of license from **Albert S. Hardy** to **Jackson County Bcstg. Co. Inc.** Corporate change. No control change. Announced Sept. 25.

WFMF (FM) Chicago, Ill.—Seeks transfer of control and assignment of license, contingent upon grant of control, from **Functional Music Inc.** to **Music Services Inc.** for $125,000. Music Services Inc. is owned by **Maurice Rosenfield, Lois F. Rosenfield, Jerome Rosenfield** and **Lucille K. Rosenfield** (each 25%). Maurice Rosenfield is attorney; Lois Rosenfield is in clothing and real estate; Jerome Rosenfield is in periodicals distribution, as is Lucille Rosenfield. Announced Sept. 24.

WIPA Annapolis, Md.—Seeks transfer of control of licensee corp. from **James Stolcz** to **Robert J. Kent** for $49,200. Mr. Kent is with USIA. Announced Sept. 25.

WMEX Boston, Mass.—Seeks assignment of license from **Richmond Brothers** to **Richmond Brothers Inc.** Corporate change. No control change. Announced Sept. 20.

WJKO East Longmeadow, Mass.—Seeks transfer of control of licensee corp. from **Gerson Askinas** and **Merle G. Hewinson** to **Paul J. Perreault** (48.3%) **Arthur Tacker** (4.7%) and others for $15,000. Paul Perreault is 89.3% owner of **WSKI Montpelier, Vt.** Mr. Tacker is 10.7% owner of WSKI. Announced Sept. 24.

WJBL Holland, Mich.—Seeks transfer of control of license corp. from **Bernard Grysen** and **John Lewis Kungle** to **Bernard Brookema** for $34,000 by cancellation of indebtness in that amount. Mr. Brookema is part-time sales and promotional rep for WJBL. Announced Sept. 24.

WKBX Corinth, Miss.—Seeks assignment of license from **Triangle Bcstg. Co.** to **Triangle Bcstg. Corp.** Corporate change, with control now vested in former partner Luther C. Moore. Announced Sept. 23.

KNOX-TV Grand Forks, N. D.—Seeks assignment of license from **Community Radio Corp.** to **Community Television Corp.** for 71.4% as assignee's entire authorized capital stock with voting rights. Corporate change. No control change. Announced Sept. 23.

KRMG Tulsa, Okla.—Seeks assignment of license from **Western Bcstg. Co.** to **Meredith KRMG Inc.** for $500,000. Meredith KRMG Inc. is owned by **Meredith Engineering Co., Des Moines, Iowa.** Meredith Engineering is licensee of **KCMO-AM-FM-TV Kansas City, Mo.** and **KPHO-AM-TV Phoenix, Ariz.** Announced Sept. 23.

WERI Westerly, R. I.—Seeks transfer of control of licensee corp. from **Edwin B. Esterbrook Jr.** to **William Robert Sweeney** for $74,000. Mr. Sweeney is vice president of **Tele Bcstrs. Inc.** and station manager of **WPOW New York, N. Y.** Announced Sept. 20.

WPRW Manassas, Va.—Seeks assignment of cp from **Prince William Bcstg. Co.** to **Prince William Bcstg. Corp.** Corporate change. No control change. Announced Sept. 24.

WRKE Roanoke, Va.—Seeks assignment of cp from **Elmore D. Heins** and **Reba Figgatt Heins** to **Dr. Bertram Roberts** (25%) **Allan Roberts** (25%) **Sherwood J. Tarlow** (40%) and **Joseph Kruger** (10%) d/b as **Roanoke Bcstg. Co.** for $75,000. Mr. Tarlow is 95% owner of **WHIL Medford, Mass.**, 60% owner of **WGUY Bangor, Me.**, 40% of **WARE Ware, Mass.**, 49.9% of **WLOB Portland, Me.** Mr. Kruger is 5% owner and manager of WHIL, and 5% owner of WARE. Dr. Roberts, dentist, is 45% owner of WARE. Allan Roberts is 10% owner of WARE. Announced Sept. 23.

KWLK Longview, Wash.—Seeks assignment of license from **Twin City Bcstg. Corp** to **Triad Bcstg. Corp.** for $65,000. Triad Bcstg. Corp. is owned by **Merton Glant, William E. Boeing Jr.** and **Donald K. McBride** (each one-third). Mr. Glant is account executive **KJR Seattle, Wash.**; Mr. Boeing has various business interests; Mr. McBride is radio-tv rep. Announced Sept. 20.

KOWB Laramie, Wyo.—Seeks assignment of license from **The Snowy Range Bcstg. Co. Inc.** to **KOWBoy Bcstg. Co.** Corporate change. No control change. Announced Sept. 19.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of application of **Robert I. Hartley**, tr/as **Claremore Bcstg. Co.**, for new am station to operate on 1270 kc, 500 w D, in Claremore, Okla.

Hearing Examiner Millard F. French issued initial decision looking toward grant of application of **Northwest Bcstrs. Inc.**, for new am station to operate on 1540 kc, 1 kw DA unl., in Bellevue, Wash., and denying competing application of **Reverend Haldane James Duff** (10 kw), Seattle, Wash.

Routine Roundup

ACTIONS BY FCC

KTAG-TV, KTAG Assoc., Lafayette, La. — Designated for consolidated hearing applications of **KTAG-TV** for mod. of cp to specify operation on ch. 3 instead of ch. 25 and **Evangeline** and **Acadian** for new tv stations to operate on ch. 3.

WAGM-TV Presque Isle, Me.—Granted cps for private tv intercity relay system for off-the-air pickup of programs of **WABI-TV** (ch. 5) **Bangor**, for rebroadcast by **WAGM-TV** (ch. 8).

KGLD Garden City, Kan.—Granted cps for private tv intercity relay system for off-the-air pickup of programs of **KCKT-TV** (ch. 2) **Great Bend, Kan.**, for rebroadcast by **KGLD** (ch. 11).

Westbrook Bcstg. Co. Inc., Saco, Me.—Designated for consolidated hearing applications for new am stations to operate on 1440 kc D; Westbrook with 5 kw and **Tarlow** with 500 w.

KMMJ Grand Island, Neb.—Granted change of operation on 750 kc from 1 kw, L-WSB, to 10 kw DA, L-WSB; engineering conditions.

KRUN Ballinger, Tex.—Granted mod. of license to change from unl. time to specified hours (6 a.m. to 7 p.m.), continuing operation on 1400 kc, 250 w.

KEPR-TV Pasco, Wash.—Granted application to increase vis. ERP to 105 kw, change trans. and make other equipment changes, and cancelled cp for station **KRTV** (ch. 8) **Walla Walla.** (**KEPR-TV** is licensed on ch. 19.)

By order of Sept. 19, Commission, on petition by **Gila Bcstg. Co.**, dismissed its protest, petition for reconsideration and stay of June 6 grants to **Community Television Project** for two new tv translator stations to serve **Globe** and **Miami, Ariz.**; cancelled oral argument and terminated and dismissed proceeding in Dockets 12131-8. (Comr. Ford abstained from voting.)

By order of Sept. 19, Commission granted motion by **Rockingham Radio Corp. (WHBG) Harrisonburg, Va.**, to dismiss its protest; reaffirmed and made effective immediately Sept. 5, 1956, grant of application of **Richard F. Lewis Jr., Inc.**, of **Mount Jackson, Va.**, to increase power of **WSIG** from 1 kw to 5 kw, install DA and change trans., operating daytime only on 790 kc; and terminate proceedings in Docket 11852. (Comr. Ford abstained from voting.)

By order of Sept. 19, Commission granted petition by **Dutchess County Bcstg. Corp. (WKIP) Poughkeepsie, N. Y.**, and enlarged issues in am proceeding on application of **WNAB Inc. (WNAB) Bridgeport, Conn.** (Comr. Ford abstained from voting.)

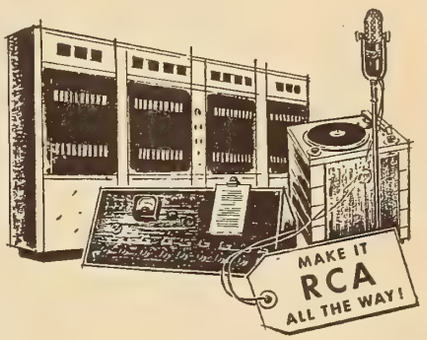
By memorandum opinion and order of Sept. 19, Commission denied petitions by **Friends of Good Music** for, (1) reconsideration of Commission's Mar. 13 memorandum opinion and order which denied the former leave to intervene in proceeding on assignment of license and cp of station **WGMS Bethesda, Md.**, and license of **WGMS-FM Washington, D. C.**, from The Good Music Station Inc., to **RKO Teleradio Pictures Inc.**, and (2) review of order of hearing examiner denying petition to file brief as amicus curiae and in the alternative to modify Commission order to grant leave to submit argument as amicus curiae in Docket 11821. (Comr. Ford abstained from voting.)

By order of Sept. 19, Commission denied motion by **Storer Bcstg. Co. (WSPD) Toledo, Ohio**, and **The Times Herald Co. (WTTH) Port Huron, Mich.**, to reopen the record in proceeding on application of **Sanford A. Schafitz** for new am station in Lorain, Ohio. At same time, the Commission scheduled oral argument in this proceeding for Oct. 8. (Comr. Ford abstained from voting.)

The Commission announced its order of Sept. 19, denying petition by **Valley Telecasting Co. (KIVA** ch. 11) **Yuma, Ariz.**, for rehearing with respect to Commission's memorandum opinion and order of Oct. 11, 1955, striking Valley's exceptions, as untimely filed, and giving notice that initial decision of Aug. 6, 1956, confirming Commission's Jan. 25, 1956, grant of cp to **Wrather-Alvarez Bcstg. Inc.**, for new tv station **(KYAT)** to operate on ch. 13 in Yuma, became effective Sept. 17, 1956. Comr. Hyde dissented and issued a statement; Comr. Ford abstained from voting.

The Commission announced its memorandum opinion and order of Sept. 19, denying petition and supplement by **Mid-West Tv Corp.**, insofar as they request opportunity to inspect notations pertaining to Commission actions in **Indianapolis,**

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Ind., ch. 13 comparative proceeding. Comrs. Craven and Ford abstained from voting.

By memorandum opinion and order, Commission granted request by **Capitol Bcstg. Co.**, pursuant to show cause order, for public hearing before examiner to determine whether the mod. of outstanding authorization for regular commercial operation of **WJTV** on ch. 12 in **Jackson, Miss.**, to the extent necessary to permit operation of experimental tv station on that channel in **New Orleans, La.**, by **Supreme Bcstg. Co.**, will promote public interest, convenience and necessity; made **Supreme** party to the proceeding; denied request by Capitol that hearing be held upon issues specified by Capitol; and denied request of Capitol for stay of issuance of program test authority to **Supreme** pending outcome of the show cause proceeding. (Comr. Lee absent.)

By memorandum opinion and order, Commission dismissed protest of **Broadcast House Inc.**, and **Radio St. Louis Inc.**, directed against Commission's July 18 grant without hearing of application of **Columbia Bcstg. System Inc.**, for mod. of cp for station **KMOX-TV** (ch. 11) **St. Louis, Mo.**, to change trans. site 2.2 miles closer to St. Louis, increase ant. height from 1050 to 1100 ft., relocate St. Louis studio, etc. (Comr. Lee absent.)

By memorandum opinion and order, Commission granted protest and petition for rehearing filed by **Community Service Bcstg. Corp. (WCSS) Amsterdam, N. Y.**, to extent of postponing the effective date of July 18 grant to **Walter T. Gaines**, for new am station **(WGAV)** to operate on 1570 kc, 1 kw D, in Amsterdam, N. Y., pending determination in evidentiary hearing; made WCSS party to the proceeding; denied protest in all other respects. (Comr. Ford abstained from voting.)

By memorandum opinion and order, the Commission granted protest by **Ponce de Leon Bcstg. Co. Inc. (WAPA-TV** ch. 4) **San Juan, P. R.**, to extent of designating for evidentiary hearing application of **American Colonial Bcstg. Corp.**, for mod. of cp of **WKBM-TV** (ch. 11) **Caguas, P. R.**, to increase ERP from 2.69 kw to 27 kw by substituting trans.; denied request for postponement of effective date of Aug. 1 grant of **WKBM-TV** mod. of cp; made **WAPA-TV** party to proceeding.

By memorandum opinion and order, Commission granted protest and petition for reconsideration filed by **Southern Bcstg. Co. (WUSN-TV** ch. 2) **Charleston, S. C.**, to extent of postponing effective date of Aug. 1 grant of application of **Atlantic Coast Bcstg. Corp.** of Charleston, for new tv station **(WTMA-TV)** to operate on ch. 4 in Charleston, pending decision in evidentiary hearing; made **WUSN-TV** party to proceeding.

On petition by **Community Bcstrs. Assn. Inc.**, Commission on Sept. 24 granted extension of time for filing comments from Oct. 1 to Nov. 1, in matter of amendment of Part 3 of rules and technical standards concerning the power limitation of Class IV am broadcast stations.

Commision on Sept. 25 directed preparation of document looking toward denying petitions by **Newport Bcstg. Co. (KNBY) Newport, Ark.**, for reconsideration, set aside decision, reopen record and enlarge issue in proceeding on its application to change frequency from 1280 kc to 730 kc, continuing operation with 1 kw D. Comr. Ford abstained from participation.

By memorandum opinion and order of Sept. 25, Commission denied petition by **Greater Erie Bcstg. Co.** for review of hearing examiner's denial of continuance of hearing in the **Buffalo, N. Y.**, ch. 7 proceeding. (Comr. Ford abstained from voting.)

By order of Sept. 25, Commission denied joint petition by **Radio Engineering Service (KCLA)** and **Universal Bcstg. Corp. (KOTN)**, both **Pine Bluff, Ark.**, for leave to intervene in proceeding on am applications of **Jefferson County Bcstg. Co., Pine Bluff**, and **Kermit F. Tracy, Fordyce, Ark.** (Comr. Ford abstained from voting.)

On petition by **National Community Television Assn. Inc.**, and request of **Gov. Steve McNichols, State of Colorado**, Commission on Sept. 20 granted extension of time for filing comments from Oct. 1 to Dec. 15 and for filing reply comments from Oct. 30 to Jan. 14 in matter of amendment of Part 4 of rules to permit operation of low power tv broadcast repeater stations.

By Hearing Examiner Basil P. Cooper on September 19:

Issued order controlling the conduct of hearing re am application of **Radio Hawaii, Inc. (KOPA) Honolulu, Hawaii**; evidentiary hearing will begin as scheduled on Sept. 30.

By Hearing Examiner Elizabeth C. Smith on the dates shown:

Ordered that prehearing conference will be held at 2:30 p.m., on Sept. 19, re am applications of **Wayne M. Nelson, Concord, N. C.** and **Fred H. Whitley, Dallas, N. C.** (Action Sept. 18); Issued statement and order governing hearing in this proceeding—further prehearing conference will be held on Oct. 21, and the evidentiary hearing is continued from Oct. 1 to Oct. 28. Action Sept. 19.

By Hearing Examiner Thomas H. Donahue on the dates shown:

Granted petition of **St. Charles County Bcstg. Co., St. Charles, Mo.**, for leave to amend its am application to make certain changes in its proposed directional antenna (Action Sept. 18); at oral request of applicant and without objection from Broadcast Bureau, ordered that hearing in this proceeding is continued from Sept. 23 to Oct. 14. Action Sept. 19.

Issued notice that on Sept. 27 conference will be held looking toward reopening record and hearing on two issues designated by Commission in its order dated Aug. 1, released Aug. 8 (FCC 57-843) re am applications of **Jefferson County Bcstg. Co., Pine Bluff, Ark.**, and **Kermit F. Tracy, Fordyce, Ark.** Action Sept. 19.

By Hearing Examiner H. Gifford Irion on Sept. 12:

On own motion, ordered that hearing scheduled for Sept. 17 is continued to Sept. 27 at which time a hearing conference will be held re applications of **Herbert Muschel, Independent Bcstg. Co.** and **New Bcstg. Co., Inc.**, all New York.

By Hearing Examiner Basil P. Cooper on September 20:

Ordered that prehearing conference will be held at 11:00 a.m. on Oct. 7 re application of **Dispatch Inc. (WICU), Erie, Pa.**, for mod. of cp.

By Hearing Examiner Millard F. French on Sept. 20:

Gave notice that conference will be held on Sept. 30 looking toward reopening the record and hearing on the issue designated by Commission on its order re am application of **Fernandina Beach Bcstr. (WSIZ), Douglas, Ga.**, dated July 18, released July 22.

By Hearing Examiner J. D. Bond on Sept. 19:

Issued order after prehearing conference re am applications of **K. C. Laurance, Medford, Ore.**, and **Philip D. Jackson, Weed, Calif.** hearing scheduled for Oct. 9 is continued to a date to be fixed by subsequent order, and a further prehearing conference will be held on Oct. 30.

By Chief Hearing Examiner James D. Cunningham on Sept. 23:

Ordered that hearing is scheduled for Nov. 14 re am applicaion of **Basin Bcstg. Co., Durango, Colo.**

By Hearing Examiner Hugh B. Hutchison on Sept. 20

Granted petition of **Highland Bcstg. Corp., Peekskill, N. Y.**, for leave to amend its fm application to specify the use of ch. 264 in lieu of ch. 294, and application as amended is returned to the processing line, and retained in hearing status **The Riverside Church** in the city of **New York.**

By Hearing Examiner Herbert Sharfman on Sept. 20:

On oral request of counsel for the applicant, and without objection by counsel for the other parties, orderd that the further hearing scheduled for Sept. 23 is continued to Nov. 12 re applications of **The Tradewinds Bcstg. Co. (WCBQ), Sarasota, Fla.**, for cp to replace expired cp and for mod. of cp.

By Chief Hearing Examiner James D. Cunningham on the dates shown:

Ordered that hearings are scheduled in the following proceedings on the dates shown: **Westbrook Bcstg. Co., Inc., Westbrook, Maine** and **Sherwood J. Tarlow, Saco, Maine** on Nov. 14; **Walter T. Gains (WGAV), Amsterdam, N. Y.** on Oct. 22. Action Sept. 23.

Granted petition of Delta Television Corp. for dismissal without prejudice of its application and retained in hearing status application of **Greenwood Bcstg. Co.**, for cps for new tv stations to operate on ch. 6 in **Greenwood, Miss.** Action Sept. 24.

By Hearing Examiner Elizabeth C. Smith on September 23:

Ordered that Exhibit No. 1 of **Jefferson Bcstg. Co., Inc., Louisville, Ky.**, is received in evidence in proceeding on its am application and the record closed.

By Hearing Examiner H. Gifford Irion on September 23:

Ordered that further hearing will be held on Oct. 8 re am application of **Town and Country Radio, Inc., Rockford, Ill.**

By Hearing Examiner Charles J. Frederick on September 23:

Ordered that because of possibility of third application being consolidated in proceeding on am applications of **Ralph D. Epperson** and **Williamsburgh Bcstg. Co., Williamsburgh, Va.**, and upon oral motion of counsel for Broadcast Bureau made at prehearing conference, further prehearing conference is indefinitely postponed and hearing scheduled for Oct. 3 is also indefinitely postponed.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of September 20

WIMA-TV Lima, Ohio—Granted license for tv station: ERP vis. 16.6 kw, aur. 9.77 kw, ant. height 340 ft.

WCBI-TV Columbus, Miss.—Granted license for tv station; ERP vis. 20 kw, aur. 10 kw, ant. height 450 ft.

WFGA-TV Jacksonville, Fla.—Granted license for tv station and change description of studio and trans. locations (not a move).

KBES-TV Medford, Ore.—Granted license for tv station; ERP vis. 30.2 kw, aur. 15.8 kw, ant. height 430 ft.

WAGM-TV Presque Isle, Me.—Granted license for tv station; ERP vis. 27.5 kw DA, aur. 14.1 kw DA.

KUKU Willow Springs, Mo.—Granted cp to replace expired cp for new am station.

WSLS-FM Roanoke, Va.—Granted cp to increase ERP to 21 kw, reduce ant. height to 1,890 ft., and make change in ant. system.

WCOL-FM Columbus, Ohio—Granted cp to reduce ERP to 6.8 kw, ant. height to 350 ft., and change type trans.

WMUB Oxford, Ohio—Granted cp to change trans. and studio location, change ant. height to 295 ft., and make changes in ant. system; ERP 810 w

WKXP-TV Lexington, Ky.—Granted mod. of cp to change main studio location, and waiver of Sec. 3.613 of rules.

WJZ-TV Baltimore, Md.—Granted mod. of licenses to change name to **Westinghouse Bcstg. Co. Inc.**

WCOC-TV Meridian, Miss.—Granted extension of completion date to 1-1-58.

Actions of September 19

KDOK Tyler, Tex.—Granted assignment of license and cp to **KDOK Bcstg. Co.**; condition.

WBNL Boonville, Ind.—Granted assignment of licenses to **Boonville Bcstg. Co.**

KHBM Monticello, Ark.—Granted assignment of license to **James A. West Jr., Elgie M. Risinger, Delvin R. White, J. A. West Sr.** d/b as **College Bcstg. Co.**

WPCO Mt. Vernon, Ind.—Granted assignment of license to **Mt. Vernon Bcstg. Co.** (stock transaction).

WKEA Dublin, Ga.—Granted acquisition of positive control by **John A. Boling** through purchase of stock from **Emerson W.** and **Sarah A. Browne.**

WBUZ Fredonia, N. Y.—Granted license for am station.

WCLE Cleveland, Tenn.—Granted license for am station.

WEMP Milwaukee, Wis.—Granted license covering changes in daytime directional ant.; conditions.

WHVR Hanover, Pa.—Granted license covering increase in daytime power, installation of new trans., erect third tower for daytime operation, employing directional ant. (Change from DA-N to DA-2), conditions.

KEEN San Jose, Calif.—Granted license cover-

Continues on page 111

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RADIO

Help Wanted

New station requires almost entire staff. Must be experienced. Need news man, disc jockeys, salesmen and continuity writer. News-men and disc jockeys send tape with first letter. All tapes returned. All replies confidential. Write Box 214B, B•T.

1000 watt midwest daytimer, city of 6,000 population needs experienced staff. If you are an announcer, salesman, engineer, program director, traffic-continuity gal, let's hear from you. General Manager, KLOH, Pipestone, Minn.

Management

Young man, experienced, plenty of potential for our sales department, who can become manager. We'll help develop your best qualities, while you learn our operation, prepare for management, all time making above average sales guarantee plus. All our managers were former salesmen, never lost a good man. William Anderson, McLendon Ebony Radio Group, Box 2667, Jackson, Miss.

Station manager wanted for KSVP, Artesia, New Mexico. Good starting salary, bonus for right man and limited rights to stock purchase plan. Prefer man from southwest area. No phone calls. Write giving full details to Donald S. Bush, 216 Booker Bldg., Artesia, New Mexico.

Sales

Experienced salesman wanted by daytime kilowatt near Chicago with night time application pending. $400 monthly guarantee against 15 per cent. Protected account list and territory. Bonus plus other fringe benefits. Personal interview necessary. List age, education, experience in detail. Box 250B, B•T.

Fourth largest market on west coast needs high caliber salesman with plenty of drive. Top NBC affiliate has choice opening, for aggressive, experienced man. We do not want the hot shot. Excellent earnings and future available. Send complete resume, plus past years billing to Box 254B, B•T.

Northern Illinois. Strong indie. Top money and future for sales manager who loves to sell. Box 338B, B•T.

Excellent spot with top Indiana independent for hard hitting solid producing sales manager. Box 339B, B•T.

Salesman: Capable of future management. Leading independent in Detroit. Good guarantee, plus every benefit. Box 340B, B•T.

Salesman-announcer wanted. Central Illinois network station. Good future. Salary plus draw against commission. Box 426B, B•T.

California indie has opening for an aggressive salesman. Some announcing ok. Salary and commission. Send resume, photo and tape to Fred D'Angelo, KCSB, San Bernardino, Calif.

Opportunity for experienced salesman. Good market. Good deal. KFRO, Longview, Texas.

Experienced dj with possible sales for pop-music-news station. Good salary plus commission. KLEX, Lexington, Missouri.

Experienced salesman, radio. If you are aggressive—interested in making top money in substantial market with solid radio-tv operation, we want you. Opportunity excellent for permanent man who can produce. Guarantee and commission commensurate with your ability. No others need apply. Contact Jack Chapman, KTSM Radio, El Paso, Texas.

Have immediate opening for good salesman. A small amount of air work required. Prefer North Carolina man—will consider all applicants. Contact John T. Newman, General Manager, WLSE, Wallace, N. C.

Opportunity, good radio salesman, stable background, want to make money, sell 50,000 watts of quality, call Bill Brown, Cypress 6-0569, San Diego, California.

Salesman. Opportunity unlimited, full-time traveling absolute must, highest integrity, self-starter and ambitious, earnings unlimited, territories open. Write complete background with picture. Management Councelors. 111 Amherst Dr., S. E., Albuquerque, New Mexico.

Help Wanted—(Cont'd)

Announcers

Kilowatt independent near Chicago wants experienced staff announcer who also has beat experience gathering and writing news. Personal interview necessary. Give age, education, detailed experience in resume. Box 251B, B•T.

Pennsylvania chain needs experienced announcers. Good working conditions, 40-hour week, paid vacation, time and half, $85 a week. Minimum one-year experience necessary. Excellent opportunities for advancement to executive position. Send tape, with news, commercials, and sample music program, plus resume and photograph. Box 274B, B•T.

Staff announcer with ability to handle console and speak good English. Full information first letter and photo. Virginia network station. Box 418B, B•T.

Immediate opening for good, experienced announcer with showmanship. $100 per week. Central Nebraska. Excellent Working conditions. Box 428B, B•T.

Florida top-notch pop DJ. $100 week to start. Additional income by selling. Send tape, resume, references first letter. Box 441B, B•T.

Basso profundo, for use in singing jingles, who is also capable of doing fast-paced dj show. Box 433B, B•T.

"Rhyming" deepay-"Brown Band Reknown", etc. Cole Not rock 'n roll. Midwest. Box 459B, B•T.

Slang approach ala "Bing," casual but bright! Great Lakes. Box 460B, B•T.

Ohio—bright n' breezy spinner. Profesional deejay. Call Akron, BL 3-6171.

Needed immediately. First phone announcer. 1000 watt midwest independent. Send tape and resume to KCIM, Carroll, Iowa.

Wanted: Announcer, old station, entirely new building and equipment. 50-hour week approximately. Should be able to read and write English, handle console, play good music and deliver commercials as commercials and not time killers. We operate under the old public service school and not as a top 40 music box. Salary fair. Bert Wick, KDLR, Devils Lake, N. Dak.

Opportunity for good married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

Experienced salesman with some dj work for pop-music-news station. Good salary plus commission. KLEX, Lexington, Missouri.

An experienced announcer will have a fine position with this new daytimer independent. Prefer qualified single man. Rush audition tape, recent photo, complete resume. Si Willing, KMAR, Winnsboro, La.

Immediately! Announcer-salesman or maintenance. Start seventy-eight dollars weekly. $340 per month plus commissions, talent, extras, good housing living, phone KPRK, Livingston, Montana.

Two staff announcers, one with 1st class ticket, for 5000 watt independent. Good working conditions. Paid vacation. Profit-sharing plan. Air conditioned studios. Excellent opportunity for reliable, stable man who likes good radio. WCOJ, Coatesville, Penna.

Morning D.J. with independent good music station. No rock & roll. Good voice with tight production. Immediate opening. WHIY, Ft. Gatlin Hotel, Orlando, Florida.

Wanted immediately by Florida station, experienced announcer with first phone. Send tape, resume to Harry Brown, WHOO, Orlando, Florida.

New Jersey. Announcer with first phone. Send tape, resume. WHTG, Monmouth Beach.

Help Wanted—(Cont'd)

Announcers

Wanted immediately by Florida station, experienced announcer, good newsman, some sports, capable of producing good taped announcements. Opportunity to sell if desired Salary open. Write or phone Joe Bauer, WINK Radio, Fort Myers, Florida.

Can you read well? If so, and have friendly voice, like well balanced music, shows; prefer keeping chatter to pleasant minimum; enjoy hourly newscasts; like to do things right instead of easiest way; we would be delighted to hear from you. To save time, send along resume and tape, WMIX, Mt. Vernon, Ill.

Our top announcer-salesman must leave us. Has average $130 weekly past three years. Are you PD caliber? A bright, mature, permanent air personality? Want to sell and service your own accounts in small, friendly, fast-growing south Florida resort area? Send tape, qualifications to WSTU, Stuart, Florida.

Announcer, experienced in all phases for 5000 watter, regional. Contact General Manager, WWHG, Hornell, New York.

Experienced announcer-engineer with first phone for good music station in south Florida. Emphasis on straight announcing ability. Light engineering duties, but prefer good engineering background. Prefer present Florida resident. Write Post Office Box 1315, Coral Gables, Florida, or if local, phone Miami HIghland 8-74-11. Send photo, tape and resume.

Technical

Immediate opening, experienced 1st phone, metropolitan New York area. 6 days, 48 hours. salary $80.00. Opportunity for over-time. Box 163B B•T.

Chief engineer for Pennsylvania operation. Maintenance and repair experience essential. Construction experience an advantage. Prefer married man seeking permanency. Up to $125 weekly to start. Car necessary. Send resume and photo. Box 275B, B•T.

Engineer for 1 kw Kentucky daytimer. Desire thorough maintenance experience, transmitter, studio, tape, disc recording, some announcing. Salary open. Complete resume and references first letter. Box 324B, B•T.

Experienced radio transmitter engineer for Corpus Christi station. Box 331B, B•T.

Wanted, chief engineer, good announcer. 1000 watt independent daytimer in Indiana. $95 to start. Box 458, B•T.

California indie wants chief-engineer-announcer. Good opportunity. Send resume, photo and tape. Fred D'Angelo, KCSB Radio, San Bernardino, Calif.

Chief engineer-announcer, excellent opportunity for strong announcer, must be good on news and commercials. $100.00 weekly for right man. KRNT, Raton, New Mexico.

KUSH, Cushing, Oklahoma 1000 watt daytime needs chief engineer, short announcing shift, salary plus apartment and utilities. Reply Box 791, Cushing, Oklahoma.

Chief engineer-announcer or announcer-engineer with first phone and technical maintenance background. State experience, tape and salary requirements in first letter. KWOW, Pomona, California.

Wanted—Engineer with 1st class license, combo man who can either write copy, sell or announce. **Top salary** commensurate with ability. WBRV Boonville, N. Y. Phone 11.

Engineer with 1st class license. Fulltime transmitter opening. No announcing. Little or no experience accepted. 5 kw Gates equipment, insurance and hospital benefits. Send resume, references and salary requirements to Technical Director, WCHS, P. O. Box 1153, Charleston 24, W. Va.

Combo man, first phone. Need not be best engineer-announcer but must be capable of fitting into congenial organization Wonderful climate. Near beaches Write or phone Alden Baker, WGAI, Elizabeth City, N. C.

RADIO

Help Wanted—(Cont'd)

Technical

Engineer, Radio and television. Young man, first phone, ambitious, with small station experience and electronic flair, technical school or equivalent background preferred; married; veteran; stable and dependable, with good references; one who wants a permanent berth. Scale starts at $80 for 40 hours. Salary commensurate with experience and ability. No announcing. Write or phone W. P. Williamson, WKBN, Youngstown, Ohio. Sterling 2-1145.

WLBC Muncie, Indiana has opening for engineer with 1st class license in combined radio/tv operations. Wage scale, group insurance and other benefits. Send resume and snapshot to: Patrick S. Finnegan, Chief Engineer.

Needed, first phone, immediately, will consider beginner. Light maintenance, some announcing. Expanding operation. Call Manager, Weston 1555, Weston, West Virginia.

Production-Programming, Others

News director, for live-wire news department in major north central market. Must have previous experience in same capacity, be a top-flight newscaster, thoroughly experienced in local reporting, etc., and able to direct other news personnel. An unusual opportunity. Reply in confidence, giving detailed previous experience, salaries, when available, and attach small photo. Box 216B, B•T.

Newsman-experienced. Gather, write, broadcast news. Top-rated midwest indie. Send tape, photo, background. Box 231B, B•T.

Continuity girl who can write good, clean, selling copy. Send samples, photo, background. Box 232B, B•T.

Expanding 5 kw midwest station seeking production manager to coordinate program department, supervise announcers, do some air work. Box 391B, B•T.

Program director-experienced. Mature, sober, sales-minded, experienced all phases radio, with administrative ability, for old established Minnesota net station. Pop. 15,000. Permanency. Sound programming plus know-how re personnel, and public relations. Some copy writing and announcing. Character, ability, references required. Ultimate interview. Send tape, photo, resume. Box 406B, B•T.

Program director wanted by major pacific northwest radio station. Major network affiliation. Mature, experienced, highly creative applicant. Send complete details to Box 410B, B•T.

Wanted-aggressive newsman to write, edit and deliver strong local news. Mobile unit available. Beginners with ability considered. Write resumes, tape and photo to Manager, KORC, Mineral Wells, Texas. State salary desired.

RADIO

Situations Wanted

Management

Station-commercial manager. Long experience management and sales. Not young but long solid experience. Energetic live-wire, dependable result getter. Prefer South or Florida small market. Box 423B, B•T.

Energetic young man seeking advancement to assistant manager—manager of small am-tv station. Seven years broadcast experience, all phases. Box 445B, B•T.

Sales

TV/radio. Sales/management. 10 years, 2 markets, within top 20 and top 100. Title unimportant, require income, incentive. Go to work first day. Radio or tv. Family, thirties. Now employed. Resume. Box 404B, B•T.

Sales manager. Experienced, dependable with an outstanding record important, to have full and complete charge of department. Presently employed, would like to locate on east coast. Available with one month's notice to employer. Box 416B, B•T.

Young man with ideas, energy, seeking radio-tv sales position. Seven years experience in all phases or radio-tv. Good announcer, air personality. Box 444B, B•T.

Sales manager, local and regional. 39 years old. 5 years self-employed. 1½ years selling printed space. 4 years selling television in highly competitive two station market. Wrote more than $100,000.00 in local sales last year. Particulars on request. Box 448B, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Sports announcer. Football, basketball, baseball. 7 years experience. Finest references. Box 974A, B•T.

Dee jay, personality. Run board, restr. ticket. Likes work. Looking for spot to grow in. Go anywhere. Tapes and resume. Box 991A, B•T.

Gal dee-jay, run board, double as receptionist if needed. Plenty of ideas to grab audience. Tape and resume. Box 992A, B•T.

Negro dee-jay. Good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 112B, B•T.

Calling all stations! East, west, north, south! Looking for announcer's job with future. Ready and willing to learn all phases of station operation. Have advertising agency experience in copywriting. Hours and salary secondary to professional experience. Have tape or record, photo, at request. Box 367B, B•T.

Top country-western dj. Staff. Guitar. Third. Thoroughly experienced. Box 373B, B•T.

Announcer, 1st phone, consider routine maintenance. Prefer west, midwest, Texas or Florida, $85, no car. Box 407B, B•T.

Staff announcer, 3 years experience. 1st ticket. Vicinity New York. Box 411B, B•T.

Twelve years in Canadian top metrop. station. Newscaster. Deejay. Strong commercials. Have visa. Florida bound. Start $125. Box 412B, B•T.

Announcer, 15 months radio-tv experience. No car, seeking week-end and/or part-time work, near NYC. Box 413B, B•T.

Looking for the best in "night" men, news delivery, straight commercials? 1st ticket, good music expert. Box 421B, B•T.

Announcer for hire. A smooth, reliable professional, 5 years top experience, seeking mature, progressive operation for permanent position. You'll like smile-in-the-voice delivery and real, money-making "sell" appeal. Married, 30, outstanding musical background and college education. Prefer West. Box 422B, B•T.

Top rated, soft sell, personality disc-jockey (10 years) with proven success record. Family man seeking permanent spot. Box 430B, B•T.

First phone, young man, wants combo work. Month and half experience 10 kw network station. Box 436B, B•T.

Play-by-play sports announcer available immediately. 6 years experience, 3 years big ten. Box 439B, B•T.

Combo man, first phone, presently employed, wants to locate in New England area preferably. 2 years experience. Box 442B, B•T.

Announcer: Personality, straight staff; experienced. Tape available. Prefer competitive market. Box 446B, B•T.

Personality dj.-salesman, rhyming intros, gimmicks, light experience. Available now. Box 450B, B•T.

Two years in a tv booth. Would like to put ability to work. Good on news. Box 451B, B•T.

Staff announcer, board work, country music. Armentrout, Holly Road, Route 3, Annandale, Virginia. Phone Jefferson 2-5512, after 6:30 p.m.

Country and western dj on regional station wishes to continue in southern state. Professional singer and guitarist, can also double as mc or entertainer on "live" show. Freddy Floyd, Radio WIOU, Kokomo, Indiana.

Announcer: Four years experience. Will travel, but prefer eastern station. Mr. Burt Maskin, 108 Atlantic Ave., Long Beach, N. Y. Telephone: GEneral 1-2014.

Staff announcer, 26, available immediately, specializes in all sports, operate console, has tape, 3rd class, desires permanent position. Larry Myers, Loveland, Colorado.

Five years radio, third class, married, college. Needs job now. Wally Wagner, 604 East 20th. Jasper, Alabama.

Experienced dj announcer-engineer, first phone. Box 1208, Stewartville, Minnesota. Phone 5791.

RADIO

Situations Wanted—(Cont'd)

Technical

Engineer-announcer experienced available soon. Box 376B, B•T.

Experienced combo, presently chief, adequate announcer, good maintenance, construction, ham, married, 23, prefer position near university, $500. Box 419B, B•T.

Engineer, 2 years experience, first phone, ham ticket, no announcing. Now available. Box 429B, B•T.

Engineer, first class, 5 years radio-tv experience. Studio xmtr. Travel. Box 432B, B•T.

Young man, 1st phone, experience, desires job with radio or tv station. Prefer Carolina, Tennessee, Virginia area. Box 449B, B•T.

Electrical engineer graduate. Eight years experience radio and tv broadcast work, equipment maintenance and design desires job as chief engineer station located in North or South Carolina. Box 455B, B•T.

1st class engineer with 5 years experience in am radio would like employment in western U.S. Lee R. Sterkenburg, 4323 W. 154th St., Lawndale, California. Osborn 5-0481.

Production-Programming, Others

Valuable air woman, over ten years experience. No prima donna or phoney. Community-client-air liaison produces results. Target: Sound professional climate, lively market, interesting potential. Box 348B, B•T.

Reliable married man desires steady position as news editor and/or announcer on station in Wisconsin or northern Illinois. Nine years experience with emphasis on news, sports and special events. Box 408B, B•T.

Young professional broadcaster—married, veteran, college graduate, eleven years broadcasting, known in the industry, able to put your station on top—desires program directorship. All replies answered promptly. Box 425B, B•T.

Veteran newsman. Over 15 years editing, telephone reporting, rewrite and air; national recognition for regional operations, wants challenging position Florida or coastal southeast. August earnings over $800. Box 435B, B•T.

Would like to relocate, pref. west coast. Director, producer, cameraman, scenic designer, builder. Presently employed major market. Desire position of production manager. Will double salary commensurate. Resume on request. Box 456B, B•T.

Program director, music director, production and continuity director. College grad., 32. From 250 to 50,000 watt stations. Settle anywhere with right deal. Write Box 457B, B•T.

Dave's Den offers: popular music for all ages, custom advertising, exclusive program and merchandising features, an air salesman with five years experience. What will you offer? Dave Drew, Box 203, Smyrna, Tennessee.

TELEVISION

Help Wanted

Announcers

Opening for top-flight announcer strong on news and commercials. VHF, NBC-TV affiliate, southwest. Permanent. Good salary. Consider radio announcer wanting move into television. Send tape, snapshot, resume and present earnings. Box 434B, B•T.

Announcer for mid-west television station. TV experience helpful but not absolutely necessary. Must have radio background. Send full details, with recent photo, to Program Director, Post Office Box 470, Rockford, Illinois.

Live tv and booth announcer wanted. Must be available for personal interview. Send picture and tape first to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Immediate opening for tv announcer. Must have commercial tv experience. Include with first letter: background, references, picture and film or tape. Steve Briggs, Program Manager, WISH-TV, 1440 North Meridian St., Indianapolis, Indiana.

TELEVISION

Help Wanted—(Cont'd)

Technical

Wanted-operator with first class license for radio-television operation. No experience. No announcing. Good working conditions. Located north central area. Box 294B, B•T.

Two engineers needed by gulf coast vhf. Box 330B, B•T.

3 tv engineers wanted. Must have 1st class license. One year experience. Large vhf southeastern market. Box 403B, B•T.

Immediate openings for several experienced engineers in long established midwest CBS radio operation expanding into TV. Send resume, references and photo first letter. Box 409B, B•T.

TV technicians wanted. One of the west coast's highest paying independent network affiliates wishes to hire several experienced tv technicians having a broad background in operation and maintenance. 1st phone license required. Wire Chief Engineer, KRON-TV, San Francisco, immediately!!

First class engineer for tv transmitter, experience not essential. Living quarters available at the transmitter, company supplies skis. Call or write Chief Engineer, WCAX-TV, Burlington, Vermont.

2 engineers with 1st class licenses. Fulltime studio control room openings. RCA equipment at maximum power station. Insurance and hospital benefits. Send resume, references and salary requirements to Technical Director, WCHS-TV, P. O. Box 1153, Charleston 24, W. Va.

Television engineer opening exists in our engineering department for experienced man or recent television school graduate. New building, 40 hour week, time and one-half for all over 40 hours, air-conditioned operating spaces, 5 holidays per year, paid vacation and excellent living conditions. Contact Chief Engineer, WFMY-TV, Greensboro, N. C.

We have an opening for an experienced engineer due to expansion of our facilities. Contact Chief Engineer, WJBF, Augusta, Ga.

Engineer for station operation and maintenance of transmitter and associated equipment. Must have first class license. Excellent working and living conditions in vacationland area. Call or write immediately. George Wilson, WWTV, Cadillac, Michigan. Prospect 5-3478.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Promotion director for mid-western vhf station. Must be aggressive, ambitious. Send picture and details to Box 415B, B•T.

Continuity director needed! VHF station with excellent production facilities and staff! Are you a continuity director looking for a larger opportunity or a good writer ready to step up? Please send resume, photo, copy samples, expected starting salary to Box 424B, B•T.

South central basic CBS-TV station seeks production-director to be in charge of all on-air production including lighting, live commercials, programs, news, etc. from a production standpoint. Must also be able to direct some shows. Position does not include any administrative duties in the program department, which will be handled by operations manager. Leadership and ability to handle people professionally essential; dramatic background helpful. Box 438B, B•T.

Writer for tv-radio operation, time-life affiliate. Must at least have had good radio writing experience. Send history, copy, photo to Continuity Director, WOOD & WOOD-TV, Grand Rapids, Mich.

TELEVISION

Situations Wanted

Announcers

Seeking job as staff announcer tv. Thoroughly trained. Live commercial experience. Pleasing voice, personality. Tape available. Box 369B, B•T.

Sportsman, 12 years major sports experience in good markets. Play-by-play, sportscasts, photographer, editor, writer. Can make sports pay. Consider good AM-TV. SOF, scrapbook available. Anywhere. Box 420B, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Announcer—five years radio, limited tv. Want fulltime tv with radio. Box 453B, B•T.

Production-Programming, Others

SRT program-production grad, some writing news, fiction, secretarial, female—what have you? Box 381B, B•T.

Experienced program director—versed in all phases of television, available September 15. Non-drinker, college man, married, 5½ years experience television. Box 385B, B•T.

Program director-producer-director. Live television and films. Twelve years all phases programming-production. Stations and advertising agencies. Will relocate. Top credits and references. Box 414B, B•T.

Production manager-television director. 8 years experience, network, local, agency, film. Seeks permanent position with expanding station. Must be room for advancement. Married. Box 417B, B•T.

Young professional broadcaster — married, veteran, college graduate, eleven years broadcasting, known in the industry, able to put your station on top—desires program directorship. All replies answered promptly. Box 425B, B•T.

Talented, versatile announcer, director-switcher, air personality, seeking new opportunity. Consider all localities. Presently employed. Box 443B, B•T.

Producer-director-writer; young, imaginative. Good assistant for busy manager. Box 447B, B•T.

National and local award-winning public-affairs, news and special events producer-director geared to mesh with transmission of tv by the sea . . . either coast. Appreciate objectives and techniques of local tv from sales ledger to production legerdemain. 10 years broadcasting responsibilities; network, local and agency. Box 454B, B•T.

FOR SALE

Stations

500 watt daytime independent station in California one-station town. Asking $35,000.00 with $20,000.00 down. Must sell. Box 301B, B•T.

For Sale. Kilowatt daytimer. Rocky Mountain area. Gross double under present management. Station well into black. Price $135,000, possible terms to right purchaser. Ideal situation for owner-manager. Box 440B, B•T.

Florida medium market station in hundred thousand price class, grossing approximately 75% of asking price. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Central south, secondary market. $65,000. Terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

FOR SALE

Equipment

For sale: 12 kw GE uhf transmitter, frequency modulation monitor. Unusual opportunity. Box 734G, B•T.

UHF equipment, used. I kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Very reasonable. Box 946A, B•T.

Presto tape recorder—Includes tape transport mechanism, type 900 R-1, serial #152 amplifier type 900A-2 serial #732 in portable cases. Box 283B, B•T.

Retma Sync generator. 14" rack mount. Good condition. First $875. Box 322B, B•T.

Ampex model 400 portable, presently in operation at professional recording studio. Best offer over $400.00. Box 365B, B•T.

GL1850A Iconoscope tubes—Electronics distributor has two unused "Ikes". Will liquidate for $350 each. Box 405B, B•T.

Remote transmitter Hallicrafters HT-4x like new, rel 646 receiver Conelrad FCC approved. Make offer. Box 431B, B•T.

Mobile broadcast studio. Converted air line bus. With or without equipment. Range 20 miles. Money maker, WEOK, Poughkeepsie, N. Y.

Three Blaw-Knox type CN self supporting towers 200 ft. overall including complete lighting on each. Towers now standing. Also available antenna tuning units for same. Make offer. WHIS, Bluefield, West Virginia.

1 Gates RCM12 remote control system complete. WMTA, Central City, Kentucky.

Tower 200 foot self-sup. ins. AM or FM, with lighting avail. immed. WPGC, Washington 19, D. C., JO 8-6677.

Ampex 300, 300-2 Stereo, 401, 600 and 350 available. Short deliveries on 350-2P, 601-2P Stereo and 601. Grove Enterprises, Roslyn, Pa.—Turner 7-4277.

RCA turntables 70A and B with filters in cabinets. Excellent condition. $140.00 for both. Remote Service Plan, 548 Sheffield Avenue, Brooklyn 7, N. Y.

WANTED TO BUY

Stations

Radio station wanted with annual sales of $100,000-$300,000 by responsible, well-financed individual. East or midwest. Box 327B, B•T.

Experienced general manager 1000 watt midwest daytimer will invest $2,000 in midwest or southwest station. 25 years experience in radio and newspaper fields in executive capacities. Thoroughly versed all phases business. College graduate, personable, capable. Abundance initiative, tact, resourcefulness. On Board of Directors and stockholder in present connection. Excellent references. Box 400B, B•T.

Wanted, radio station California coastal area medium size market. Offers confidential and acknowledge. Box 427B, B•T.

Wanted to lease. Radio Station, daytimer in South or North Carolina. Preferably in two station market. Will stand rigid investigation. Box 437B, B•T.

Radio station in medium market west or southwest. Former owner KAFY-KCOK-KYNO. Write or wire Sheldon Anderson, 610 Bonita Dr., Tulare, California.

Stations wanted. Private, conservative service to station owners. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

WANTED: **DISC JOCKEYS** WHO THINK

THEY'RE EXCEPTIONAL—AND HAVE THE TAPES TO PROVE IT.

That's right. We said "Exceptional." If you're not, don't bother. You'll only waste your time and ours. But . . . if you are exceptional, rush us the tape that proves it. Jockeys with smooth selling ability. If you have a personality identity such as singing, voice characterization, impersonations, etc., so much the better. Every tape carefully auditioned, and promptly returned.

THE KEY RADIO STATION 5500 4TH PLAIN ROAD VANCOUVER WASHINGTON

WANTED TO BUY

Stations—(Cont'd)

Stations wanted. Sold: 60% of all the AM stations offered by this agency since its establishment. Ralph Erwin. Broker, 1443 South Trenton, Tulsa.

Stations wanted. Texas, New Mexico, Colorado, Missouri, Kansas, Arkansas, Louisiana, Oklahoma. Ralph Erwin. Broker, Tulsa.

Stations wanted now! Not interested in your gross receipts or your net profits or your private life. If the station has a market and a signal, please holler at me now. Ralph Erwin. Broker. Tulsa.

Equipment

Wanted—Western Electric 443-A-1 transmitter or parts from same. Reply Box 402B, B•T.

Wanted: Portable sync generator. Prefer RCA but will consider any make. Give complete information and price. WHIS-TV, Bluefield, West Virginia.

Wanted: Used radio remote transmitter and receiver. Chief Engineer, WSBA, Post Office Box 910, York, Pennsylvania.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821-19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

F.C.C. license residence or correspondence. The Pathfinder method-short-thorough-inexpensive. For bonus offer write Pathfinder Radio Services, 737 11 St., N. W., Washington, D. C.

RADIO

HELP WANTED

Sales

THREE

Top rated station operations expanding into big markets leaves openings in the Bartell Group.

YOUNG

We are looking for young, aggressive salesmen who are interested in an association with the best independent radio group in the country.

AGGRESSIVE

Every reward is lavished on those who have the makings for success.

SALESMEN

Write: Gerald A. Bartell
P. O. Box 105, Madison 1, Wis.

The Bartell Group:

WOKY Milwaukee
WAKE, Atlanta
KCBQ, San Diego
KRUX, Phoenix
WILD, Boston
WYDE, Birmingham

RADIO

Help Wanted—(Cont'd)

Sales

SALESMEN

Independent in major active radio market screening applicants for account executive positions. Progressive operation with tremendous potential for hard working salesman with radio know how and built in self starter. If you know how to sell radio, you can make money here. If interested, airmail special delivery complete resume. Box 461B, B•T.

Announcer

DJ-ANNOUNCER

Fast-stepping independent looking for mature, top-flight DJ-Announcer in search of opportunity in major market. If you know your business thoroughly, and are willing to work—we'll do the rest. Airmail-special delivery tape of DJ, news and straight staff work plus complete resume of background and references as well as minimum starting salary.

Box 401B, B•T

Technical

CHIEF ENGINEER

Chief engineer for major market independent operation. Should definitely also be production engineer studio and transmitter under one roof. If interested, airmail special complete resume and minimum starting salary. Box 462B, B•T.

RADIO

Situations Wanted

Production-Programming, Others

ARE YOU LOOKING FOR!!

A male vocalist? You needn't look any further. I am twenty-four, have had three years professional experience. A family man looking for steady employment in TV or radio. If interested will be glad to forward photo and record: Larry Gibbons, 4420 Fandon, El Monte, California.

EMPLOYMENT SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N. W.
WASHINGTON 7, D. C.

TELEVISION

Help Wanted

Sales

WANTED: Salesman and saleswoman for new UHF Television Station, WOWL-TV, Channel 15, Florence, Alabama. Guaranteed draw and commission. Conversions going fast in UHF island. Right man has the opportunity to be commercial manager, assistant manager and even manager. Modern plant facilities, excellent communities in which to live. Send all information air mail including experience, picture and minimum draw required. Experience not nearly as necessary as basic ability, enthusiasm, energy and drive.

DICK BIDDLE
P. O. Box 634
Florence, Alabama

FOR SALE

Equipment

TAPE RECORDERS

All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories

STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

FOR SALE: 200 ft. IDECO 3-legged, self-supporting radio tower with additional 72 ft. mast. Suitable for TV. Built to specifications SSRT-1 and Wind Loading B-2. Lighting equipment and controls included. Dismantled and ready for shipment. *Shelbyville News, Shelbyville, Indiana.*

INSTRUCTION

96% OF ALL GRADUATES OFFERED POSITIONS IN RADIO OR TV!

Courses in Announcing, Acting, Writing, Production. 1 year of intensive training. Founded in 1934. Professional teachers with national network background. Term starts September 26th.

NATIONAL ACADEMY OF BROADCASTING
1733 Wisconsin Ave., N.W. Wash., D. C.
Dept. B

How to Pass Your FCC First Class License Exams

Men with FCC licenses earn a minimum of 17% more money than those without, according to a survey just completed.

We guarantee to train you until you receive your FCC ticket. Send for full details today, without obligation.

Cleveland Institute of Radio Electronics
Dept. B•T 4900 Euclid Ave., Cleveland, Ohio

Continues from page 106

ing increase in daytime power and installation of new trans.; conditions.

KVNA Flagstaff, Ariz.—Granted cp to install new trans. at present main trans. site to be operated as alternate main trans.; condition.

WACO Waco, Tex.—Granted cp to move aux. trans. and install new aux., ant.-ground system, and delete remote control of aux. trans.

WBLA Elizabethtown, N. C.—Granted mod. of cp to change type trans.

WWCC Bremen, Ga.—Granted mod. of cp to change type trans.; condition.

The following were granted extension of completion dates as shown: **WHLI Hempstead, N. Y.**, to 12-31, conditions; **KPRC Houston, Tex.**, to 12-30, conditions; **WMPY Salisbury, Md.**, to 12-31, conditions.

Actions of September 18

KUED Salt Lake City, Utah—Granted mod. of cp to change ERP to visual 25.7 kw, aural 15.1 kw, ant. height 3053 ft. change trans. location (coordinates), change ant. system and make other equipment changes.

WRJN, WRJN-FM Racine, Wis.—Granted remote control point.

WNEX Macon, Ga.—Granted change of remote control point.

Actions of September 17

KGRN Grinnell, Iowa—Granted assignment of cp to Grinnell Bcstg. Corp.

WSYE-TV Elmira, N. Y.—Granted cp to maintain transmitter incorporated in BMPCT-4158 as auxiliary facilities.

WSYR-TV Syracuse, N. Y.—Granted cps to change type of ant. and make changes in ant. systems.

KGRN Grinnell, Iowa—Granted mod. of cp to change trans. location and make changes in ant. system (increase height) and change type trans.

The following were granted extension of completion dates as shown: WTOV-TV Norfolk, Va. to 4-16-58; KDSJ-TV Deadwood, S. Dak. to 4-6-58; WNBE-TV New Bern, N. C. to 4-9-58; KGBT-TV Harlingen, Tex. to 1-3-58; WCDB Hagaman, N. Y. to 2-15-58; WCDC Adams, Mass. to 2-15-58; KBIC-TV Los Angeles, Calif. to 3-13-58.

KWED Seguin, Tex.—Granted change of remote control point.

KEYZ Williston, N. Dak.—Granted authority to operate trans. by remote control while using nondirectional ant.

Actions of September 16

KGLN Glenwood Springs, Colo.—Granted relinquishment of positive control by Rex G. Howell, thru the gift of stock to Jerry Fitch.

KART KD-3272 Jerome, Idaho—Granted acquisition of positive control by Herbert E. Everitt through purchase of stock from Thomas Prescott and Charles L'Herisson.

KPAL Palm Springs, Calif.—Granted acquisition of positive control by Harry Maizlish, through purchase of stock from Gregson Bautzer, to Woodrow W. Irvin and Gerald Lipsky, a partnership, d/b as Bautzer and Grant.

WTRO Dyersburg, Tenn.—Granted assignment of license to Hamilton Parks, Franklin Pierce and Fred Childress d/b as Southern General Bcstg. Co.

WBTO Linton, Ind.—Granted assignment of license to Linton Bcstg. Co. Inc.

WAVP Avon Park, Fla.—Granted mod. of cp to change ant.-trans. location.

KUOM Minneapolis, Minn.—Granted extension of completion date to 9-30.

LICENSE RENEWALS

WRVA & Aux. Richmond, Va.; WSAZ & Aux. Huntington, W. Va.; WSSV & Aux. Petersburg, Va.; WTAR & Aux. Norfolk, Va.; WTTR Westminster, Md.; WWDC & Aux. Washington, D. C.; WWIN Baltimore, Md.; WWNR Beckley, W. Va.; WWOD Lynchburg, Va.; WWVA Wheeling, W. Va.; WYSR Franklin, Va.; WYVE Wytheville, Va.; WAJR-FM Morgantown, W. Va.; WARL-FM Arlington, Va.; WASH (FM) Washington, D. C.; WITH-FM Baltimore, Md.; WKAZ-FM Charleston, W. Va.; WRNL-FM Richmond, Va.; WRVA-FM Richmond, Va.; WSLS-FM Roanoke, Va.; WBAL-TV (Main Trans. & Ant.) (Aux. Trans.) Baltimore, Md.; WSAZ (Main Trans. & Ant.) Huntington, W. Va.; WSLS-TV (Main Trans. & Ant. and Aux. Trans.) Roanoke, Va.; WTAR-TV (Main Trans. & Aux.; Aux. Trans. & Ant.) Norfolk, Va.; WTAR Radio Corp., Norfolk, Va.; WTRF-TV Wheeling, W. Va.; WTTG (TV) Washington, D. C.; DuMont Bcstg. Corp., Washington, D. C.; WAJR Morgantown, W. Va.; WARL Arlington, Va.; WAVY & Aux. Portsmouth, Va.; WAYE Dundalk, Md.; WBAL & Aux. Baltimore, Md.; WBBI Abingdon, Va.; WBOC & Alt. Main & Aux. Salisbury, Md.; WBRG Lynchburg, Va.; WCAO & Aux. Baltimore, Md.; WCBM & Aux Baltimore, Md.; WDON Wheaton, Md.; WDVM Pocomoke City, Md.; WHAP Hopewell, Va.; WHAR Clarksburg, W. Va.; WITH & Alt. Main Baltimore, Md.; WJWS South Hill, Va.; WKLV Blackstone, Va.; WKWK Wheeling, W. Va.; WNOR & Aux. Norfolk, Va.; WNRV Narrows-Pearisburg, Va.; WPUV Pulaski, Va.; WREL Lexington, Va.; WRIC Richlands, Va.; WRIS Roanoke, Va.; WRNL & Aux. Richmond, Va.; WROV Roanoke, Va.

New Cuban Decree Shuts Down On Programming by Radio-Tv

The Cuban government has issued a decree setting up a list of new regulations radio and tv stations will be required to follow. The decree:

Prohibits any criticism of government authorities.

Rules out all speech or gestures that may be construed as having a double meaning and all advertising that misleads or "cheats the public."

Requires radio and tv stations to devote at least 5% of their broadcast time to educational or cultural affairs.

Warns tv stations not to show films which have not been approved by the film review board of the Ministry of Interior and requires that a film be preceded by a statement regarding its acceptability for viewing by children.

In announcing the new decree, Ramon Vasconcelos, Cuban Minister of Communications, said: "We must prevent the use of vulgar language, expressions of bad taste and anything which is detrimental to good manners and customs, culture, public decorum, or anything which is immoral or indicates flouting of the law."

Three Canadian Outlets Join CBS-TV as Secondary Affiliates

Three Canadian television stations, CHAT-TV Medicine Hat, Alta., CHBC-TV Kelowna, B. C., and CKRN-TV Rouyn, Que., have joined CBS-TV as secondary affiliates, according to Edward P. Shurick, CBS-TV vice president and director of station relations. CBS-TV affiliates in Canada now total 30.

CHAT-TV has joined the network as a non-interconnected station. Effective on or about Dec. 15, the station will be connected to the live network by microwave connection. CHBC-TV, which went on the air Sept. 21, will be a non-interconnected station, but will have satellite stations in Vernon, B. C., ch. 7 and Penticton, B. C., ch. 13. CKRN-TV is scheduled to go on the air during October as a non-interconnected station.

CHAT-TV, which operates on ch. 6, is owned and operated by Monarch Broadcasting Co. CHBC-TV, ch. 2, and CKRN-TV to operate in ch. 4, are owned and operated by Okanagan Television Co. and Northern Radio-Radio Nord Inc., respectively. The three stations will have the Canadian Broadcasting Corp. as agent.

3 More Australian Cities Ask Tv

The prospect that commercial television will gain new impetus in Australia was seen last week with a report the Postmaster General there has announced the government is accepting station applications for Perth, Hobart, Adelaide and Brisbane. Local observers earlier had predicted bids would be received only for Brisbane. Stations now are operating in Sydney and Melbourne with an estimated 106,000 sets in use at the end of the first year.

Radio Liberation Reply to Soviet

In view of the world-wide interest in the integration controversy in the South, Radio Liberation recorded an interview last Monday with Hulan Jack, a Negro, who is president of the Borough of Manhattan, for broadcast to the Soviet Union two days later. Mr. Jack sought to reply to accounts of U. S. racial tensions broadcast and published by the Soviet radio and press. The broadcast was carried in Russian and 17 other languages of the Soviet Union.

CFBR to Begin in October

CFBR Sudbury, Ont., opens as a new 1 kw station on 550 kc in October. The station will share its antenna with CHNO Sudbury, and will broadcast programs in French. It will use Canadian General Electric equipment.

INTERNATIONAL SHORTS

CKLB-FM Oshawa, Ont., on Sept. 12 began broadcasting separate programs from CKLB.

CKGR Galt, Ont., announces change of call letters to CFTJ. Station also reports new rate card effective Sept. 1.

BROADCASTING • TELECASTING
THE BUSINESS WEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE
- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name _____ title/position _____

company name _____

address _____

city _____ zone _____ state _____

Please send to home address — —

WHAT'S TROUBLING THE ADVERTISER?

Commissions, barter, 52-week buys, other thorny issues get ANA scrutiny

Few groups command the ears of advertising agencies and broadcasters more completely than the powerful Assn. of National Advertisers and its Radio & Tv Service Committee. Lately, through the release of surveys it has made, the committee has spoken up on some fundamental questions—and seems apt to get into others. George Abrams, vice president in charge of advertising for Revlon Inc., which has had almost fantastic success with tv, heads the ANA radio-tv group. In this tape-recorded interview with B•T, he reports—not as George Abrams of Revlon but as chairman of the ANA committee—on the committee's present activities and plans, and gives his views on questions of basic importance to advertisers, agencies and broadcasters.

Mr. Abrams, will you tell us briefly for the record what projects the committee has underway now?

Well, the most important project right now is a forthcoming seminar workshop. We had one last February and it was quite successful. We're now in the process of preparing the agenda for that workshop by determining from our members the most important single television or radio problem that they, as advertisers, have today.

For example, I had a call this morning from ANA headquarters from one major advertiser who was very much concerned with television barter plans. He wanted to know if we could put that on the agenda. So between now and February we'll be developing a list of the most significant problems.

Two others which we know are quite important and have raised quite a storm in the press during the last few weeks are [1] the policy concerning payment of commissions on talent package shows —shows that are not produced by the agency but are produced by outside packagers and the networks, and [2] the firm 52-week facilities policy. Those are certain to be on the agenda. I believe

A B•T INTERVIEW

barter will definitely be on the agenda because we have had increasing inquiries about it.

Overall, the workshop is the most important single project today.

Has the committee taken a position on any of these things?

Generally, the committee doesn't take a position; it merely reports on information or facts and tries to do it through surveys—that is, questionnaires which go out to the members. They've got to be quite careful so that pronouncements it makes are not misconstrued as being the result of a conspiracy of advertisers. Rarely is there a meeting in which we are not guided by legal counsel. In the case of the payment of the 15% on package shows, various members will always take individual positions; they will express their opinions. But ANA as a group will never express its opinion as to whether an advertiser should or should not pay the 15% on shows not produced by the agency.

You did a survey recently on the payment of the 15% on talent, didn't you?

That's right.

What did it show?

It showed that there were 13 national advertisers—we don't feel here that the percentages are as important as *that* particular finding—there were 13 national advertisers who were paying no commission whatsoever to their agencies where the television program was produced on the outside, either produced by the network or produced by an outside packager. And coming just prior to the Frey * report, this is a rather dynamic finding because up until this time it had been assumed every advertiser paid full commission on shows. Even though we were aware that various advertisers might have made deals with their agencies, we were not aware that this number would admit that they were paying no such commission.

Can you name the 13?

No, we purposely asked the advertisers not to identify themselves in the questionnaires because we wanted them to speak very freely.

Were these major advertisers?

Well, you have to take the roster of ANA members—if they are in television for the most part, they are major advertisers, and, of course, this concerned only network television. At today's prices, if you have even an alternate half-hour show then you're a major advertiser.

If 13 were not paying, how many were?

There were, as I recall, 55 who were. That's why I make the very special point that if you use a percentage, it doesn't seem too important but if you take the raw fact that in the United States today there are 13 major advertisers who are not paying commission on packaged tv programs, it becomes a much more important statistic.

In other words, ANA would have assumed that everyone was paying?

That's right. Because traditionally you operate under a 15% agency system.

If you assumed that everyone was paying, why did you make the survey?

Because there had been objections on the part of some members who were paying these commissions to the fact that they were unwarranted compensations. In many cases the property they had purchased was coming to them in a "can from Hollywood," as they put it, and yet they were forced to pay as much as $5,000 a week commission to their agencies on that program. The justification always offered by the agency was that this was compensated for in other forms—in services as a marketing counsel or in research it might be doing. But as a single item tied to the 15%, it was one that very few of us could justify as being a fair expenditure to be made by an advertiser. One advertiser present mentioned that he was paying $100,000 per program for a film show—$100,000, which meant that his agency was receiving $15,000 per show in commissions. The show was completely produced in Hollywood, cast in Hollywood, directed in Hollywood—none of the scripts were submitted to the agency. So in this case this would probably be——

A rare case?

Well, it was, but it points out that you can range from an average $35,000 a week show to as much as a $100,000 a week show—and if you have a 15% system to apply against it, it doesn't matter the price of the property—the income still goes to the agency.

* EDITOR'S NOTE: PROFESSOR ALBERT FREY, MARKETING PROFESSOR, TUCK SCHOOL OF BUSINESS ADMINISTRATION, DARTMOUTH COLLEGE, HAS BEEN COMMISSIONED BY ANA TO STUDY AND REPORT IMPARTIALLY ON "AGENCY FUNCTIONS, PRACTICES AND METHODS OF COMPENSATION." REPORT IS SLATED FOR PRESENTATION TO ANA FALL MEETING OCT. 27-30.

Did this advertiser say what justifications his agency gave for charging the commission?

He mentioned that he had asked his agency to prepare a documentation of what service they had provided and that when they provided the documentation, he was sure that he was over-paying.

Does he still retain that agency?

Yes, but he no longer has the program, so he's a happy man today.

Could you tell us about the 52-week facility policy investigated by ANA?

Sure. Here again the ANA had received a number of complaints, primarily from medium or small advertisers, that they were being forced to sign firm 52-week facilities agreements in order to get a time period on some of the major networks. They asked us if we would go to the networks and try to change the system. We said we couldn't do that as an association. However, we felt that what we should do was to conduct a survey of all of our members who were network television advertisers to determine whether they had all been forced to sign 52-week firm commitments. The point being that if they had not, then this small or medium advertiser could very honestly and fairly go to a network and say, "Why are you imposing this system on us when you're not doing it with all advertisers?"

That was the result of the study. The study showed that there was not a uniform, firm 52-week policy—that, as I recall it, roughly half of the advertisers polled had signed such commitments but that you had another 50% who had signed contracts of varying lengths. So that today, your small advertiser, who may be bucking someone willing to sign a firm 52-week commitment, is in a position where he can lay down in front of any network this study by ANA and say, "We want fair treatment." That was the only purpose of it.

Do you know of any instances where that study has been so used?

No, I think it's really too soon for that to have happened. The study was only issued about the first week in August. Now, it may be used; it could be used without our ever knowing it. An advertiser going out and buying time could go to the network without our being aware of it. However, I think the replies of the various networks are very interesting. I think ABC was quite honest in its comment that where they had film shows which necessitated the



REVLON'S (AND ANA'S) ABRAMS

purchase of 39 originals—and, of course, the 13 repeats—it was necessary for a 52-week commitment. Otherwise someone would be left holding the bag and there was no reason why it should be the network. If you recall, NBC made virtually no comment to it. CBS, as I recall it, took the position that they were not forcing anyone to buy.

What lengths are Revlon's network contracts?

Well, we have them in varying lengths today. We have always tried to get 13-week commitments, but I will say that we have signed firm 52-week commitments in the past.

Willingly?

No, not willingly. In my opinion, no advertiser wants to sign a firm 52-week commitment because it makes his advertising expenditure very inflexible. He suddenly ties himself to an expenditure of perhaps $5 million. There are very few advertisers who can do that not knowing what their business will be as they enter the next quarter or the next half year. It is always a much safer course to set yourself up in 13-week cycles.

Going back to the ANA problems—could you give us your impression of barter?

Well, I have used barter and I found it a very good deal for the company I was working for at the time. This occurred in 1954 and 1955 when I was still at the Block Drug Co. We were approached by the Matty Fox operation of Western Television. As you know, they had sold or given film to stations in exchange for time. We were able to make a deal whereby we purchased some of that time from them at less than card rates. The time was delivered as ordered. The products responded to the advertising and paid off very well. It was a very clean-cut deal.

Specifically, what time periods were you getting or in what time periods——?

We were given the contracts that C&C Corp. had with the stations. These varied in time periods. Some stations had good prime time periods, others had fringe periods and some just had daytime. We were able to discard what we didn't want. We picked the time periods which we had found most successful for us in the past when we used spot tv advertising. Then where there was a range of time—for example, from 6-7:30 p.m. over certain stations—we requested availabilities from that station. When they said, for example, that they had a spot available at 7 p.m. on a Monday night, we bought it. And that was the procedure. We found the stations very cooperative on it and it turned out to be a good deal. I understand Block has just finished using up the time that they bought; as I recall it, they purchased about $300,000 worth of time, all spot time, on a barter basis.

Spread over a period of about three years?

Spread over roughly three years.

You said $300,000 at less than card rates. What would the card rate have amounted to?

I believe it was about 40% off the card rate. So it was 60% of the card rate.

Continued

Would you say that your experience, or Block's experience, with barter was more satisfactory than the average advertiser who goes into it?

I'm not too familiar with other people's experience except that I have heard good reports on International Latex's use of barter. I understand that their sales, particularly on their new product, Isodine, have been quite good as a result of using this type of operation and that they have contracted for a very long period—almost a $20 million package. I don't see them doing anything else but barter in television today so I assume it has been a good relationship and that they are continuing it.

What is the purpose of ANA's looking into barter?

Well, only because members have asked for more information about it. Some have questioned whether it's a good practice. There may even be cases that I don't know about where sponsors have been hurt by it. Let's just call it at this point an investigation of barter for the information of members.

Do you plan to make a survey?

Yes, we will dig into it now and find out what the experience of other people has been using barter.

Will you also survey agencies?

Well, we generally don't. We let the 4 A's [American Assn. of Advertising Agencies] survey the agencies. Generally, when I have discussed this subject with agencies in the past, I've found they dislike the barter system. Many of them have personal relationships with station representatives or with stations and they don't like to bring in a third party in these matters. I think you have to take each individual barter plan that is offered and just weigh it from one basic economic standpoint—is it a good buy? I don't see anything unethical or immoral about it. It's just good business if you can buy your time, if it's good time, cheaper.

One more question about the 52-week facilities policy—Is it true that advertisers generally receive preferential treatment in print media if they are on a long frequency schedule, say 52-week or whatever it happens to be? In other words, don't you have this also in print, not only in broadcast media?

Well, of course, the great advantage in print media in a schedule that encompasses a full year (I didn't want to use the phrase "52-week" because that's very rare in print) is the discount structure. There have been cases where print publications will give you better positioning if you are a long term advertiser. But I haven't found that that is a necessity. Most publications today are willing to grant you good position if you fight for it and want it. Some advertisers just don't worry about position; they don't care where their ads fall in the magazine. Others do and demand it, or they don't run. I would estimate that most print advertisers I've known and talked to on the subject have never found it necessary to run a 52-week type of schedule in order to get the positioning.

Is your ANA committee doing anything in particular regarding the whole question of how agencies should be compensated or is the Frey study going to take care of that "in toto"?

When the ANA convention is held at the end of October and the Frey Report on agency compensation is presented, it will be the first time that ANA will be aware at all of the findings of that report. ANA's president, Paul West, has made quite a point of this—the fact that until that study is opened at that meeting, not any member of ANA, not even the president or the board of directors, will know what it contains. So, it can work as much against the advertiser from the standpoint of the traditional 15% system. It could, for example, recommend that the commission be 17%. But as I understand it, and I listened to Professor Frey state what he plans to present, it will be a report of findings rather than an interpretation. I think advertisers, agencies, media and the press will draw their own conclusions from what they find. I don't believe he will recommend, for example, that the commission be changed from 15 to 17% or from 15 to 13%, or anything of that sort.

Is your committee making any sort of special study of compensation other than this?

No, the only one we've gone into has been the subject of payment of commission on package programs. And again, only because we had specific complaints from members that they felt it was an unfair practice.

Did that study also find that some advertisers were paying more than 15%?

No one claimed that honor.

On the question of compensation generally, I believe the ANA position at the moment is that the relationship between advertiser and agency is a case-by-case thing for each advertiser and his agency to determine. Is that correct?

That's correct.

Are you satisfied with your compensation relationship with your agency?

Well, I would say that I would be one of those who would question the commission on package programs. I believe that if an agency has played an important role in the development of that package—finding it, assisting in the casting of it, getting into the scripts very carefully and actually taking part in the production, improving the production values of the show—I think then they would be entitled to it. But an agency which, for the most part, sits by and merely accepts a package program—I don't think is entitled to it unless that agency is able to compensate for it in some other way. Now again we get into individual cases. There are many advertisers who will tell you that their agencies provide very heavy research services. We don't require that of our agencies. If we did, that might be a balancing factor to the payment of the 15% on package programs.

Could you tell us what advantage you feel that you might have in more than one agency rather than having one agency handle all of your advertising?

That's a good question, particularly today when you have this Lorillard move toward consolidation and some others that have taken place. In the first place, I've always been a believer that conflicting products should not live under the same roof.

That's the philosophy then that your firm uses because you have so many products———?

That's right. There's another point to be made. Unlike Lorillard, which has three or four brands, we have about 40 advertised brands. If we were to put all 40 brands under one agency, it's my opinion that some of those brands would suffer because you tend always to service those brands that, first, have the biggest billing and, secondly, those that are the biggest problems. So that if you have a product that has moderate billing and is a comfortable sort of product to live with—in other words, it doesn't have a crisis every week—you tend to neglect it. But take that same product and put it into another agency where its billing may seem important to them, and it will get attention, it will get a lot of interest, they may even develop a completely new campaign for it. It suddenly comes alive as a brand. I think that's quite important.

Have you ever considered a house agency for all your products?

Every year. Seriously, it's quite a normal thing to consider in our business because so many others have done it. It's hard to disregard the fact that American Home Products has a house agency, Warner-Lambert has a house agency, Vick Chemical has a house agency. Toni has the North agency, Pharmaceuticals has Parkson—so it comes to your attention quite frequently that maybe you ought to consider having a house agency. I've generally been against the practice of house agencies because I don't think they tend to attract the best creative people although they may have good people who run them from an administrative sense. In other words, they can place orders, they can place ads—but let a brand get into trouble, and I think they're forced pretty soon to recognize that they haven't got the creative power to correct a situation of that sort.

WHAT ANA QUESTIONS

- **Agency 15% on outside-packaged shows: Is it a legitimate charge?**
- **Network 52-week buys: Are all advertisers getting the same break?**
- **Barter deals in tv: They work for some, but are they good for all?**

HOW REVLON THINKS

- **Split billings: Products get better service if they're not in one agency**
- **House agencies: Attractive, but often suffer from lack of creativity**
- **Programming: There's a dearth of originality in television today**

Have you had any problems in product protection?

Yes.

I notice that CBS has taken some steps to amend its protection policy *...

I think it was a necessary step they had to take. With acquisitions and new product developments by major corporations in America, it became increasingly difficult to buy a program. We have had two instances within the past few months to point this up. When we bought the *Walter Winchell File* program on Wednesday night, we couldn't advertise a number of our products because of the adjacency to Mennen, who put out baby products, hand preparations and a men's product—a line of men's products. The same thing happened to us on Sunday night on the *$64,000 Challenge*. We had Bristol-Myers on one side and Helene Curtis on the other. Bristol-Myers makes deodorants, hand lotions and a men's hair preparation. On the other side, you have Helene Curtis with a hair spray, shampoo, a deodorant. We make products in all of these fields so that we were blocked on both sides. I think frankly the new CBS policy is a good thing for the industry. It was reaching a point where corporations such as Procter & Gamble were making it impossible for Lever Bros. and Colgate to live side by side with them. And there just had to be a breaking point on it. I admire the leadership of CBS in stepping forward and saying this has to be done. It should have been done a long time ago. Certainly in magazines and newspapers you get no more than facing page protection.

Do you think the 15 minutes that they put between leading products is adequate?

The answer to that lies in what the word "adequate" means. You could just as well raise the question whether an hour separation is "adequate." The great concern advertisers have is possible neutralization of their advertising message. I'm sure that consumer remembrance goes far beyond 15 minutes but it also goes far beyond an hour or two hours, so that if they see a commercial one hour previously and then another commercial by a competitive product an hour later—there could perhaps be a neutralizing effect. I think the 15-minute rule is a necessity. I don't think they had any choice but to do it that way. They had been working for the most part with a half-hour separation, as witness our situation on Sunday night. I think they were forced into a 15-minute rule.

From the advertiser's standpoint, what are the biggest problems in using television? This is the first time I've heard an advertiser go this long without complaining about costs.

Well, of course, it's only because you didn't ask me. And yet, in answering your question, costs would not be the primary problem. The primary problem would be that of finding the right program and the right time period. Because if you find the right program and the right time period, the cost could be a very justifiable expenditure—as witness the *$64,000 Question*. However, take a situation where a program is in a prime time period and yet faces two strong, competitive programs; even though it may be a very good program, it can have its strength dissipated by the fact that the audience goes into a three-way split in that time period. And yet the cost of the time is the same as, let's say, on another night of the week, and the cost of the program is the same as if that program were placed on another night of the week. So I place those two problems first. I would place finding the right time period first, program second. Because even some poor programs have done well where they haven't had serious competition.

Do you think rates should be based on delivered audience then?

Well, I would hope that someday we would arrive at that. As you know, there was talk some time back of Nielsen providing a service which would be tied to delivered audience, and many tv advertisers hoped it could be achieved—just as they pay for circulation in a magazine or a newspaper. But that's one of the gambles of television today. You could also call it the survival of the fittest. So you go out and try to find the best program and you negotiate as best you can for the best time period. And if you go into a time period that subsequently suffers as the result of competition, you move to another time period. *Twenty-One* is a very good example of that. If it had stayed Wednesday night at 10:30, it would have remained a mediocre program. At 9 o'clock on Monday it had the opportunity through greater sets-in-use, additional stations, and lack of competition. It has become a great program.

Is there anything you want to add on any subject?

I've always been a great believer in pioneering, in advancing new frontiers in advertising. And I'm a little dismayed, frankly, at the programming in television today. While I didn't always agree with Pat Weaver's concepts, I think he did provide some fresh thinking, some fresh programming, and some excitement in television. It's just too easy to be a "me too" in television. Someone gets a good rating on a Western and then immediately you go out and buy a Western. I think, too, there's a great dearth of originality. I've been watching, for example, a new program called *A Date with the Angels*, the Betty White show. In some respects it's a luke-warm *I Love Lucy* program, and yet watching it, it's so apparent that the show needs creative ingenuity. Because with that, it could come alive. The casting is good, the basic plot is good and yet in aping a successful program of the past, they haven't come up with a successful show in the present.

So I think, going back to Mr. Weaver, that he had the right idea. That is, strike out in some new directions, develop creative thinking. I think that has to be the saving of television. Because if it continues in a rut of mediocrity, you're going to face the same situation as you had this summer. With nothing but "repeats" all over the dial, people were tuning out. I think television had one of the sharpest drop-offs in listening this season we've had in many years.

*EDITOR'S NOTE: UNDER A REVISED PRODUCT PROTECTION POLICY, CBS-TV PLANS TO MAINTAIN SEPARATION OF AT LEAST 15 MINUTES IN NETWORK PLACEMENT OF COMMERCIALS FOR COMPETING PRODUCTS. NETWORK ALSO WILL PREVENT COMPETITIVE PRODUCT CONFLICT WITHIN PROGRAMS (EXCHANGE COMMERCIALS ARE NOT NECESSARILY ENTITLED TO PROTECTION, AND THEIR POSITION MAY BE SHIFTED IN ORDER TO MAINTAIN SEPARATION OF COMPETITIVE PRODUCTS).

The television rating story in Atlanta:

up...Up...UP...for WSB-TV

**STATION SHARE OF SETS IN USE*
SIGN-ON TO SIGN-OFF SUNDAY THROUGH SATURDAY**

	WSB-TV	Station B	Station C
May	**41.0**	36.4	23.8
June	**41.3**	36.2	23.0
July	**43.6**	34.1	24.2
August	**45.8**	32.0	24.1

In addition to this increasing audience advantage advertisers get on WSB-TV, they enjoy an overwhelming *coverage dominance.* In the 50% or better penetration areas WSB-TV covers 100 counties.** This is 25% more counties than Station B covers. 72% more than Station C covers. The NBC fall-winter schedule as announced means inevitably even greater audiences for Atlanta's dominant station. Get more for your television dollar. Get on WSB-TV—one of America's truly great area stations.



WSB/TV

Represented by Edw. Petry & Co.
Affiliated with The Atlanta Journal & Constitution
NBC affiliate

*ARB
**NCS No. 2

from **JAMES GREEN**, *account supervisor, North Advertising*

CAREFUL! COLOR TV IS TRICKY

Black-and-white television became big in a hurry because of the taverns. Tavern tv created a market, made it popular . . . and boom! There it was. A brand new industry busting records every year.

A lot of us expected color to follow the same pattern. But it hasn't. It's gotten hung up somewhere along the line—adamant salesmen, more adamant viewers, high prices. Something. There's a bottleneck.

But it's coming, big enough to be a factor, soon. That's the point. There'll be millions of sets—enough to impress even ARB, Nielsen and the credit bureaus. And then color will be something to be reckoned with as a sales tool. Particularly to sell food.

Actually, there are three basic elements essential to a good food commercial on color television. Time, care, and quality. At the minimum you can double the time required for set up—lighting the product, getting angles, background and so forth. The care given to the set up must be even greater—every step checked two or three times to be sure of light, shadows, color relationship, background and on and on. And quality. Every blessed thing that goes in front of the color camera must be checked again and again, because the searching and critical eye of the black-and-white camera is increased in strength a thousand fold in color.

There can be no smudges. There can be no wrinkles . . . no faded edges, no approximates. Every detail must be perfect.

And this is before we even come to the problem of color itself. Here comes the critical difference. Actually, color television is just another step in the direction of less and less work for the consumer. In black-and-white television there were still some mental gymnastics required of the viewer. The picture offered a monochrome image, an outline of the details of a product or object. The listener filled in the fine points with his imagination. Not as detailed as radio listening, but he worked a little. Now, there's color. And there it is—your product, the thing you're trying to sell. If it doesn't look perfect, forget it. You haven't made a sale.

HERE ARE SOME POINTS TO CONSIDER

Here are a few rules or do's and don'ts we've learned during our "pioneering" for Jewel stores on WNBQ (TV) Chicago:

In grocery items—packaged goods:

- Mass shots of packages just don't come off. Too much control is required to compensate for the extreme variations in color and shading.
- Intense colors, such as red, tend to make dull colors such as browns or purples, appear even more dull.
- Individual products appear best when displayed alone with special lighting on a neutral background.
- Retouching of lettering and sometimes even of color is helpful, and often essential. The best package, as will be pointed out later, is simple—a very few well-defined colors with a minimum of lettering. Off-whites are best with strong colors, pure whites are weakest.

There's this to know about food displays. When you've taken time and care, and have presented quality, you needn't say a word. It's beautiful and it will sell.

One day we're going to wake up to find enough color homes to care what we look like in color. That'll be the time when we re-examine the future of automation. Because color television may be the answer to the lack of display, the absence of personal contact. Color television may serve as the display area of tomorrow's supermarket. If the image from four-color print will carry over to the point of purchase, so will electronic color.

There is another area in which color television figures to cause tremendous changes. That is in packaging. It probably isn't fair to say that the advent of color television has sent the major manufacturers rushing in panic to the leading designers. But, in the trend to new packages, the demands of color television will be a major factor in shaping the designs. The packaging industry is booming along at something like $12 billion right now, and is something more than a hit or miss proposition. As it grows, color television is the major force in shaping its pattern.

COLOR TV MAY DICTATE IMMEDIATE CHANGES

However, in spite of this growth, many manufacturers are slow to make changes, relegating new packaging to the "let's get it over—and cheap" approach. And that's where color television comes in. When executives who allocate multi-million dollar budgets to advertising their product but nothing to change its dress, suddenly see it in color testing, the veneration for the traditional package suddenly dies. Here, under the probing of the color television camera, they come face to face with the appearance of their package for the first time.

The demands of modern merchandising set up rigid basic musts in packaging. Simplicity, harmony of color, and strong product identification are essential. The display of row upon row of packages in the modern supermarket accelerates the challenge to the designers because each product must shout out for itself in competition with literally thousands of others. And every demand made on a package by color television meets the requirements of good packaging in general.

Quickly, here are five basic rules or questions which should be followed or asked, in redesigning today's packages.

1. Is product identity as strong as possible?
2. Is design as simple and straightforward as it can be made?
3. Does the package have good color separation?
4. Are detail and copy at an absolute minimum?
5. Will it stand out in a crowd?

You can't change the color of actual foods. You can change and adapt the color of packages. Color television isn't going to put advertising men out of business. But it's going to make our jobs a lot easier. And it's going to sell groceries like mad. Someday a shot of that steak and tossed salad will come on without a word. And somewhere one ad man will turn to another and say "what ever happened to copy?"



James Green; b. Hastings, Neb., Oct 6, 1921; grad. Northwestern U. in 1946, after three years out as communications officer on U. S. Navy carrier. Was assistant editor for Science Digest *in 1947, then writer for* Chicago Sun-Times *1948-50; did freelance writing and producing in radio for two years and before joining Christiansen Adv. Agency, Chicago, where he directed* Uncle Johnny Coons Show *for Jewel Tea Co. locally. Was account supervisor on Jewel and radio-tv director at Christiansen before joining North last Feb. 1 as account supervisor on Jewel food stores account (which also shifted).*

Nose Under the Spectrum Tent

MONTHS ago we warned of the imminent danger of invasion of the vhf tv bands by the military. Last week guarded announcement was made of the transfer of a portion of ch. 2 for military communications, but outside the U. S. and its important territories or possessions.

Assurances are given that no interference to reception of any ch. 2 stations will result from the use of ionospheric scatter on the lower end of that channel. We find no competent engineering opinion that disputes this contention.

But the mere fact that government has impinged upon a portion of the spectrum allocated for the direct benefit of the public is cause for concern. We wonder, for example, whether the military would have stopped at a mere 400 kc of the 6,000 kc ch. 2 if the alarm had not been sounded and if Sen. Charles Potter (R-Mich.) had not introduced his resolution for a high level three-man commission to investigate spectrum utilization.

In recent weeks broadcast and manufacturing trade groups have awakened to the realization that the vhf spectrum and, possibly through chain reaction the uhf bands as well, might be in jeopardy. They have gotten behind a complete and impartial study of spectrum use. The bite at ch. 2, even though the use to be made of the space is in remote regions, certainly should stimulate vigorous support for the Potter resolution and its companion measure in the House at the next session which begins in January.

We can conceive of no issue more important to the broadcaster. Without spectrum space there can be no television.

The ABC of Tv

BROADCASTERS may legitimately expect answers to some very basic questions before they decide whether to support the tv "circulation" measurement plan developed by the NARTB.

The biggest question is this: Is the project really necessary?

If the answer is to be yes, it will be for different reasons than those which prevailed in December 1952 when the NARTB Tv Board decided to explore ways of doing a national, county-by-county station measurement.

At that time television lacked current, dependable information about such fundamental subjects as the number and distribution of television sets and the extent of station coverage.

Since then the void has at least to some degree been filled. Commercial research services have provided a considerable body of intelligence about the size and location of the television audience. In short, buyers of television advertising now have at their command much more information than they had in 1952.

It would be foolish, of course, to say there are no flaws or vacancies in existing tv circulation information. If a unified, national measurement were to be undertaken by telecasters, it should be for the purpose of correcting flaws and filling vacancies in current services. To some extent, the NARTB's plan has already served that purpose.

It is the testimony of competent researchers that the survey technique developed by the NARTB's circulation committee promises to produce more accurate results than those obtainable from past methods. The development of this technique is, in itself, a valuable contribution to tv research. Whether the NARTB project ever materializes, the technique presumably can be put to good use by commercial services.

It seems to us that the principal merit in an all-industry project would be the standardization of one type of basic television measurement. The counterpart in concept, if not in technique or type of measurement, is the Audit Bureau of Circulations to which responsible newspapers and consumer magazines subscribe.

The Audit Bureau of Circulations has gained universal respect among space buyers for a number of reasons: It is known to be conducted with scrupulous honesty; it uses research techniques which, although simple, are recognized as valid; and—perhaps of most importance—it has been vigorously promoted for what it is, a standard measurement of publication circulation.

A television bureau of circulation, whatever its name, could achieve the same respect among the buyers of television advertising. To be sure, its job would be more difficult than that of ABC because the job of measuring television circulation involves far more elusive elements than the mere counting of copies which a newspaper or magazine sells. But if the television bureau's methodology were accepted by respected research experts among the agencies and advertisers, it could achieve for tv what ABC has achieved for the print media—and, indeed, more.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Let me get this straight . . . you want to resign so you can enter our contest?"

As proposed by the NARTB committee, the television measurement would provide more detail about a station's audience than ABC provides about its members' circulations. This should be a distinct advantage to the buyers of advertising.

Some broadcasters have raised the question whether a television measurement ought to report the audiences of all tv stations or only those of subscribers. Here again the ABC analogy may be invoked. ABC reports only the circulation of its members—the theory being that only those publications that are willing to expose their paid circulation lists to scrutiny are deserving of ABC membership.

Getting the tv project off the ground will not be easy. To be successful, it must have the support of many stations; it must be organized with continuity and growth in its future plans; it must be promoted as a service of high standards deserving of respect.

Wayne Coy

WHEN Wayne Coy was fatally stricken last week, a piece of American broadcasting died with him.

He had been chairman of the FCC during four rugged years—late 1947 to early 1952—when the television allocations were being shaped and video got off the ground. A dedicated public servant who would brook no interference, he was the FCC's "strong man" during those eventful years.

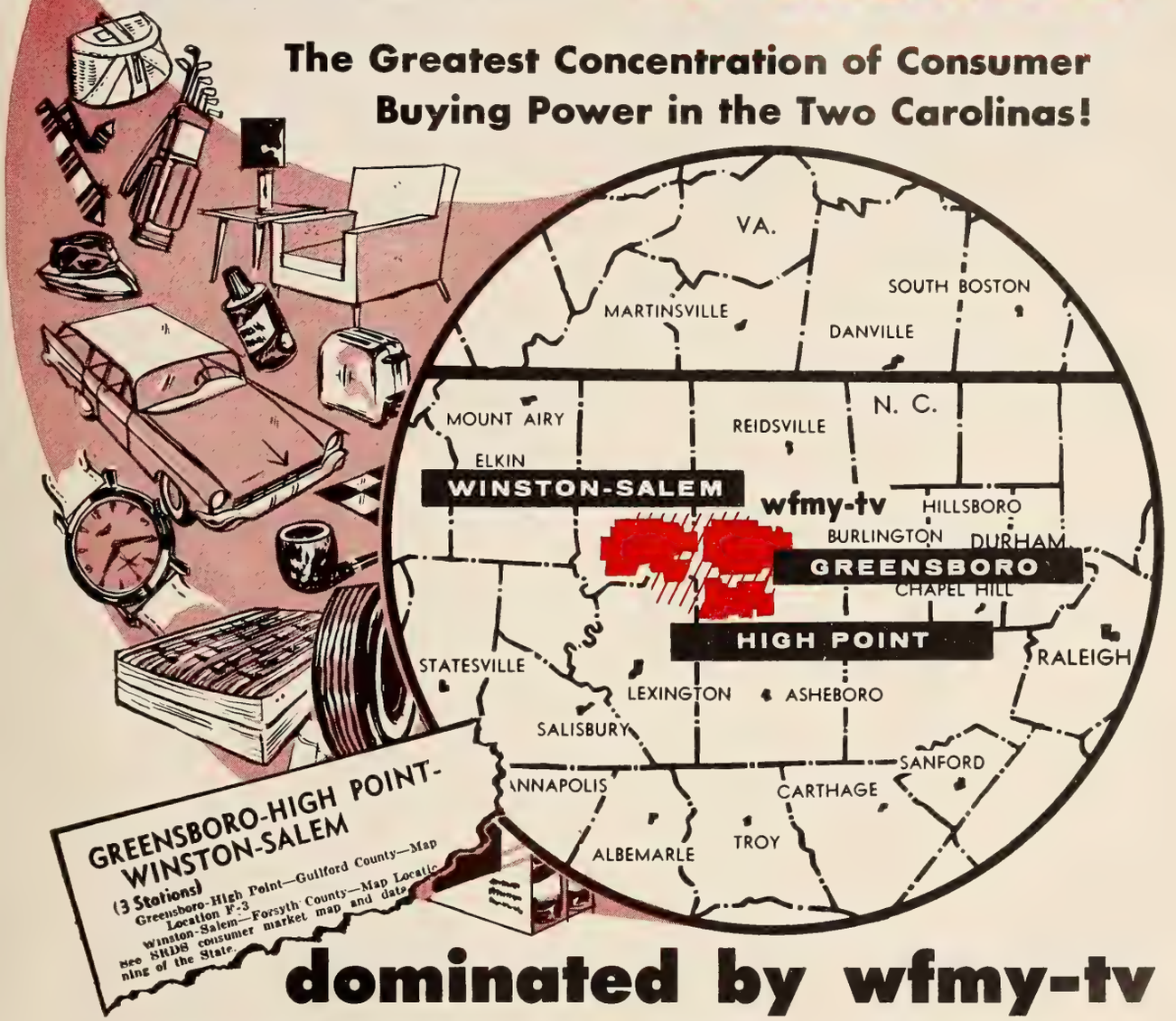
Mr. Coy came to the FCC as its first chairman with a practical broadcasting background, as well as with years of prior government administrative experience. He accepted President Truman's call to return to government when he had a good position with the *Washington Post* as director of its radio stations. He knew of the financial sacrifices entailed and he had not been in robust health for some years, but he assumed the trying task at a critical time in tv's development.

When Mr. Coy resigned in 1952, he did it on an "immediate" basis. He had no new job, but his sense of ethics was such that he wanted to be a free agent in negotiating for a position in industry. Offers came at once, and he joined Time Inc. as consultant on broadcasting.

Like all too many executives in broadcasting, Wayne Coy died too young. He had reached the point at which economics were no longer a problem, his two boys had grown to manhood, and he and Mrs. Coy had returned to their beloved Indiana to "slow down" after many years away from home. But those rigorous years in newspaper work, in state office, in federal positions and in broadcasting, had taken their toll. In their hour of bereavement, his devoted family can take comfort in the knowledge that his tragically foreshortened life was full and meaningful and that he leaves a legacy of exemplary statesmanship, good broadcasting and an abiding faith in his fellow men.

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